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GENERATE A REPORT

The General Analysis reports allow you to analyze data using program-based selections.

From the Grabix.com SELECT TYPE OF ANALYSIS menu, click GENERAL ANALYSIS. Then, select PROGRAM NAME BASED ANALYSIS.

To generate a report, make necessary selections using drop-downs.

1.) Market
2.) Viewing Source
3.) Demographic
4.) Program
5.) Time Period
6.) Program or Project

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

You can continue to retrieve programs by repeating steps 1-6. This method will continue to add newly selected program(s) to the list. You can use the Clear Results button to remove undesired programs.
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 further analysis.

With your finalized program(s) list, click one of the buttons on the left-hand side to select an analysis type.
**CROSS MARKET PROGRAM ANALYSIS**

The Cross Market Program Analysis will display all listings of the same program from other markets. Check the box to the left of the desired program. Then, click the Cross Mkt Pgm Analysis button.

```
<table>
<thead>
<tr>
<th>MktName</th>
<th>Pgm</th>
<th>Rank-DMA</th>
<th>N/S</th>
<th>Cycle</th>
<th>Date</th>
<th>Brodcast Date</th>
<th>Brodcast Day</th>
<th>Start</th>
<th>Len</th>
<th>Avg</th>
<th>Max</th>
<th>Min</th>
<th>Agg Loss</th>
<th>Agg Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>AM-SHW-TU-BBB(3)</td>
<td>HH</td>
<td>N5I</td>
<td>HH</td>
<td>8/8/2013</td>
<td>8/8/2013</td>
<td>Tuesday</td>
<td>9:00 PM</td>
<td>120</td>
<td>3.35</td>
<td>4.29</td>
<td>2.43</td>
<td>13.82</td>
<td>14.65</td>
</tr>
</tbody>
</table>
```

**NOTE** – You can sort your results by clicking any column header to view ascending or descending ranking. After you check the boxes next to the program(s) you want to work with, you can use the Clear Results button to remove undesired programs.
SHOW LOCAL COMPETITION

The Show Local Competition feature will list competing programs on other stations in the market for the selected program.

1.) Select the program you want to work with by checking the box next to its name.

2.) Click the Show Local Competition button.
CROSS DEMO PROGRAM ANALYSIS

The Cross Demo Program Analysis report will provide demographic data for your selected program. It allows the user to analyze program(s) performance across different demographics. Available for LPM markets only.

1.) Select the program you want to work with by checking the box next to its name.

2.) Click the Cross Demo Pgm Analysis button.
**GRABIX: GENERAL ANALYSIS**

**GRAPH SELECTION**

The **Graph Selection** button will launch the Grabix Analysis page which provides the ratings graph, gains/losses bar chart, video of program(s), and reports an average. Up to 10 programs can be analyzed at one time.

1.) Select the program you want to work with by checking the box next to its name.

2.) Click the **Graph Selection** button to open a window with the graphic analysis of the program(s).
DOWNLOAD GRAPHEd DATA

• Click the Data button at the top of the ratings graph to download data.

This provides an Excel spreadsheet with multiple worksheets of data including the detailed output of the gains/losses.
GRABIX: GENERAL ANALYSIS

GAIN/LOSS BAR CHART

- Double-click on a bar in the ratings graph to view gains and losses in a pop-up window.
**AVERAGE GRAPH**

- Click the **Average** button at the top of the ratings graph to report an average graph.

![Average Graph](image)

- This provides a ratings graph of the selected program(s) and the average.

![Average Ratings](image)
GRABIX: GENERAL ANALYSIS

AVERAGE OPTION

The Average option displays the average minute rating of multiple programs.

1.) Select the programs you want to work with by checking the box next to its name.

2.) Click the Average button. The row with the average values is identified by Average in the comments column.

<table>
<thead>
<tr>
<th>HMName</th>
<th>Pgm</th>
<th>Rank DMA</th>
<th>Ref Demos</th>
<th>Day</th>
<th>Cycle</th>
<th>Start</th>
<th>Avg</th>
<th>Min</th>
<th>Lg</th>
<th>Avg</th>
<th>Min</th>
<th>Lg</th>
<th>Comments</th>
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</thead>
<tbody>
<tr>
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<td>AM-59H-TU-BBB</td>
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<td>NBI</td>
<td>HH</td>
<td>KBBB</td>
<td>SAM-SAM</td>
<td>7/2/2013</td>
<td>7/2/2013</td>
<td>Tuesday</td>
<td>9:00 PM</td>
<td>120</td>
<td>3.39</td>
<td>2.94</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>AM-59H-TU-BBB</td>
<td>2</td>
<td>NBI</td>
<td>MH</td>
<td>KBBB</td>
<td>SAM-SAM</td>
<td>7/3/2013</td>
<td>7/3/2013</td>
<td>Tuesday</td>
<td>9:00 PM</td>
<td>120</td>
<td>4.07</td>
<td>3.23</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>AM-59H-TU-BBB</td>
<td>2</td>
<td>NBI</td>
<td>HH</td>
<td>KBBB</td>
<td>SAM-SAM</td>
<td>7/4/2013</td>
<td>7/4/2013</td>
<td>Tuesday</td>
<td>9:00 PM</td>
<td>120</td>
<td>4.29</td>
<td>3.61</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>AM-59H-TU-BBB</td>
<td>2</td>
<td>NBI</td>
<td>HH</td>
<td>KBBB</td>
<td>SAM-SAM</td>
<td>7/5/2013</td>
<td>7/5/2013</td>
<td>Tuesday</td>
<td>9:00 PM</td>
<td>120</td>
<td>3.75</td>
<td>3.13</td>
</tr>
<tr>
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<td>NBI</td>
<td>HH</td>
<td>KBBB</td>
<td>SAM-SAM</td>
<td>7/6/2013</td>
<td>7/6/2013</td>
<td>Tuesday</td>
<td>9:00 PM</td>
<td>120</td>
<td>3.66</td>
<td>3.57</td>
</tr>
<tr>
<td>Los Angeles</td>
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<td>2</td>
<td>NBI</td>
<td>MH</td>
<td>KBBB</td>
<td>SAM-SAM</td>
<td>7/7/2013</td>
<td>7/7/2013</td>
<td>Tuesday</td>
<td>9:00 PM</td>
<td>120</td>
<td>3.36</td>
<td>4.09</td>
</tr>
</tbody>
</table>
3) You can graph the average rating for the selected programs at each selected minute. Select all programs you want to analyze, including the Average row, and then click the **Graph Selection** button above the Average button to the left. A new Grabix Analysis window will open and include the average.
SEGMENT REPORT

The Segment report displays the video, ratings, and data for each segment. To use this selection you will need to work with previously created segments. For assistance with creating segments, please refer to the SEGMENTATION GUIDE.

1.) Choose Select Project from the drop-down.

2.) Choose a project to work with from the drop-down list that appears.

3.) Select the Retrieve Data button and you will get a list of the available segment(s) in that project folder. Check the segment(s) you want to use.
SEGMNENT REPORT

4.) Click Segment Report from the left.

5.) The report window provides several options. Click the Download Data button to export the data for the segmented program with gains/losses/overall ratings for each minute into Excel. Click to start the video where each segment starts using the video player controls.
MULTI-PROGRAM REPORT

The Multi-program report allows you to compare the ratings for up to 10 programs at the same time.

1.) Select your market, viewing source, demo, program, and time frame. Then, click the Retrieve Data button.

2.) Check each program to be analyzed and then click the Multi-Program Report button.
3.) The Multi-Program Report analysis page displays the selected telecasts side-by-side, along with the ratings data for each minute of the program. You can also view the video, graph and the gains/losses for each minute.

- Left-click on a time/rating row in the table at the bottom to move to the corresponding video.
- Click the Data button at the top for a spreadsheet with minute-by-minute summary/gains/losses for each selected telecast.
- Check the Popup box at the top to enable a pop-up window that shows the rating for the minute the mouse is hovering over on the line graph.
DOWNLOAD DATA

The Download Data button on the left creates an Excel spreadsheet with gain/loss data for up to 10 programs at once.

The download includes the following data:

- **Report** – Shows the line graphs for minute by minute ratings and bar charts for gains/losses.
- **Summary** – Summarizes minute by minute ratings, gains, losses, sources, and destination for all selections.
- **Gains/Losses** – Tabs marked “gains” or “losses” include ratings gains or losses per minute by viewing source.

1. Select your market, viewing source, demo, program, and time frame. Then, click the Retrieve Data button.
2. Check the program(s) to be downloaded. You may select up to 10 programs. Click the Download Data button at left.

3. The Excel output includes multiple worksheets with the Report, Summary, Gains, Losses, etc.

Enlarged detail of Gains and Losses.
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.

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