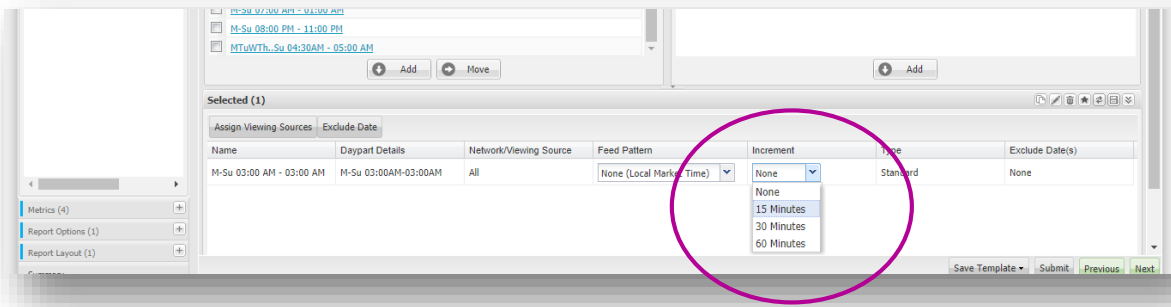


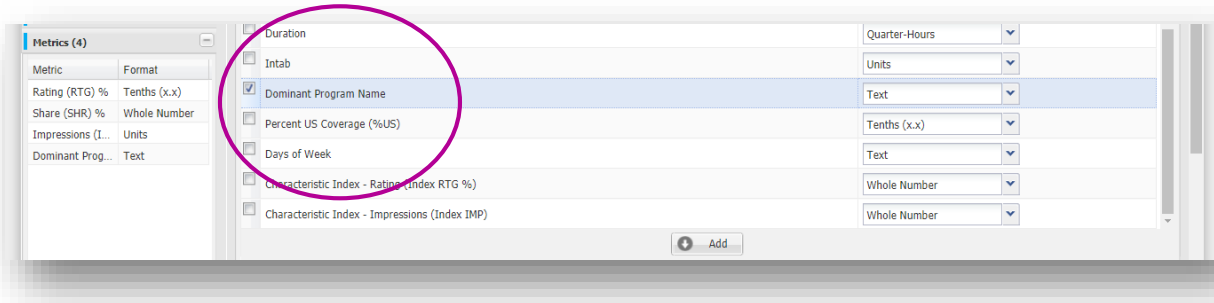
# CREATING “OVERNIGHT” REPORT

## 1. TIME PERIOD STANDARD REPORT

- Use a time period standard report - add markets, demos, stations, etc., and in the daypart step, increment the M-Su 3a-3a daypart by quarter-hour.
- The drop-down menu for incrementing is in the selected window after adding the daypart.



- Include Dominant Program on Metrics screen.



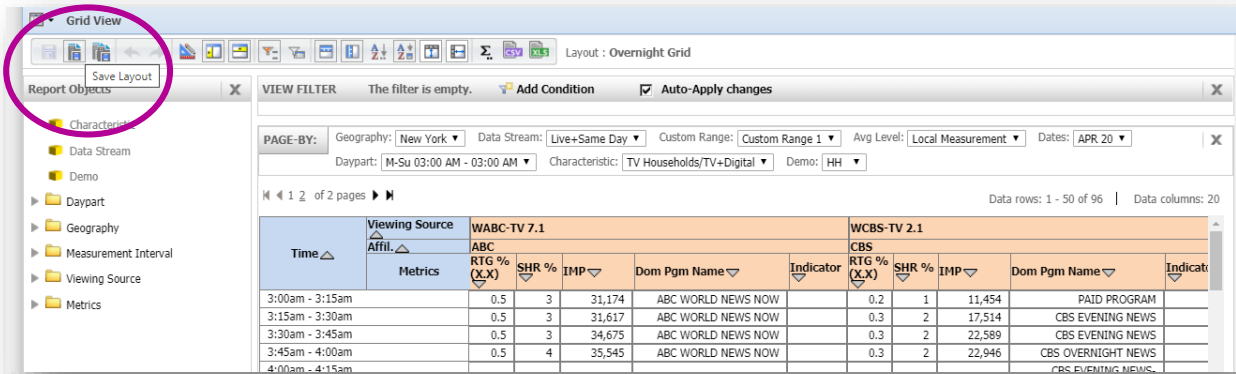
## 2. REPORT VIEWER

- When the report processes, open it in the system by clicking on the report name hyperlink.
- Drag the stations and affiliation to the columns so it looks like an overnight:

Daypart	Time	Characteristic	Demographic	Viewing Source	Metrics	Dom Pgm Name	Indicator	Dom P	
M-Su 03:00 AM - 03:00 AM	3:00am - 3:15am	TV Household/TV+Digital	HH	WABC-TV 7.1	HUT/PUT % 13.5	RTG % 0.7	SHR % 5	IMP % 46,221	
	3:15am - 3:30am			ABC	13.0	0.5	4	35,255	
	3:30am - 3:45am			ABC	12.8	0.5	4	36,929	
	3:45am - 4:00am			ABC	12.8	0.6	5	39,998	
	4:00am - 4:15am			ABC	12.4	0.7	5	46,256	
	4:15am - 4:30am			ABC	12.8	0.8	6	56,592	
	4:30am - 4:45am			ABC	12.7	0.8	7	56,844	
	4:45am - 5:00am			ABC	12.7	0.8	7	57,245	
	5:00am - 5:15am			ABC	13.3	1.1	9	77,719	
	5:15am - 5:30am			ABC	14.5	1.2	8	80,750	
	5:30am - 5:45am			ABC	15.1	1.4	10	98,503	
	5:45am - 6:00am			ABC	14.6	1.4	10	106,114	

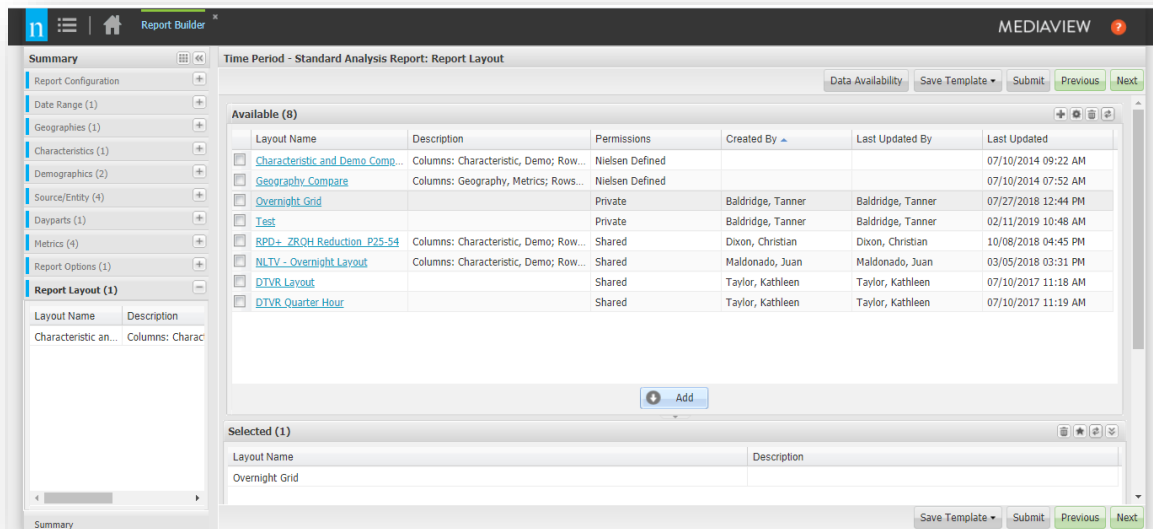
## 3. SAVE THE LAYOUT

- Use the Save Layout button at the top left so you can use the format for future reports



## 4. APPLY OVERNIGHT LAYOUT

- When you run future Time Period Standard reports, in the Report Layout step, you will have the Overnight Layout as an option.



- Save as template if desired.