

GRABIX

CUMULATIVE GAIN/LOSS
2014

nielsen
.....

AN UNCOMMON SENSE
OF THE CONSUMER™



GRABIX: CUMULATIVE GAIN LOSS

CUMULATIVE GAIN/LOSS REPORT

The Cumulative Gain/Loss report allows you to view an aggregate of gains and losses for a particular program or segment of a program over time. You can access the Cumulative G/L Report in the Program Name Based Analysis.

TO GENERATE A REPORT, first make necessary selections using drop-downs for Market, Viewing Source, Demographic, Program, Time Period, Program or Project



Program Analysis HOME ANALYZE SEARCH SEGMENTS MEDIA LOG OUT HELP

New York WABC HH Retrieve Data Select All
 11PM EYEWT NWS(44) This Month & Pa Select Program Clear Results DeSelect All

Once your selections are made, click the Retrieve Data button. A program list appears with details about each program.

After program(s) are retrieved, check the box to the left of the desired program(s). Use the Select All button, at the top right, to select all programs quickly. To remove programs you do not want to work with, uncheck the box next to program name and click the Clear Results button. Only programs with a checked box will be available for analysis. With your finalized program(s) list, click the Cumulative G/L Report button on the left-hand side. Selections need to be for the same station, program length and demographic.



Program Analysis HOME ANALYZE SEARCH SEGMENTS MEDIA LOG OUT HELP

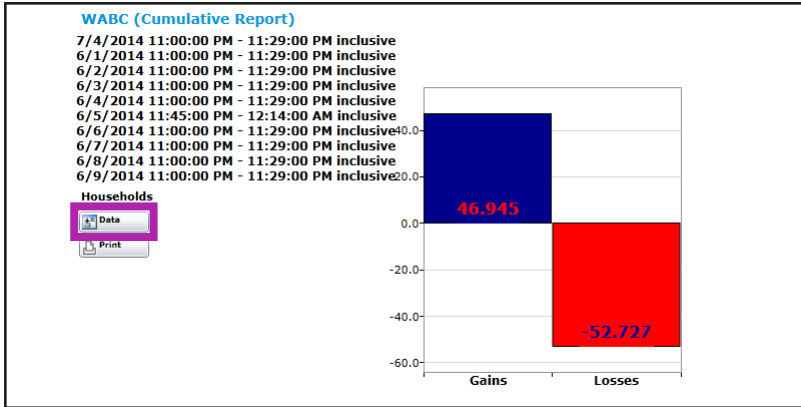
New York WABC HH Retrieve Data Select All
 11PM EYEWT NWS(44) This Month & Pa Select Program Clear Results DeSelect All

Cross Mkt Pgm Analysis	<input type="checkbox"/>	New York	11P EYWT NW H	1	NSI	HH	WABC	5AM-5AM	7/4/2014	7/4/2014	Friday	11:00 PM	30	4.97	5.50	4.16	4.88	4.96	
Show Local Competition	<input type="checkbox"/>	New York	11PM EYEWT NWS	1	NSI	HH	WABC	5AM-5AM	6/1/2014	6/1/2014	Sunday	11:00 PM	30	3.28	3.84	1.71	3.61	4.37	
Cross Demo Pgm Analysis	<input type="checkbox"/>	New York	11PM EYEWT NWS	1	NSI	HH	WABC	5AM-5AM	6/2/2014	6/2/2014	Monday	11:00 PM	30	4.43	4.92	3.30	4.73	4.95	
Graph Selection	<input type="checkbox"/>	New York	11PM EYEWT NWS	1	NSI	HH	WABC	5AM-5AM	6/3/2014	6/3/2014	Tuesday	11:00 PM	30	3.92	4.12	3.24	3.89	3.80	
Cumulative G/L Report	<input checked="" type="checkbox"/>	New York	11PM EYEWT NWS	1	NSI	HH	WABC	5AM-5AM	6/4/2014	6/4/2014	Wednesday	11:00 PM	30	4.36	5.24	2.64	5.67	4.63	
Average	<input type="checkbox"/>	New York	11PM EYEWT NWS	1	NSI	HH	WABC	5AM-5AM	6/5/2014	6/5/2014	Thursday	11:45 PM	30	5.85	7.75	4.22	6.34	2.46	
Segment Report	<input type="checkbox"/>	New York	11PM EYEWT NWS	1	NSI	HH	WABC	5AM-5AM	6/6/2014	6/6/2014	Friday	11:00 PM	30	5.35	5.69	4.42	5.85	6.00	
Multi-Program Report	<input type="checkbox"/>	New York	11PM EYEWT NWS	1	NSI	HH	WABC	5AM-5AM	6/7/2014	6/7/2014	Saturday	11:00 PM	30	3.04	3.78	2.18	4.99	5.14	
Download Data	<input type="checkbox"/>	New York	11PM EYEWT NWS	1	NSI	HH	WABC	5AM-5AM	6/8/2014	6/8/2014	Sunday	11:00 PM	30	6.00	7.51	4.21	8.49	6.30	
Segment Program	<input type="checkbox"/>	New York	11PM EYEWT NWS	1	NSI	HH	WABC	5AM-5AM	6/9/2014	6/9/2014	Monday	11:00 PM	30	4.18	4.95	3.20	4.28	4.33	
Avg Segment Report	<input type="checkbox"/>	New York	11PM EYEWT NWS	1	NSI	HH	WABC	5AM-5AM	6/9/2014	6/9/2014	Monday	11:00 PM	30	4.18	4.95	3.20	4.28	4.33	

GRABIX: CUMULATIVE GAIN LOSS

CUMULATIVE GAIN/LOSS CHART

- View the list of programs and the cumulative rating gains and losses

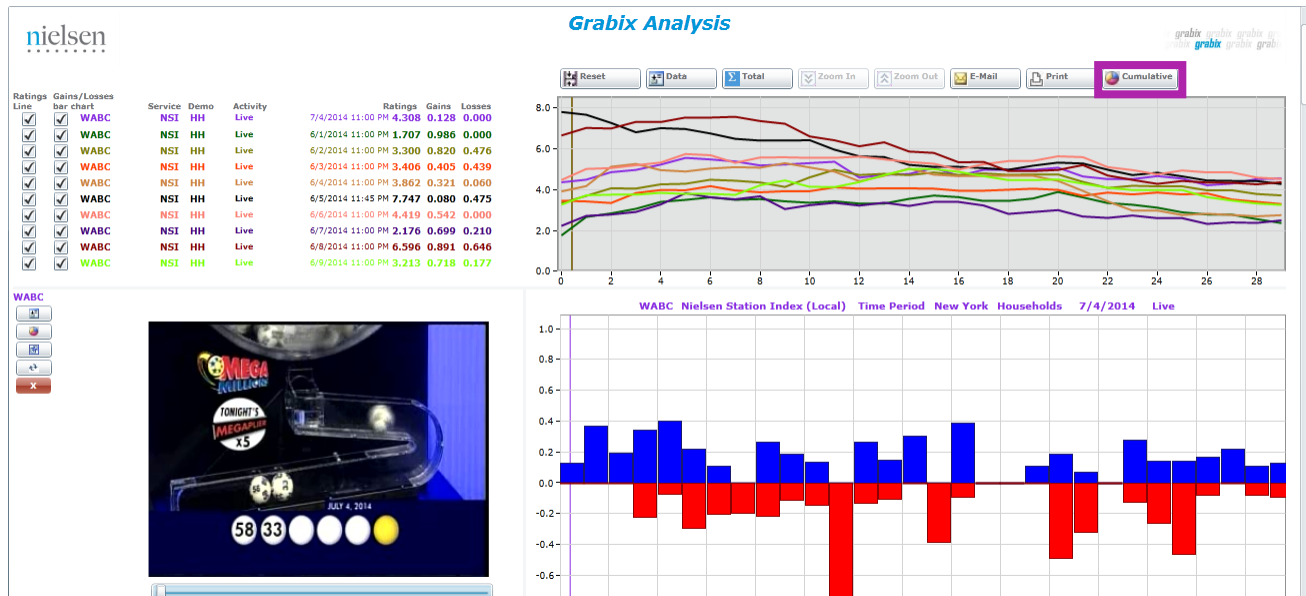


Click the Data button to the left of the ratings graph to download an Excel spreadsheet with data including the detailed output of the gains/losses.

NOTE – All viewing below .005 is included in *Other*.

WNBC	5.008	10.668%	TRU	0.235	0.501%	ADSM	0.112	0.239%	TURN-O	15.270	28.962%	CNN	0.309	0.586%	HALL	0.128	0.243%
TURN-O	4.810	10.247%	WGNA	0.233	0.496%	MNBC	0.109	0.232%	WCBS	3.935	7.463%	FX	0.306	0.580%	AMC	0.127	0.241%
WCBS	4.119	8.775%	VIDG	0.233	0.496%	NWBC	0.109	0.232%	XPLT	3.463	6.568%	NWBK	0.291	0.552%	CSCX	0.120	0.228%
WNYW	3.532	7.524%	NWBX	0.223	0.475%	CNBC	0.108	0.230%	WNBC	3.439	6.523%	FOOD	0.286	0.542%	NWWC	0.119	0.226%
XPLT	2.980	6.348%	NAN	0.221	0.471%	APL	0.107	0.228%	AOTC	1.472	2.792%	ENT	0.280	0.531%	WFUT	0.119	0.226%
AOTC	1.817	3.871%	NBCS	0.221	0.471%	DISC	0.100	0.213%	WPIX	1.462	2.773%	ENZ	0.248	0.470%	MNBC	0.117	0.222%
HGTV	1.432	3.051%	SNY	0.219	0.467%	RETX	0.098	0.209%	ESPN	1.344	2.549%	WXTV	0.246	0.467%	MSGP	0.111	0.211%
WPIX	1.416	3.016%	SCI	0.214	0.456%	NWNJ	0.097	0.207%	HGTV	1.084	2.056%	WLIW	0.237	0.450%	WHYY	0.109	0.207%
USA	1.382	2.944%	MOVX	0.214	0.456%	WNET	0.095	0.202%	WNYW	0.962	1.825%	ETZD	0.233	0.442%	MOVX	0.107	0.203%
TCM	1.134	2.416%	WPKXN	0.211	0.449%	HALL	0.093	0.198%	ADSM	0.853	1.618%	VH1	0.232	0.440%	YES	0.107	0.203%
INSP	0.786	1.674%	NBAT	0.206	0.439%	FX	0.092	0.196%	TCM	0.823	1.561%	NAN	0.229	0.434%	WBMC	0.107	0.203%
TLC	0.652	1.389%	SHQP	0.206	0.439%	TV1	0.092	0.196%	WWOR	0.790	1.498%	WNJU	0.226	0.429%	FS1	0.105	0.199%
FOOD	0.592	1.261%	BBCN	0.203	0.432%	LOGO	0.091	0.194%	INSP	0.655	1.242%	CMDY	0.218	0.413%	TVL	0.104	0.197%
NGC	0.578	1.231%	HIST	0.196	0.418%	TENN	0.088	0.187%	WNET	0.604	1.146%	NWBX	0.215	0.408%	NWCT	0.098	0.186%
AEN	0.572	1.219%	ENBC	0.195	0.415%	SPK	0.088	0.187%	TNT	0.551	1.045%	MTV	0.211	0.400%	WPVI	0.096	0.182%
BRVO	0.550	1.172%	WPVI	0.194	0.413%	DIY	0.087	0.185%	HBOM	0.535	1.015%	WFSB	0.205	0.389%	ESP2	0.094	0.178%
HBOM	0.517	1.101%	SYFY	0.194	0.413%	CHIL	0.084	0.179%	ZNY1	0.531	1.007%	BBCN	0.203	0.385%	SPK	0.089	0.169%

The Cumulative Gain/Loss report can also be accessed from the graph selections page by clicking the Cumulative button..



ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

For more information, visit www.nielsen.com.

Copyright © 2014 The Nielsen Company. All rights reserved. Nielsen and the Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C. Other product and service names are trademarks or registered trademarks of their respective companies.

nielsen AN UNCOMMON SENSE OF THE CONSUMER™
.....