

GRABIX

SEARCH TIP
2013

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OF THE CONSUMER™

GRABIX: SEARCH

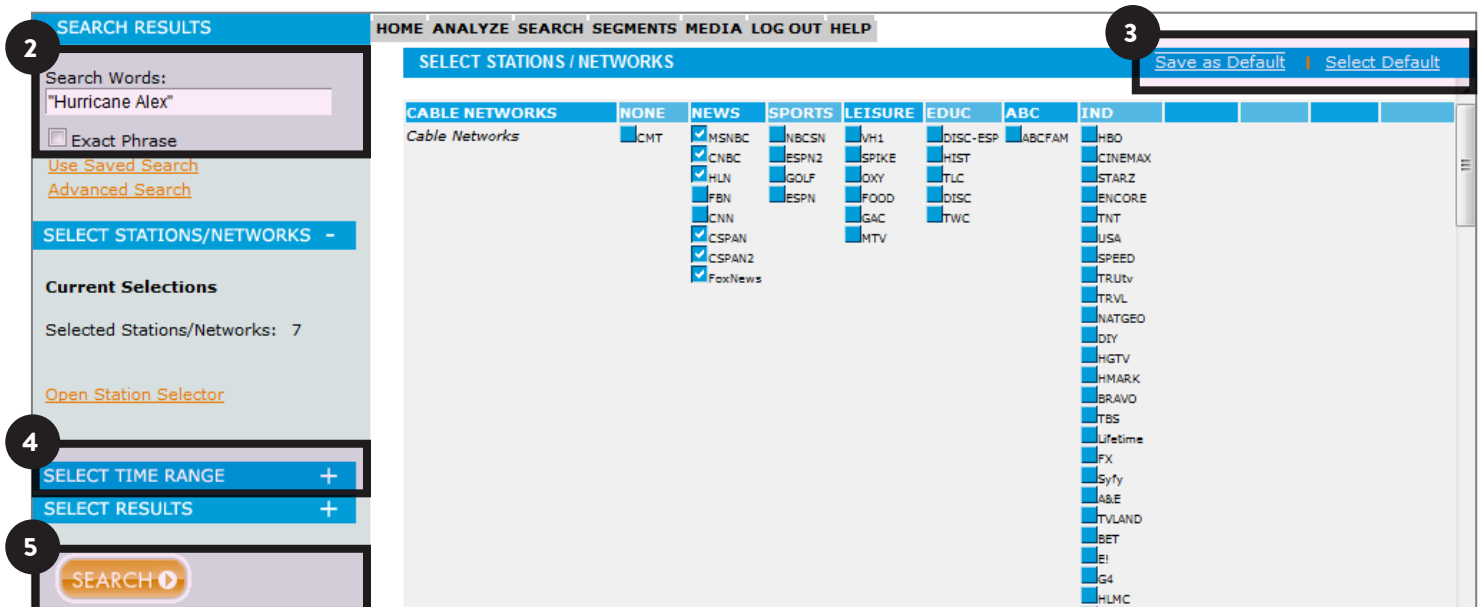
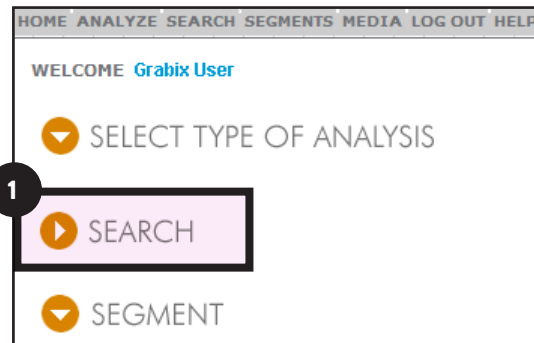
Grabix provides users with two ways to search, by word or time period.

WORD SEARCH

Word search allows you to look for a specific word or phrase on a given day(s) for a selected station/network.

For example, if you want to look at all mentions of Hurricane Alex across three news networks over the last week you can easily use the word search feature.

- 1.) From the Grabix menu, click the SEARCH link.
- 2.) Under Search Words, type in a name, phrase or title. To search for more than two words you can either use quotes or check the Exact Phrase box. **NOTE** – Word search is not case sensitive.
- 3.) Place a check mark next to the desired stations/networks. You can also use the options at the top right of the screen to Save as Default, Select Default, Select All or Clear All selections. **NOTE** – Stations/networks that were chosen on the last completed search will be saved as current selections.
- 4.) There are two options in Select Time Range. In Days/Hrs tab you type in broad ranges – i.e. from seven days ago to three days ago. Under the Date/Time tab select the starting date and time as well as the ending date and time.
- 5.) Select the maximum number of results to return (10-500) and click the Search button at the bottom left of the window.



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TIME PERIOD SEARCH

Time Period Search allows you to look at a specific time period on a given day for a selected station/network. If you look across multiple days, it will include all minutes across the days and time period selected.

For example, if you select Monday, 10pm as your start time and Wednesday, 10.30pm as your end time, you will see data across three days.

- 1.) Ignore the Search Words field by leaving it blank
- 2.) Select one Station/Network from the Select Stations/Networks section
- 3.) Click Select Time Range, and click the Date/Time tab. Enter your start and end date/time using the drop-downs in the From and Until sections.
- 4.) Click the Search button at the bottom of the window.

The screenshot shows the GRABIX search interface with four numbered callouts:

- 1**: Points to the "Search Words:" input field.
- 2**: Points to the "SELECT STATIONS / NETWORKS" dropdown menu, which is currently open to show "CABLE NETWORKS" with "NONE" selected and "Cable Networks" with "ccc" selected.
- 3**: Points to the "SELECT TIME RANGE" section, which is open to show the "Date/Time" tab. The "From:" field is set to "Aug 13, 2013 - Tue" at "04:00 PM" and the "Until:" field is set to "Aug 20, 2013 - Tue" at "08:00 PM".
- 4**: Points to the "SEARCH" button at the bottom of the window.

ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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