

LEARNING PATH

GRABIX – LOCAL TELEVISION

Grabix is a web-based application, marrying Nielsen's minute-by-minute television ratings to actual audio and video content. It allows users to: See which elements of your program content retain viewers, or drive them away; Capture ratings for each individual program segment across demographics; Document successes and points of improvement for use in future telecasts; Determine which competitive stations or networks your viewers interact with; Search closed captioned audio mentions for prospective guests or special appearances; and Share findings via PDF, Excel or Email.

For more information, visit the

[Client Learning Site: Grabix page](#)

Getting Started:

[Grabix: Local Reports for Local Television](#)

Learn how to use the various time period based Local Reports. The use of the Search feature will also be covered during this session.

[Grabix: General Analysis Reports for Local Television](#)

General Analysis gives users access to program name based reports. View up to 10 telecasts on a screen, create averages or trends for up to 50 programs, new analysis views.

Beyond the Basics:

[Grabix 201: Segmentation](#)

Learn Grabix Segmentation to separate your programs by each segment of program content to determine audience flow. Grabix 201 will cover:

- Creating a Segmentation Project in Grabix
- How to manage your Segementation Project
- Use Segment Analyzer to view, save, share and analyze user-created segments