

# Getting Started with Arianna



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# Contents

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## Notes to Readers

### Chapter 1 Getting Familiar with Arianna

Introducing Arianna.....	1-2
Exploring Arianna .....	1-3
Understanding Arianna.....	1-9
Module Descriptions.....	1-12

### Chapter 2 Working in Arianna

Accessing Arianna.....	2-2
Overview .....	2-3
Working with Modules .....	2-4
Managing Workspaces.....	2-5
Making Filter Selections.....	2-6
Defining Filters.....	2-7
Selecting Times, Dates, and Days of the Week.....	2-8
Adjusting Start and End Times.....	2-9
Creating and Using Groups .....	2-10
Running an Analysis.....	2-11
Working with Results .....	2-12
Changing the Layout .....	2-12
Exporting Analysis Results .....	2-14
Printing Analysis Results .....	2-14
Scheduling Tasks .....	2-15

### Chapter 3 Utilizing Common Analyses

Predefined and Frequently-used Configurations .....	3-2
Frequently-used Views of Analyses .....	3-6
Advanced Analytical Features of Arianna.....	3-10
Telegraph Analysis .....	3-11
Series and Competition Analysis .....	3-11

### Chapter 4 Getting Help

Using the Online Help .....	4-2
Contacting Technical Support .....	4-5

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**Appendix A**

Standard & Daylight Savings Time Adjustments (From Eastern).....A2

**Index**

# Notes to Readers

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*Getting Started with Arianna* introduces you to Arianna. In this guide, you will learn how to start working in Arianna and gain an understanding of the basics of the application.

## **Finding Information**

The Arianna online Help provides detailed information about using the system. You can access the Help from within Arianna.

## **About This Guide**

This guide supplements the Help and contains the following chapters:

**Chapter 1, “Getting Familiar with Arianna,”** provides an overview of the system and how it is used.

**Chapter 2, “Working in Arianna,”** familiarizes you with the functionality of the application and describes the analyses you can create.

**Chapter 3, “Utilizing Common Analyses,”** helps you get started with popular analyses and layouts.

**Chapter 4, “Getting Help,”** explains how to use the online Help and contact the HelpLine for technical questions.

## **Arianna Support**

If you have questions, call the The Nielsen Company Client Support Helpline at 1-800-423-4511.

Please direct any comments about Arianna to your Nielsen Media Research representative.



## Chapter 1

# Getting Familiar with Arianna

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This chapter familiarizes you with the Arianna interface and describes the analyses that you can create using Arianna.

- Introducing Arianna
- Exploring Arianna
- Understanding Arianna
- Module Descriptions
  - Dayparts
  - Grids
  - Multi-Market Comparison
  - Programs
  - Series and Competition
  - TeleGraph
  - Trends
  - TvItems

# Introducing Arianna

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*The Arianna application lets you develop analyses of local market overnight ratings data.*

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## **What is Arianna**

Arianna is a desktop-based software application that allows you to analyze overnight ratings data in a variety of ways. You can customize the analyses to provide unlimited views of the data, giving you the flexibility to tailor the information to your needs. You can also make adjustments to analyses by rearranging the layout, adding or removing data elements, exporting results to Microsoft® Excel®, and more.

## **How is Arianna Used**

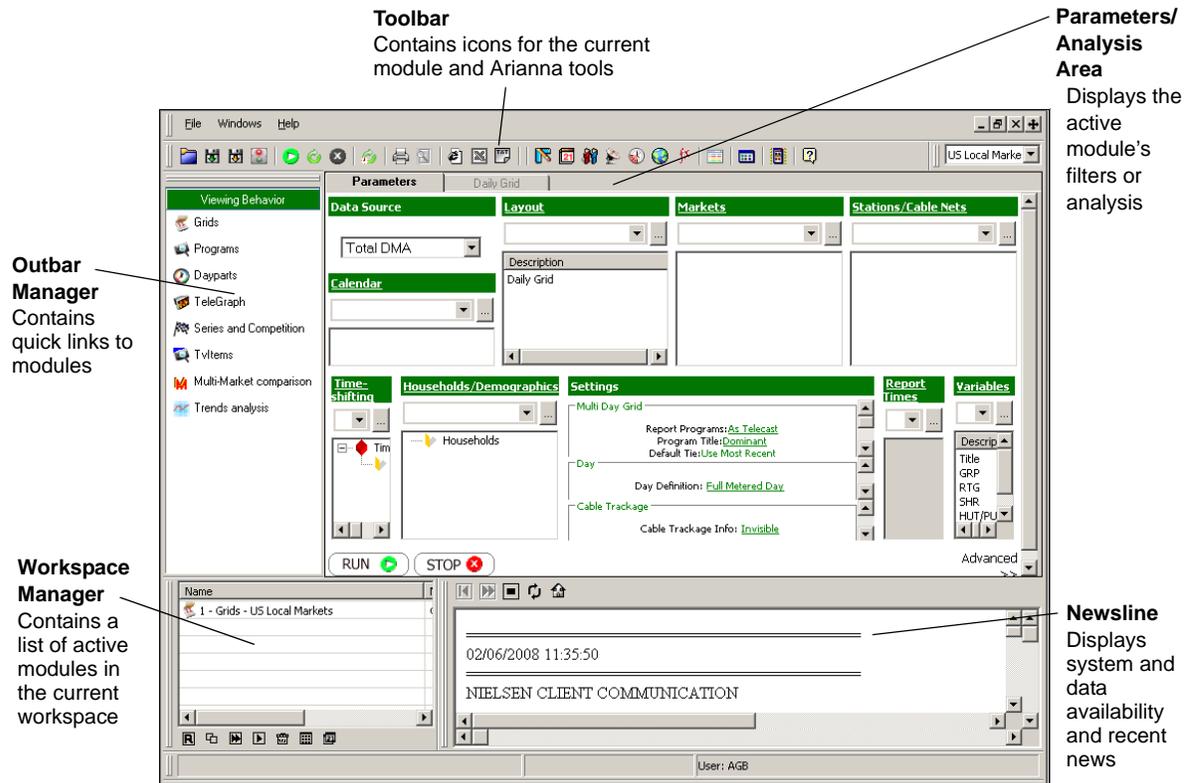
With Arianna analyses, you can:

- rank your programs against the competition
- determine the impact of time shifted viewing on ratings
- show the best performing daypart for a viewing source
- compare a program's performance against the competition
- graph the output
- and more!

# Exploring Arianna

The main areas of the Arianna application contain available and active modules, easily-accessible filters, and the analysis display area.

The following illustration identifies the Arianna framework.



**Note** You can rearrange the layout of Arianna by clicking on and dragging the double lines at the left or top of each area to a new location.

## Parameters Tab

The Parameters tab displays the filters available within a module.

The screenshot shows the Parameters tab interface with several sections and annotations:

- Group lists:** Located in the top-left, it includes a 'Data Source' dropdown set to 'Total DMA' and a 'Calendar' section with a 'Last 5 days' filter. An annotation points to the dropdown arrow with the text: "Click the drop-down arrow to display predefined filter selections".
- Layout:** A central section with a 'Description' field containing 'Daily Grid'.
- Markets:** A section showing 'DMA Markets' with a sub-selection for 'New York'.
- Stations/Cable Nets:** A section showing a tree view of stations including 'BIO', 'BET', 'CMDY', and 'CNN'. An annotation points to this list with the text: "Displays options currently selected for the filter".
- Time-shifting:** A section with a 'Time-shifting' link and a 'Live' option. An annotation points to the link with the text: "Click the link or Ellipsis button to display a dialog box for defining your selection".
- Households/Demographics:** A section with a 'Households' link and 'Persons 18-49'.
- Settings:** A section for 'Multi Day Grid' with options for 'Report Programs: As Telecast', 'Program Title: Dominant', 'Default Tie: Use Most Recent', and 'Quarter Hour Average: Time Period'. It also includes 'Day' and 'Cable Trackage' settings.
- Report Times:** A section with a 'Report Times' link and 'MTWRFSS'.
- Variables:** A section with a 'Variables' link and a list of variables: 'Title', 'GRP', 'RTG', 'SHR', and 'HUT/PUT'. An annotation points to this list with the text: "Displays additional analysis filters".
- Run/Stop:** At the bottom left, there are 'RUN' (with a green play icon) and 'STOP' (with a red stop icon) buttons. An annotation points to these buttons with the text: "Generates or halts the analysis".
- Advanced >>:** At the bottom right, there is an 'Advanced >>' link. An annotation points to it with the text: "Displays additional analysis filters".

## Analysis Tab

The Analysis tab displays your generated analysis and allows you to reformat the results.

**Analysis Name**  
Displays the name of the selected layout

**Header**  
Displays a summary of selected filters

**Field Chooser**  
Adds additional domains

**Save Layout**  
Saves analysis layout for future use

Date	Market	HH/Demo	Stations/Cable Nets	Total TV	WAAA	WBBB	NEWSNET	SPORT				
Time group	Variable	HUT/PUT	Program Title	RTG	SHR	Program Title	RTG	SHR	Program Title	RTG	SHR	Program
6:00 p-6:15 p		47.3	TALK SHOW	1.3	3	LA NEWS	0.2		HOTTOPICS	0.5	1	SPORTS I
6:15 p-6:30 p		50.7		1.9	4		0.2		P_0_5__1_49.0	0.5	1	
6:30 p-6:45 p		53.4		1.4	3		0.2		DAYS NEWS	0.3	1	
6:45 p-7:00 p		53.8		1.5	3	_0_2__51.3	0.3	1	Q_0_3__1_53.6	0.3	1	_0_3__1_
7:00 p-7:15 p		55.6		1.0	2	GAME SHOW	0.3	1	FO R DEBATE	0.3	1	GAME RE
7:15 p-7:30 p		55.9	_1_3__2_52.8	0.7	1		0.3	1	R_0_5__1_55.8	0.7	1	
7:30 p-7:45 p		56.5	WIN/LOSE	0.8	1		0.2		MARKET NEWS	0.8	1	
7:45 p-8:00 p		57.0	_0_7__1_56.8	0.5	1	_0_3__56.3	0.2		S_0_6__1_56.8	0.4	1	_0_3__1_
8:00 p-8:15 p		57.3	TALENT STAR	0.7	1	MEDCLER	0.3	1	PRIME NEWS	0.4	1	COACHS
8:15 p-8:30 p		58.7	_0_8__1_58.0	0.8	1		0.3	1		0.3	1	
8:30 p-8:45 p		57.9	DANCE STAR	0.5	1		0.3	1				0.2
8:45 p-9:00 p		59.1	0.8 1 58.5	1.0	2	0.3 1 58.3	0.3	1	0.3 1 58.3	<<	0.4	1

## About Arianna's Toolbar Buttons

Toolbar buttons provide shortcuts to common tasks. The following table describes all the buttons available from the Arianna toolbar. Toolbar buttons are active or inactive based on the task you are performing or what is displayed on screen. Only toolbar buttons applicable to the current screen are available.

Icon	Name	Description
	Open Workspace	Opens the Open window where you can select a workspace file.
	Save Workspace	Saves the current workspace. The first time you save the workspace, the Save As window prompts you to select a filename and location.

Icon	Name	Description
	Save Workspace as	Opens the Save As window where you can save the current workspace with a new file name.
	Close Workspace	Closes the current workspace.
	Run calculation	Generates the analysis based on the filters currently defined.
	Run All	Generates all analyses within a workspace based on the filters currently defined.
	Run All Set Period	Generates all analyses within a workspace, allowing you to set the Calendar dates prior to running. Calendar modification feature applies to Grids, Programs, Dayparts and Telegraph only.
	Stop calculation	Halts any analyses being generated.
	Print	Opens the Print window where you can define how to print your generated analysis or analyses.
	Print preview	Opens the Print Preview window where you can view a version of the printed analysis online.
	Export to HTML file	Opens the Arianna Xport window where you can define settings for exporting your generated analysis to an HTML file.
	Export to Excel file	Opens the Arianna Xport window where you can define settings for exporting your generated analysis to a Microsoft® Excel® file.
	Export to text file	Opens the Arianna Xport window where you can define settings for exporting your generated analysis to a TXT file.

Icon	Name	Description
	Layout/Field Chooser	In the Parameters tab, opens the Layout filter where you can select a predefined layout of columns and rows for your analysis.  In the Analysis tab, opens a pop-up window where you can select a new domain to add to your analysis.
	Dates	Opens the Calendar filter where you can select dates for your analysis.
	Households/ Demographics	Opens the Household/Demographics filter where you can select households and demographics for your analysis.
	Stations/Cable Nets	Opens the Stations/Cable Nets filter where you can select stations and cable networks for your analysis.
	Report Times	Opens the Report Times filter where you can define time segments for your analysis.
	Markets	Opens the Markets filter where you can select the designated market areas for your analysis.
	Variables	Opens the Variables filter where you can select measurement calculations for your analysis.
	AWS File Manager	Opens the AWS File Manager window where you can transfer modules between workspaces.
	Arianna Task Scheduler	Opens the Tasks list window where you can schedule jobs to run automatically.
	Tvltems Basket	Opens the Tvltem Basket filter where you can select TV programs and/or dayparts.
	Groups and users	Displays the Groups and users window where you can set access settings for different Arianna users.
	Arianna Preferences	Opens the Arianna Preferences window where you can define application settings.

Icon	Name	Description
	Show Workspace Manager	Displays or hides the Workspace Manager area.
	Show Outbar Manager	Displays or hides the Outbar Manager area.
	Show Newslines	Displays or hides the Newslines area.
	Arianna Key Manager	Opens the Key Manager window where you can view or update your user and license information.
	Help	Opens the online Help for the current module.
	Framework Help	Opens the online Help for the overall application framework, preferences, and modules.

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# Understanding Arianna

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*Understanding Arianna's terminology makes using the application easier.*

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## Modules

Arianna's different modules, or analysis types, each provide the ability to analyze a specific aspect of Nielsen Media Research overnight data. Once you decide which module to use and open it, you can define its filters.

## Filters

Filters are the components that make up your analysis, such as demographics, markets, stations/cable nets, and dayparts. Each filter in the Parameters tab has a definition dialog box where you can define the desired criteria for your analysis.

## Groups

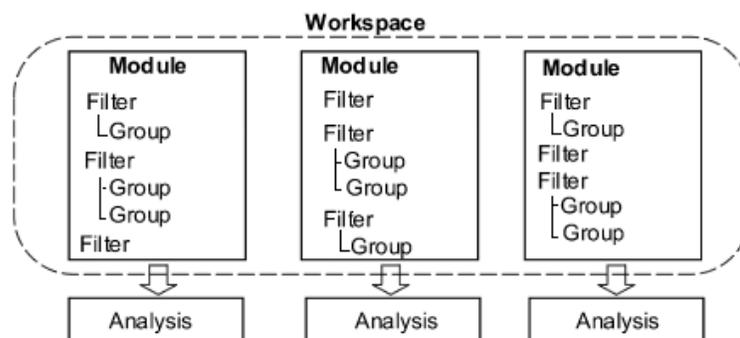
Groups are saved selections within a filter. When selecting items within a filter, having groups set up allows you to save time and easily select your favorite settings. For example, if you have a certain set of stations you frequently use, you can set them up as a group. You can re-use groups throughout Arianna and share them with other Arianna users at your site.

## Analyses

Analyses are the output generated from modules. Analyses display in their own tab and are flexible, allowing you to rearrange the layout. Once you run a module, you can make adjustments to the layout and revise your selections.

## Workspaces

Once you open a module and define filters, you can save your work as a *workspace*. Workspaces contain one or more modules along with all the settings you've defined.



## **Filter Definitions**

Depending on the module you select, certain filters are available in the Parameters tab that you can set to define your analysis. This section lists all of the available filters in Arianna.

### **Bottom Line Dayparts**

In the Bottom Line Dayparts filter, you can select daypart averages to display at the bottom of a Grids analysis.

### **Calendar**

In the Calendar filter, you can select dates and date ranges for the analysis.

### **Charts**

In the Charts filter, you create your own chart layouts. The different kinds of chart layouts you can create include line charts, bar charts (such as histograms), and pie charts. View this filter by clicking the [Advanced link](#).

### **Colors**

In the Colors filter, you can assign shading to the statistics displayed in the analysis. View this filter by clicking the [Advanced link](#).

### **Competing Stations/Cable Nets**

In the Competing Stations/Cable Nets filter, you can specify which stations and cable networks to include in the competition portion of a Series and Competition analysis.

### **Data Source**

In the Data Source filter, you can select the sample on which the report is to be generated.

### **Exclusions**

In the Exclusions filter, you can select dates and times to be excluded from the analysis. View this filter by clicking the [Advanced link](#).

### **Households/Demographics**

In the Households/Demographics filter, you can select the demographics to include in an analysis.

### **Layout**

In the Layout filter, you can select predefined and saved layouts for your analyses.

### **Markets**

In the Markets filter, you can select the designated market areas for an analysis.

### **Periods**

In the Periods filter, you can select the date ranges (such as pivot period, historical periods, and available averaging options) for a Trends analysis.

### **Programs**

In the Programs filter, you can select specific programs for your analysis.

### **Report Times**

In the Report Times filter, you can select dayparts for an analysis. You can create different daypart groups to compare results from different times of the day and different days. View this filter by clicking the Advanced link.

### **Settings**

In the Settings filter, you can apply various rules to your analysis.

### **Stations/Cable Nets**

In the Station/Cable Nets filter, you can specify the viewing sources to include in the analysis.

### **Time-shifting**

In the Time-shifting filter, you can select Live and/or Live Plus viewing data.

### **Trend Rules**

In the Trends Rules filter, you can define item details for your analysis. You can define and/or select more than one rule and group them by sections.

### **TVItems**

In the TVItems filter, you can save and retrieve programs or time ranges previously isolated through the Event Finder or Daypart Editor. You may need to click the Advanced link to view this filter.

### **Variables**

In the Variables filter, you can select the statistics you wish to be calculated and displayed in the analysis.

# Module Descriptions

*Arianna provides a variety of modules to help meet your needs.*

Arianna analyses are created via modules that provide many ways to present and analyze overnight ratings data. This section describes the different modules available in Arianna.

**Note** To access a module to which you don't currently subscribe, please contact your Marketing Representative.

## Dayparts

The Dayparts module is used to investigate the performance of specific dayparts.

Use this module to answer the questions:

- Who performed best during prime time?
- During which daypart did I perform the best?

Here is an example of a Dayparts analysis:

Market		Time-shifting													
Anytown		Live		HH/Demo			Persons 18-49			Persons 25-54			Persons 35-49		
Stns/Cbl Nbr		Time group		Variable	RTG	SHR	(00)	RTG	SHR	(00)	RTG	SHR	(00)		
2 WAAA	Access	7:00 p-8:00 p			2.3	7.9	517	2.9	9.4	621	2.7	9.1	314		
	Daytime	9:00 a-4:00 p			1.2	8.0	269	1.3	8.7	273	1.3	9.9	152		
	Early Fringe	4:00 p-7:00 p			2.2	10.0	494	2.6	11.7	563	3.0	14.1	345		
	Prinetime	8:00 p-11:00 p			4.8	11.0	1,081	5.2	11.2	1,121	5.4	11.6	619		
5 WBBB	Access	7:00 p-8:00 p			2.1	7.5	485	2.9	9.2	611	3.1	10.2	351		
	Daytime	9:00 a-4:00 p			1.5	10.4	348	2.0	13.6	428	2.2	16.7	256		
	Early Fringe	4:00 p-7:00 p			2.8	12.8	631	3.4	15.0	721	3.9	18.3	449		
	Prinetime	8:00 p-11:00 p			4.6	10.5	1,032	5.0	10.7	1,070	5.2	11.1	592		
12 WCCC	Access	7:00 p-8:00 p			0.9	3.3	214	1.2	4.0	262	1.1	3.6	125		
	Daytime	9:00 a-4:00 p			0.5	3.1	105	0.6	3.8	120	0.6	4.8	74		
	Early Fringe	4:00 p-7:00 p			1.3	5.8	287	1.6	7.2	344	1.7	7.8	190		
	Prinetime	8:00 p-11:00 p			4.2	9.7	960	4.8	10.3	1,031	5.7	12.3	654		
7 SPORTSNET	Access	7:00 p-8:00 p			1.6	5.5	355	1.9	6.1	403	1.8	6.0	205		
	Daytime	9:00 a-4:00 p			1.5	9.9	333	1.5	10.4	328	1.3	9.4	145		
	Early Fringe	4:00 p-7:00 p			1.3	5.9	291	1.5	6.9	331	1.4	6.5	160		
	Prinetime	8:00 p-11:00 p			5.9	13.6	1,340	6.6	14.1	1,411	6.7	14.4	764		

## Module Descriptions

### Grids

The Grids module is designed to analyze schedules for selected viewing sources. Data is generally broken out by quarter-hour and averages are provided for each program displayed. You can create grids displaying data in unique ways such as:

- daily & multi-day grids
- side-by-side demographics
- side-by-side dates
- data from multiple markets in the same grid
- NSI and NHSI data on the same grid

Here is an example of a Grids analysis:

Date	Market	HH/Demo	Time-shifting														
05/08/2006	Arlington	Persons 18-49	Live	2 WAAA			4 WBWB			7 SPORTSNET			5 WDDD			12 WEEH	
Time	Variable	HUT/PUT	Title	RTG	SHR	Title	RTG	SHR	Title	RTG	SHR	Title	RTG	SHR	Title		
10:00 a-10:15 a		13.5	TALK SHOW	0.6	4.6	SOAP	0.7	5.1	SPORTSTALK	0.4	2.9	LETS CHAT	1.2	8.8	NEWS BEG		
10:00 p-10:15 p		48.9	ACTION TV	5.9	12.1	MEDGLER	7.0	14.3	SPTNEWS AT 10	7.3	14.9	TALENT STAR	5.1	10.4	SEINFELD		
10:15 a-10:30 a		13.6		0.4	2.9		0.8	5.7		0.3	1.9		1.2	8.6			
10:15 p-10:30 p		47.7		5.8	12.2		5.5	11.5		7.6	16.0		3.4	7.1	_0.4_0.8_4		
10:30 a-10:45 a		13.5		0.6	4.4		1.1	8.1		0.3	2.0		1.0	7.7			
10:30 p-10:45 p		46.9		7.3	15.6		5.0	10.6		7.0	14.9	_3.9_8.1_47.9	3.2	6.8	EVERYBOI		
10:45 a-11:00 a		13.3	_0.6_4.4_13.5	0.7	5.5	_0.9_6.5_13.5	0.9	7.0	_0.3_2.2_13.5	0.3	2.0	_1.1_8.5_13.5	1.2	8.9	_0.7_5.2_1.1		
10:45 p-11:00 p		45.3	_6.5_13.7_47.2	6.8	14.9	_5.4_11.5_47.2	4.3	9.4	_7.2_15.3_47.2	6.9	15.3	SPORTS NEWS	2.6	5.7	_0.2_0.5_4		
11:00 a-11:15 a		11.6	AM TALK SHW	1.1	9.2	WIN LOSE	0.8	6.7	REFEREES CALL	0.3	2.5	QTY NEWS	1.1	9.7	JUDGE JUD		
11:00 p-11:15 p		39.9	NEWS	8.2	20.5	MASH	3.2	8.0	GAME NEWS	4.5	11.3	CHEERS	2.5	6.1	CHEATERS		
11:15 a-11:30 a		11.9		1.5	13.0		1.1	8.9	_0.4_3.2_11.7	0.4	3.8		0.9	7.2	_0.3_2.4_1.1		
11:15 p-11:30 p		35.6	_7.1_18.7_37.8	5.9	16.7	_2.8_7.5_37.8	2.5	7.0	_3.9_10.3_37.8	3.3	9.2	_2.3_6.0_37.8	2.1	5.8	_0.4_1.1_3		
11:30 a-11:45 a		11.6		1.4	12.1		1.1	9.3	THE BIG GAME	0.4	3.9		1.1	9.4	FACTS OF I		
11:30 p-11:45 p		31.1	LATE NITE TV	4.2	13.5	OSBY	1.8	5.7	GAME RECAP	2.9	9.2	SEINFELD	1.7	5.4	CHEATERS		

## Multi-Market Comparison

The Multi-Market Comparison module is designed to allow you to evaluate ratings data within and across markets by network. Within this module, you can:

- Report cross-market averages within a given increment of time based upon the dominant network program, all network programming, or a time period average;
- Report weighted or unweighted cross-market averages;
- Report data within markets adjusted to broadcast, live and/or cable dual feed patterns. Data can also be requested based on local market time (no feed pattern adjustment).

Here is an example of a Multi-Market Comparison:

HH/Demo		Time-shifting		Mkt <input type="checkbox"/> Weighted										NY		LA	
Households		Live		Time Adjustment <input type="checkbox"/> 0										(0)		(0)	
Time	Network	Date group	Program (Episode)	FP	Variable	Mkts	Stns	RTG	SHR	HUT %	Average of (00)	RTG	SHR	HUT %	(00)	Ind	RTG
8:00 p - 8:30 p	RTZ	(A) 02/01/2008 to 02/01/2008	#Brown-FRIS-RTZ	B		6	6	2.93	5.10	57.48	1098	3.34	5.39	61.89	2466		1.80
	TNZ	(A) 02/01/2008 to 02/01/2008	#Spirit PR-NTZ	B		7	7	3.40	5.89	57.72	1235	3.06	4.95	61.89	2264		4.20
	BTC	(A) 02/01/2008 to 02/01/2008	#Sports On-BTC	B		7	7	3.93	6.81	57.72	1427	4.68	7.56	61.89	3459		2.86
8:30 p - 9:00 p	RTZ	(A) 02/01/2008 to 02/01/2008	#Brown-FRIS-RTZ	B		6	6	2.91	4.94	58.90	1091	3.74	6.00	62.37	2764		1.96
	TNZ	(A) 02/01/2008 to 02/01/2008	#Spirit PR-NTZ	B		7	7	3.77	6.37	59.11	1368	3.83	6.14	62.37	2833		4.48
	BTC	(A) 02/01/2008 to 02/01/2008	#Sports On-BTC	B		7	7	4.78	8.08	59.11	1734	5.85	9.38	62.37	4323		3.54
9:00 p - 9:30 p	RTZ	(A) 02/01/2008 to 02/01/2008	#WIN WP-FRI-RTZ	B		7	7	2.36	3.89	60.68	858	2.71	4.25	63.75	2003		1.95
	TNZ	(A) 02/01/2008 to 02/01/2008	#Sun-TNZ	B		7	7	3.44	5.68	60.68	1250	3.30	5.17	63.75	2436		3.49
	BTC	(A) 02/01/2008 to 02/01/2008	#Clouds-BTC	B		7	7	3.31	5.45	60.68	1201	3.27	5.12	63.75	2414		2.96
9:30 p - 10:00 p	RTZ	(A) 02/01/2008 to 02/01/2008	#WIN WP-FRI-RTZ	B		7	7	2.05	3.37	60.63	743	1.90	2.97	63.79	1402		2.09
	TNZ	(A) 02/01/2008 to 02/01/2008	#Sun-TNZ	B		7	7	3.18	5.24	60.63	1153	3.06	4.80	63.79	2264		2.70
	BTC	(A) 02/01/2008 to 02/01/2008	#Clouds-BTC	B		7	7	3.22	5.31	60.63	1169	3.13	4.90	63.79	2312		2.69
10:00 p - 10:30 p	RTZ	(A) 02/01/2008 to 02/01/2008	#Rain-RTZ	B		7	7	4.96	8.48	58.53	1802	5.38	8.72	61.76	3980		5.54

Module Descriptions

**Programs**

The Programs module is designed to analyze the performance of specific programs.

Use this module to answer the questions:

- What was the highest rated program of the week?
- What is the demographic composition of my program's audience?

Here is an example of an analysis using the Programs module:

Market		Time-shifting							
Anytown		Live							
Stns/Cbl Nbr	Title (grouped)	Prg Air Times	Persons 18-34 (Persons 18+)		Persons 35-49 (Persons 18+)		Persons 50+ (Persons 18+)		
			HH/Demo Variable (000)	AuC	(000)	AuC	(000)	AuC	
WAAA	MEDICAL SCHL	9:00 p - 10:00 p	37	19.34 %	69	36.00 %	85	44.66 %	
	TALENT STAR	10:00 p - 11:00 p	25	13.38 %	70	37.00 %	93	49.62 %	
	JUDGED	9:00 p - 10:00 p	24	16.70 %	49	34.16 %	71	49.13 %	
	WIN LOSE-FR	8:00 p - 9:00 p	34	14.45 %	61	26.10 %	140	59.45 %	
	WIN LOSE-WE	8:00 p - 9:00 p	50	21.02 %	62	26.37 %	124	52.61 %	
	WIN LOSE-MO	8:00 p - 9:00 p	66	26.91 %	68	27.37 %	113	45.72 %	
	POLICE CHASE	10:00 p - 11:00 p	64	20.67 %	120	38.98 %	125	40.34 %	
	THE TEACHER	9:00 p - 10:00 p	41	18.32 %	58	26.02 %	124	55.66 %	
	ACTIONTOWN	10:00 p - 11:00 p	71	29.15 %	61	25.10 %	111	45.75 %	
	ACTIONTOWN.NY	10:00 p - 11:00 p	49	20.45 %	67	27.82 %	124	51.73 %	
	ACTIONTOWN.MI	10:00 p - 11:00 p	70	26.84 %	76	28.87 %	116	44.28 %	
	ERNIE 830 TU	8:30 p - 9:00 p	17	26.68 %	12	18.13 %	36	55.19 %	
	ERNIE 8P TU	8:00 p - 8:30 p	10	19.45 %	1	2.90 %	40	77.65 %	
	LAST MAN	8:45 p - 9:15 p	64	33.27 %	64	32.87 %	65	33.85 %	
	DAY TRIP	9:15 p - 10:00 p	69	35.70 %	75	38.76 %	49	25.54 %	

## Series and Competition

The Series and Competition module is designed to analyze the performance of a program on a selected viewing source against competing programs.

Use this module to answer the questions:

- How can I compare my program's performance against its competition?
- Did my program's performance improve when the competition changed its schedule?

Here is an example of a Series and Competition analysis:

HH/Demo	Market	Time-shifting																
Households	Anytown	Live	5 WAAA				2 WBBB				12 NEWSNET							
	Variable	Title	RTG	SHR	STime	ETime	Title	RTG	SHR	STime	ETime	Title	RTG	SHR	STime	ETime		
PivotSns/Cbl N.	Date																	
WAAA	04/27/2006	LOCAL NEWS	7.0	10.8	10:00 p	10:30 p	NEWS AT 10P	10.1	15.5	10:00 p	10:30 p	11P NEWS	11.6	17.9	10:00 p	10:30 p		
	04/28/2006	LOCAL NEWS	4.6	7.4	10:00 p	10:30 p	NEWS AT 10P	8.7	13.8	10:00 p	10:30 p	11P NEWS	9.8	15.6	10:00 p	10:30 p		
	05/01/2006	LOCAL NEWS	7.5	11.6	10:00 p	10:30 p	NEWS AT 10P	9.6	14.8	10:00 p	10:30 p	11P NEWS	12.6	19.5	10:00 p	10:30 p		
	05/02/2006	LOCAL NEWS	9.0	13.8	10:00 p	10:30 p	NEWS AT 10P	9.2	14.2	10:00 p	10:30 p	11P NEWS	7.6	11.6	10:00 p	10:30 p		
	05/03/2006	LOCAL NEWS	7.2	11.2	10:00 p	10:30 p	NEWS AT 10P	8.4	13.1	10:00 p	10:30 p	11P NEWS	12.4	19.2	10:00 p	10:30 p		
	05/04/2006	LOCAL NEWS	10.0	14.6	10:00 p	10:30 p	NEWS AT 10P	9.2	13.5	10:00 p	10:30 p	11P NEWS	10.0	14.6	10:00 p	10:30 p		
	05/05/2006	LOCAL NEWS	4.8	7.5	10:00 p	10:30 p	NEWS AT 10P	8.1	12.7	10:00 p	10:30 p	11P NEWS	9.3	14.5	10:00 p	10:30 p		
	05/08/2006	LOCAL NEWS	8.2	11.7	10:00 p	10:30 p	NEWS AT 10P	6.5	9.4	10:00 p	10:30 p	11P NEWS	12.7	18.4	10:00 p	10:30 p		
	05/09/2006	LOCAL NEWS	9.9	15.0	10:00 p	10:30 p	NEWS AT 10P	8.2	12.3	10:00 p	10:30 p	11P NEWS	10.5	15.8	10:00 p	10:30 p		
	05/10/2006	LOCAL NEWS	8.9	13.5	10:00 p	10:30 p	NEWS AT 10P	8.0	12.2	10:00 p	10:30 p	11P NEWS	12.2	18.7	10:00 p	10:30 p		
	05/11/2006	LOCAL NEWS	8.3	12.8	10:00 p	10:30 p	NEWS AT 10P	6.4	9.9	10:00 p	10:30 p	11P NEWS	13.4	20.8	10:00 p	10:30 p		
	05/12/2006	LOCAL NEWS	5.6	9.2	10:00 p	10:30 p	NEWS AT 10P	9.4	15.4	10:00 p	10:30 p	11P NEWS	7.2	11.7	10:00 p	10:30 p		
	05/15/2006		<<		10:00 p	10:30 p												
	05/16/2006				10:00 p	10:30 p												

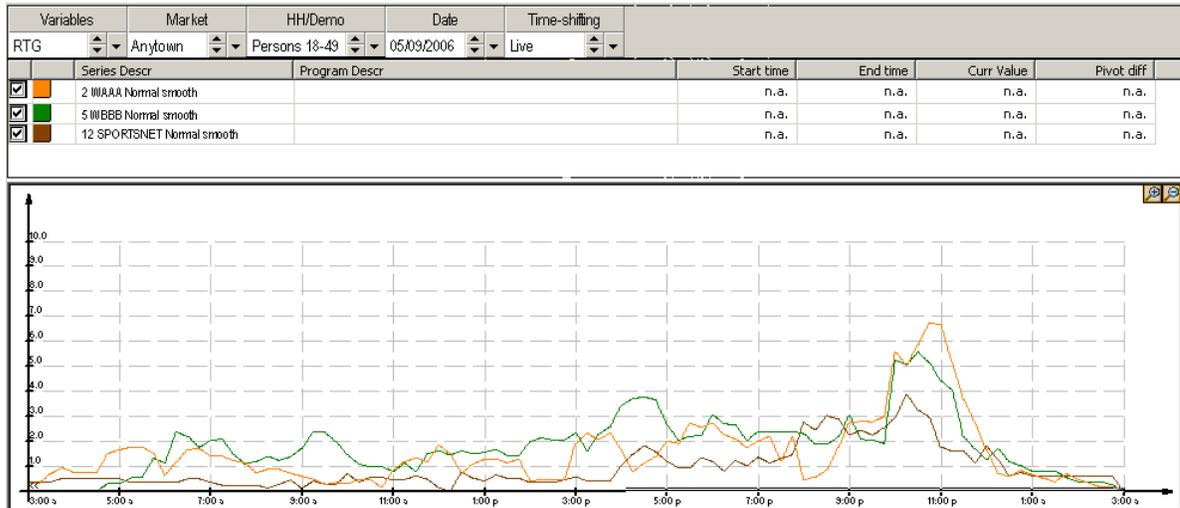
## TeleGraph

The TeleGraph module graphically represents TV ratings data over the course of the metered day. It offers an immediate overview of the television day.

Use this module to answer the questions:

- Were there any unexpected peaks or valleys in last night's data?
- At what point in the day was my Persons 18-49 viewing audience the highest?

Here is an example of a TeleGraph analysis:



## Module Descriptions

### Trends

The Trends module allows you to analyze and compare the performance of programs and dayparts over time.

Use this module to answer the question: Did my program perform better during the May sweep than the February sweep?

Here is an example of a Trends analysis:

HH/Demo		Time-shifting		Date group (A) 05/01/2006 to 05/05/2006 (B) Mon 05/08/2006										
Households		Live		Variable		RTG	SHR	HUT/PUT	#TC	RTG	SHR	HUT/PUT	#TC	
Rule	Mkt	Section	Start	Stations/Cable	Item	Days								
T	AY	Daytime	9:00 a	5 WAAA	M-F 9a-4p	MTWRF--	1.8	6.7	26.7		1.9	6.8	28.7	
				2 WBBB	M-F 9a-4p	MTWRF--	3.9	14.5	26.7		4.4	15.5	28.7	
				9 WCCC	M-F 9a-4p	MTWRF--	2.0	7.3	26.7		2.3	7.9	28.7	
P	AY	Daytime	7:00 p	5 WAAA	JEOPARDY	M-----	9.7	17.5	55.6	1	9.9	18.3	54.3	1
						-T-----	9.7	17.9	54.3	1				
						--W----	9.6	18.3	52.4	1				
						---R---	8.5	18.8	45.3	1				
						----F--	7.6	16.9	45.3	1				

## Module Descriptions

### TvItems

The TvItems module allows you to analyze the performance of programs selected at the telecast level. The Event Finder within this module allows you to isolate a group, or “basket,” of items (telecasts) on the basis of which you can generate a number of different analyses, such as Episode Tracks.

Use this module to answer the question: How can I track the performance of all my program’s telecasts for the season?

Here is an example of a TvItems analysis:

HH/Demo		Time-shifting											
Households		Live											
Market	Stns/Cbl Nbr	Title	Episode Title	Day of week	Date	Start	End	Variable	HUT/PUT	RTG	SHR	(000)	
Anytown	WAAA	MOVIE	SAINT, THE	Thursday	04/27/2006	1:30 p	4:00 p		29.1	0.1	0.4	9	
		MOVIE	MEET THE PAR	Thursday	04/27/2006	9:00 p	11:00 p		65.4	1.9	2.9	138	
		MOVIE	ALMOST AN AN	Thursday	04/27/2006	1:00 a	3:00 a		24.5	1.2	5.1	92	
		MOVIE	MEET THE PAR	Friday	04/28/2006	2:00 p	4:00 p		30.3	0.6	1.9	42	
		ACTIONTOWN	THE CHOSEN F	Friday	04/28/2006	2:00 a	4:00 a		23.0	0.7	3.1	52	
		MOVIE	AMERICAN PSY	Friday	04/28/2006	4:00 a	6:00 a		17.9	0.2	1.4	18	
		MOVIE	SABRINA	Saturday	04/29/2006	11:00 a	1:30 p		33.0	0.3	1.0	24	
		MOVIE	HEAD OVER HE	Saturday	04/29/2006	1:30 p	3:30 p		33.9	0.3	1.0	26	
		MOVIE	ET: THE EXTR	Saturday	04/29/2006	3:30 p	6:00 p		40.4	0.8	2.1	62	
		MOVIE	AMERICAN PIE	Saturday	04/29/2006	6:00 p	8:00 p		45.5	0.7	1.6	54	
		SEASON-WIRE R		Saturday	04/29/2006	3:00 a	5:30 a		19.6	0.4	1.8	26	
		MOVIE	AMERICAN PIE	Sunday	04/30/2006	9:00 a	11:00 a		37.4	0.6	1.7	46	
		MOVIE	GOLDENEYE	Sunday	04/30/2006	1:30 p	4:30 p		38.2	0.5	1.2	34	



## Chapter 2

# Working in Arianna

---

This chapter gets you started with Arianna so that you can begin creating and using analyses.

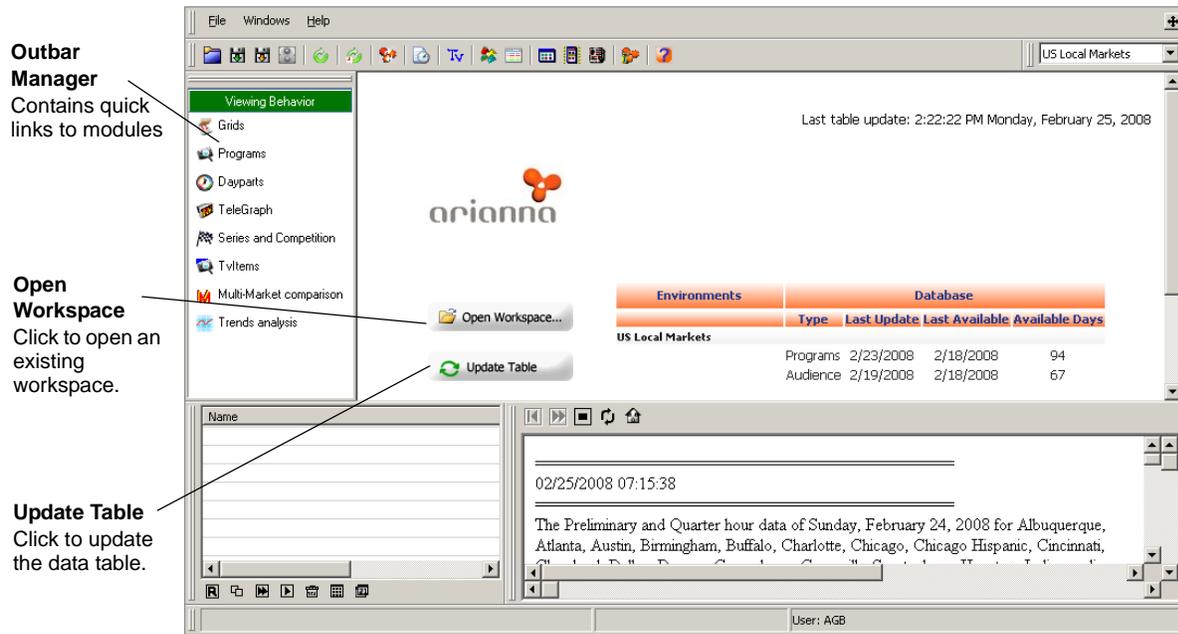
- Accessing Arianna
- Overview
- Working with Modules
- Managing Workspaces
- Making Filter Selections
  - Defining Filters
  - Creating and Using Groups
- Running an Analysis
- Working with Results
  - Changing the Layout
  - Exporting Analysis Results
  - Printing Analysis Results
- Scheduling Tasks

# Accessing Arianna

Once Arianna is installed, you can access the application from a shortcut on your desktop.

## To start Arianna:

1. Double-click the Arianna shortcut on your desktop. The log in screen appears.
2. Enter your login name and password and click **OK**. Arianna opens and displays the welcome screen.



## Exiting Arianna

When you finish an Arianna session, exiting the program is similar to other Windows programs.

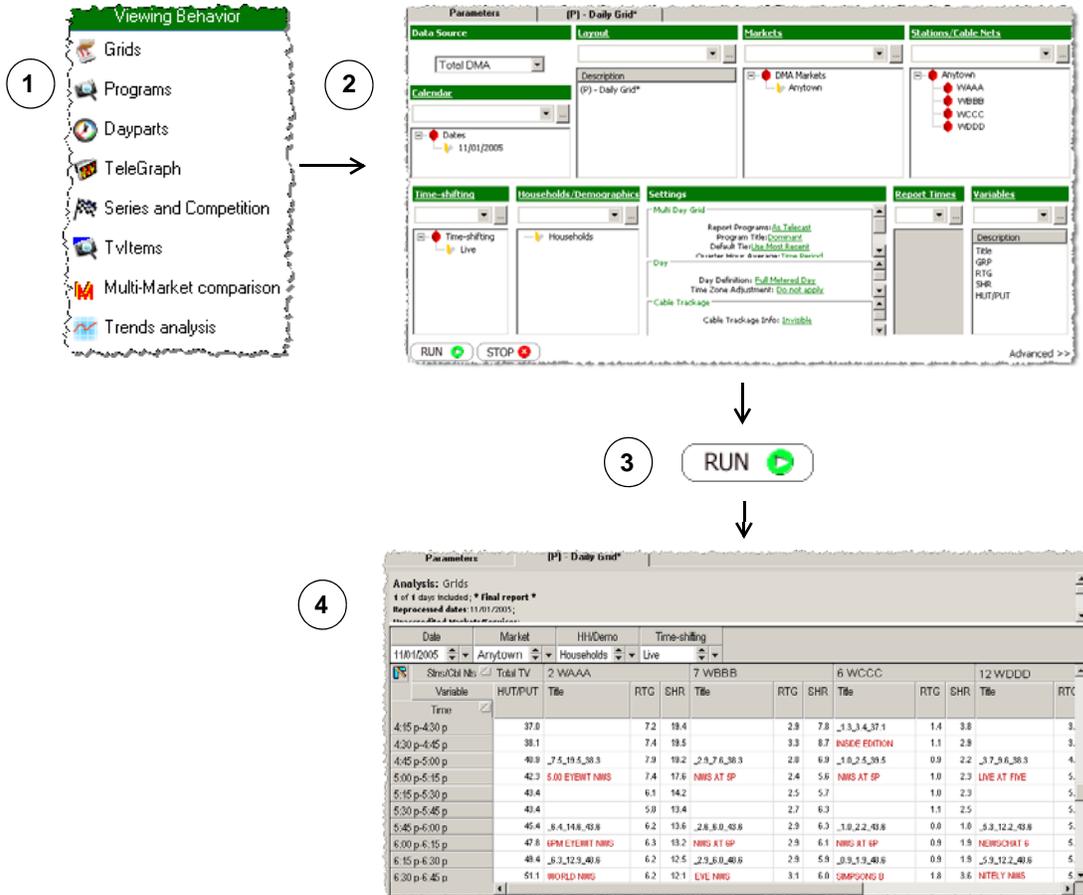
## To close Arianna:

1. If you have a workspace open that you wish to save, click the **Save Workspace** button. Arianna saves the workspace.
2. Click the **Close Workspace** button. The workspace closes.
3. Click the **Close** button in the top right corner of the window. If there are any other open workspaces, you have the option to save them before exiting.

# Overview

The overall process of creating analyses can be broken into four main steps.

1. Select the module you would like to use from the **Outbar Manager** list.
2. Define the filters for the selected module.
3. Click **Run** to generate the analysis and display the results.
4. View the analysis and make any desired adjustments.



## Working with Modules

---

*Modules contain a set of filters you can define to create different types of analyses.*

---

**Note** *For more information about each of Arianna's modules, see Module Descriptions in Chapter 1.*

### **To launch a module:**

- Click a module name in the Outbar Manager under the green Viewing Behaviors heading.
- Double-click a module name in the Workspace Manager area to bring up an existing module within your workspace.

When you open a new module, Arianna gives it a default name, which displays in the Workspace Manager.

### **To rename a module:**

1. In the Workspace Manager, select the desired module.
2. Click the **Rename** button in the Workspace Manager. The name becomes editable.
3. Type a new name for the module and press **Enter**.

## Managing Workspaces

---

*Workspaces contain one or more saved modules.*

---

### To save a workspace:

1. From the toolbar, click **Save**. The **Save As** dialog box appears.
2. Select the file location for the workspace and click **Save**.

**Note** Arianna gives workspace files an *.AWS* extension.

### To open a workspace:

1. From the toolbar, click **Open Workspace**. The Open dialog box appears.
2. Navigate to the location of the saved workspace and click **Open**. The workspace opens.

### Using the Workspace Manager:

When you are in a workspace, the modules that make up the workspace display in the Workspace Manager. The Workspace Manager allows you to see all the modules you have created and to quickly run, or duplicate analyses.

Name	Module	Env.	Creation ...
 1 - Grids - US Local Markets	Grids	US Local M...	2/20/2008
 1 - Programs - US Local M...	Programs	US Local M...	2/20/2008
 1 - Dayparts - US Local Ma...	Dayparts	US Local M...	2/20/2008
 1 - TeleGraph - US Local M...	TeleGraph	US Local M...	2/20/2008
 1 - Series and Competition...	Series and Competition	US Local M...	2/20/2008
 1 - TvItems - US Local Mar...	TvItems	US Local M...	2/20/2008
 1 - Multi-Market compariso...	Multi-Market comparison	US Local M...	2/20/2008
 1 - Trends analysis - US Lo...	Trends analysis	US Local M...	2/20/2008

To ...	Do This ...
Rename a selected analysis	Click Rename 
Copy a selected analysis	Click Duplicate 
Generate all the analyses in the workspace	Click Run All 
Run a selected analysis	Click Run 
Delete an analysis from the workspace	Click Delete 
Change the view of the Workspace Manager	Click Change View 
Change the dates associated with the highlighted modules.	Click Change Data From 

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## Making Filter Selections

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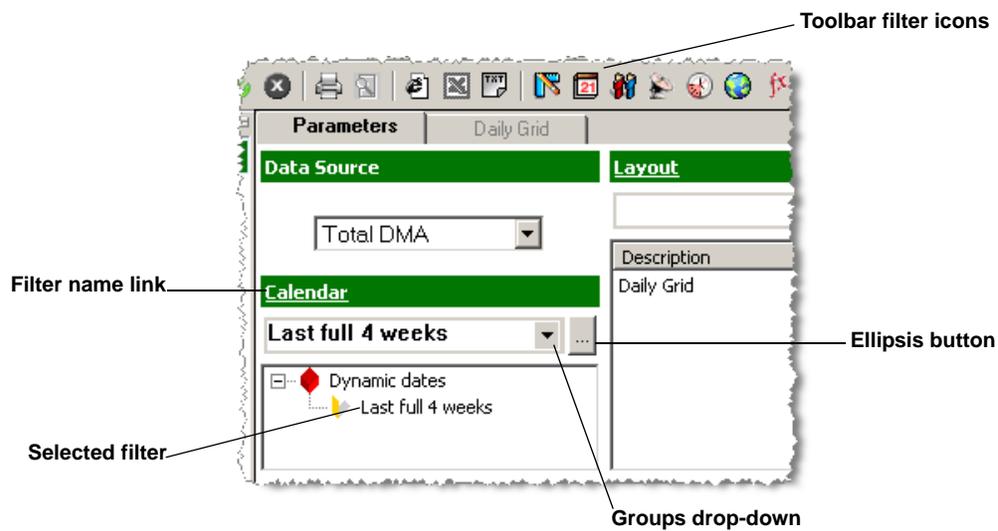
*The filters available vary depending on the module selected.*

---

There are different ways to make a filter selection from the Parameters tab.

### To select a filter:

- Click the filter name link in the green header to open a filter dialog box.
- Double-click on a selected filter to open the filter dialog box and change the selection.
- Click the **Ellipsis**  button to open a filter dialog box.
- Click a filter icon on the toolbar.
- Click the arrow next to the text box to view and select available predefined groups.



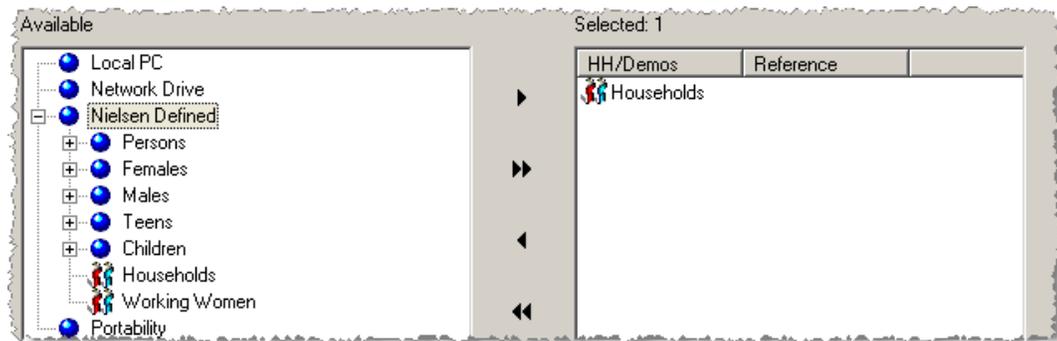
## Defining Filters

*Make selections for your analysis within a filter definition dialog box.*

Many filter definition dialog boxes have similar functionality; use the tips below to make your desired selections.

### Working with Available and Selected Boxes

Many filter dialog boxes have Available boxes, which list options available for selection, and Selected boxes, which list the items selected for the analysis. There are several different ways to select items for your analysis in this type of dialog box.



#### To move items from an Available box to a Selected box:

Do any of the following:

- Double-click on the desired item
- Select and drag the desired item(s) to the Selected box
- Select the desired item(s) and click the right arrow  button.
- Click the double right arrow  button to add all of the available options to the Selected box.

**Note** To select more than one item, hold down the Shift key or the Ctrl key and click the desired items with the mouse.

---

## Selecting Times, Dates, and Days of the Week

### Entering Times

Keyboard shortcuts allow you to easily enter start and end times.



To ...	Type ...
Enter a whole hour (8:00 p.m.)	8p
Enter an hour/minute combination (1:15 p.m.)	115p

### Selecting Calendar Dates

There are several different ways to select dates for your analysis when in a Calendar dialog box:

To ...	Do This ...
Select an entire month	Click the month name
Select a week	Click the week number to the left of the desired week
Select a specific day of the week for an entire month	Click the day of the week at the top of a month
Select several consecutive days	Hold down the mouse button and drag the pointer over the desired days

### Entering Days of the Week

You can use keyboard shortcuts to quickly select days of the week.

To ...	Do This ...
Select an entire week (Monday - Sunday)	Type "W"
Select a weekend (Saturday - Sunday)	Type "E"
Select weekdays	Type "D"
Select a specific day of the week	Type the number corresponding with the day of the week, for example, "1" for Monday or "2" for Tuesday

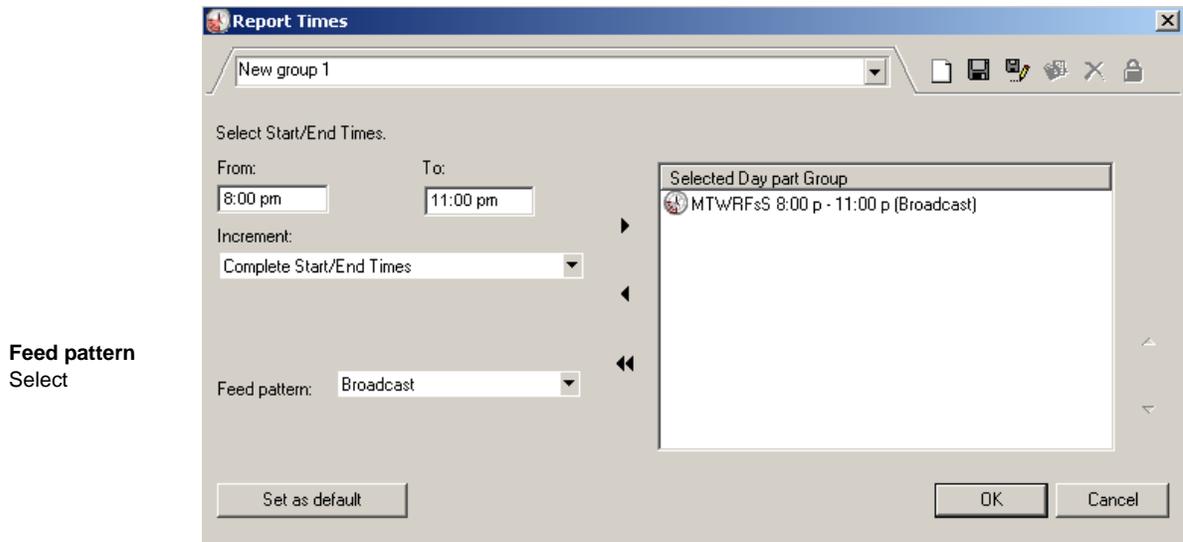
## Adjusting Start and End Times

You can adjust your start and end times based upon a selected feed pattern.

The Report Times filter allows you to adjust your start and end times based upon the broadcast, live, and cable dual feed patterns. Times can also be reported in local market time without any adjustment.

### To adjust your start and end times:

1. From the **Parameters** tab, click the **Report Times** link. The Report Times filter window appears.



2. From the **Select: Start/End Times** section, enter your start and end times based on eastern time zone.
3. From the **Increment** drop-down list, select an increment to use to adjust the time.
4. From the **Feed pattern** drop-down list, select a feed pattern from which to base your adjustment.

**Note** The reported times within each market are determined based upon the time zone in which the market resides.

5. Once the adjustment parameters are selected, click the right arrow  button.
6. Click **OK**.

**Note** The time adjustments used for each feed pattern can vary between standard and daylight savings time. For a list of time adjustments, see Appendix A.

## Creating and Using Groups

*Groups are predefined filter selections that have been saved for reuse when defining an analysis.*

---

### To select a predefined group:

1. Click the drop-down arrow in the list box under the filter name. A list of categories displays in the drop-down list.



2. Click a group category to view the available groups within.
3. To make a selection, click the desired group name.

### Creating a New Group

Once you have defined a filter a filter definition dialog box, you may wish to save it as a group for later use.

### To create a new group:

1. After making your selections in the filter definition dialog box, click the **Save** button at the top of the window. The Save Group window appears.
2. Designate where you want to save the group and give the group a name.
3. Click **OK**. The group is now saved and available for selection in the future.

### Editing an Existing Group

You can make and save changes to an existing group at any time.

### To edit a group:

1. In the filter definition dialog box, select the desired group from the text box at the top of the window. The saved selections display in the filter definition dialog box.
2. Make any desired updates to the filter.
3. Click **Save** to save the updates.

## Running an Analysis

---

*Running your analysis processes all the information you requested in the Parameters tab.*

---

Once you have defined filters for a module, you are ready to generate the analysis. If, once you view the output, you decide to make any changes to the data requested, simply go back to the Parameters tab, make adjustments, and run the analysis again.

### To run an analysis:

- From the toolbar, click **Run Calculation** .
- From the Parameters tab, click  at the bottom left corner.
- From the Workspace Manager, select the analysis and click **Run** .

The generated analysis displays in a new tab, where you can reformat, export, and print the information.

# Working with Results

*Arianna provides many ways for you to get the information you desire from your generated analyses.*

Arianna analyses are flexible, allowing you to rearrange the layout to meet your needs. You can easily reorganize and re-sort the information that displays and add and delete categories, or *domains*. Additionally, you can export your analysis results and print out hard copies.

## Changing the Layout

If you would prefer to see the data in your analyses differently, there are several ways you can adjust the output, including selecting additional domains to view and reorganizing the columns and rows.

### About Domains

Domains are the categories of data in an analysis. By moving domains around, you can create new views of the data in seconds. There are three areas in an analysis where domains can be placed:

- Page: define the entire “page” or screen of the analysis
- Top: appear at the “top” and make up the columns of the analysis
- Side: appear at the “side” and make up the rows of the analysis

The screenshot shows the Arianna software interface with a data table. The table has columns for Date, Market, HH/Demo, Time-shifting, and various program metrics. The data is organized into rows representing different time slots and programs. Labels 'Page', 'Top', and 'Side' point to different parts of the interface.

Date	Market	HH/Demo	Time-shifting															
05/08/2006	Arytown	Persons 18-49	Live															
				2 WAAA			4 WBBB			7 SPORTSNET			5 WDDD			12 WEEE		
				Variable			Title			RTG			SHR			Title		
				Time			Title			RTG			SHR			Title		
10:00 a-10:15 a		13.5	TALK SHOW	0.6	4.6	SOAP	0.7	5.1	SPORTSTALK	0.4	2.9	LETS CHAT	1.2	8.8	NEWS BEG			
10:00 p-10:15 p		48.9	ACTION TV	5.9	12.1	MEDCLER	7.0	14.3	SPTNSWS AT 10	7.3	14.9	TALENT STAR	5.1	10.4	SEINFELD			
10:15 a-10:30 a		13.6		0.4	2.9		0.8	5.7		0.3	1.9		1.2	8.6				
10:15 p-10:30 p		47.7		5.8	12.2		5.5	11.5		7.6	16.0		3.4	7.1	_0_4_0_8_4			
10:30 a-10:45 a		13.5		0.6	4.4		1.1	8.1		0.3	2.0		1.0	7.7				
10:30 p-10:45 p		46.9		7.3	15.6		5.0	10.6		7.0	14.9	_3_9_8_1_47_9	3.2	6.8	EVERYBO			
10:45 a-11:00 a		13.3	_0_6_4_4_13_5	0.7	5.5	_0_9_6_5_13_5	0.9	7.0	_0_3_2_2_13_5	0.3	2.0	_1_1_8_5_13_5	1.2	8.9	_0_7_5_2_1			
10:45 p-11:00 p		45.3	_6_5_13_7_47_2	6.8	14.9	_5_4_11_5_47_2	4.3	9.4	_7_2_15_3_47_2	6.9	15.3	SPORTS NEWS	2.6	5.7	_0_2_0_5_4			
11:00 a-11:15 a		11.6	AM TALK SHW	1.1	9.2	WINLOSE	0.8	6.7	REFEREES CALL	0.3	2.5	CITY NEWS	1.1	9.7	JUDGE JUD			
11:00 p-11:15 p		39.9	NEWS	8.2	20.5	MASH	3.2	8.0	GAME NEWS	4.5	11.3	CHEERS	2.5	6.1	CHEATER			
11:15 a-11:30 a		11.9		1.5	13.0		1.1	8.9	_0_4_3_2_11_7	0.4	3.8		0.9	7.2	_0_3_2_4_1			
11:15 p-11:30 p		35.6	_7_1_18_7_37_8	5.9	16.7	_2_8_7_5_37_8	2.5	7.0	_3_9_10_3_37_8	3.3	9.2	_2_3_6_0_37_8	2.1	5.8	_0_4_1_1_3			
11:30 a-11:45 a		11.6		1.4	12.1		1.1	9.3	THE BIG GAME	0.4	3.9		1.1	9.4	FACTS OF I			
11:30 p-11:45 p		31.1	LATE NITE TV	4.2	13.5	COOSBY	1.8	5.7	GAME RECAP	2.9	9.2	SEINFELD	1.7	5.4	CHEATR S			

**To rearrange domains:**

1. Click a domain and hold down the mouse button.
2. Drag the mouse pointer to a new location in the analysis.

*Tip* Areas that are available for placing the domain show a red box or line. Areas in which you cannot place the domain display a black circle with a bar.

3. Release the mouse button. Arianna reorganizes the data.

**To add domains:**

1. Click the **Field Chooser** icon . A pop-up window appears.
2. Select a domain and hold down the mouse button.
3. Drag the mouse pointer to the page, top, or side domain area.

*Tip* Areas that are available for placing the domain show a red box or line. Areas in which you cannot place the domain display a black circle with a bar.

4. Release the mouse button. Arianna adds the domain to the analysis and reorganizes the data.

**To remove domains:**

1. Select a domain and hold down the mouse button.
2. Drag the mouse pointer to a blank area next to the Field Chooser icon on the analysis screen until an “X” appears.
3. Release the mouse button. Arianna removes the domain and reorganizes the data.

**Saving Layout Changes**

When you have rearranged the layout as desired, you can save your changes. You can also save the results of the analysis, so that when you reopen that module the results will already be generated and you will not need to re-run the analysis.

**To save a new layout:**

1. Click **Save Layout**. The Save Layout dialog window appears.
2. Select a location to save the layout and enter a name, then click **OK**. Arianna saves your layout and closes the Save Layout dialog window.

## **Exporting Analysis Results**

You can export your analysis as either a text file, a Microsoft Excel file, or an HTML file. Exporting analyses allows you to easily share the data and use the information in presentations.

### **To export an analysis:**

1. From the analysis tab, click either the **Export to HTML file**, **Export to Excel file**, or **Export to text file** icon in the toolbar. The Arianna Xport dialog window appears.
2. Select your export options and click **OK**. Arianna exports the analysis to the specified location and displays the result in a new window.

## **Printing Analysis Results**

You can easily print an analysis as it appears in the analysis tab. Arianna also lets you view a preview of a printed analysis to make sure it prints as desired.

### **To print an analysis:**

1. Click the **Print** icon in the toolbar. The Print analysis prints to the specified location.

### **To preview a printed analysis:**

1. Click the **Print Preview** icon in the toolbar. The Print preview dialog window appears.
2. Click **Close** to close the window.

## Scheduling Tasks

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*Use Task Scheduler to automatically run jobs for you.*

---

Arianna's Task Scheduler feature allows you to run saved analyses and print, export, and e-mail them at specific times.

**Note** *The Task Scheduler is only available when workspaces are closed.*

### To schedule a task:

1. With all workspaces closed, click the **Arianna Task Scheduler** icon in the toolbar. The Tasks list window appears.
2. Click **New task**. The Select an Arianna workspace dialog box appears.
3. Navigate to and select the desired workspace and then click **Open**. The Login information dialog box appears.
4. Enter your account information and click **OK**. The Define schedule dialog box opens.
5. At the **Define trigger** tab, set the dates and times you want the task(s) to run.
6. At the **Workspace actions** tab, click in the **Module Name** cell and then click the drop-down arrow to display a list modules.
7. Select a module and click **OK**.
8. Double-click in the Actions cell next to the module you selected to open the Define actions window.
9. Select the actions you want performed and click **OK**.
10. Repeat for other modules as desired by clicking the **Insert action** button and repeating steps 6-9.
11. Click **OK**. The Define schedule window closes and the scheduled task appears in the Tasks list window.
12. Click **Close List** to close the Task list window. Arianna will perform the scheduled tasks as defined.



## Chapter 3

# Utilizing Common Analyses

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This chapter describes how to effectively and easily get overnight information from Arianna.

- Predefined and Frequently-used Configurations
  - Predefined Layouts
  - Frequently-used Views of Analyses
- Advanced Analytical Features of Arianna
  - Click 'n Go Options
  - Telegraph Analysis
  - Series and Competition Analysis

# Predefined and Frequently-used Configurations

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*Arianna offers predefined and customizable layouts in order to easily get the information you need.*

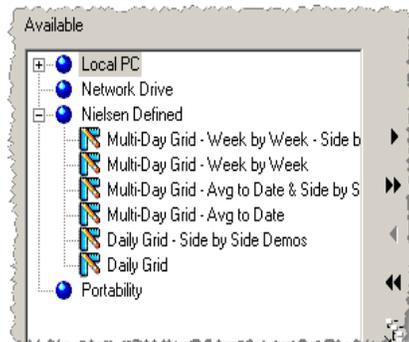
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## Predefined Layouts

Arianna has several predefined layouts for analyses to make attaining frequently-sought information easier to get. This section describes and illustrates some of these layouts available to you.

### To select a predefined layout:

1. In the Parameters tab, open the **Layout** filter. The Layout window appears.
2. In the **Available** box, expand the **Nielsen Defined** option. Predefined layouts display.



3. Select the desired predefined option and click **OK**. When you run the analysis, the selected layout will appear in a separate tab.

The following sections highlight some of the more popular layouts available in Arianna.

### Daily Grid - Side by Side Demos

The Grids module offers a layout called Daily Grid - Side by Side Demos that shows your selected demographics side-by-side for easy comparison.

The first image below shows a regular Grid analysis; the second, the Daily Grid - Side By Side Demos layout.

Date	Market	HH/Demo	Time-shifting																				
05/08/2006	Anytown	Persons 18-49	Live	2 WAAA				4 WBBB				7 SPORTSNET				5 WDDD				12 WEEE			
Variable	HUT/PUT	Title	RTG	SHR	Title	RTG	SHR	Title	RTG	SHR	Title	RTG	SHR	Title	RTG	SHR	Title						
Time																							
10:00 a-10:15 a	13.5	TALK SHOW	0.6	4.6	SOAP	0.7	5.1	SPORTSTALK	0.4	2.9	LETS CHAT	1.2	8.8	NEW BEGI									
10:00 p-10:15 p	40.9	ACTION TV	5.9	12.1	MEDCLER	7.0	14.3	SPTNSWS AT 10	7.3	14.9	TALENT STAR	5.1	10.4	SEINFELD									
10:15 a-10:30 a	13.6		0.4	2.9		0.8	5.7		0.3	1.9		1.2	8.6										
10:15 p-10:30 p	47.7		5.8	12.2		5.5	11.5		7.6	16.0		3.4	7.1	_0_4_0_8_4									
10:30 a-10:45 a	13.5		0.6	4.4		1.1	8.1		0.3	2.0		1.0	7.7										
10:30 p-10:45 p	46.9		7.3	15.6		5.0	10.6		7.0	14.9	_3_9_8_1_47_9	3.2	6.8	EVERYBOI									
10:45 a-11:00 a	13.3	_0_6_4_4_13_5	0.7	5.5	_0_9_6_5_13_5	0.9	7.0	_0_3_2_2_13_5	0.3	2.0	_1_1_8_5_13_5	1.2	8.9	_0_7_5_2_1									
10:45 p-11:00 p	45.3	_6_5_13_7_47_2	6.8	14.9	_5_4_11_5_47_2	4.3	9.4	_7_2_15_3_47_2	6.9	15.3	SPORTS NEWS	2.6	5.7	_0_2_0_5_4									
11:00 a-11:15 a	11.6	AM TALK SHW	1.1	9.2	WINLOSE	0.8	6.7	REFEREES CALL	0.3	2.5	CITY NEWS	1.1	9.7	JUDGE JUD									
11:00 p-11:15 p	39.9	NEWS	8.2	20.5	MASH	3.2	8.0	GAME NEWS	4.5	11.3	CHEERS	2.5	6.1	CHEATERS									
11:15 a-11:30 a	11.9		1.5	13.0		1.1	8.9	_0_4_3_2_11_7	0.4	3.8		0.9	7.2	_0_3_2_4_1									
11:15 p-11:30 p	35.6	_7_1_18_7_37_8	5.9	16.7	_2_8_7_5_37_8	2.5	7.0	_3_9_10_3_37_8	3.3	9.2	_2_3_6_0_37_8	2.1	5.8	_0_4_1_1_3									
11:30 a-11:45 a	11.6		1.4	12.1		1.1	9.3	THE BIG GAME	0.4	3.9		1.1	9.4	FACTS OF I									
11:30 p-11:45 p	31.1	LATE NITE TV	4.2	13.5	COOSBY	1.8	5.7	GAME RECAP	2.9	9.2	SEINFELD	1.7	5.4	CHEATERS									

Date	Market	Time-shifting																
05/08/2006	Anytown	Live	6 WCCC				Persons 18-49				Persons 25-54				Persons 35-49			
Variable	HUT/PUT	HUT/PUT	HUT/PUT	Title	RTG	SHR	Title	RTG	SHR	Title	RTG	SHR	Title	RTG				
Time																		
10:00 a-10:15 a	13.5	12.0	11.7	TALK SHOW	0.6	4.6	TALK SHOW	0.7	5.9	TALK SHOW	0.5			0.5				
10:15 a-10:30 a	13.6	12.0	11.8		0.4	2.9		0.5	3.8					0.5				
10:30 a-10:45 a	13.5	11.8	11.6		0.6	4.4		0.5	4.1					0.9				
10:45 a-11:00 a	13.3	11.4	10.9	_0_6_4_4_13_5	0.7	5.5	_0_6_4_8_11_8	0.6	5.5	_0_8_6_7_11_5	1.2			1.2				
11:00 a-11:15 a	11.6	10.3	9.4	WINLOSE	1.1	9.2	WINLOSE	1.0	9.6	WINLOSE	1.1			1.1				
11:15 a-11:30 a	11.9	11.2	9.7		1.5	13.0		1.1	10.2					1.4				
11:30 a-11:45 a	11.6	12.1	10.3		1.4	12.1		1.1	9.5					1.4				
11:45 a-12:00 p	12.3	12.3	10.5	_1_3_11_2_11_9	1.3	10.4	_1_1_9_3_11_5	1.0	8.2	_1_3_12_8_10_0	1.2			1.2				
12:00 p-12:15 p	11.8	11.2	9.6	NEWS	1.8	14.9	NEWS	1.8	16.5	NEWS	2.2			2.2				
12:15 p-12:30 p	12.2	11.6	9.8	_1_5_12_8_12_0	1.3	10.8	_1_5_13_6_11_4	1.2	10.7	_1_9_20_0_9_7	1.7			1.7				
12:30 p-12:45 p	12.9	11.8	10.4	CHEERS	0.9	6.9	CHEERS	0.5	3.9	CHEERS	0.9			0.9				

### Dayparts - Time Period Rank

In the Dayparts module you can select a Time Period Rank layout showing the performance of multiple user-defined time periods.

The first image below shows a regular Daypart analysis; the second, the Time Period Rank layout.

Market		Time-shifting		HH/Demo								
Anytown		Live		Persons 18-49			Persons 25-54			Persons 35-49		
Stns/Cbl Nbr	Time group	Variable	RTG	SHR	(00)	RTG	SHR	(00)	RTG	SHR	(00)	
2 WAAA	Access	7:00 p-8:00 p	2.3	7.9	517	2.9	9.4	621	2.7	9.1	314	
	Daytime	9:00 a-4:00 p	1.2	8.0	269	1.3	8.7	273	1.3	9.9	152	
	Early Fringe	4:00 p-7:00 p	2.2	10.0	494	2.6	11.7	563	3.0	14.1	345	
	Primetime	8:00 p-11:00 p	4.8	11.0	1,081	5.2	11.2	1,121	5.4	11.6	619	
5 WBBB	Access	7:00 p-8:00 p	2.1	7.5	485	2.9	9.2	611	3.1	10.2	351	
	Daytime	9:00 a-4:00 p	1.5	10.4	349	2.0	13.6	428	2.2	16.7	256	
	Early Fringe	4:00 p-7:00 p	2.8	12.8	631	3.4	15.0	721	3.9	18.3	449	
	Primetime	8:00 p-11:00 p	4.6	10.5	1,032	5.0	10.7	1,070	5.2	11.1	592	
12 WCCC	Access	7:00 p-8:00 p	0.9	3.3	214	1.2	4.0	262	1.1	3.6	125	
	Daytime	9:00 a-4:00 p	0.5	3.1	105	0.6	3.8	120	0.6	4.8	74	
	Early Fringe	4:00 p-7:00 p	1.3	5.8	287	1.6	7.2	344	1.7	7.8	190	
	Primetime	8:00 p-11:00 p	4.2	9.7	960	4.8	10.3	1,031	5.7	12.3	654	
7 SPORTSNET	Access	7:00 p-8:00 p	1.6	5.5	355	1.9	6.1	403	1.8	6.0	205	
	Daytime	9:00 a-4:00 p	1.5	9.9	333	1.5	10.4	328	1.3	9.4	145	
	Early Fringe	4:00 p-7:00 p	1.3	5.9	291	1.5	6.9	331	1.4	6.5	160	
	Primetime	8:00 p-11:00 p	5.9	13.6	1,340	6.6	14.1	1,411	6.7	14.4	764	

Market		HH/Demo		Time-shifting		Variable				
Anytown		Persons 18-49		Live		(r)	RTG	SHR	(00)	Rank
Stns/Cbl Nbr	Time group	Date group		(r)	RTG	SHR	(00)	Rank		
2 WAAA	Primetime	05/08/2006 to 05/12/2006		5.9	13.6	1340	1			
12 WCCC	Primetime	05/08/2006 to 05/12/2006		4.8	11.0	1081	2			
5 WBBB	Primetime	05/08/2006 to 05/12/2006		4.6	10.5	1032	3			
42 SPORTSNET	Primetime	05/08/2006 to 05/12/2006		4.2	9.7	960	4			
10 NEWSNET	Primetime	05/08/2006 to 05/12/2006		2.5	5.8	572	5			
12 WCCC	Early Prime	05/08/2006 to 05/12/2006		2.4	9.7	549	6			
5 WBBB	Early Prime	05/08/2006 to 05/12/2006		2.3	9.3	529	7			
10 NEWSNET	Early Prime	05/08/2006 to 05/12/2006		1.7	6.9	389	8			
2 WAAA	Early Prime	05/08/2006 to 05/12/2006		1.4	5.7	325	9			
6 WDDD	Primetime	05/08/2006 to 05/12/2006		1.1	2.6	257	10			
42 SPORTSNET	Early Prime	05/08/2006 to 05/12/2006		1.1	4.4	250	10			
6 WDDD	Early Prime	05/08/2006 to 05/12/2006		0.6	2.6	147	12			

### TvItems - Episode Track

The Episode Track layout of the TvItems module shows telecast by telecast information for a selected program or programs. The following image shows an example of an Episode Track analysis.

HH/Demo		Time-shifting											
Households		Live											
Market	Stns/Cbl No.	Title	Episode Title	Day of week	Date	Start	End	Variable	HUT/PUT	RTG	SHR	(000)	
Anytown	WAAA	MOVIE	SAINT, THE	Thursday	04/27/2006	1:30 p	4:00 p		29.1	0.1	0.4	9	
		MOVIE	MEET THE PAR	Thursday	04/27/2006	9:00 p	11:00 p		65.4	1.9	2.9	138	
		MOVIE	ALMOST AN AN	Thursday	04/27/2006	1:00 a	3:00 a		24.5	1.2	5.1	92	
		MOVIE	MEET THE PAR	Friday	04/28/2006	2:00 p	4:00 p		30.3	0.6	1.9	42	
		ACTIONTOWN	THE CHOSEN F	Friday	04/28/2006	2:00 a	4:00 a		23.0	0.7	3.1	52	
		MOVIE	AMERICAN PSY	Friday	04/28/2006	4:00 a	6:00 a		17.9	0.2	1.4	18	
		MOVIE	SABRINA	Saturday	04/29/2006	11:00 a	1:30 p		33.0	0.3	1.0	24	
		MOVIE	HEAD OVER HE	Saturday	04/29/2006	1:30 p	3:30 p		33.9	0.3	1.0	26	
		MOVIE	ET: THE EXTR	Saturday	04/29/2006	3:30 p	6:00 p		40.4	0.8	2.1	62	
		MOVIE	AMERICAN PIE	Saturday	04/29/2006	6:00 p	8:00 p		45.5	0.7	1.6	54	
		SEASON-WIRE R		Saturday	04/29/2006	3:00 a	5:30 a		19.6	0.4	1.8	26	
		MOVIE	AMERICAN PIE	Sunday	04/30/2006	9:00 a	11:00 a		37.4	0.6	1.7	46	
		MOVIE	GOLDENEYE	Sunday	04/30/2006	1:30 p	4:30 p		38.2	0.5	1.2	34	

## Frequently-used Views of Analyses

The analyses highlighted in this section define and illustrate popular views you can create when adjusting the layout of an analysis.

### Grids - Comparison Grid

You can create a Comparison Grid analysis to show the performance of programs in one date range versus another.

The image below shows an example of a Comparison Grid analysis.

Market	HH/Demo	Time-shifting												
Anytown	Households	Live	2 WAAA						4 WBBB					
<input checked="" type="checkbox"/> Stns/Cbl Nts	<input checked="" type="checkbox"/> Total TV		May 06 Week 1			May 06 Week 2			May 06 Week 1			Mt		
			HUT/PUT	HUT/PUT	Title	RTG	SHR	Title	RTG	SHR	Title	RTG	SHR	Tit
10:00 a-10:15 a	28.9	30.7	TALK SHOW	2.8	9.6	TALK SHOW	2.8	9.1	LETS CHAT	1.6	5.5	LE		
10:15 a-10:30 a	28.9	30.2		2.9	10.0		2.7	9.0		1.6	5.5			
10:30 a-10:45 a	28.4	30.3		2.7	9.7		2.8	9.2		1.6	5.7			
10:45 a-11:00 a	28.2	29.6	_3.3_12.6_26.5___#5	2.5	8.7	_3.1_11.3_27.7___#5	2.7	9.2	_1.9_7.1_26.5___#5	1.6	5.7	_1.		
11:00 a-11:15 a	27.8	29.1	SOAP	2.8	10.0	SOAP	3.0	10.4	CHEERS	1.4	5.0	CH		
11:15 a-11:30 a	28.1	28.8		2.7	9.8		3.0	10.3	_2.1_8.0_25.7___#5	1.7	6.1	_2.		
11:30 a-11:45 a	28.6	28.1		2.9	10.1		3.0	10.5	OOSBY	2.1	7.5	OO		
11:45 a-12:00 p	28.9	28.4	_3.6_13.8_26.3___#5	2.9	10.1	_3.6_13.5_27.0___#5	3.1	10.9	_2.7_10.2_26.9___#5	2.2	7.6	_2.		
12:00 p-12:15 p	30.1	28.8	NOON NEWS	4.3	14.2	NOON NEWS	4.3	15.0	CITY NEWS	1.5	5.0	CI		
12:15 p-12:30 p	30.7	29.2		3.7	12.1		4.0	13.7	_1.9_6.8_28.1___#5	1.6	5.1	_1.		
12:30 p-12:45 p	30.8	29.5		3.6	11.7		4.3	14.4	MASH	2.0	6.4	MA		

### To create a Comparison Grid analysis:

1. Open a **Grids** module.
2. In the **Calendar** filter, enable **Date grouping** and select the desired dates.
3. In the **Layout** filter, select a **Multi-Day Grid** layout from the Nielsen Defined category.
4. Select the desired market, viewing sources, and other filters.
5. Run the analysis. The results display in a separate tab.
6. Click the **Field Chooser** icon. A pop-up menu appears.
7. Drag **Date group** from the pop-up window to the analysis, under the **Stns/Cbl Nts** domain. The layout appears as in the example above.

### Programs - Audience Composition

You can find out the demographic skew of your audience by creating an Audience Composition analysis within the Programs module.

The image below shows an example of an Audience Composition analysis.

Market		Time-shifting		HH/Demo					
Anytown		Live		Persons 18-34 (Persons 18+)		Persons 35-49 (Persons 18+)		Persons 50+ (Persons 18+)	
Stns/Cbl No.	Title (grouped)	Prg Air Times	Variable (000)	AuC	Variable (000)	AuC	Variable (000)	AuC	
WAAA	MEDICAL SCHL	9:00 p - 10:00 p	37	19.34 %	69	36.00 %	85	44.66 %	
	TALENT STAR	10:00 p - 11:00 p	25	13.38 %	70	37.00 %	93	49.62 %	
	JUDGED	9:00 p - 10:00 p	24	16.70 %	49	34.16 %	71	49.13 %	
	WIN LOSE-FR	8:00 p - 9:00 p	34	14.45 %	61	26.10 %	140	59.45 %	
	WIN LOSE-WE	8:00 p - 9:00 p	50	21.02 %	62	26.37 %	124	52.61 %	
	WIN LOSE-MO	8:00 p - 9:00 p	66	26.91 %	68	27.37 %	113	45.72 %	
	POLICE CHASE	10:00 p - 11:00 p	64	20.67 %	120	38.98 %	125	40.34 %	
	THE TEACHER	9:00 p - 10:00 p	41	18.32 %	58	26.02 %	124	55.66 %	
	ACTIONTOWN	10:00 p - 11:00 p	71	29.15 %	61	25.10 %	111	45.75 %	
	ACTIONTOWN:NY	10:00 p - 11:00 p	49	20.45 %	67	27.82 %	124	51.73 %	
	ACTIONTOWN:M	10:00 p - 11:00 p	70	26.84 %	76	28.87 %	116	44.28 %	
	ERNIE 830 TU	8:30 p - 9:00 p	17	26.68 %	12	18.13 %	36	55.19 %	
	ERNIE 8P TU	8:00 p - 8:30 p	10	19.45 %	1	2.90 %	40	77.65 %	
	LAST MAN	8:45 p - 9:15 p	64	33.27 %	64	32.87 %	65	33.85 %	
	DAY TRIP	9:15 p - 10:00 p	69	35.70 %	75	38.76 %	49	25.54 %	

#### To create an Audience Composition analysis:

1. Open the **Programs** module.
2. In the **Households/Demographics** filter, select the desired demographics, then highlight them.
3. Select **Reference Households/Demographics** and select the desired reference demographic from the drop-down list
4. Click **OK**.
5. In the **Variables** filter, select **AuC** (Audience Composition) and click **OK**.
6. Define other filters as desired and run the analysis.

## Programs - Program Rank

Create a Program Rank analysis from the Programs module to see programs ranked in order by a selected variable (such as rating or share). For example, you can rank the top ten rated programs. The variable by which the analysis is sorted displays with an (r).

The image below shows an example of a Program Rank analysis.

Market		HH/Demo	Time-shifting		Variable	(r)	RTG	SHR	(00)	Rank
Anytown		Households	Live							
Stns/Cbl Nbr	Title (grouped)	Date	Prg Air Times							
WCCC	TALENT STAR	05/09/2006	8:00 p - 9:00 p			15.5	21.3	2364	1	
	MEDIC 5	05/09/2006	9:00 p - 10:00 p			13.8	18.3	2103	2	
	TALENT STAR-WE	05/10/2006	9:00 p - 9:30 p			13.7	17.8	2087	3	
WAAA	NY LAW	05/11/2006	9:00 p - 10:00 p			10.8	14.9	1646	4	
	MEDICAL SCHL	05/08/2006	10:00 p - 11:00 p			10.1	14.7	1540	5	
	ERNIE	05/08/2006	9:00 p - 9:30 p			9.2	12.2	1404	6	
	JUDGED	05/11/2006	10:00 p - 11:00 p			8.7	12.7	1328	7	
WBBB	POLICE CHASE	05/10/2006	9:30 p - 10:00 p			7.4	9.6	1130	8	
WAAA	MY LIFE	05/08/2006	9:30 p - 10:00 p			7.4	10.0	1126	8	
WDDD	ACTIONTOWN	05/10/2006	9:00 p - 10:00 p			7.2	9.4	1102	10	
WAAA	LAST MAN	05/09/2006	8:00 p - 9:00 p			7.2	9.9	1096	10	
SPORTSNET	BIG GAME	05/10/2006	8:00 p - 9:00 p			6.8	9.1	1032	12	
WAAA	AURORA	05/11/2006	8:00 p - 9:00 p			6.6	9.4	1013	13	
	THE TEACHER	05/10/2006	10:00 p - 11:00 p			6.5	9.1	986	14	

### To create a Program Rank analysis:

1. Open the **Programs** module and define the filters as desired.
2. In the **Layout** filter, select a predefined **Program Rank** layout under the Nielsen Defined category.
3. In the **Variables** filter, select the **Rank** variable in addition to other variables you want to be included in the analysis.
4. Double-click the blue circle to the left of the variable you wish to rank by. An up arrow displays and the variable will sort in ascending order. Double-click again to display a down-pointing arrow and sort in descending order.

Rank	Name	Format	Description
1 <input checked="" type="checkbox"/>	RTG	1 decimal without percent s.	Rating
2 <input checked="" type="checkbox"/>	SHR	No decimals without perce.	Share
3 <input checked="" type="checkbox"/>	(00)	Hundreds with th. separato.	Impressions in hundreds
4 <input checked="" type="checkbox"/>	Rank	Units with thousands separ.	Rank

5. Click **OK** and run the analysis. The Program Rank layout appears as a separate tab.

## Trends

The Trends analysis allows you to analyze the performance of program(s) and daypart(s) over time. You can include variances to show the differences between historical and current values.

HH/Demo		Time-shifting												
Households		Live							Date group (A) 05/01/2006 to 05/05/2006 (B) Mon 05/08/2006					
Rule	Mkt	Section	Start	Stations/Cable	Item	Days	RTG	SHR	HUT/PUT	#TC	RTG	SHR	HUT/PUT	#TC
T	AY	Daytime	9:00 a	5 WAAA	M-F 9a-4p	MTWRF--	1.8	6.7	26.7		1.9	6.8	28.7	
				2 WBBB	M-F 9a-4p	MTWRF--	3.9	14.5	26.7		4.4	15.5	28.7	
				9 WCOC	M-F 9a-4p	MTWRF--	2.0	7.3	26.7		2.3	7.9	28.7	
P	AY	Daytime	7:00 p	5 WAAA	JEOPARDY	M-----	9.7	17.5	55.6	1	9.9	18.3	54.3	1
						-T-----	9.7	17.9	54.3	1				
						--W----	9.6	18.3	52.4	1				
						---R---	8.5	18.8	45.3	1				
						----F--	7.6	16.9	45.3	1				

Trend rules are selections that determine the type of data presented in the Trends analysis. The following trend rules are available:

- **Time Period:** Provides a time period average for a selected range of days and times. This rule is represented by the indicator "T" in the analysis.
- **Combined Dayparts:** Allows you to create a single time period average for multiple time periods. This rule is represented by the indicator "CD" in the analysis.
- **Combined Dayparts with Details:** Allows you to create a single time period average for multiple time periods and provides the averages for each of the items that compose the combined average. This rule is represented by the indicator "CD+" in the analysis.
- **Programs:** Allows you to select a program to be included in the report. This rule is represented by the indicator "P" in the analysis.
- **Combined Programs:** Combines two or more programs into a single program average and allows you to assign a customized label to the program combination. This rule is represented by the indicator "CP" in the analysis.
- **Combined Programs with Details:** Provides the same information as Combined Programs, but also displays individual averages for the components of the combined average. This rule is represented by the indicator "CP+" in the analysis.
- **Chronological Programs:** Allows you to enter a range of time and report program averages for all programs that fall within that time frame. This rule is represented by the indicator "C" in the analysis.

# Advanced Analytical Features of Arianna

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*Arianna provides a number of analytical features.*

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## Click 'n Go Options

From many Arianna analyses, you can directly launch and generate other analyses, thus creating useful bridges between the different modules. The following Click 'n Go options are available within Arianna depending on which module you have run:

- Historical Trend
- Split By
- Click 'n Go Chart

**Note** *If you do not have access to Click 'n Go Charts, contact your Marketing Representative.*

A Historical Trend analysis allows you to isolate a program within an analysis and generate a TvItems analysis (Episode Track or daypart analysis). You can create the analysis focusing on either:

- Same Program Title
- Same Time Period

### To run a Historical Trend analysis:

1. Right-click on the program or select a time period in the analysis. A pop-up menu appears.
2. Select **Historical Trend**.
3. Select the desired reporting option. The Calendar window appears.
4. Select the dates for the Historical Trend and click **OK**. Arianna generates the Historical Trend in a separate tab.

With a Split By analysis, you can obtain a breakdown of the items selected according to a selected split time range (in quarter-hour increments).

### To run the Split By analysis:

1. Highlight and right-click the desired data in the analysis. A pop-up menu appears.
2. Select **Split by**.
3. Select the split range to be used. Arianna generates the Split by report in a separate tab.

Click 'n Go Charts allow you to quickly create a graphical representation of the data. Available layouts include pie charts, graphs, bar charts, and more.

### To run a Click 'n Go Chart:

1. Right-click an area of the analysis. A pop-up menu appears.
2. Select **Click 'n go chart**. The Click 'n go chart window appears.
3. Select the desired chart style attributes and click **OK**. Arianna generates the Click 'n Go Chart in a separate tab.

## **Telegraph Analysis**

The Telegraph analysis is a visual representation of viewing across the metered day that allows you to graphically compare different data elements in an interactive line graph format. You can change the data elements that display as the lines of the Telegraph analysis to be:

- Viewing sources
- Demographics/Households
- Time-shifted viewing
- Dates
- Market

### **To change the data series (or lines) in a Telegraph analysis:**

1. Open the **Telegraph** module and define the filters as desired.
2. In the **Layout** filter, ensure the desired domains appear in the **PAGE** box.
3. Drag the domain you want to appear as lines in the graph to the **SERIES** box.
4. Click **OK** to close the Layout window.
5. Run the analysis. The Telegraph analysis generates and displays in a separate tab.

## **Series and Competition Analysis**

The Series and Competition module helps you analyze the performance of a program relative to its competition. This can assist you in determining the effectiveness of programming decisions and help explain changes in viewership over time.

### **To create a Series and Competition analysis:**

1. Open the **Series and Competition** module.
2. In the **TVItems** filter select the telecasts of the target program.
3. In the **Competing Stations/Cable Nets** filter, select the competing viewing sources.
4. In the **Competition** filter, select the competition type.
5. Define other filters as desired and run the analysis.



## Chapter 4

# Getting Help

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This chapter describes how to get more information about Arianna.

- Using the Online Help
- Contacting Technical Support

## Using the Online Help

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*The online Help for Arianna provides information about the software application, including procedures, filter and analysis descriptions, and basic concepts.*

---

The user guide is located within the Arianna software in the form of online Help. The online Help contains all the information you need to learn how to define filters, run analyses, work with generated analyses, and more.

Help is designed so you can go directly from the application to a specific topic about the module you are working in.

The different parts of the Help window are described below.

### Button Bar

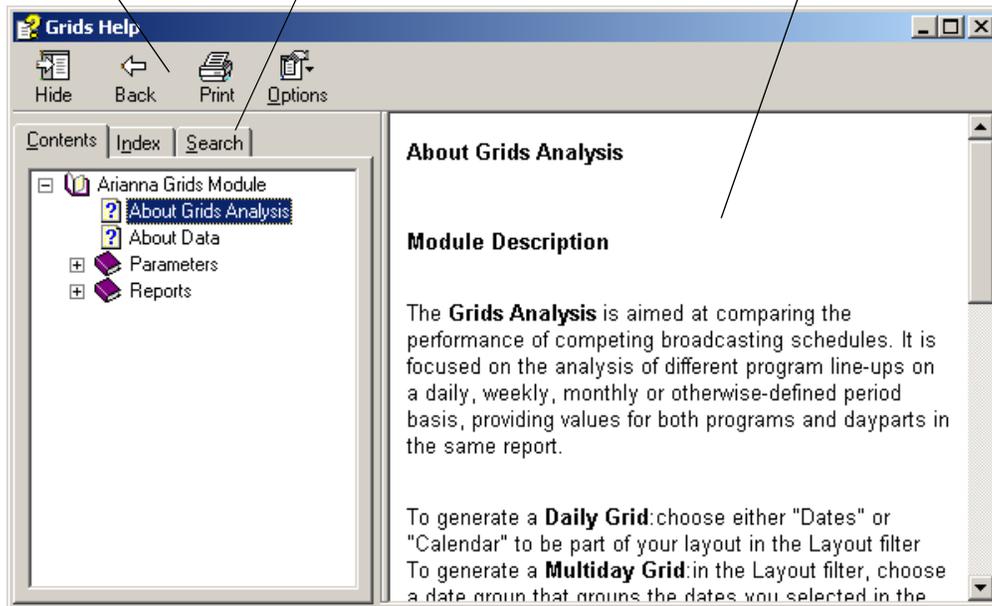
Use these buttons to navigate through the Help system.

### Help Tabs

These tabs offer ways to search the Help: Contents, Index, and Search.

### Topic

Displays the current Help topic.



## Accessing Help Topics

*There are two ways to access topics from the Help window: using the Contents and Search.*

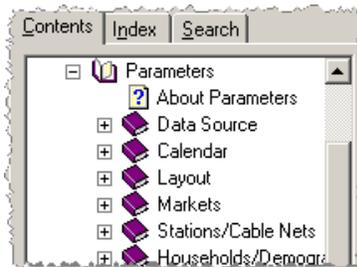
---

The Contents is the same as its counterpart in a book: use the Contents tab to view organized topics. The Search tab allows you to perform a full-text search of all the Help topics for a particular keyword, or search word.

**Note** *The Index search feature is not currently available in the online Help.*

### To search for a topic using the Contents:

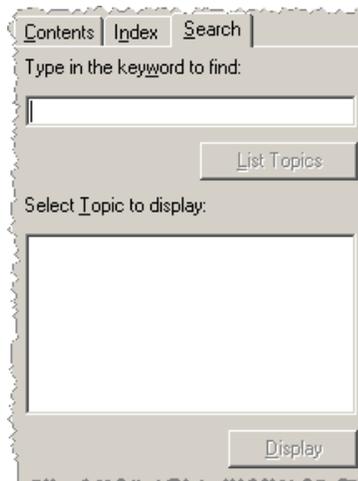
1. From the toolbar, select the **Help** icon. The Help window displays the Contents tab.



2. To browse the categories to find a topic, click on a book or the plus/minus sign to display or hide the associated topics.
3. Click on a topic or page icon to view the topic.

**To search for a keyword:**

1. From the toolbar, select the **Help** icon. The Help window appears.
2. Select the **Search** tab.



**Note** *The first time you use Search, the online Help may guide you through a setup process.*

3. Type the keyword(s) and click **List Topics**. All topic titles containing the keyword(s) display in a list below.
4. Select the desired topic from the list.
5. Click **Display** or double-click the topic to view.

## Contacting Technical Support

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*Nielsen Media Research is dedicated to providing the best possible customer service.*

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The Nielsen Company Client Support Helpline is the front-line support for assistance with Arianna.

**To contact the Helpline:**

Call 1-800-423-4511.



# Appendix A

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The following reference material lists the time adjustments used for each feed pattern.

- Standard & Daylight Savings Time Adjustments (From Eastern)

## Standard & Daylight Savings Time Adjustments (From Eastern)

The time adjustments used for each feed pattern can vary between standard and daylight savings time. For more information about making time adjustments, see "Adjusting Start and End Times" on page 2-9.

Standard Time							
	Eastern	Indianapolis *	Central	Mountain East	Mountain West	Phoenix *	Pacific
None (Local Mkt Time)	0	0	0	0	0	0	0
Broadcast Feed	0	0	-1	-1	-1	-1	0
Cable Dual	0	0	-1	-2	+1	+1	0
Live	0	0	-1	-2	-2	-2	-3

Standard Time – Examples							
	Eastern	Indianapolis *	Central	Mountain East	Mountain West	Phoenix *	Pacific
None (Local Mkt Time)	8:00pm	8:00pm	8:00pm	8:00pm	8:00pm	8:00pm	8:00pm
Broadcast Feed	8:00pm	8:00pm	7:00pm	7:00pm	7:00pm	7:00pm	8:00pm
Cable Dual	8:00pm	8:00pm	7:00pm	6:00pm	9:00pm	9:00pm	8:00pm
Live	8:00pm	8:00pm	7:00pm	6:00pm	6:00pm	6:00pm	5:00pm

Daylight Savings Time							
	Eastern	Indianapolis *	Central	Mountain East	Mountain West	Phoenix *	Pacific
No Adjust (local time)	0	0	0	0	0	0	0
Broadcast Feed	0	0	-1	-1	-1	-1	0
Cable Dual	0	-1	-1	-2	+1	0	0
Live	0	-1	-1	-2	-2	-3	-3

---

<b>Daylight Savings Time Examples</b>							
	<b>Eastern</b>	<b>Indianapolis</b> *	<b>Central</b>	<b>Mountain East</b>	<b>Mountain West</b>	<b>Phoenix</b> *	<b>Pacific</b>
<b>No Adjust (local time)</b>	8:00pm	8:00pm	8:00pm	8:00pm	8:00pm	8:00pm	8:00pm
<b>Broadcast Feed</b>	8:00pm	8:00pm	7:00pm	7:00pm	7:00pm	7:00pm	8:00pm
<b>Cable Dual</b>	8:00pm	7:00pm	7:00pm	6:00pm	9:00pm	8:00pm	8:00pm
<b>Live</b>	8:00pm	7:00pm	7:00pm	6:00pm	6:00pm	5:00pm	5:00pm

**Note** \* Special adjustments for Indianapolis apply to data prior to 2006, when this market did not observe Daylight Savings Time. Data for 2006 forward for Indianapolis uses the normal Eastern time adjustments. Phoenix does not observe Daylight Savings Time. As a result, the adjustments will vary during daylight versus standard time as shown above.



# Index

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## A

adjusting times A1  
analyses  
  about 1-9  
  copying 2-5  
  deleting 2-5  
  descriptions 1-12–1-19  
  predefined layouts 3-2  
  renaming 2-5  
  running 2-5, 2-11  
analysis results  
  exporting 2-14  
  layout, changing 2-12  
  printing 2-14  
  saving 2-13  
analysis tab 1-5  
analysis types  
  Dayparts 1-12  
  Grids 1-13, 3-3, 3-6  
  Programs 1-15, 3-7, 3-8  
  Series and Competition 1-16, 3-11  
  TeleGraph 1-17  
  Trends 1-18, 3-9  
  TvItems 1-19  
Arianna  
  accessing 2-2  
  exiting 2-2  
  overview 1-2, 2-3  
audience composition analyses 3-7

## C

changing times A1  
Click 'n Go charts 3-10  
comparison grid analyses 3-6

## D

daylight savings time A1  
Dayparts module 1-12, 3-4  
domains 2-12

## E

exporting 2-14

## F

feed patterns A1  
filters  
  about 1-9  
  defining 2-7  
  selecting 2-6  
  types 1-10–1-11

## G

Grids module 1-13, 3-3, 3-6  
groups  
  about 1-9  
  creating 2-10  
  editing 2-10  
  selecting 2-10

## H

Help, using 4-2–4-4  
Helpline, contacting 4-5  
Historical Trend analyses 3-10

## I

icons, list of 1-5

## L

logging in 2-2

## M

module types  
  Dayparts 1-12, 3-4  
  Grids 1-13, 3-3, 3-6  
  Programs 1-15, 3-7, 3-8  
  Series and Competition 1-16, 3-11  
  TeleGraph 1-17  
  Trends 1-18, 3-9  
  TvItems 1-19, 3-5  
modules  
  about 1-9, 2-4  
  descriptions 1-12–1-19  
  opening 2-4  
  renaming 2-4  
multi-market comparison 1-14

## O

online Help, using 4-2–4-4  
outbar manager 1-3

## P

parameters tab 1-4  
parameters, selecting 2-6  
predefined layouts 3-2  
program rank analyses 3-8  
Programs module 1-15, 3-7, 3-8

## S

Series and Competition module 1-16, 3-11

---

Split By analyses 3-10  
standard time A1  
support 4-5

## **T**

task scheduler 2-15  
technical support, contacting 4-5  
Telegraph module 1-17  
time adjustments A1  
toolbar buttons 1-5  
Trends module 1-18, 3-9  
TvItems module 1-19, 3-5

## **W**

workspace manager 1-3, 2-5  
workspaces  
    about 1-9  
    opening 2-5  
    saving 2-5