

Software Tip

Analysis into Trend Builder

Convert a Ratings Analysis into a MarketBreaks Trend Builder

1.) Navigate to the Ratings Analysis with the **Exceeds Processing Time** or **Memory Limitations Exceeded**. If you are not the owner, open the report and print/download the PDF spec following instructions at the end of this document, if needed.

Report Name	Status	Submitted	Completed	Report Output
Ratings Analysis Program Report 1	Exceeds Processing Time	08/09/2011 14:15	08/09/2011 14:15	
Ratings Analysis Program Report 2	Memory Limitations Exceeded	08/09/2011 14:31	08/09/2011 14:31	

2.) Right-click the analysis and select **Open Spec As...** option.

Report Name	Status	Submitted	Completed	Report Output
Ratings Analysis Program Report 1	Exceeds Processing Time	08/09/2011 14:15	08/09/2011 14:15	
Ratings Analysis Program Report 2	Memory Limitations Exceeded	08/09/2011 14:31	08/09/2011 14:31	

3.) Select the appropriate Trend Builder either Program or Time Period from the menu.

Report Name	Status	Submitted	Completed	Report Output
Ratings Analysis Program Report 1	Exceeds Processing Time	08/09/2011 14:15	08/09/2011 14:15	
Ratings Analysis Program Report 2	Memory Limitations Exceeded	08/09/2011 14:31	08/09/2011 14:31	

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- 4.) The original complete measurement interval **will not** populate in the Trend Builder from the Ratings Analysis. You must re-select the start and end dates on the Measurement Interval page from the Ratings Analysis. Before you add the selected dates to the Trend Builder, you now need to pick the appropriate data delivery type.

In addition, if this is a re-occurring report, you should consider possibly schedule it into the future if this is a report the users look at once the most recent data is released.

The first scheduling option is **Time Period Viewing**, which is **not** the proper selection for a Program based report.

If you analyze Commercial data, **Advertisement** is the proper selection.

If you analyze Next-Next day data, select the appropriate **Cable Programs** or **Broadcast Prime**.

Specification Definition (Trend Analysis Program Builder)

Measurement Interval

Select Measurement Interval

Start Date: 9/29/2009 End Date: 8/29/2010 Calendar Type: NTI Season: 10 - 11 SEASON Quarter: Q3 Inclusions: Season To Date Logic

JULY, 2011							AUGUST, 2011							SEPTEMBER, 2011						
M	T	W	Th	F	S	Su	M	T	W	Th	F	S	Su	M	T	W	Th	F	S	Su
	27	28	29	30	1	2	1	2	3	4	5	6	7	29	30	31	1	2	3	4
	4	5	6	7	8	9	8	9	10	11	12	13	14	5	6	7	8	9	10	11
	11	12	13	14	15	16	15	16	17	18	19	20	21	12	13	14	15	16	17	18
	18	19	20	21	22	23	22	23	24	25	26	27	28							
	25	26	27	28	29	30														

Schedule Report: Daily Select Data Release Type

Current Selections:

- Select Data Release Type
- Time Period Viewing
- Time Period Viewing + 3AM to 6AM
- Time Period Viewing Live+7
- Cable Programs

Multiple Reports

- 5.) Confirm the selections in this Trend match the selections from the Ratings Analysis.
- 6.) Name and Submit the Trend Analysis.


Print Specification

How to Print/Download a PDF specification

- Navigate to the Ratings Analysis and double-click to open the Job.

NPOWER & MarketBreaks		Job Specifications	Jobs (2)		
	Report Name	Status	Submitted	Completed	Report Output
▼ Ratings Analysis	Ratings Analysis Program Report 1	Exceeds Processing Time	08/09/2011 14:15	08/09/2011 14:15	
▶ Ratings Analysis Time Period Repc	Ratings Analysis Program Report 2	Memory Limitations Exceeded	08/09/2011 14:31	08/09/2011 14:31	
▶ Trend Ratings Analysis					
▶ Unification					

- Click the Printer Icon in the top right hand corner.

Specification Definition (Ratings Analysis Program Report)	
Report Name: Ratings Analysis Program Report 1	Save Submit <input type="checkbox"/> Shared? Print Specification 
* Denotes required filter criteria	
Sample* National	Viewing Type* Most Current
Playback Period and Media Source* ▶ Live+7 Days (+168 Hours) TV with	Measurement Interval* ▶ 09/18/2006 - 07/18/2010 ▶ Avg Type

- The PDF version of the job displays. Either Print and/or save PDF locally to your PC for review when modifying the Builder.

nielsen	
Spec Name: Ratings Analysis Program Report 1	
Ratings Analysis Program Report	
Date Printed: 08/09/2011 03:04:08 PM	
Sample	- National
Viewing Type	- Most Current
Playback Time Period	- Live+7 Days (+168 Hours) TV with Extended Screen
	- Live+7 Days (+168 Hours)
	- Media Source