



Software Tip

Scheduling Reports

Using the Arianna Task Scheduler is simple. What can be tricky is the scheduling of analyses to run automatically for our local clients who desire Preliminary and Final overnight grids for all seven days of data. All times are Eastern.

The Basics

Nielsen releases preliminary names and viewing Monday-Sunday for the previous day in the mornings for each metered market on a rolling schedule. Nielsen releases Final names data Monday-Friday for each metered market on a rolling schedule.

On Tuesday-Friday afternoons, the Final names data for Monday-Thursday is released.

On Monday afternoon, the Final names data for previous Friday, Saturday, and Sunday are released.

What and When to Schedule for Live+SD Preliminary Names & Viewing and Final Names

If a client wants to schedule Arianna to run at other times i.e. only in the mornings, it will change the settings below.

Data Type	Dynamic Date	Data Available	Date to Schedule
Preliminary Names & Viewing	Yesterday	Every Morning	Daily Monday-Sunday
Final Broadcast Names Monday-Thursday	Yesterday	Tuesday-Friday Afternoon	Weekly Tuesday-Friday Afternoon
Final Broadcast Names Friday-Sunday	Choose Option A or B		
A.) Fri, Sat, Sun in one Excel file	Last 3 Days	Monday Afternoon	Weekly Monday Afternoon
B.) Separate Excel file for each day	3 Days Ago (Friday)	Monday Afternoon	Weekly Monday Afternoon
	2 Days Ago (Saturday)	Monday Afternoon	Weekly Monday Afternoon
	Yesterday (Sunday)	Monday Afternoon	Weekly Monday Afternoon
Final Cable Names Monday-Thursday	Yesterday	Tuesday-Friday Afternoon by 4.30pm	Weekly Tuesday-Friday Afternoon
Final Cable Names Friday	3 Days Ago (Friday)	Monday Afternoon by 4.30pm	Weekly Monday Afternoon
Final Cable Names Saturday	3 Days Ago (Saturday)	Tuesday Morning by 9.00am	Weekly Tuesday Afternoon
Final Cable Names Sunday	2 Days Ago (Sunday)	Tuesday Morning by 9.00am	Weekly Tuesday Afternoon

What and When to Schedule for Final Broadcast Live and Time-Shifted Viewing Data

Nielsen releases Time-Shifted Viewing, TSV data by 9pm Eastern everyday for each metered market.

Data Type	Dynamic Date	Data to Schedule	Release Time
Live	Yesterday	Daily	By 9pm on day after Live date
Live+3	5 Days Ago	Daily	By 9pm on 5 th day after Live date
Live+7	8 Days Ago	Daily	By 9pm on 8 th day after Live date

For assistance, please call the Nielsen Solutions Center at 1-800-423-4511.

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