

NIELSEN RADIO ADVISOR

HOW TO GUIDE

TIPS FOR GETTING STARTED















nielsen
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radio
advisor

UNDERSTANDING THE TOOL BAR



-  Opens an existing Job
-  Saves the current Job
-  Print Preview
-  Print
-  Open/Start Session Ranking
-  Open/Start Reach & Frequency
-  Open/Start Program Ranking
-  Open/Start Ebb & Flow
-  Open/Start Station Loyalty
-  Batch Job
-  Processes the Job
-  Interactive Help



Tip! Hold your mouse over the icon.  **Radio Advisor will display icon purpose.**

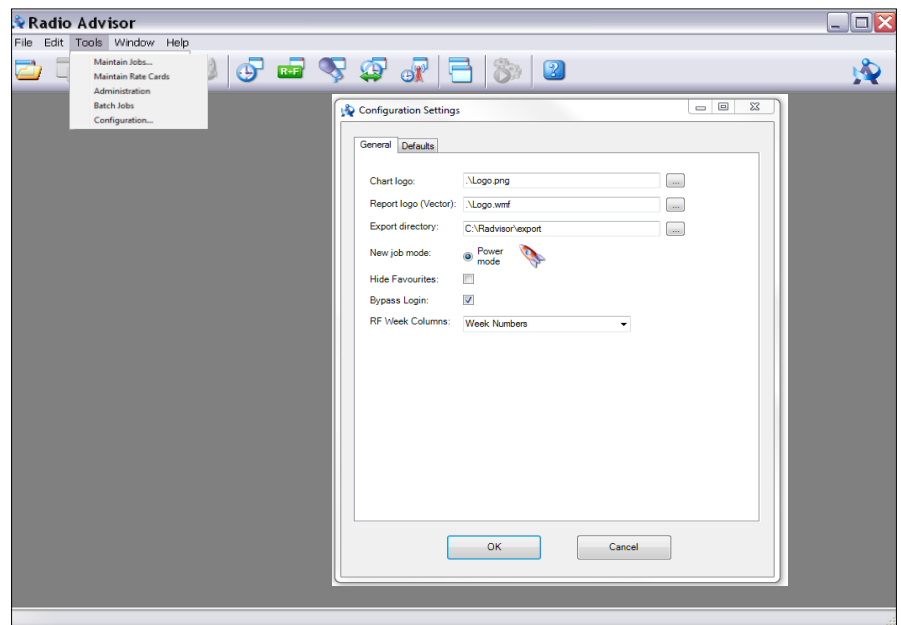


PERSONALIZE RADIO ADVISOR TO YOUR NEEDS

Chart Logo - Users can add their own logo to the chart through **Tools, Configuration/Chart Logo**.

R&F Week Columns:- allows the user to select a desired default for R&F either Week Numbers, or Week Commencing Dates (Sun) or Week Commencing Dates (Mon). Select **Tools, Configuration/R&F Week Columns**.

Tip: Users only need to do this once when first using RA, and all your charts will always be personalised the way you want to see them!



Tip! Save the Radio Advisor icon to your desktop!

ABOUT NIELSEN RADIO ADVISOR

Radio Advisor is Nielsen's purpose built analysis tool specifically designed for quick, easy and flexible analysis of radio audience survey data.

It enables any user to conduct their own analysis using a variety of pre-set standard demographics and sessions, or users can create and save their own demographics and sessions by building custom reports.

Analysis requirements can also be preset so that all Data can be easily and quickly generated as soon as new radio audience surveys are released.

Nielsen Radio Advisor 'How To Guides' are a series of simple instructions to enable you to maximize your understanding of radio audiences and get you closer to the data you way you want to use it.

Radio Advisor How To Guides are all available through:
<http://nielsen.com/UAE-RAM/radioadvisor>

Available guides are:

Tips for Getting Started

Session Ranking and Demographics

Reach and Frequency

Create Charts

Definitions of Measures and Terms in Radio Advisor

For more information on Nielsen UAE RAM:

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ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.

THE SCIENCE BEHIND WHAT'S NEXT™