Strict Daypart vs. Daypart Overruns

Program ratings by **Strict Daypart** are ratings based only on the program minutes within the selected custom daypart.

Program ratings by **Daypart Overruns** are ratings based on program minutes that fall outside of the custom daypart but are still part of the program.

**EXAMPLE**

If the custom daypart 8pm – 11pm is selected and the program ends at 11:20pm, Strict Daypart reports the program ratings between 8pm – 11pm. Choosing Daypart Overruns will report the program rating from 11pm – 11:20pm – the 20 minutes past your custom daypart.

Note: Strict daypart is based on average minute data and is not applicable to commercial data stream selections.
PULLING A STRICT DAYPART CUSTOM DAYPART IN THE PROGRAM TREND BUILDER & TREND REPORT

1.) In the Trend Analysis Program Builder, create a Custom Daypart and use the span option.

If Strict Daypart is desired, the Program Trend Builder must have Strict Daypart selected.

Please note: Both standard dayparts and custom dayparts with other options (Start, End) can be selected with strict daypart, but to match standard Strict Daypart Definitions, or to match Galaxy Explorer, a custom daypart with SPAN should be used.
2.) Save it as a group so that it will display on the program filter page in the Custom Daypart section. Give it a name that will allow you to easily identify it.
3.) Add the Custom Daypart to Current Selections along with the originator/programs filter selected.

4.) In the Report Segment section, select the report segment level(s) of choice and choose Additional Options of Custom Daypart and Strict Daypart.

Note: If running a Standard Daypart such as Prime Time, select Standard Daypart and Strict Daypart in Report Segment section. Standard Daypart with Strict Daypart will not match Galaxy Explorer Strict Daypart because standard dayparts only include programs that start within the daypart.

5.) Select all other specifications and submit the builder.
6.) Once the Builder processes, start a Trend Analysis Program Report.

7.) In Builder Jobs section, select the strict daypart builder you created.

8.) In the Program Trend Report, select the custom daypart(s) from the Builder in the Programs section.
9.) Go to the Report Segment section in the report template and select the report segment level(s) of choice and choose Additional Options of **Custom Daypart** and **Strict Daypart**.

Note: If running a Standard Daypart such as Prime Time, select **Standard Daypart** and **Strict Daypart** in Report Segment section. Standard Daypart with Strict Daypart will not match Galaxy Explorer Strict Daypart because standard dayparts only include programs that start within the daypart.

10.) Select all other specifications and submit the report.

Note: If Additional Option of **Custom Daypart** and **Strict Daypart** are not selected in both the builder and the program report, the report will not be submitted.
# Strict Daypart Differences in National Reporting Applications

<table>
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<tr>
<th>Systems</th>
<th>NPOWER/Marketbreaks</th>
<th>Nielsen National TV View (NNTV)</th>
<th>Galaxy Explorer</th>
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<tr>
<td>Data Set</td>
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<tr>
<td>Prelim Live+3</td>
<td>Available in most current stream once additional TSV is released</td>
<td>Available in most current stream once additional TSV is released</td>
<td>NA</td>
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<tr>
<td>Dayparts</td>
<td>Offers standard and custom dayparts with the ability to apply Strict Daypart methodology for Program reports, including use of Daypart Overruns.</td>
<td>Offers standard and custom dayparts with the ability to apply Strict Daypart methodology for Program and Overnight Program reports, including use of Daypart Overruns.</td>
<td>Offers standard and custom dayparts, with the ability to apply Strict Daypart methodology. Strict Daypart logic in Galaxy was hard coded to include programs airing within the selected daypart.</td>
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<tr>
<td>Span Daypart to Match Galaxy Explorer</td>
<td>The Strict Daypart report may not match the Galaxy Explorer report, because in NP/MB you can define the parameters of the daypart in more detail than in Galaxy Explorer. In NP/MB, to match a Strict Daypart report as in Galaxy Explorer, create a Custom Daypart and choose Span the defined daypart.</td>
<td>The Strict Daypart report may not match the Galaxy Explorer report, because in NNTV you can define the parameters of the daypart in more detail than in Galaxy Explorer. In NNTV, to match a Strict Daypart report as in Galaxy Explorer, on the Program Selection page &gt; Filters tab, click Add/Edit dayparts, and then select the Span daypart option.</td>
<td>NA – Span daypart is the default and only logic in Galaxy Explorer.</td>
</tr>
<tr>
<td>Durations for Complex Programming</td>
<td>Strict Daypart duration (includes pre- and post-overrun options) between NPOWER &amp; GE does not match due to rounding logic for Complex Programs.</td>
<td>Strict Daypart duration (includes pre- and post-overrun options) between NNTV &amp; GE does not match due to rounding logic for Complex Programs.</td>
<td>Strict Daypart duration (includes pre- and post-overrun options) between NPOWER &amp; GE does not match due to rounding logic for Complex Programs.</td>
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ABOUT NIELSEN

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