

Trend Builder

Scheduling options

Commercial Data - When Program Builders contain Commercial data

- Always select **Advertisement**

Program Data - When Builders contain Program data

- For **Live** or **Live+SD (Most Current) Broadcast data**, select **Broadcast Prime**
- For **Live+X Broadcast data**, select **Broadcast Live+X**
- For **Live** or **Live+SD (Most Current) Cable** data, select **Cable** (missing 3a-6a viewing)
- For **Live+X Cable** data, select **Cable Live+X**
- For **Live** or **Live+SD (Most Current) Broadcast Prime and Cable data**, select **Broadcast Prime**
- For **Live+X Broadcast and Cable** data, select either **Broadcast Live+X** or **Cable Live+X**
- For **Live** or **Live+SD (Most Current) Broadcast Early Fringe data**, select **Broadcast Early Fringe**
- For **Live** or **Live+SD (Most Current) M-F Weekday, S/S Day, LEF** data, select **Broadcast Weekly**
- For **Live** or **Live+SD (Most Current) Syndication** data, select **Syndication**
- For **Live+X Syndication** data, select **Syndication Live+X**

Note: All Live+7 viewing is available on Sundays, so you can select any of the Live+7 options for this type of builder.

Time Period Data - When Builders contain Time Period data

- For **Live** or **Live+SD (Most Current) excluding a Total Day daypart (or 3a-6a)**, select **Time Period Viewing**
- For **Live** or **Live+SD (Most Current) including a Total Day daypart (or 3a-6a)**, select **Time Period Viewing + 3AM to 6AM**
- For **Live+3 and any other Playback Period**, select **Time Period Viewing Live+3**
- For **Live+7 and any other Playback Period**, select **Time Period Viewing Live+7**

For assistance, please call the Nielsen Solutions Center at 1-800-423-4511.