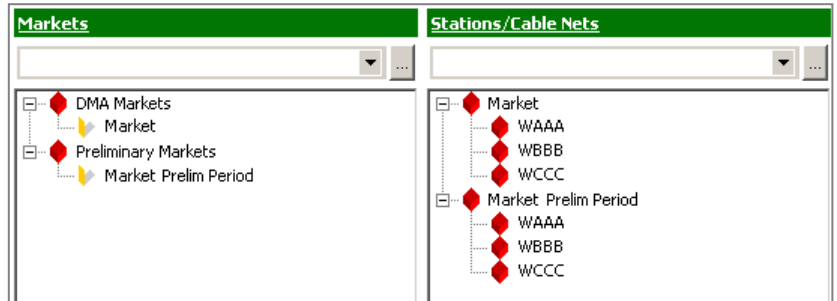


Software Tip

Set-Meter vs. LPM Comparison

Follow the instructions below to calculate the variance between Set-Meter and LPM Preliminary data for your market. A variance can be applied in the Grids, Programs, Dayparts and TV Items modules within Arianna. The layout used must have the **Market** domain included as a column or a row.

1.) **Markets Filter:** Select both DMA market and Preliminary market.

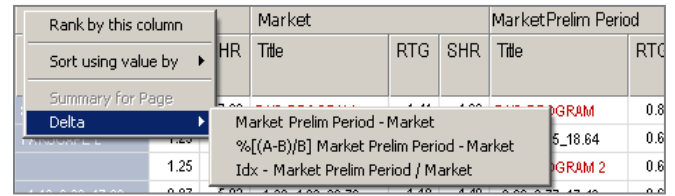


2.) **Stations/Cable Nets Filter:** Select the same stations for DMA market and Preliminary market, keeping the same order.

3.) Complete all other filters as normal and run the analysis. Right-click on the Prelim Period market and select **Delta**.

4.) Choose desired difference statistic (actual, % difference or index)

Parameters		(P) - LPM Compare Grid*					
Analysis: Grids							
1 of 1 days included; * Final report *							
Date	HH/Demo	Time-shifting					
04/09/2006	Households	Live					
Stns/Cbl Nts	2 WAAA						
Market	Market			MarketPrelim Period			
Variable	Title	RTG	SHR	Title	RTG	SHR	
Time							
3:00 a-3:15 a	STAR-ENTPRS L	3.15	10.82	STAR-ENTPRS L	1.39	7.39	
3:15 a-3:30 a	FARSCAPE L	2.60	9.30	FARSCAPE L	1.25	6.72	
3:30 a-3:45 a		2.56	9.53		1.25	7.08	
3:45 a-4:00 a	_2.57_9.47_27.17	2.56	9.58	_1.12_6.29_17.80	0.87	5.02	
4:00 a-4:15 a	ENT TONITE 60R	2.81	10.83	ENT TONITE 60R	0.87	5.08	



5.) After applying the Delta, your output will be similar to this one:

Parameters		(P) - LPM Compare Grid										
Analysis: Grids												
1 of 1 days included; * Final report *												
Date	HH/Demo	Time-shifting										
04/09/2006	Households	Live										
Stns/Cbl Nts	Total TV			2 WAAA								
Market	Market	MarketPl...	MarketL...	Market	MarketPrelim Period			Market Prelim Pl...				
Variable	HUT/PUT	HUT/PUT	HUT/PUT	Title	RTG	SHR	Title	RTG	SHR	Title	RTG	SHR
Time												
3:00 a-3:15 a	29.12	18.75	-10.37	STAR-ENTPRS L	3.15	10.82	STAR-ENTPRS L	1.39	7.39	-1.76	-3.43	
3:15 a-3:30 a	28.00	18.53	-9.47	FARSCAPE L	2.60	9.30	FARSCAPE L	1.25	6.72	-1.35	-2.58	
3:30 a-3:45 a	26.83	17.60	-9.23		2.56	9.53		1.25	7.08	-1.31	-2.45	
3:45 a-4:00 a	26.69	17.27	-9.42	_2.57_9.47_27.17	2.56	9.58	_1.12_6.29_17.80	0.87	5.02	-1.69	-4.56	