

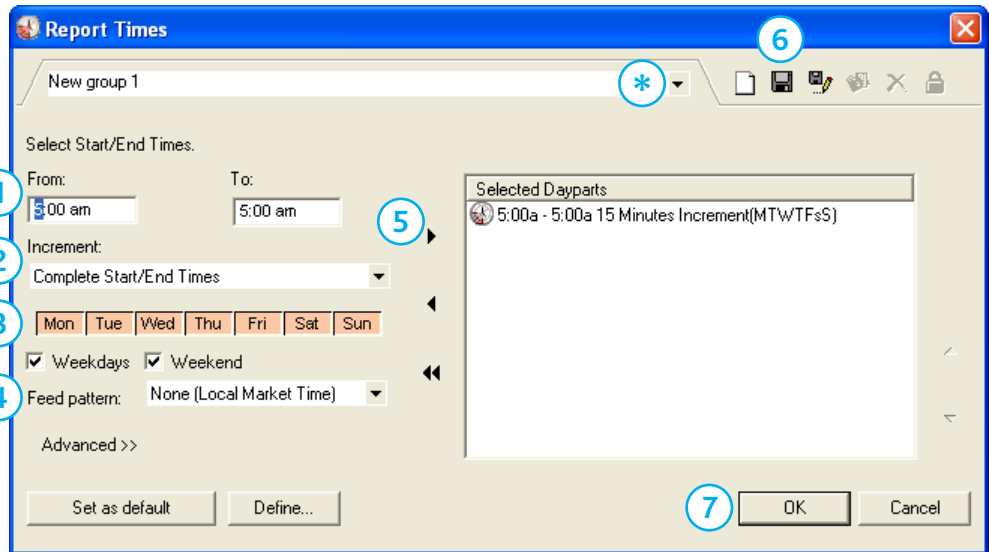
Dayparts

Arianna allows you to create two kinds of dayparts, Simple and Advanced. In the **Grids**, **Programs**, and **Dayparts** modules, use the **Report Times** filter to define the start/end times for your simple daypart.

Simple Dayparts

Simple dayparts will apply the selected time range and days of week to all viewing sources in your analysis.

- 1.) Type **Start** and **End** times.
 - 2.) Optionally, set an **increment**.
 - 3.) Select **Day(s)** of the week or use **Weekdays** or **Weekend** checkboxes.
 - 4.) Optionally, set **Feed Pattern**.
 - 5.) Click the button to select a simple daypart.
 - 6.) Click the **Save** button and save the daypart group for future use.
 - 7.) Click **OK** to close the window.
- * Select previously saved dayparts from the **New group 1** drop-down.

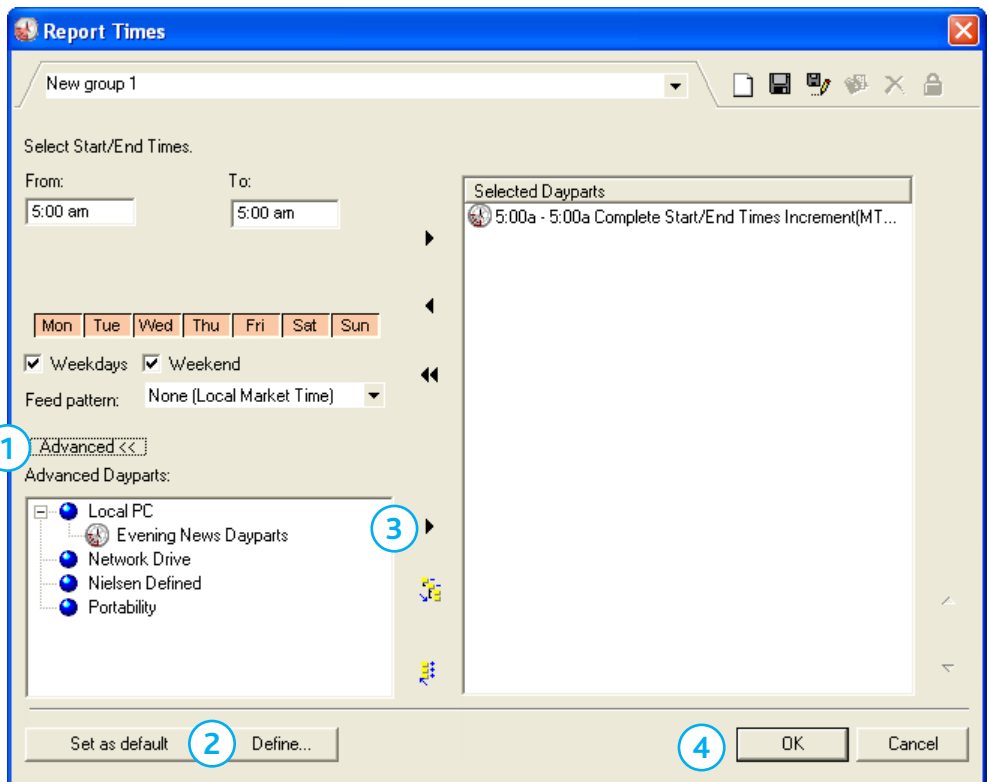


Note – **Dayparts** and **Grids** modules allow you to report dayparts in increments such as by quarter-hour. Increments are not available in the **Programs** module.

Advanced Dayparts

Flexible dayparts allowing you to define custom days of the week, time ranges and feed patterns by viewing source.

- 1.) Click **Advanced** button to view the **Advanced Dayparts** section which lists previously saved advanced dayparts.
- 2.) Click **Define** button to create an advanced daypart. (Shown on next page.)
- 3.) Click the button adjacent to the **Advanced Dayparts** area to select advanced dayparts.
- 4.) Click **OK** to close the window.



Note – In the **Grids** Module, advanced dayparts are located in the **Bottom Line Dayparts** filter.

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Building Advanced Dayparts

Arianna allows you to create Feed Pattern adjusted custom dayparts in the **Report Times** filter using the **Define** button. In the **Grids** module, you can create them in the **Bottom Line Dayparts** filter.

The screenshot shows the 'Advanced Daypart' window with a table of configurations. The table has columns: From, To, Increment, DOWs, Market, Stns/Cbl Nts, Network, and Feed pattern. The table contains several rows, with the last row highlighted in green. Numbered callouts 1 through 11 point to various elements in the window, including the table headers, the 'Show time adjusted to feed pattern' checkbox, and the 'OK' button.

From	To	Increment	DOWs	Market	Stns/Cbl Nts	Network	Feed pattern
8:00 pm	11:00 pm	Complete Start/End Times	MTWRFsS	4 - Chicago, Denver, Los Ang...	WWAA (CH), KKAA (DV), KB...	AAA	Broadcast
7:00 pm	10:00 pm		MTWRFsS	Chicago	WWAA (CH)	AAA	Broadcast
7:00 pm	10:00 pm		MTWRFsS	Denver	KKAA (DV)	AAA	Broadcast
8:00 pm	11:00 pm		MTWRFsS	Los Angeles	KAAA (LA)	AAA	Broadcast
8:00 pm	11:00 pm		MTWRFsS	New York	WWAA (NY)	AAA	Broadcast
8:00 pm	11:00 pm	Complete Start/End Times	MTWRFsS	4 - Chicago, Denver, Los Ang...	NEWS (CH), NEWS (DV), NE...		Live
7:00 pm	10:00 pm		MTWRFsS	Chicago	NEWS (CH)	NEWS	Live
6:00 pm	9:00 pm		MTWRFsS	Denver	NEWS(DV)	NEWS	Live
5:00 pm	8:00 pm		MTWRFsS	Los Angeles	NEWS (LA)	NEWS	Live
8:00 pm	11:00 pm		MTWRFsS	New York	NEWS (NY)	NEWS	Live
5:00 am	5:00 am	Complete Start/End Times	MTWRFsS		All Stations/Cable Nets		None

- 1.) Type Start and End times in the From and To fields.
- 2.) Choose the **Increment** (quarter-hour, etc.) or Complete Start/End Times.
- 3.) Select the days of week in **DOWs** (i.e. Monday through Friday).
Keyboard shortcuts include: **D = Weekdays**, Monday-Friday ; **E = Weekends**, Sat & Sun ; **W = Entire Week**, Monday-Sunday
- 4.) Select the **Market(s)**. If multiple markets are chosen, the number of markets will appear, followed by the market list.
- 5.) Select the desired viewing sources in **Stns/Cbl Nts** field and the **Network** field will update automatically.
- 6.) Select the desired **Feed Pattern** from these choices: **None** (No feed pattern adjustment), **Broadcast**, **Live** and **Cable Dual**
- 7.) Click the apply button to apply your selections.
- 8.) To add different times for different days and/or viewing sources, Type Start/End times in the From/To fields in the next **green highlighted line** and repeat the steps 1-7 above.
- 9.) Use **Show time adjusted to feed pattern** option to see From/To fields updated to feed pattern adjusted times.
- 10.) Click the Save button and save the daypart group to the Local PC or to your Network drive for future use.
- 11.) Click **OK** to close the window.

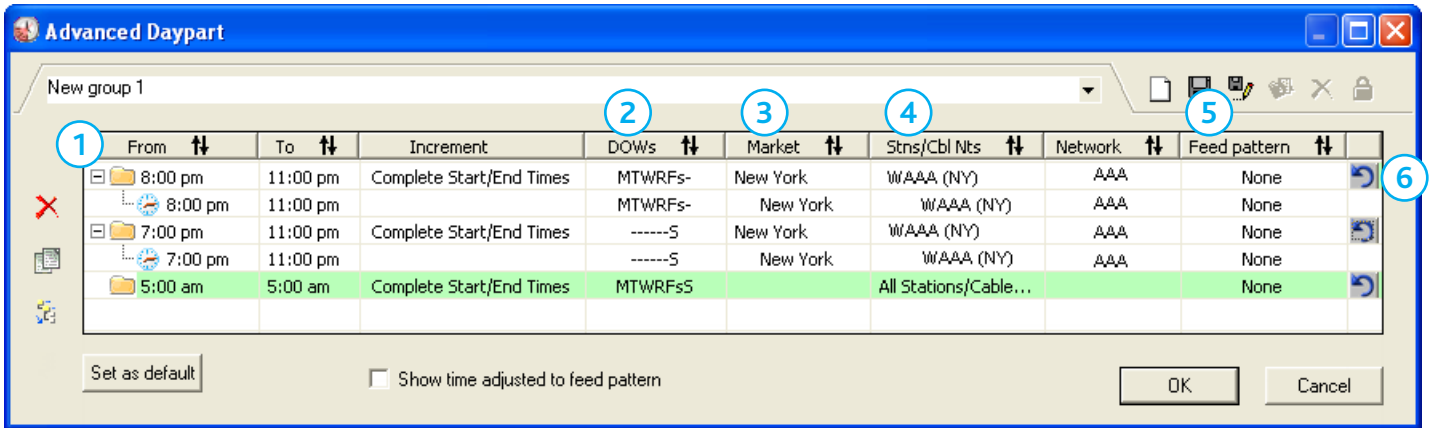
Remember, you can right-click in the table and duplicate dayparts to more quickly create advanced dayparts with minor differences.

Copy	Ctrl+C
Paste	Ctrl+V
Duplicate daypart	Ctrl+D
Remove daypart	Del

Note – Arianna dayparts can be saved and used across modules. Arianna dayparts **are not bound to** the broadcast or 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. Keep in mind that the **Programs**, **Dayparts**, **Tv Items** and **Trends** modules display data based on the **5am-5am Broadcast day**. The **Grids** module displays data based on the **metered collection day** which is either **3am-3am** or **2am-2am** depending on the market. Please refer to our **Arianna Daypart Definition** document on the [Arianna page](#) for more information.

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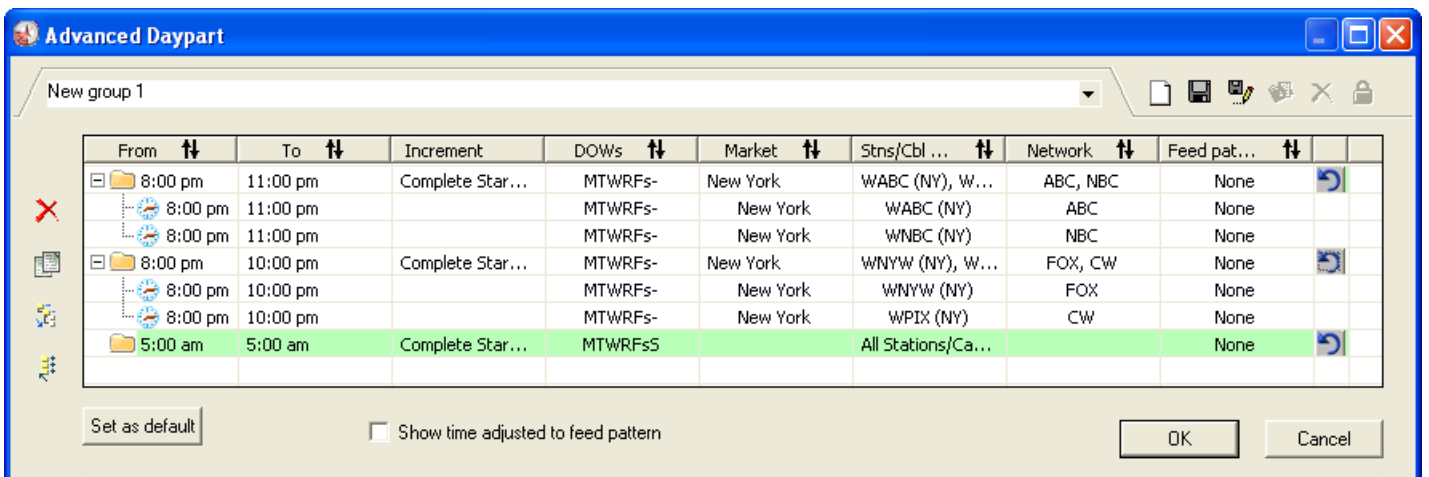
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Example: Monday-Sunday Primetime daypart including day(s) with differing start/end times.

- 1.) Enter 8pm start time in **From** field, then enter 11pm end time in **To** field.
- 2.) Enter Monday-Saturday days of the week by clicking on day of week letters in the **DOWs** field.
- 3.) Enter **Market(s)**.
- 4.) Enter viewing source(s) in **Stns/Cbl Nts** field and **Network** updates automatically.
- 5.) Select desired feed pattern in the **Feed Pattern** field.
- 6.) Click **Apply** button to define Monday-Saturday portion of daypart.

Repeat steps 1-6 for Sunday 7pm-11pm daypart and then click **Apply** button.



Example: Monday-Sunday Primetime daypart for viewing source(s) with different start/end times than remaining viewing source(s).

- 1.) Create **Monday-Saturday 8pm-11pm** daypart as shown in example above for a number of viewing sources, e.g. ABC and NBC.
- 2.) Create a second daypart for **Monday-Saturday 8pm-10pm** daypart for other viewing sources, e.g. FOX and CW.
- 3.) Duplicate daypart in first step, change day to Sunday and update start/end times for viewing sources, e.g. ABC and NBC.
- 4.) Duplicate daypart in second step, change day to Sunday and update start/end times for remaining viewing sources, e.g. FOX and CW.

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The screenshot shows the 'Advanced Daypart' window with a table of configurations. The table has columns for From, To, Increment, DOWs, Market, Stns/Cbl Nts, Network, and Feed pattern. It shows two groups of dayparts: one for 'Broadcast' and one for 'Live' feed patterns, each with multiple market entries.

From	To	Increment	DOWs	Market	Stns/Cbl Nts	Network	Feed pattern
8:00 pm	11:00 pm	Complete Start/End Times	MTWRFs5	4 - Chicago, Denver, Los Ang...	WVAA (CH), KKAA (DV), KB...	AAA	Broadcast
7:00 pm	10:00 pm		MTWRFs5	Chicago	WVAA (CH)	AAA	Broadcast
7:00 pm	10:00 pm		MTWRFs5	Denver	KKAA (DV)	AAA	Broadcast
8:00 pm	11:00 pm		MTWRFs5	Los Angeles	KAAA (LA)	AAA	Broadcast
8:00 pm	11:00 pm		MTWRFs5	New York	WAAA (NY)	AAA	Broadcast
8:00 pm	11:00 pm	Complete Start/End Times	MTWRFs5	4 - Chicago, Denver, Los Ang...	NEWS (CH), NEWS (DV), NE...		Live
7:00 pm	10:00 pm		MTWRFs5	Chicago	NEWS (CH)	NEWS	Live
6:00 pm	9:00 pm		MTWRFs5	Denver	NEWS(DV)	NEWS	Live
5:00 pm	8:00 pm		MTWRFs5	Los Angeles	NEWS (LA)	NEWS	Live
8:00 pm	11:00 pm		MTWRFs5	New York	NEWS (NY)	NEWS	Live
5:00 am	5:00 am	Complete Start/End Times	MTWRFs5		All Stations/Cable Nets		None

Example: Daypart for multiple markets where some viewing source(s) have different feed patterns.

- 1.) Create Monday-Saturday 8pm-11pm daypart as shown in the first example for multiple markets.
- 2.) Select viewing sources to be reported and the **Network** column updates automatically.
- 3.) Use the **Feed Pattern** drop-down to select the desired feed pattern, i.e. **Broadcast** and click **Apply** button.
- 4.) Create another Monday-Saturday 8pm-11pm daypart.
- 5.) Select other viewing sources to be reported and the **Network** column updates automatically.
- 6.) Use the **Feed Pattern** drop-down to select the desired feed pattern, i.e. **Live** and click **Apply** button.

The suggested method is to group viewing sources with the same feed pattern together.

The **Feed Pattern** column options include:

- **None (No feed pattern adjustment)**
- **Broadcast**
- **Live**
- **Cable Dual**

Note – Check the **Show time adjusted to feed pattern** option to view start and end times as they will be reported. Selecting a feed pattern is optional, the default is **None** (No feed pattern adjustment).