



Frequently Asked Questions

1.) How much back data is available in Arianna?

Clients receive data back to January 1, 2003 but additional history back to January 1, 2000 is available for purchase.

2.) Can I automatically run and e-mail analyses?

Yes. Once you save a workspace you can use the Task Scheduler to schedule the analyses in that workspace to automatically run and email analyses. Download the [Task Scheduler Guide](#) for more information.

3.) Can I run analyses on both Household and Persons data?

Household and Persons data are available in Local People Meter markets on a daily basis. In Set-meter markets, the only data reported is household data. Arianna does not report diary data.

4.) How do I choose ViP dates for my analysis?

Analyses can be run using any combination of data dates, including the local measurement period definitions used in the ViP. Local measurement period dates are accessible via the **Nielsen Defined** drop-down in the Calendar filter.

5.) How can I get a bucket of viewing for the stations I did not select on my analysis?

In the Stations/Cable Nets filter, select **Dynamic Other**. This option is displayed in the Available list within the **Cross Market** node. Dynamic Other represents the aggregate of viewing to all sources not selected in your analysis. Download the [Additional Viewing Sources Software Tip](#) for more.

6.) Dynamic Other has a share greater than 100%, how can that happen?

The Dynamic Other option allows you to display a value in the report that corresponds to the aggregate of all unselected viewing sources in the Stations/Cable Nets filter. This calculation is done on an individual market basis. Share represents the percentage households/persons using television that are tuned to a given source. Since more than one viewing source can receive credit during a given quarter-hour, the sum of the impressions across all sources can exceed the HUT/PUT impressions. As a result, share will exceed 100%.

7.) Can I see the change in viewing on my station from one month to the next for the same program or time period?

Arianna allows users to trend data via flexible layouts in multiple modules, including Dayparts, Programs and the Trends analysis. In order to compare report periods, use the **Date Grouping** option in the Calendar filter and define the desired report periods. Be sure to insert the Date Grouping domain in your layout to segment the output using the ranges defined. **For example**, if you want to see the difference between the most current report period and a report period with prior dates, right-click on the most recent report period desired period in the output and select the desired difference type. You can display the percent difference, actual difference, or index between report periods.

8.) How can I create an audience composition analysis in an LPM market?

Audience composition displays what percent of a base audience your target demographic represents (i.e. what percentage of Persons 18+ audience is Females 18+ and what percentage is Males 18+). The base demographic is defined in the Households/Demographics filter by highlighting the desired items in the selected list, then selecting the desired base in the **Reference HH/Demos** drop-down at the bottom of the screen. Within the Variables filter, select **AuC** in order to report the Audience Composition. Audience Composition is always calculated based on impressions. Watch the [Audience Composition Video Tip](#) and download the [Audience Composition PDF](#).

9.) What is Arianna's default definition for a day?

The Grids and Telegraph modules are based on the metered collection day 3a-3a in Eastern/Pacific markets and 2a-2a in Central/Mountain markets. All other modules are based on the 5a-5a broadcast day. Dayparts in Arianna are not bound by the metered or broadcast day and can span multiple days. Download the [Daypart Definitions Software Tip](#).

10.) Using Global Selection Assistant, what does "Only Highest Cume" indicate?

If there is more than one station with the same affiliation in a market, only the affiliate with the highest cume will be included in your station list. If you want both, uncheck this option.

11.) In a Programs module, how do the options in the Settings filter affect my analysis?

The Settings option defaults to a restriction of **Report Times**. This will restrict programs in the output to be limited to those programs whose start and end times reside within the selected daypart. If the **Complete Program** option is used, the entire program will be reported, including programs with an end time outside of the requested daypart. Both options will only include programs that began during the selected daypart.

For example, a user selects a daypart of M-F 8p-11p and one program ran from 10p-12a. If the **Report Times** option is selected, only the 10p-11p portion of the daypart will be included in the output. If the **Complete Program** option is selected, the entire 10p-12a duration will be included.

Report Times = Program average within report start/end times.
Complete Program = Include average of entire program that begins within specified report times but may end outside of the requested report start/end times.

12.) How many modules can I have saved in my workspace?

There is no limit to the number of modules that can be included in a workspace.

13.) In the Programs module, what is the difference between the Simple & Advanced search Event Finder?

The **Simple** mode limits the search criteria to a few basic data elements. The **Advanced** search provides additional search criteria that can be used to limit your result set. In both cases, the search criteria will be pre-populated with any selections made in the main parameters window.

14.) Can I get an average for each program along with individual telecasts?

Yes, summary averages can be included in any Arianna report. These right-click options are enabled on any domain where an average is valid. The placement of your domains will affect the rows to be averaged. In general, for a report using the **Title** domain, right-click on a program within the column and select **Weighted Average (UE & Duration)**. This will provide an average of all of the individual telecasts for that program. Download the [Averaging Options Software Tip](#).

15.) Can I compare groups of dates outside a Trend?

Yes, you can use Date Grouping in the Calendar filter. To compare Sweep to Sweep, click on the Groups tab (be sure **Advanced** is checked at the bottom), go to Nielsen defined/local sweep dates and choose the books. Make your other selections and run the report. Then use the Field Chooser and drag Date Group into your report, swapping it with date. Drag the Date Group domain to the top (so they are columns) and you'll see your sweeps side by side. You can then right-click on the column and choose **Delta** to have Arianna calculate differences. Watch the [Date Grouping Video Tip](#) and download the [Date Grouping PDF](#).

16.) Can I compare Live, Live+SD, Live+3, or Live+7?

Yes, make your time shifting selections and run your report. In your report layout, make the Time Shifting domain a column. This will display the streams side by side. In addition, you can calculate a delta between data streams using the available right-click options. Watch the [Time Shifted Viewing Comparison Video Tip](#) and download the [Time Shifted Viewing Comparison PDF](#).

17.) What does Live +Substitution Apply mean?

The Live+ Substitution option will attempt to blend the requested data stream with Live+SD for those data dates where the requested stream is unavailable. **For example**, a user requests Live+7 for a report period that includes 10 days. Live+7 data is only available for 8 of 10 days. The system will report Live+7 data for the 8 days where data exists and use Live+SD for the remaining two days, if available. If you do not wish to blend data streams, set this option to **Do Not Apply**. The results will only include those data dates for which the requested stream is available. The **Unavailable Data** tab will disclose if any blended data is included in an analysis. Download the [Data Streams Software Tip](#).

18.) Is there a shortcut to selecting multiple dates on the calendar?

There are several ways to select multiple dates without having to click on each individual date.

- To select only Mondays in a month, you can click on **Mo** at the top of the calendar month.
- To select all of the days in a single week, you can click on the week's number to the left of the week in the calendar.
- To select a full calendar month, you can click on the name of the month in the calendar.
- You can restrict the calendar to show only certain days. Use the **Select Only** option at the top of the calendar window and deselect the undesired days of the week in the orange boxes. The deselected days will be grayed out and unavailable in the calendar.
- Arianna offers a variety of **Dynamic Dates** which are flexible dates relative to your computer's stated date. **For example**, if you choose **Yesterday**, the date of your analysis will be for one day before today's date on your computer. Dynamic dates can be useful when scheduling analyses to run in the Task Scheduler.

19.) My scheduled analysis is not running. Are there basic steps I can take to troubleshoot the problem?

- 1.) The Arianna Task Scheduler uses your computer's login and password in order to authorize the execution of the task. If your password has recently changed, tasks will not run. Open the Task Scheduler in Arianna and reset your password information to update the tasks.
- 2.) Tasks are set to run at particular dates and times regardless of data availability. If data was not released at the time your task was executed no data will be returned. In order to check and see if data is available for a given date, open the Calendar filter. Any dates that are unavailable will be grayed out. If you access multiple markets, run a Daily Grid for all markets to see if any are unavailable.
- 3.) You can run a task outside it's normal schedule by going to Start Menu -> Control Panel and opening the **Scheduled Tasks** folder. Right-click on the desired task and choose **Run** to trigger the task to run immediately. The task will execute, indicating whether or not there is an error. Download the **Task Scheduler Guide** for more information. If you are unable to resolve the problem, please contact the Nielsen Solutions Center for assistance at 1.800.423.4511.

20.) I scheduled an overnight for Tuesday's date, but Arianna is running Tuesday's date repeatedly everyday. How do I fix this?

The Arianna task scheduler will run requested analyses using the selections on the Parameters screen. For analyses that need to include a different data date each day, select a Nielsen Defined Dynamic Date from the drop-down list in the Calendar filter. This option will dynamically update the selection in the Calendar window. **For example**, selecting **Yesterday** will automatically update the selection to include yesterday's data date. Download the **Task Scheduler Guide** for more information.