nielsen

When running a multi-day report via the Grids module, various settings are available that provide you with control over how the individual quarter-hour and program average data are calculated.

Report Programs

As Telecast indicates the program average will include all quarter-hours in which the program actually aired, as long as the quarter hours are contiguous to each other.

The **Normal** option will calculate multi-day program averages based on the quarter-hours that fall within the most common start and end times across the data dates in the analysis.

Program Title default

Dominant lists the program name that aired more than any other in that time period. If this is chosen and there's a tie you can have the report print "Various" during that time period, or use the program that aired most recently.

Most Recent lists the program name that aired most recently in that time period.

Settings

Multi Day Grid	
Report Programs:	As Telecast
Program Title:	Dominant
Default Tie:	Use Most Recent
Quarter Hour Average:	Program Average

☐ Use various for group

Day	
Day Definition:	Full Metered Day

Cable Trackage	
Cable Trackage Info:	Invisible

Quarter Hour Average Option

When the **Time Period** option is selected, the quarter-hours within the multi-day grid will include all days within the analysis, irrespective of the program that aired. When the program average option is selected, the quarter-hours will only include the data dates on which the program displayed in the Multi-Day Grid aired.

The **Program Average** option is used to see the individual program average quarter-hours that make up the total program average.

Use Various for Group

Checking this box enables a drop-down to select a desired daypart. If this box is checked, the software will display the word **Various** for the times defined in the selected daypart. Most stations air different programs each day during Primetime, for example, so this option is commonly used to have the software default to Various for Primetime, instead of following the Program Title defaults.

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