Arianna

A Fast, Powerful, Flexible Analysis Tool that Provides the Insight to Improve Your Business!

Move beyond reporting and into analysis. Gain better insights and tell more effective stories with Arianna.

- Automate the distribution of reports.
- Share previously created templates to maximize efficiency for users in every department.
- Create multiple reports simultaneously.
- Drag and drop columns to gain different perspectives of the data.
- Generate multiple, simultaneous views of the data side-by-side.
- Drill down on selected items for new levels of insight.
- Use optional shading capabilities to identify high and low values in your analyses.

Arianna’s core package of modules was developed to enable users to more efficiently meet the daily needs of Management, Research, and Sales. Arianna’s fast and powerful processing capabilities and flexible formatting will also increase the value of overnight data and empower users to move beyond simple reporting and into data analyses.

Arianna’s core package includes:

**Grids:** Pull daily and multi-day grids and compare various datasets such as demos, live, live-plus data streams and sweep periods side by side.

**Programs:** Generate episode tracks, rank your programming by demos, live, and live-plus, and highlight the composition of your audience.

**Dayparts:** Analyze time period data the way you need to see it, and easily average dayparts with the click of a mouse.

**TV-Items:** Analyze program data at the telecast level.

**Trends:** Evaluate the performance of program average and time period data over multiple periods.

**Turn your overnight data into information and improve your business with Arianna!**

**Contact your Nielsen Media Research Representative for more information.**
Arianna - Series and Competition Analysis

The Series and Competition Module is a fast and flexible way to concisely analyze the telecast by telecast performance of a program or network. In one layout, view individual telecast data over any time period or program and see the impact the competition has on your viewership.

The Series and Competition Module in Arianna enables you to...

- Evaluate the impact of your program or time period audience against the competition on a telecast by telecast basis.
- View side-by-side comparisons of competing programs by station, network or time period.
- Analyze the effectiveness of programming changes by station or network.
- Investigate notable audience increases and decreases.
- Identify and respond to consistent challenges.
- Spotlight ratings changes with automatic color shading.
- Free up valuable time with automated reports.

Track the performance of your key programming and understand the telecast by telecast impact of the competition!

For more information, please call your Nielsen Media Research Representative.

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Arianna: TeleGraph Module

A Powerful New Way to Start Your Research Day!

TeleGraph reports are an excellent way to analyze your entire day for a quick review of strengths and opportunities.

TeleGraph is also a great tool for at-a-glance comparisons between you and your competition.

The Arianna TeleGraph Module Benefits

- Display ratings in interactive graphs over any time period for an immediate snapshot of viewing behavior.
- Pinpoint peak viewing quickly and uncover viewing anomalies in your market; zoom in on a particular point in the graph for more detail.
- Analyze peaks and valleys for each viewing source over the course of the day.
- Identify where the highest time for viewing occurs in your market in order to identify your market’s “prime time.”
- Discover, compare and display your demographic performance at any given point of the day.
- Evaluate performance across days and measurement periods and graphically view changes in viewership.
- Export results for powerful sales presentations.

The Arianna TeleGraph Module empowers you with a quick and dynamic way to take a fresh look at your overnight data!

Contact your Nielsen Media Research Representative for more information.
Arianna – Advanced Graphing

The Days of Bland, Stark, Colorless Research are Over!

Your overnight ratings will come alive using Arianna’s Advanced Graphing feature, which allows the user to create charts with the click of a mouse.

Benefits & Features of Advanced Graphing

- Generate graphs and charts in two ways -
  - On the fly with “Click ‘n Go Charts”
  - With templates automatically generated with each analysis
- Change layouts easily to plot ratings information by daypart, viewing source, demographic and other variables
- Choose from a range of chart types including histograms, line charts and pie charts.
- Export graphs and charts as bitmaps for use in presentations and other materials

The Advanced Graphing feature in Arianna will help you tell better stories!