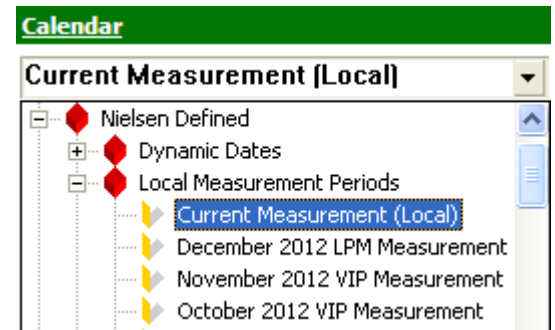


The following enhancements are available in Arianna 8.8.

1.) Calendar

A number of usability enhancements have been made to the Calendar filter, as follows:

- When building a report, users will now have the ability to dynamically select the current local measurement period. This new option will automatically select the calendar dates associated with the sweep period in progress. This selection, labeled **Current Measurement (Local)**, can be found within the **Local Measurement Periods** list.
- The date range selected will be based on yesterday's date. When **yesterday** falls within a sweep period, the measurement period where yesterday fell will be selected. If **yesterday** does not fall within a sweep period, the date range will reflect the most recent measurement.
- The list of Nielsen Defined measurement periods (Local and National) will now be displayed in reverse chronological order (most recent measurement displayed first). This replaces the previous alphabetical order.

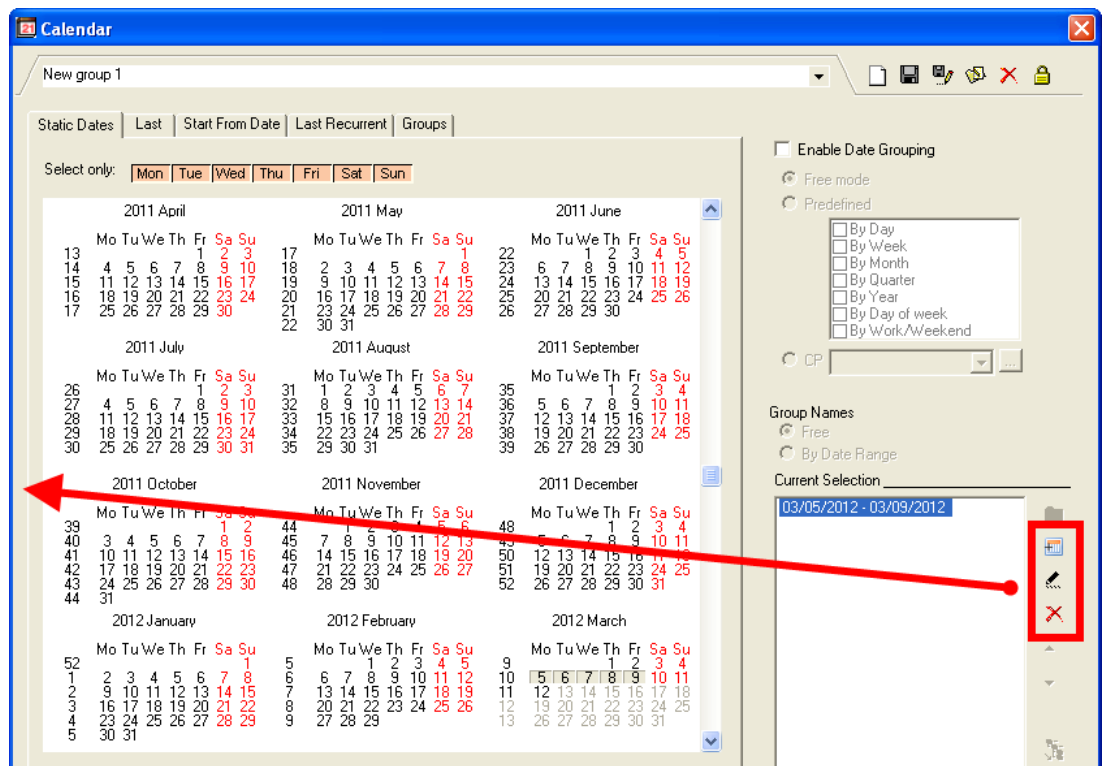


- Within the Calendar filter, to the right of selected dates, users will now have the option to manually type in one or more date ranges. Users will also be able to remove selected dates without having to deselect the dates within the main calendar.

Click on to manually insert a date.

Click on to edit an existing data selection.

Click on to delete an existing date selection.

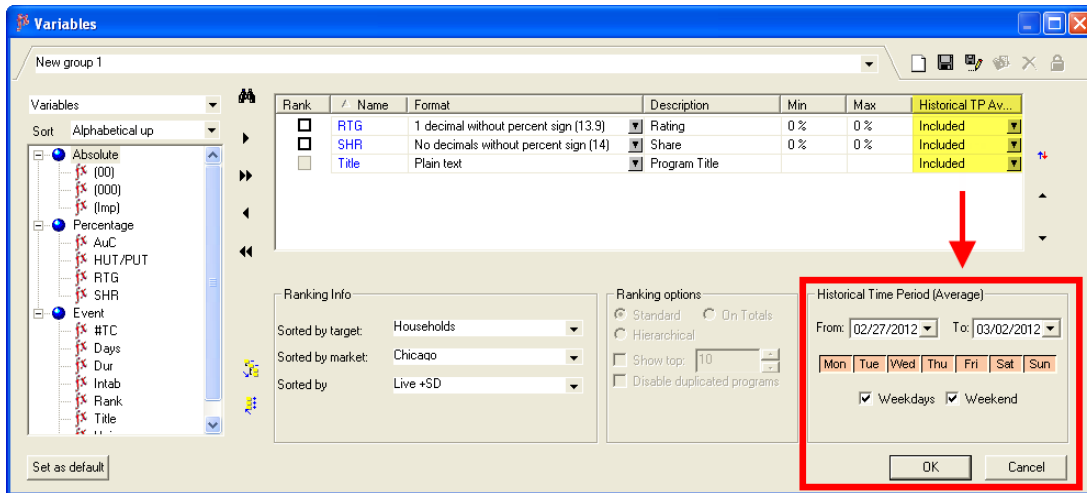


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2.) Historical Trends

Currently, the Programs and TV Items modules allow users to right-click on a program and run a **Historical Trend** report based on the time period in which the target program ran. This feature is now available prior to executing a report, allowing users to better understand the impacts of programming changes over time.

- In the Programs and TV Items modules, a new **Historical TP Average** section has been introduced in the Variables filter. From this selection, enter the date range to be used for historical analysis.
- A historical average can be included for the **Rating, Share, HUT/PUT** and **Title** variables. Click on the drop-down box within the **Historical TP Average** column to indicate which variables should be included for the history dates requested.



This is a sample Program analysis including an Historical Trend.

Anytown				1 - Programs - US Local Markets			03/05/2012 - 03/09/2012; 5 of 5 days included			
Total DMA : AN Live +SD							* Final report *			
Stns/Cbl Nts	Title (grouped)	Date	Variable	RTG	SHR	Title	RTG [Historical TP]	SHR [Historical TP]	Title [Historical TP]	
			Prg Air Times ^{HH/DM}	Households	Households	Households	Households	Households	Households	
7 WAAY AAA	PROGRAM A	03/05/2012	2:00 p - 3:00 p	3.0		9 PROGRAM A	3.1		10 PROGRAM H	
		03/06/2012	2:00 p - 3:00 p	2.6		9 PROGRAM A	3.1		10 PROGRAM H	
		03/07/2012	2:00 p - 3:00 p	2.8		10 PROGRAM A	3.1		10 PROGRAM H	
		03/08/2012	2:00 p - 3:00 p	3.0		9 PROGRAM A	3.1		10 PROGRAM H	
		03/09/2012	2:00 p - 3:00 p	3.6		11 PROGRAM A	3.1		10 PROGRAM H	
	PROGRAM B	03/05/2012	3:00 p - 3:30 p		5.3		15 PROGRAM B	5.7		17 PROGRAM B
		03/06/2012	3:00 p - 3:30 p		4.8		15 PROGRAM B	5.7		17 PROGRAM B

In **blue**, the Program Analysis report output displays the rating, share, and program title for the programs that aired during the selected date/time range by date and program air time.

In **orange**, the historical time period data for the quarter-hours where the target program ran. The name displayed in the Title field is the dominant program that ran during this period.

In **gray**, at the top right is the current selected date range for the program analysis.

To the right, is an excerpt of a sample Header Analysis for the program report including an historical trend analysis.

The **Selected date(s)** field, in **yellow**, indicates the primary date range selected for this report

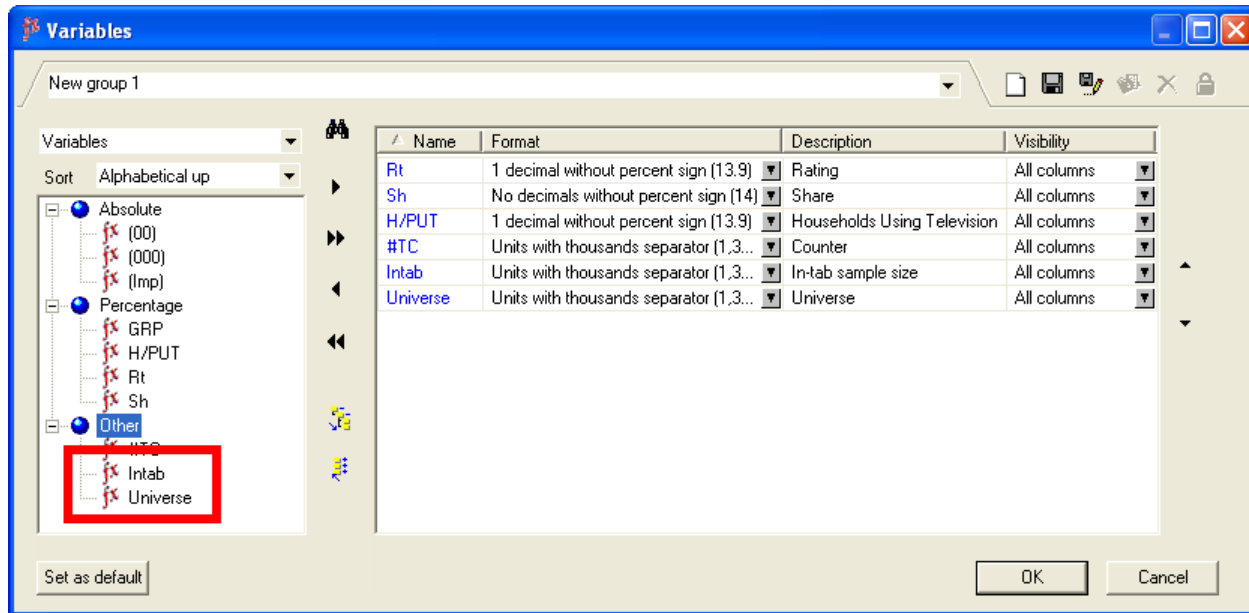
The **Selected historical date(s)**, in **green**, indicates the historical date range selected for this report.

Time-shifting:
Selected: Live +SD
Reported:
Anytown: [Live +SD] from 03/05/2012 to 03/09/2012;
Selected date(s): 03/05/2012 - 03/09/2012;
Selected historical date(s): 02/27/2012 - 03/02/2012 (MTWRFsS);
Selected Stations/Cable Nets: WAAY;

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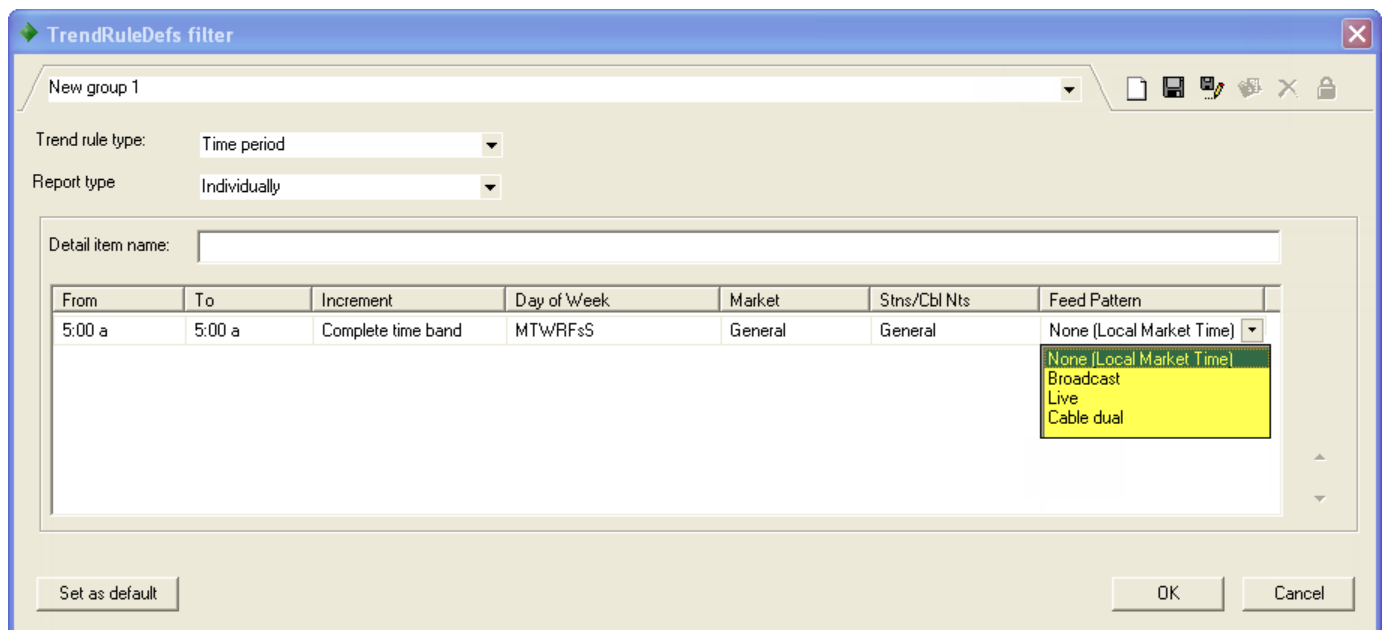
3.) In-tab & Universe Estimate Variables

Users can now include in-tabs (sample size) and universe estimates as variables in any report from the Variables filter.



4.) Time Zone Adjustment in Trends

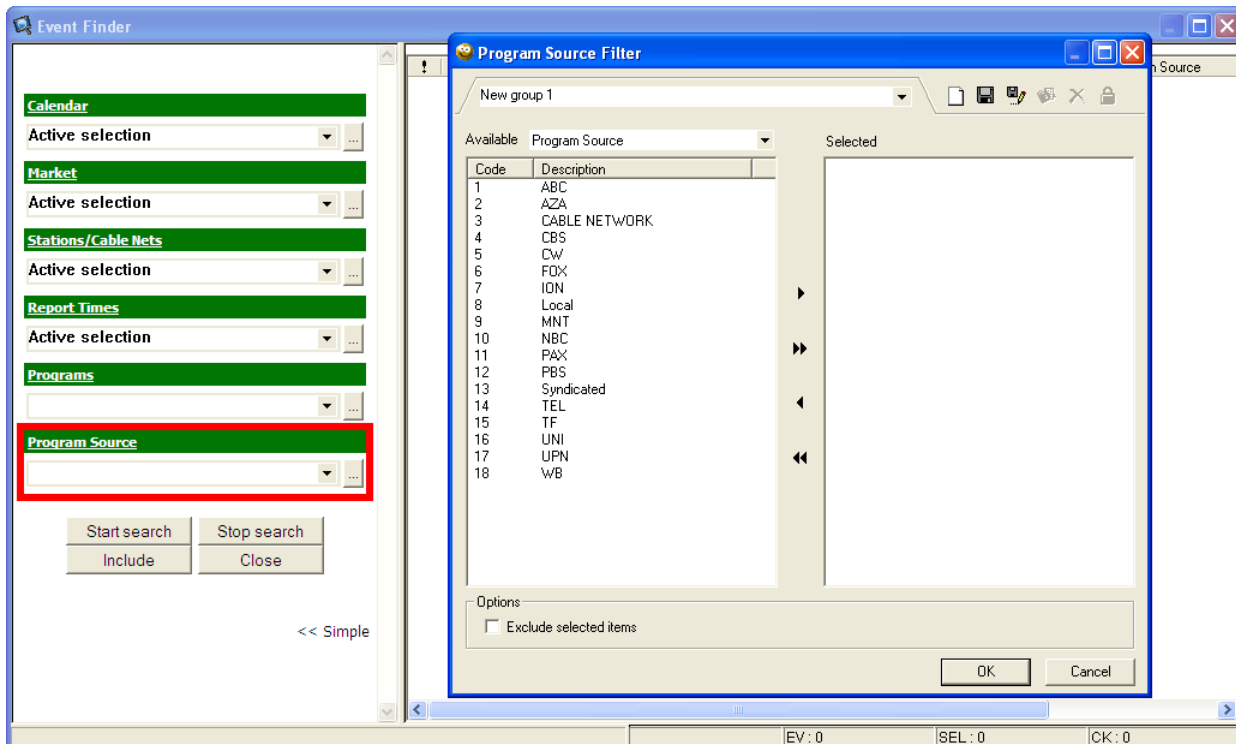
In the Trends module, users will now have the option to time zone adjust any Time Period, Combined Daypart, and Chronological rules. Users can select from the **Broadcast**, **Live** and **Cable Dual** feed patterns. By default, all rules will continue to be reported in local market time.



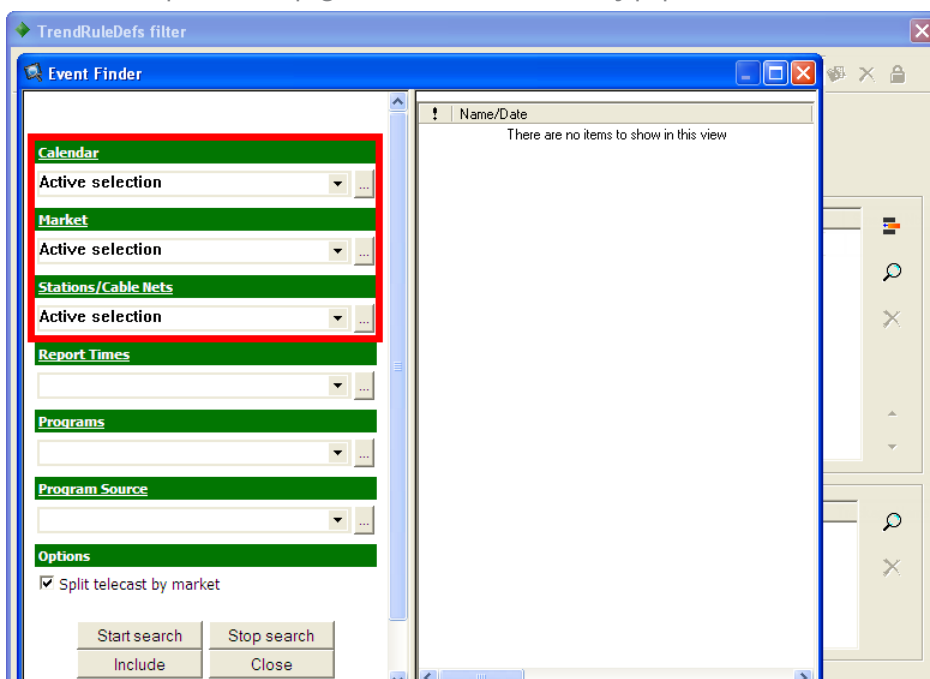
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5.) Program Search

- The Event Finder in the Programs and TV Items modules now includes Program Source in the search criteria. Users will now have the ability to filter their search by selecting from a list of available Program Sources. This field is available in the **Advanced mode** only.



- When searching for programs in the Trends module, the Calendar, Market and Stations/Cable Nets selections from the main parameters page will now be automatically populated in the search criteria.



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

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<http://en-us.nielsen.com/sitelets/cls/>

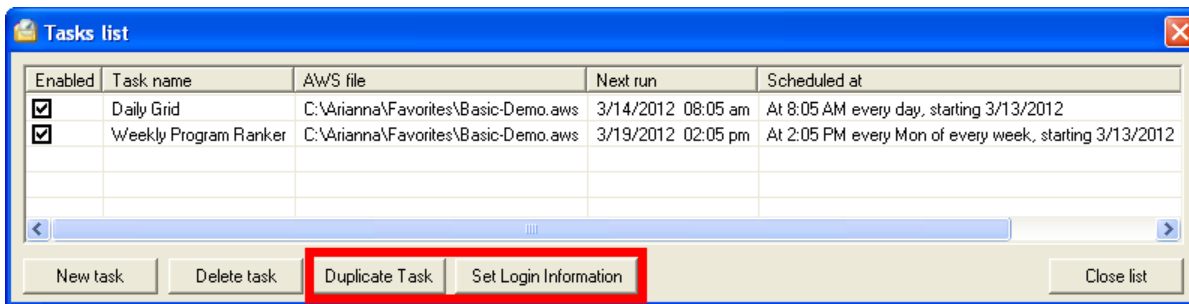
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6.) Task Scheduler Updates

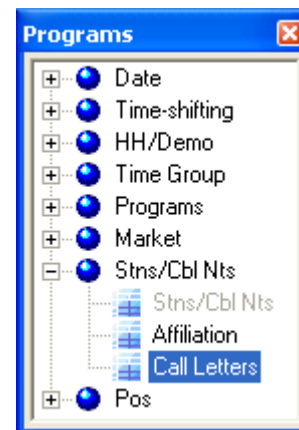
The following modifications have been made to the Task Scheduler:

- A new option has been introduced in the Task Scheduler to allow users to update the password on multiple tasks simultaneously. Within the task list, select one or more tasks and then click the **Set Login Information** button.
- Users can now make a copy of an existing task by clicking the **Duplicate Task** button.



7.) Call Letters

The field chooser in the report output now includes a **Call Letter** domain. This field will display the call letters for each requested viewing source without including the air channel and affiliation as part of the label. The **Stns/Cbl Nts** domain will continue to be available and will include air channel and affiliation.



8.) Workspace Manager

The Workspace Manager now includes a **Modified On** date that indicates the date in which each module was last changed. The modification date will be updated each time the Arianna Workspace (AWS) file is saved.

Name	Module	Env.	Created on	Modified on
Programs analysis	Programs	US Local Markets	3/13/2012	3/13/2012
Trends analysis	Trends analysis	US Local Markets	3/13/2012	3/13/2012

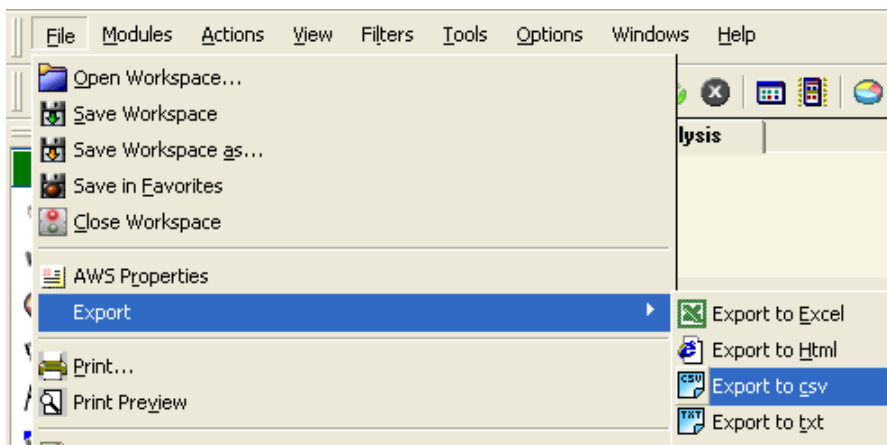
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9.) Revised Export Options

- **Export to CSV:** A new export option has been added to allow users to export their report output in a .csv format. The **Export to CSV** icon can be found in the toolbar at the top of the screen.



- The **Export to CSV** option is also accessible by selecting the **Export** option in the **File** menu.



- **Static Sheet Names:** When exporting to Excel, the tab names in the resulting workbook are named dynamically based on the data elements included in the report. Users will now have the option to force a static name to appear instead, allowing for easier macro creation. The **Use Static Sheet Name** option is present in the export window. With this option selected, the exported Excel Spreadsheets will have generic names: Sheet1, Sheet2, etc. Users can also define their own static labels via the **Arianna Preferences** within the **Advanced Export Options** section.

