

nielsen

AN UNCOMMON SENSE  
OF THE CONSUMER™

# MARKETBREAKS: STRICT DAYPART

TRAINING GUIDE



## Strict Daypart vs. Daypart Overruns

Program ratings by **Strict Daypart** are ratings based only on the program minutes within the selected custom daypart.

Program ratings by **Daypart Overruns** are ratings based on program minutes that fall outside of the custom daypart but are still part of the program.

### EXAMPLE

If the custom daypart 8pm – 11pm is selected and the program ends at 11:20pm, Strict Daypart reports the program ratings between 8pm – 11pm. Choosing Daypart Overruns will report the program rating from 11pm – 11:20pm – the 20 minutes past your custom daypart.

Note: Strict daypart is based on average minute data and is not applicable to commercial data stream selections.

## PULLING A STRICT DAYPART CUSTOM DAYPART IN THE PROGRAM TREND BUILDER & TREND REPORT

- 1.) In the Trend Analysis Program Builder, create a Custom Daypart and use the span option.

If Strict Daypart is desired, the Program Trend Builder must have **Strict Daypart** selected.

Please note: Both standard dayparts and custom dayparts with other options (Start, End) can be selected with strict daypart, but to match standard Strict Daypart Definitions, or to match Galaxy Explorer, a custom daypart with SPAN should be used.

Custom Program Daypart Groups - this is only to create custom program daypart groups

Select Dayparts

All  M-F

M  T  W  R  F  S  Su

08:00 AM  AM  PM 11:00 AM  AM  PM

Include all programs that:

Start within defined daypart

End within defined daypart

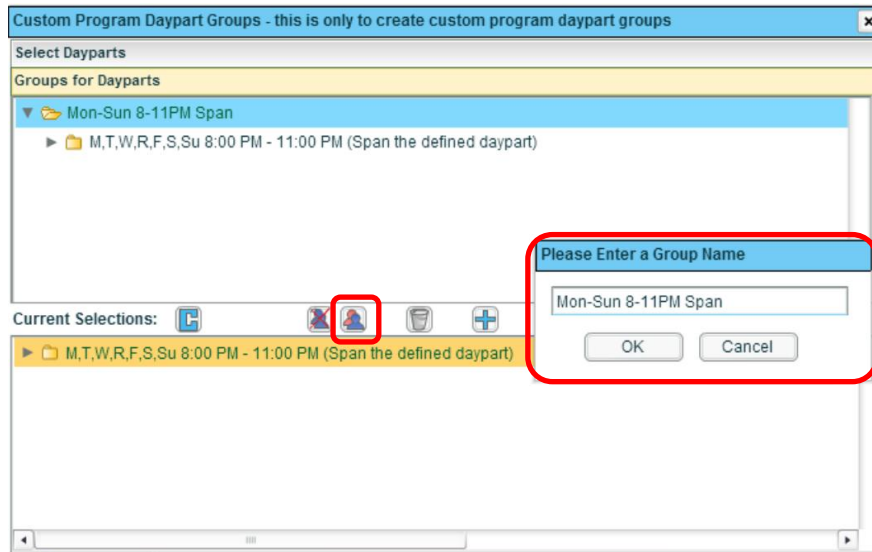
Span the defined daypart

Groups for Dayparts

Current Selections:

► M,T,W,R,F,S,Su 8:00 PM - 11:00 PM (Span the defined daypart)

- 2.) Save it as a group so that it will display on the program filter page in the Custom Daypart section. Give it a name that will allow you to easily identify it.



- 3.) Add the Custom Daypart to Current Selections along with the originator/programs filter selected.

The screenshot shows the 'Programs' selection interface. The 'Custom Dayparts' section is highlighted with a red box, showing 'Mon-Sun 8-11PM Span' selected. Below, the 'Current Selections' tree shows 'Program Selection 1' expanded to include 'Program Originator Type' (BROADCAST), 'Program Originator' (CBS), and 'Custom Dayparts' (M,T,W,R,F,S,Su 8:00 PM - 11:00 PM (Span the defined daypart)).

- 4.) In the Report Segment section, select the report segment level(s) of choice and choose Additional Options of **Custom Daypart** and **Strict Daypart**.

Note: If running a Standard Daypart such as Prime Time, select **Standard Daypart** and **Strict Daypart** in Report Segment section. Standard Daypart with Strict Daypart will not match Galaxy Explorer Strict Daypart because standard dayparts only include programs that start within the daypart.

The screenshot shows the 'Specification Definition (Trend Analysis Program Builder)' interface. The 'Report Segment' section is expanded to show 'Telecast' selected. The 'Additional Options' section is highlighted with a red box, showing 'Custom Daypart' and 'Strict Daypart' checked, and 'Daypart Overruns' unchecked. Below, the 'Current Selections' tree shows 'Telecast' expanded to include 'Custom Daypart', 'Telecast', and 'Strict Daypart' expanded to include 'Strict Daypart'.

- 5.) Select all other specifications and submit the builder.

- 6.) Once the Builder processes, start a Trend Analysis Program Report.
- 7.) In Builder Jobs section, select the strict daypart builder you created.
- 8.) In the Program Trend Report, select the custom daypart(s) from the Builder in the Programs section.

Specification Definition (Trend Analysis Program Report)

Programs\*

Select Programs

Originator Type:	Originators:	Standard Dayparts:	Summary Type Code:	Detailed Type Code:
BROADCAST	CBS	Early Fringe Late Fringe Prime Time	ADVENTURE AUDIENCE PARTICIPATION AWARD CEREMONIES CHILD - LIVE CHILD DAY - ANIMATION CHILD EVENING CHILD MULTI-WEEKLY CHILDREN'S NEWS	AEROBATICS AMATEUR BASEBALL AMATEUR BASKETBALL AMATEUR FOOTBALL ANIMATION - ADULT AWARDS CEREMONIES BIKING / CYCLING BILLIARDS
		Custom Dayparts: Mon-Sun 8-11PM Span Prime Time Custom (Span) M-Sa		

Groups for Programs

Current Selections:

- Program Selection 1
  - Program Originator Type
    - BROADCAST
  - Program Originator
    - CBS
  - Custom Dayparts
    - M, T, W, R, F, S, Su 8:00 PM - 11:00 PM (Span the defined daypart)
  - Program Options

- 9.) Go to the Report Segment section in the report template and select the report segment level(s) of choice and choose Additional Options of **Custom Daypart** and **Strict Daypart**.

Note: If running a Standard Daypart such as Prime Time, select **Standard Daypart** and **Strict Daypart** in Report Segment section. Standard Daypart with Strict Daypart will not match Galaxy Explorer Strict Daypart because standard dayparts only include programs that start within the daypart.

Specification Definition (Trend Analysis Program Report)

Report Segment\*

Select Report Segment

Report Segment	Type Codes	Additional Options
<input type="checkbox"/> Program Selection	<input type="checkbox"/> Summary Type Code	<input type="checkbox"/> Normal Duration
<input checked="" type="checkbox"/> Originator	<input type="checkbox"/> Detailed Type Code	<input type="checkbox"/> Day Of Week
<input type="checkbox"/> Program		<input type="checkbox"/> Break on Premiere
<input type="checkbox"/> Program Trackage		<input type="checkbox"/> Standard Daypart
<input type="checkbox"/> Program Episode		<input checked="" type="checkbox"/> Custom Daypart
<input type="checkbox"/> Telecast		<input checked="" type="checkbox"/> Strict Daypart
		<input type="checkbox"/> Daypart Overruns

Average by the following: Custom Daypart, Originator

Current Selections:

- Originator
  - Custom Daypart
  - Originator
- Strict Daypart
  - Strict Daypart

- 10.) Select all other specifications and submit the report.

Note: If Additional Option of **Custom Daypart** and **Strict Daypart** are not selected in both the builder and the program report, the report will not be submitted.

**Unable to Submit.**

The Builder selected was not processed with Strict Daypart. Please modify your specifications by removing Strict Daypart on the Report Segment page and resubmit.

OK

## Strict Daypart Differences in National Reporting Applications

Systems	NPOWER/ Marketbreaks	Nielsen National TV View (NNTV)	Galaxy Explorer
Data Set	Respondent	Building Block	Building Block
Data Granularity	Minute-Level	Quarter-Hour Level	Quarter-Hour Level
Prelim Live+3	Available in most current stream once additional TSV is released	Available in most current stream once additional TSV is released	NA
Dayparts	Offers standard and custom dayparts with the ability to apply Strict Daypart methodology for Program reports, including use of Daypart Overruns.	Offers standard and custom dayparts with the ability to apply Strict Daypart methodology for Program and Overnight Program reports, including use of Daypart Overruns.	Offers standard and custom dayparts, with the ability to apply Strict Daypart methodology.  Strict Daypart logic in Galaxy was hard coded to include programs airing within the selected daypart.
Span Daypart to Match Galaxy Explorer	The Strict Daypart report may not match the Galaxy Explorer report, because in NP/MB you can define the parameters of the daypart in more detail than in Galaxy Explorer. In NP/MB, to match a Strict Daypart report as in Galaxy Explorer, create a Custom Daypart and choose Span the defined daypart.	The Strict Daypart report may not match the Galaxy Explorer report, because in NNTV you can define the parameters of the daypart in more detail than in Galaxy Explorer. In NNTV, to match a Strict Daypart report as in Galaxy Explorer, on the Program Selection page > Filters tab, click Add/Edit dayparts, and then select the Span daypart option.	NA – Span daypart is the default and only logic in Galaxy Explorer.
Durations for Complex Programming	Strict Daypart duration (includes pre- and post-overrun options) between NPOWER & GE does not match due to rounding logic for Complex Programs.	Strict Daypart duration (includes pre- and post-overrun options) between NNTV & GE does not match due to rounding logic for Complex Programs.	Strict Daypart duration (includes pre- and post-overrun options) between NPOWER & GE does not match due to rounding logic for Complex Programs.



## ABOUT NIELSEN

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