

Reference Tip

Data Streams

The Live Plus Same Day (Live+SD) data stream was added to the metered market overnights in Arianna and Local Dailies beginning with data of Thursday, January 7, 2010. This stream is provided in addition to the existing Live, Live +3 and Live +7 data streams.

Live+SD Data Stream

The Live+SD stream appears as an option in the Time-shifting filter for all modules.

The Live stream was removed from the overnights for data of January 7, 2010 through August 25, 2010 for all metered markets.

When the **Live Plus Substitution** option is enabled, the fallback stream for Live+3 and Live+7 is Live+SD.

Live will be used as a secondary fallback stream if Live+SD is not available. No fallback stream exists for Live.

To trend Live+SD data against Live Only data, use the **Live Plus Substitution** option. This will blend Live+SD data with Live, since Live is a secondary fall-back stream. Any data dates for which Live+SD does not exist will report Live data when this option is used.

Effective Dates

Live +SD as of January 7th, 2010.

Live as of date the metered market launched but **NOT** from January 7, 2010 through August 25, 2010.

Live +3 as of January 29th, 2009.

Live +7 Set Meter Markets as of April 7th, 2005.

Live +7 LPM Markets as of December 26th, 2005.

For more on scheduling Arianna analyses, refer to the **Scheduling Reports Software tip**.

Release Times

Remember that release times may vary due to processing and/or other data delays.

Live+SD

Monday-Sunday data is released daily every morning.

Live+SD, Live, Live+3 and Live+7

All streams of viewing are released 7 days a week.

All streams except for Live +SD have a 9pm ETZ SLA.