WHAT IS SEGMENTATION?

Segmentation allows you to take a selected program and break it into smaller parts or pieces for deeper analysis. You can create projects to organize and manage program segments as well as email segments to other Grabix users.

- Stations can take a look into their local news to analyze rating performance for each weather segment, commercial break, anchor or news story.
- Syndicators can break down programs by commercial break for easy comparisons as well as lead in’s across multiple markets.
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CREATE PROJECTS

You can create segments for programs in Grabix. Segments make it easier to break down programs into parts which can then be used in the analysis of a program. Each group of segments is stored as its own individual project, and you will have the ability to assign attributes, or labels, which will be relevant for each segment.

Before the analyses can be run on segments, programs must first be broken into segments and put in to projects.

To create a new segment project, under SEGMENT, click CREATE NEW PROJECT and then CREATE NEW PROJECT NAME.
PROJECT EDITOR

When the Project Editor window opens, select **CREATE NEW PROJECT** from the **CHOOSE PROJECT** drop-down box.
Type project name in the **EDIT PROJECT NAME** box.

The available attributes will be empty when first used. As new attributes are created, they will be stored for future use.
To remove an attribute from the project, highlight it in the **Selected Attributes** box and click the left arrow button.
**NOTE**: An attribute cannot be removed if there is already information stored for that attribute in a segment.

To change the order of an attribute, select the attribute in the **Selected Attributes** box and click the up or down arrow buttons as desired. The order of the attributes will dictate the order in which the attributes will appear in the final report.

When done, click the **SAVE** button to add the newly created project to the list of projects.

To create additional attributes, click the **GO TO CREATE NEW ATTRIBUTE** button.
CREATE / EDIT ATTRIBUTES

To create a new attribute, select CREATE NEW ATTRIBUTE from the SELECT ATTRIBUTE drop-down box.

Type name in the NEW ATTRIBUTE NAME box.

VALUE TYPE options:
- Integer for whole numbers
- Decimal for numbers that may not be whole numbers
- Text for all other types

Anything that is added to the Attribute Options box will appear in a drop-down box in the Segment Editor. Each new value to be added to the attribute should be on a new line. If this is blank, it causes the attribute to be a blank text field which causes there to be no attribute saved in a drop-down.

The Description box allows a maximum of 100 characters in the description for the attribute type. If one or more entries are saved, each entry added will be added to a drop-down specific for that attribute.

Once the new attribute is created, click SAVE to go back to the Project Editor.
MANAGE PROJECTS

SELECT PROGRAMS
To segment a specific program you must first add a program to the project you just created.
Click MANAGE PROJECT on the Home page.
NOTE – In this section you can see all projects that you’ve created and the list of programs associated with them.

Select the project you just created under (1) SELECTED PROJECT drop-down menu, then click the (2) ADD/LIST PROGRAMS IN PROJECT button. Using the (3) drop-down menus on the right to search for the program you wish to segment and click the (4) RETRIEVE DATA button. Check the box beside the programs that you wish to add to the project and click (5) ADD TO PROJECT button.

SEGMENT PROGRAMS
Select only one program and click on (6) SEGMENT PROGRAM button. A new window will open with the SEGMENT EDITOR where you can create segments and add relevant attribute labels.
SEARCH PROGRAMS

Project Manager can also be used to search for a list of programs based on key words or phrases.

(1) Select the project from the SELECTED PROJECT drop-down menu.
(2) Type words or phrases in the SEARCH WORDS box and
(3) click the orange SEARCH button at the bottom of the screen.
(4) Place a check mark next to the programs and click ADD TO PROJECT button at the bottom.
Adding a program to a project creates a placeholder segment at the start of the selected show.

(5) **NOTE** – To view the list of programs in your project, click ADD/LIST PROGRAMS IN PROJECT button.

![SEARCH PROGRAMS GUI](image)
CREATE A NEW SEGMENT

(1) Enter start/end times in box, or
(2) Click the up and down arrows, or
(3) Click SEGMENT START or SEGMENT END buttons, and then
(4) click in the line graph.

DEFINE SEGMENT ATTRIBUTES

(5) Click ADD SEGMENT button.

NOTE – Specific portions of the video can be viewed by unselecting (6) Enable cc text tracking box and clicking on any of the (7) closed captioning chapters in the list on the far right of the screen.
EDIT AN EXISTING SEGMENT

To edit previously created segment hover mouse on the highlighted area to see the menu.

Play segment video – play the video for the selected segment
Save clip – save clip to a new or existing project
E-Mail clip – email segment clip to one or more people
View segment – view segment attributes
Edit segment – edit segment attributes and start/end times
Background color – change segment background color to differentiate segments
Delete segment – permanently remove segment
ANALYZE PROJECTS

From the home screen, click ANALYZE PROJECT.

In the SEGMENT ANALYZER window, select your project from the (1) SELECT PROJECT drop-down menu on the top left of the screen. The segments you created for the project will populate on the right. Each segment is displayed for you to analyze the ratings, gains and losses, start and end times, as well as, the video clips.

(2) To the left of the video thumbnail, there are three options:
- Click the green arrow button, to play the video clip.
- Click the hammer and wrench icons, to open the Segmenting tool.
- Place a check mark by each segment and choose to export to PDF, Excel, or Email using the (3) icons in the blue bar.

To narrow down your list of segments or search for specific segment names, use the palette options at left of the screen.
FLOW ANALYSIS

A Flow Analysis displays the video of competing networks and stations.

(1) Under PREFERRED REPORT BASE section, select Time Period.

(2) The Flow Analysis section displays so you can select the specific stations or networks that you would like to see in correlation to your segments.

(3) Click the SEARCH button.
**FLOW ANALYSIS**

Once you have clicked on Search you will see the options you select populate on the right, showing how many ratings were gained or lost to each station for individual segments. If there is a check box beside the additional station you will be able to see video clips for that station/network beside the segment video that you created.
SEGMENT EDITOR VIA SEARCH

Perform a search and then click one of the thumbnails in the search results. The Segment Editor will display.

In the SEGMENT EDITOR, select the project that you would like the clip associated with by using the drop-down at the top left corner.
SEGMENT EDITOR VIA GENERAL ANALYSIS

In the General Analysis section there are options to add programs to a project, access existing segments, segment a program, and view a segment report. Syndicators will use the Average Segment Report.

In General Analysis run a report, click to select a single program and then click SEGMENT PROGRAM button.

Once the Segment Editor opens, you can select the project from the drop-down menu at the top left to associate with the program. Until a project is selected, the drop-down reads: Project is not selected.
SEGMENT EDITOR VIA GENERAL ANALYSIS

The General Analysis section allows you to work with already created segments and projects. In the top menu bar, (1) change Select Program to SELECT PROJECT. The screen will refresh and you will then see an additional drop-down menu where you can (2) select your previously created project. Select the project and click (3) the RETRIEVE DATA button. All programs that have been added to the project will be displayed. The (4) COMMENTS column will note if there have been segments created for that program. In the example below, there are two segments for the first row shown as: “2 segm. available”.

To graph selection, click the (5) GRAPH SELECTION button. Graphing the selection is described on the next page.
SELECT the segmented programs and click the **GRAPH SELECTION** button as shown on the previous page. A new **GRABIX ANALYSIS** window will open. Click the drop-down arrow next to **SELECT PROJECTS** to see the list of projects. Check all projects that you would like to include in your analysis by checking the box next to their name.
AVERAGE SEGMENT REPORT

For already-segmented nationally-telecast programs, Grabix can create an Average Segment report which will produce a graph that includes each market individually as well as an average.

To do this, first select a project that contains a segmented national program. Click on the check box to select the program, then click Clear Results so only that program is shown.

Once the segmented program is singled out and selected, click on the CROSS MKT PGM ANALYSIS button to bring up the data for that program in other markets. Click the markets you wish to include in the report and then click the AVERAGE SEGMENT REPORT button.
AVERAGE SEGMENT REPORT

After you click the AVERAGE SEGMENT REPORT button, a new window opens showing a graph with the average of the selected markets. To show lines for each individual market, check SHOW LINES box at the top.

On the line graph you will also see the segments you created in the colors that you selected for each attribute. If you unselect a market or telecast, the average line in the line chart and the scale on the left of the line graph will automatically adjust as a result.

Additionally, you can select to display a pop-up message that will show the ratings as you hover and move your mouse over the line graph.
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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