

Video Tip

TSV Comparison

Create a comparison of Time Shifted Viewing data.

Arianna allows you to view, Live and Live Plus data, side-by-side and display a delta comparison column to more easily see the differences.

Steps

1.) Create an Arianna analysis for the data you wish to view. Be sure to select Live and Live Plus data in the Time-Shifting filter.

2.) After running the analysis, move the Time-Shifting domain into the body of the report below Variables. To do this, click on the name of the Time-Shifting domain and drag it to the desired location in the analysis. The Live and Live Plus +7 data now displays side-by-side.

3.) To add the Delta comparison column, right-click on the Live Plus +7 domain column in your analysis and select Delta. You can now choose the difference as:

- **Actual** (Live Plus +7 – Live)
- **Percentage** $(\%[(A-B)/B]$ Live Plus +7 – Live)
- **Index** (Idx – Live Plus +7/Live)

A green column will display with neutral and positive changes in blue and negative changes in red. You have the option to select more than one but for this example, the actual difference was selected.

To create the Click 'n Go chart used in this example

- Select the desired Live ratings.
- Hold down the Ctrl key and then select the corresponding values in the green Delta comparison column.
- Then, right-click and select Click 'n Go chart. A window will appear requesting which type of chart to use,
- Select Levels Stack from the Levels columns option. Your chart will now display in a new temporary tab.

You can right-click on a Click 'n Go chart to access these options:

Set Title – This allows you label your chart with a custom title.

Set Color – This allows you to change the colors of the columns in your chart.

Copy to Clipboard – This allows you to transfer the chart and then paste it in a PowerPoint presentation.

Enable Label – This displays a small box with the numeric value of each column in the chart.

Note

For **Click 'n Go charts**, be sure your have access to this capability. If you do, then Click 'n Go will appear in the right-click, drop-down menu in a completed analysis in several modules, including the Programs module.

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