

Software Tip

# Daypart Definitions

Below is a summary of how dayparts are defined in Arianna.

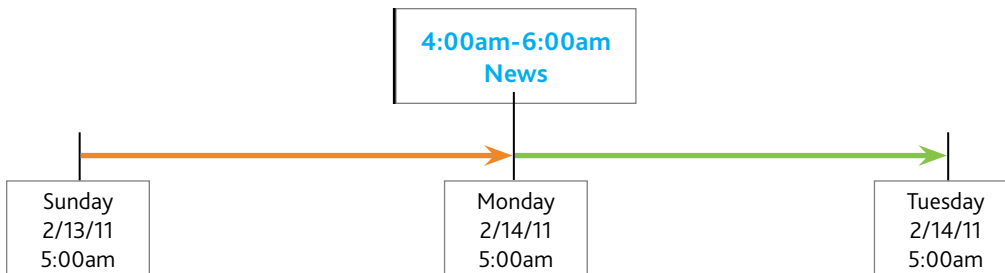
The **Grids module** displays data based on the **metered collection day**.  
 The **metered collection day is either 2am-2am or 3am-3am** depending on the market.

The **Programs, Dayparts, TV Items, and Trends modules** display data based on the **broadcast day**.  
 The **broadcast day is defined as 5am-5am**. This is in line with the ViP, and is the day definition used in most local systems.

Dayparts **do not** have to remain within the broadcast/metered day boundaries. If a daypart crosses the day, Arianna will retrieve the appropriate data from the next data date in order to complete the calculation.

## Example

A station airs local news programming on Monday, 2/14/11 from 4:00am - 6:00am.  
 Below is an illustration of how Arianna sees this time period in the Dayparts module:



Since the desired daypart begins before the start of the Monday, 2/14/11 broadcast day, it actually contains data from the Sunday, 2/13/11 broadcast day. As a result, the user would need to create a Sunday, 4:00am - 6:00am daypart to view this information in Arianna. Data for 4am-5am will be taken from the Sunday, 2/13/11 broadcast day, and data from 5am-6am will be taken from the Monday, 2/14/11 broadcast day.