CONTENTS

Click the blue links below to navigate directly to the content in this guide.

REPORT MANAGER .................................................. 4-8
Product Navigator ....................................................... 4
Folders ........................................................................ 5
Inbox ......................................................................... 6-8

REPORT BUILDER .................................................. 9-45
Report Configuration ................................................ 9
Date Range ................................................................. 10-19
Geographies ............................................................... 20-31
Characteristics .......................................................... 32-37
Demographics ............................................................ 38
Source/Entity ............................................................. 39-41
Dayparts ................................................................. 42-43
Metrics ................................................................. 44
Report Options ........................................................ 44
Report Layout .......................................................... 45

REPORT VIEWER .................................................. 46-50
Report Objects ....................................................... 46-48
Report Viewer Toolbar ............................................. 49
Exports ................................................................ 50
REPORT MANAGER

Visit Nielsen Answers, from the My Tools menu, choose Nielsen Local TV View (NLTV).

REPORT MANAGER

This screen is divided into three areas:

1.) PRODUCT NAVIGATOR – allows you to choose type of report to run
2.) REPORTS AND TEMPLATES TABS – stores previously created reports, and templates
3.) FOLDERS – displays content of the currently selected folder

PRODUCT NAVIGATOR

This menu allows users to toggle between applications on the MediaView platform.

For example, if you are also a user of another MediaView product, you’ll be able to toggle between NLTV and that product using the Product Navigator without going back to Nielsen Answers.

When you’ve chosen a product, you’ll see links that represent the different report types you have access to, including:

- Time Period – Custom Analysis
- Time Period – Standard Analysis
- Minute by Minute Rating
- Minute by Minute Flow
- Reach and Frequency
REPORT MANAGER

FOLDERS

The Report Manager screen stores executed reports and saved templates. Reports are generated when selections are made and submitted for processing.

A Template includes the selections that are used to create a report, without being tied to a specific execution. A couple of common uses of templates are as follows:

- A user has an incomplete request and wants to save their work in progress.
- A user runs the same report regularly, and wants to save the selections, make minimal changes, and resubmit it as needed.

REPORTS ARE MAINTAINED WITHIN THE SYSTEM FOR 60 DAYS. TEMPLATES ARE RETAINED INDEFINITELY.

USE FOLDERS TO ORGANIZE YOUR WORK

By default, you have a Private Inbox and a Shared Inbox. Your Private Inbox stores any report you submit that is only visible to you. If you create a report that doesn’t need to be viewed by others, or doesn’t need to clutter their folders, you can put it in your Private Inbox. If you have a report that you wish to share with other users in your organization, you would put that report in your Shared Inbox. This allows anyone else in your business entity to view, modify, or export the report. Shared folders, templates, and reports can also be deleted by another user with access to the shared location. Storing items in your Private or Shared Inbox is similar to saving an item on your computer’s hard drive (Private) vs. on a shared network folder (Shared.)

You can create sub-folders in Reports or Templates using the Folder icon menu drop-down. You can name sub-folders and insert reports into any Report sub-folders and templates into any Template sub-folders to organize them as desired i.e. by project, client, etc.

The Deleted folder within the Folders drop-down acts as a temporary recycle bin. You can retrieve deleted reports or templates within the same business day, otherwise they will be removed from the system.

To return to the Report Manager screen from the Report Builder, click the (1) Home button.
REPORT MANAGER

REPORTS TAB > INBOX

1.) REPORT NAME
Name user assigned to report when report was run. If the report is viewable, it will appear as an underlined hyperlink. If you click the hyperlink, you can view the results of the report in the application.

If you click plus sign (+) to the left of the report name, you’ll reveal extra fields:

2.) Free-form DESCRIPTION field which can optionally be filled in when report is created;

3.) REPORT ID identifies the report in the system and will be requested if a problem is encountered;

4.) SUBMITTED BY indicates the user who submitted the report to distinguish who ran a report in a shared environment.

5.) STATUS
Indicates the state of the report. In NLTV, the report statuses provide more information about where the report is in its lifecycle.

SUBMITTED
Report has been submitted and is being evaluated for data availability and queue assignment.

WAITING FOR DATA
Indicates that the data necessary to complete the report request is not yet available.

QUEUED
Indicates that the report is waiting for an available queue to run. Submitted reports are assigned a queue based on job size.

IN PROGRESS
Report is actively executing.

READY TO VIEW
The report can be viewed in the Report Viewer, but the exports are not yet ready.

COMPLETE
The report completed successfully and can be exported and/or viewed.

COMPLETE WITH NO DATA
Report is complete but has no data for the submitted report parameters.

VIEWED
Final status which indicates you have looked at report.

CANCELLED
Report generation process has been cancelled.

ERROR
Indicates that report failed.
REPORT MANAGER

REPORTS TAB > INBOX

1.) SUBMIT DATE
Date and time you clicked to submit report to server.

2.) COMPLETION DATE
Date and time your report finished.

3.) EXPIRATION DATE
Indicates when a report will no longer be available for viewing/exporting. Reports are available for viewing/exporting for 60 days. The date is reset for another 60 days anytime you act on the row i.e. view, edit, export. After this date the report no longer appears in the Report Manager. To permanently save report selections, save the parameters as a template.

4.) PRODUCT
Indicates the name of the MediaView product used to create the report. If you have access to multiple MediaView applications, you will be able to easily see which reports belong to which product.

5.) REPORT TYPE
Indicates type of report i.e. Time Period Custom Analysis, Minute By Minute Rating, etc.

6.) ACTIONS
Use icons to export the report results as a Microsoft Excel (.xls) or as a comma-separated values(.csv) file.

7.) SORT / FILTER COLUMN DATA
Sorting and filtering is available on all columns in the Report Builder. Click on the arrow icon to the right of any column header and select the desired option. You can also remove columns from the active view via this menu.

TIPS
• Drag and drop columns, as desired, to customize your view. The application retains your column preference until you change it again or log out of the application.
• Click the (+) by the Report Name to expand the report details and view: Description, Report ID, and Submitted By.
1.) SEARCH TAB
The Search tab can be used to locate reports or templates. The Search function will match the provided text to the Report Name, Description and Report ID fields. The results will include the name of the folder within which the resulting report/template resides.

2.) VIEW REPORT BUTTON
Click the View Report button or click the Report Name hyperlink to open a report.

3.) CREATE REPORT BUTTON
Click the Create Report button to access the Product Navigator and select the desired report type. This will launch the Report Builder.

4.) EDIT TEMPLATE BUTTON
If you need to modify a report, highlight the report row and click Edit Template to launch the Report Builder and make changes. This feature will also allow you to edit an active template while a report is running, so you can edit the template to create another report. The original report is unaffected while you make changes to the template. NLTV has a “one to many” relationship between templates and reports. A single template can produce many reports.

5.) MOVE BUTTON
Click on the Move button to move a report or template to another folder. Select multiple reports to move them all at once.

6.) DELETE BUTTON
If you need to delete a report, highlight the report row and click Delete button. Select multiple reports to delete them all at once.

7.) EXPORT BUTTONS
Choose to export report as either Excel or CSV. The Export CSV and the inline CSV icon at the end of the report row both export the report as a .csv file. The Export XLS and the inline XLS icon at the end of the report row both export the report as an .xls file.

8.) REFRESH BUTTON
The Report Manager screen refreshes automatically. However, if you would like to manually refresh the screen, you can click the Refresh button in the top right-hand corner.
REPORT BUILDER

Launch the Time Period Custom report by selecting the appropriate link from the Product Navigator. This will load the Report Builder. When the Report Builder opens, you’ll notice a link in the black bar at the top of the screen labeled Report Builder. If you click the (X) next to it, the Report Builder closes. You can only have one Report Builder open at a time. If you go to Report Manager and click Edit Template, you will see a warning that you are about to overwrite your active selections.

The Report Builder screen is divided into two areas. There is a Summary panel on the left, and the content of each panel on the right. The sections in the left-hand column represent the different pieces that make up a report. You can click on any section to navigate to that particular area. Each section has a plus (+) and minus (−) sign. If you click the plus (+) sign, you’ll reveal the active selections for that area without having to navigate to it. This provides users the option to view selections made on another screen without having to click and open that section.

REPORT CONFIGURATION

REPORT TYPE – Name of the active report type. Changing the selection in this drop-down will reload the Report Builder for the revised report type.

REPORT NAME – User defined name for the report. This appears in the output.

DESCRIPTION – Optional description for the report. This only appears in Report Manager.

PERMISSIONS – Indicates if the report will be saved to a Private or a Shared folder.

OUTPUT FOLDER – Name of the Private/Shared folder where the report will be stored.

EMAIL OPTIONS – If checked, the report output will be provided via e-mail in an xls format, provided that the file size is under 1MB.

To navigate to the next section, you can either click on the desired prompt in the left-hand column or click the Previous and Next buttons on the right located at the top or bottom of the screen.

To save a template at any time during the reporting building process, click the Save Template button at the top right of the screen and choose to Save or Save as. A window displays to allow you to name, provide a description, set permission level, define the Template folder and click the Apply button.
DATE RANGE

DATA AVAILABILITY
This button displays the most recent available data based on your market access. This table lists available dates for Daily data releases by Time-Shifted Viewing streams, i.e. Live, Live+1-Live+7, and Live+Same Day as well as available dates for Survey data releases. Survey data releases impact Station Totals reported in the Time Period Standard Analysis. You can report Station Totals in a Time Period Standard Analysis only after the entire Survey period is available.

DATE RANGE
NLTV allows users to select either Daily data or Survey data from within the Date Range filter. There are two ways to view your date range: Calendar View and Monthly View.

CALENDAR VIEW

TO SELECT CONTIGUOUS DATES
First, click on your (1) start date. Then, click on your (2) end date. The system will automatically highlight all of the dates in between. Click the (3) Add button to move those dates to the Selected area at the bottom of the page as Custom Range 1.
DATE RANGE

TO MANUALLY ENTER IN A DATE
In the fields provided above the calendar, use the date format dd/mm/yyyy to type a (1) start date. Use the Tab key to jump to the next field and type an (2) end date. Click the (3) Add button to move those dates to the Selected area at the bottom of the page.

TO SELECT A DATE USING A COMPACT CALENDAR
To open the compact calendar, click the (1) icon to the right of the start date field. Select your start date. Next, click the (2) icon to the right of the end date field and select your end date. Click the (3) Add button to move those dates to the Selected area at the bottom of the page.
DATE RANGE

TO FILTER BY DAYS OF WEEK
Use the Days Of Week drop-down to choose M-Su, M-F, Sa-Su or individual days only. For example, if you only wanted to select M-F, check off the M-F option in the drop-down, and you’ll notice only the M-F dates are visible. Then, select desired dates in the calendar below.

TO MAKE NON-CONTIGUOUS SELECTIONS
Check the Non-contiguous selections box above the calendar. When the non-contiguous selections box is checked, the system will allow you to click on and select individual dates, rather than date ranges.
DATE RANGE

If dates were chosen (but not added) prior to switching to the “non-contiguous” mode, you will receive the following warning and the previous selections will be removed.

TO SELECT SWEEP DATES WITHIN THE CALENDAR VIEW
Click the (1) ViP link to the left of the month header. The system will highlight the appropriate date range, based on the sweep period for that month. Click the (2) Add button to move those dates to the Selected area at the bottom of the page.

NAVIGATE TO OTHER CALENDAR DATES
Click the arrow button, located on the left and right sides of the calendar, to toggle through the (1) previous months (left arrow) or through the (2) next months (right arrow). You can also navigate to other years by using the (3) year drop-down menu located to the right of each calendar month header.
DATE RANGE

TO SELECT A FULL WEEK

Click the (1) assigned week number to the left of the week you would like to select. In most cases, the system will highlight the entire Monday through Sunday week. However, if the week crosses into a separate month, the system will only highlight the dates within the month that you are selecting from. For example, Week 44 shows dates from October 27th through the 31st and dates for November 1st and 2nd. If we click on the 44 listed within the month of October, the system will only highlight October 27th through the 31st. Click the (2) Add button to move those dates to the Selected area at the bottom of the page.

TO SELECT A FULL CALENDAR MONTH

Click the (1) name of the month and the system will highlight each of the dates for your selected month. Click the (2) Add button to move those dates to the Selected area at the bottom of the page.
DATE RANGE

TO RESET THE CALENDAR
Clear any highlighted dates by clicking the small (1) double arrow refresh button at the top right.

MONTHLY VIEW

TO SWITCH TO MONTHLY VIEW
Use the (1) drop-down at the top-right of the screen. This view lists years as rows and sweep cycles as columns.
DATE RANGE

TO SELECT MULTIPLE YEARS, USING THE SAME MONTH
Click the (1) column header label. For example, click the header name May to highlight each of the May date ranges across several years. Click the (2) Add button to move those dates to the Selected area at the bottom of the page.

TO SELECT INDIVIDUAL MONTHS
Click on the appropriate cell in the table, for example, (1) May 2012. Use the Ctrl key to select multiple sweeps. Click the (2) Add button to move those dates to the Selected area at the bottom of the page.
DATE RANGE

CUSTOM RANGES

Custom Ranges allow you to define independent sets of dates. All initial date selections will be added into the Custom Date Range 1 folder. For example, we have selected the (1) 2013 November ViP dates and added them to the selected pane by clicking the (2) Add button.

To add another Custom Range, click the (3) Plus (+) button on the upper-right side of the Selected pane.
DATE RANGE

Now you can select and add dates to your new custom date range. For example, we have added the May 2013 ViP dates to Custom Range 2. Custom Ranges can be renamed by clicking in the Custom Range cell. This will open a field for you to type the name of your choice. Click the Add button to include that date range in the Selected area. When the report is run, you'll see an independent average for the first Custom Range and another for the second Custom Range.

In the row below the Add button, on the right-hand side of the screen, the following options are available:

1. Plus (+) sign – Allows you to add Custom Ranges.
2. Trash – Allows you to delete a highlighted date range.
3. Star – Allows you to set the selected date ranges as the default for future reports. To reset or clear your default, clear all selections and click the Star button.
4. Clear – Allows you to remove everything in the Selected area.
5. Collapse – Allows you to collapse the Selected area down to reveal more of the window above.
DATE RANGE

AVERAGING OPTIONS

The Averaging Options drop-down menu is located in the upper-left corner of the Selected pane. You may choose up to two Averaging Options for a report.

**Daily** – Reports all dates individually.

**Weekly** – Reports weekly data for your selected date ranges

**Local Measurement** – Reports averages based on Local Sweep dates. This allows you to add multiple sweep periods into a single Custom Range and still produce individual averages by sweep.

**Average (within Custom Ranges)** – Reports an average for each Custom Range. **NOTE** – If you selected multiple sweeps, this option produces the same result as the Local Measurement option.

**Average (across Custom Ranges)** – Reports one average for all dates selected, regardless of the defined Custom Ranges.
GEOGRAPHIES

Allows you to make geographic selections based on DMA, county, ZIP code, cable headend or interconnect.

The Geographies screen displays three categories of items:
1. DMA – DMA with County, ZIP code, Metro, Headend and Interconnect breakdown options.
2. NSI AREA – NSI Area with County breakdown option includes Metro, Remainder DMA and Remainder NSI counties.
3. INTERCONNECT – Cable Interconnects which are listed based on your access to an Interconnect’s primary DMA.

The DMA column lists an Interconnect’s primary DMA and the other DMAs the Interconnect resides within.

MINIMUM SAMPLE REQUIREMENTS: 45 FOR TV HOUSEHOLDS AND 16 FOR ALL PERSONS DEMOGRAPHICS.

TO SELECT A DMA
First, select the DMA category. Then, check the box next to the (1) name in the DMA column or click to highlight the row. Click the (2) Add button to move DMA to the Selected area at the bottom of the page. The selected DMA can also be broken down into more detailed (3) Reporting Levels by using the drop-down in the Report Level column.
GEOGRAPHIES

For example, to run a report that includes all the counties in a DMA. Select the DMA and add it to the Selected area. Choose (1) County from the Reporting Level drop-down. The completed report will show all of the counties that reside within the DMA boundary.

Using the Reporting Levels feature allows your geography to be updated based on the date range(s) included in your report. This might be helpful when choosing to save a report as a template for future use.

TO SELECT SPECIFIC COUNTIES WITHIN A DMA

Click the (1) County button at the end of the DMA row in the Level column.

This will list all of the counties within the DMA, as well as designate them as either Metro or Remainder DMA counties. You will not see Remainder NSI counties in this view, they are available from the NSI Area category view. Select desired counties and click the (2) Add button. You can also choose to breakdown each county by either the ZIP code or Headend levels.
TO RETURN TO DMA VIEW

Click (1) DMA in the Category list or click the (2) underlined DMA breadcrumb link above the table.

TO SELECT ZIP CODES

Click the (1) ZIP button, located in the Level column of either the DMA or County view screens.

This will list all the ZIP codes within the DMA or County respectively. The ZIP code list features a variety of columns including Estimated Sample Size and other descriptive information such as State, Income, Income Type, Education level, %College, %Professional, Profession, %Owner Occupied and %2+ Cars.
### GEOGRAPHIES

All of the columns can be filtered and/or sorted. For example, you can sort descending by Estimated Sample Size by using the (1) drop-down in the column header and then easily select ZIPs with a desired sample size.

<table>
<thead>
<tr>
<th>Available (1480)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category</td>
</tr>
<tr>
<td>DMA</td>
</tr>
<tr>
<td>NEI Area</td>
</tr>
<tr>
<td>Interconnect</td>
</tr>
<tr>
<td>State</td>
</tr>
<tr>
<td>Total US</td>
</tr>
</tbody>
</table>

#### THE BOUNDARY FOR THE ZIP CODE

The type of geography you use to drill down will determine the ZIP code boundary. For example, if you drill down from the county view, you will see the (1) county in [brackets] to the right of the ZIP code.

<table>
<thead>
<tr>
<th>Available (23)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category</td>
</tr>
<tr>
<td>DMA</td>
</tr>
<tr>
<td>NEI Area</td>
</tr>
<tr>
<td>Interconnect</td>
</tr>
<tr>
<td>State</td>
</tr>
<tr>
<td>Total US</td>
</tr>
</tbody>
</table>

Displaying 4 - 8 of 23
GEOGRAPHIES

After you add the ZIP code to the Selected area, you can change the boundary. To do this, highlight the ZIP code, and click the (1) Change Boundary button at the top of the Selected area.

You can choose to have the ZIP code bound to the DMA, the county or None which will report the entire ZIP code regardless of whether it was in the selected DMA or not.

At the top of the screen, you can click on a (1) blue breadcrumb hyperlink to navigate back to a previous geography level.
GEOGRAPHIES

TO CREATE A CUSTOM GEOGRAPHY

(1) Highlight the geographies you’d like to include and click the (2) Move button at the bottom of the screen. This will reveal your Workspace in a new pane to the right of the geography list.

The Workspace is a collapsable panel on the right side of the screen. It is a repository where you can collect all the items you wish to group together and then add them to your report.

You will see the total (1) Sample Size displayed which gets updated every time you move a geography into the Workspace. This is useful to avoid creating a group with a sample size too small to be reportable. When relevant, you can change the Home DMA from the Workspace by using the (2) Home DMA drop-down. You can change the Boundary for different components of the group by clicking the (3) Change Boundary button in the Workspace. You can collapse the Workspace at any time by clicking (4) >> icon at the top right hand corner of the Workspace.

When you have moved the desired components to the Workspace, click the (5) Add button at the bottom of the Workspace area to add the group to the Selected Area. You can rename the group and it will only be available in this report.
GEOGRAPHIES

TO SAVE A CUSTOM GEOGRAPHY FOR FUTURE USE
Before adding your custom group, click the (1) Save button at the top-right of the Workspace area.

A pop-up window appears which allows you to name, add a description and set the permission level for the group. Click the (2) Apply button to be able to use the Custom Geography in any future report.

TO SELECT A PREVIOUSLY SAVED CUSTOM GEOGRAPHY
In the Available area, change the drop-down from All Geographies to (1) Aggregated Groups to the left of the Workspace.
GEOGRAPHIES

The (1) Aggregated Groups view will display the name, description, permission, user who created the group, the user who last updated the group and the Estimated Sample size. If you click the name of the group, it will display the contents of the group. You can also use this feature to select and add any of the individual components to your report.

TO EDIT A SAVED CUSTOM GEOGRAPHY
Highlight a geography and then click the (1) Edit (pencil) icon at the top-right of the Aggregated Groups view which will move it to the Workspace and allow you to make changes to it.

TO COPY A SAVED CUSTOM GEOGRAPHY
Click the (1) Copy icon to create a duplicate of the group without changing the original. Then you can make modifications and save under a different name.

When a saved custom geography is used in a report, it will reflect any changes made to the original group. For example, if a report template contains a custom geography that has been edited independent of the report itself, that geography will still be updated the next time the report is submitted.
GEOGRAPHIES

AD HOC GROUPS
These are groups that are created but not saved. They can be saved in a list but are not available in the Aggregated Groups area. Ad hoc groups can be recognized because they appear italicized in the list.

TO CREATE AN AD HOC GROUP

(1) Highlight the geographies you’d like to include and click the (2) Move button at the bottom of the screen.

This will reveal your Workspace in a new pane to the right of the geography list. When you have moved the desired components to the Workspace, click the (3) Add button at the bottom of the Workspace area to add the group to the Selected Area.

The ad hoc group appears italicized in the Selected area with the title *My Group.*
GEOGRAPHIES

WORKSPACE RESET BUTTON

This button allows you to go back to a previously saved version of a group.

Select a group from the Available area or Selected area, click the **(1) Reset** button to revert the contents of the group back to the last saved version. The reset button does not affect ad hoc groups.
GEOGRAPHIES

NLTV allows you to save shortcut lists based off of the items within the Selected pane. To create a list, click the (1) Save icon at the top right-hand corner of the Selected area.

A pop-up window opens which allows you to name, enter a description and set the permissions for the list of selections. Click the (2) Apply button to add to lists.
GEOGRAPHIES

To retrieve lists, change the drop-down from All Geographies to (1) Lists in the Available area to the left of the Workspace area. Check off the list and click the (2) Add button to include selections in the Selected area.

Or click the List name to choose individual components to add to your report.
CHARACTERISTICS

The Characteristics are organized by Category in a list on the left. When you select a Category, the Characteristics that reside within that Category are displayed on the right. The Characteristics that appear in the list will be common to all selected Geographies. For example, if you choose an LPM market and a Set-Meter market, the Characteristics listed are those common to both LPM and Set-Meter markets.

TO SELECT A CHARACTERISTIC

First, highlight the Category you want to work with and then check the box next to the desired item and click the Add button at the bottom of the list to include it in the Selected area.

If you choose a Set-Meter market and uncheck Show Meter Characteristics at the top left of the screen, you'll only see the characteristics that are valid for Persons data. However, if the box is checked, you'll see the characteristics that are valid for Household data.

Set-Meter market geographies will only allow Persons characteristic data to be pulled when using the sweep periods. If a non-sweep date range is selected, the Persons characteristic options will not appear. However, if both an LPM and a Set-Meter market have been selected, you will still have the opportunity to add Persons characteristics to the report and the final report will show blank cells for your Set-Meter market.
CHARACTERISTICS

USING BOOLEAN LOGIC

TO CREATE A CHARACTERISTIC GROUP

Check the boxes next to multiple (1) Characteristics and click the (2) Move button at the bottom of the list to move those to the Workspace area. In the Workspace area, the selected characteristics will appear within a light blue field. This light blue field will act as a set of parentheses. You can set the (3) Boolean logic operator (And/Or) between each characteristic. After adjusting the operators, the statement can be read, from left to right, to confirm your desired grouping. Click the (4) Add button at the bottom of the Workspace area which will create an ad hoc selection in the Selected area.

<table>
<thead>
<tr>
<th>Available (26)</th>
<th>Workspace</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To add an additional set of parentheses (light blue field), click the (1) Add (+ plus sign) button at the top right of the Workspace area. You can now select other Characteristics, move them to the Workspace and use the Boolean logic operator to combine the two sets of parentheses into a single group.

<table>
<thead>
<tr>
<th>Available (26)</th>
<th>Workspace</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CHARACTERISTICS

TO DELETE A SET OF PARENTHESES
Highlight the (1) entire light blue field in the Workspace area and click the (2) Delete (trash icon) button at the top right of the Workspace area.

TO DELETE A CHARACTERISTIC INCLUDED WITHIN A SET OF PARENTHESES
Highlight only the (1) specific item and click the (2) Delete button at the top right of the Workspace area.

TO NAME THE CHARACTERISTIC GROUP
Type in a name in the (1) My Group field above the Workspace area.
CHARACTERISTICS

TO INCLUDE A CHARACTERISTIC GROUP IN A REPORT
Click the (1) Add button at the bottom of the Workspace area which will create an ad hoc selection in the Selected area.

TO SAVE A CHARACTERISTIC GROUP FOR FUTURE USE
Click the (1) Save (disk icon) button at the top right of the Workspace area.

A pop-up window opens which allows you to name, enter a description and set the permissions for the group. Click the (2) Apply button to save group.
CHARACTERISTICS

TO USE A SAVED CHARACTERISTIC GROUP IN A REPORT
Choose (1) Saved Characteristics from the drop-down above the Available items area, check the (2) desired Characteristic group and click the (3) Add button at the bottom of the Available area. The components of the saved characteristics group can be seen by clicking on the name of the group; however, they will not be available for individual selection.

TO SAVE A LIST OF SELECTED CHARACTERISTICS
Add your chosen Characteristics to the Selected area at the bottom of the screen and click the (1) Save button at the top right of the Selected area.
CHARACTERISTICS

A pop-up window opens which allows you to name, enter a description and set the permissions for the list of selections. Click the (2) Apply button to save the list.

TO USE A LIST OF SAVED CHARACTERISTICS IN A REPORT
Choose (1) Lists from the drop-down above the Available items area, (2) check desired list name, and click the (3) Add button at the bottom of the Available area. You can see the contents of the saved list, by clicking on the List name. This will also allow you to select individual components, separate from the full list.
DEMOGRAPHICS

TO SELECT A DEMOGRAPHIC
Check the box next to the (1) desired demographic type(s), use (2) Start Age and End Age drop-downs to define the age range. Click the (3) Add button to move the demographics into the Selected area. You can build multiple demographics simultaneously by checking multiple boxes, setting the start and end ages and clicking the Add button. For example, to select Males and Females 25-54, check the box for Males and Females and set the drop-downs to 25 and 54 respectively. When you click the Add button, you will see two demographics appear in the Selected area, as shown below.

You can rename any demographic by clicking in the (4) name field and editing the name. For example, if you prefer to use A for Adults instead of P for Persons, you can easily update the name.

The Assign Characteristics button opens a window for you to disassociate a particular demographic from a selected Characteristic. There is also an Assign by Geography view available from the drop-down in that window. You can use this option to uncheck geographies to disassociate them from characteristics that are not desired i.e. uncheck a ZIP code geography from every characteristic except for the All TV Households, allowing you to maintain a usable sample size. Click the Apply button when you have made your selections.
NIELSEN LOCAL TV VIEW: TRAINING GUIDE

SOURCE / ENTITY

CROSS MARKET

The Available list displays different categories of selection. The Cross Market view allows you to make selections by Network and have the system determine the appropriate viewing source. Choose a Network(s) and click the Add button at the bottom of the screen. When the report runs, for each Geography, the system will find the Network affiliate that is home to the market and display it in the report. The Cross Market Available list displays several columns:

(1) NETWORK – displays the abbreviation of each Network.
(2) DESCRIPTION – displays the name of the network.
(3) TYPE – identifies the type of Network like Broadcast, Cable-Local Orig, Cable-Regional, Cable-National, Non-HUT, etc.
(4) CONTENT CATEGORY – identifies a network as Ad Supported or Premium Pay. You can filter on this column to list only desired category, i.e. only Ad Supported networks.
(5) CONTENT – identifies genre of a network if it is anything other than General Entertainment, i.e. Sports, Weather, etc.
(6) Language – identifies language of a network if it is anything other than English and options include Spanish, French or Other.

CROSS MARKET OPTIONS
(7) Parent+ Options – The default is the Parent+ option. Use this drop-down to choose from these options: Parent++; Parent+, Parent; Parent+, Satellite; Parent+, Parent, Satellite; Parent; Parent, Satellite; Satellite.
(8) Spill – Use the drop-down to include Spill by choosing Yes and to omit Spill by choosing No.
(9) Only highest Cume - If you select Yes from the drop-down, the system will display only the Network affiliate with the highest Cume for the selected Geography and only that one. If you select No from the drop-down, the system will display any Network affiliate(s) for the selected Geography. This also applies to digital sub-channels. If you have several digital sub-channels that are considered the same Network, selecting No would display them and selecting Yes would not.
SOURCE / ENTITY

SINGLE MARKET

The Single Market view allows you to select an individual viewing source within an individual market. From the Single Market view, any viewing source you add to the Selected area will be associated to the DMA of origin for that viewing source and reported only for Geographies within that DMA. The Single Market view will automatically filter out spill stations and sources that did not meet a Cume in the most recent measured cycle. To view these additional sources, uncheck Exclude Spill Stations and/or Current Cume Only. For easier selection, the viewing sources originating from the selected market are listed first by default. Single Market Available list displays several columns:

1. **MARKET** – displays the market the viewing source is reported in.
2. **VIEWING SOURCE** – displays the legacy Call Letter abbreviations as seen in ViP.
3. **NAME** – displays the report Call Letters including digital sub-channel identifier.
4. **AFFILIATION** – displays the abbreviation for the viewing source’s affiliation.
5. **AIR CHANNEL** – displays the specific air channel for viewing source.
6. **DMA OF ORIGIN** – displays the DMA of Origin for the viewing source. You can filter by DMA to eliminate Spill.
7. **CUME** – Most recently reported Cume. You can filter descending by Cume to see viewing sources with the highest Cume at the top of the list.
8. **CUME MONTH** – displays the month/year when a Cume was last achieved by the viewing source.
9. **DESCRIPTION** – displays the long version of the viewing source.
10. **TYPE** – identifies the type of Network like Broadcast, Cable-Local Orig, Cable-Regional, Cable-National, Non-HUT, etc.
11. **REPORTABLE** – displays Y for Yes and N for No to indicate if a viewing source met the reportability minimum for Local Monthlies, i.e. reached a 2.5 Cume in the most recent cycle.
12. **CONTENT CATEGORY** – identifies a network as Ad Supported or Premium Pay. You can filter on this column to list only desired category, i.e. only Ad Supported networks.
13. **CONTENT** – identifies the genre of a network if it is anything other than General Entertainment, i.e. Sports, News, Weather, etc.
14. **LANGUAGE** – identifies the language of a network if it is anything other than English and options include Spanish, French or Other.
SOURCE / ENTITY

ALL VIEWING SOURCES
The All Viewing Sources view lists all viewing sources alphabetically. If you select a cable network, the system will report that network in any market selected. If you select a broadcast affiliate, it will also report that affiliate in any selected geography.

DYNAMIC SOURCES
The Dynamic Sources list special groups of viewing sources, i.e. “buckets” for All Broadcast, All Cable, etc. The description column displays a definition of what each dynamic source represents.

CUSTOM VIEWING SOURCES
You can create custom Viewing Sources by (1) selecting them, clicking the (2) Move button at the bottom of the Available list and using the Workspace area. Click the (3) Add button at the bottom of the Workspace to create an ad hoc group for use in the current report only or click save to save group for future use.
Dayparts allow you to select specific segments of the day for reporting.

TO USE A STANDARD DAYPART
Choose a (1) Standard Daypart from the Available list and click the (2) Add button to include it in the Selected area. The Available list defaults to a list of predefined Standard Dayparts.

TO CREATE A CUSTOM DAYPART
Within the Workspace area, choose (1) Days of Week from the drop-down with these options: M-Su, M-F, Sa-Su, or individual days of the week. (2) Enter desired Start Time and End Time. For example, you can type a Start Time of 11p, press the Tab key and the system will interpret it as: 11:00PM. Name your daypart in the (3) field above the Workspace and then click the (4) Add button at the bottom of the Workspace area to include it in the Selected area.

TO SAVE THE DAYPART FOR FUTURE USE
Click the (1) Save button at the top right of the Workspace area. A pop-up window opens which allows you to name, enter a description and set the permissions for the daypart(s). Click the (2) Apply button to save group.
DAYPARTS

TO RETRIEVE A SAVED DAYPART
Change the drop-down in the Available list to (1) Custom Dayparts, (2) check desired daypart from the list, and click the (3) Add button at the bottom of the Available area.

After you have added dayparts to the selected area, you have some options:

(1) FEED PATTERN – allows the user to adjust the Feed Pattern for a daypart based on Eastern Time zone.  
   NOTE – For more information on feed patterns, download the Feed Pattern Guide. 
   None (Local Market Time) is the default that indicates you want to view the daypart as stated in every market selected with no adjustment, i.e. M-F 8p-11p will report M-F 8p-11p in every market.
   Broadcast – will adjust the daypart based on the Broadcast feed, i.e. M-F 8p-11p in Eastern Time zone will appear as M-F 7p-10p in Central time zone (Eastern minus one hour).
   Live – will adjust the daypart based on the current time in the other time zones, i.e. 8pm Eastern will adjust to 7pm in Central time zone, 6pm in Mountain time zone and 5pm in Pacific time zone.
   Cable Dual – will adjust daypart based on special handling of Mountain Time zone markets for Cable networks. This is typically used for Dual Feed cable networks that air an East or West coast feed, depending on the market. For example, 8pm ETZ, 7PM CTZ, 6PM MTZ East, 9PM MTZ West, 9PM PTZ, etc.

(2) INCREMENT – allows you report a daypart as a single segment or in segments of 15, 30, or 60 minutes.

(3) TYPE – indicates whether the Daypart is Standard or Custom.

(4) EXCLUDED DATE(s) allows the user to assign/select dates to be excluded for a specific daypart. For example, if you select a date range of Monday, February 3 through Friday, February 7 and then select a daypart M-F 8pm-9pm. Using my Excluded date(s) column you can chose to exclude Monday, February 3 from the M-F 8pm-9pm daypart.
METRICS

The Metrics screen allows you to select metrics for inclusion in your report. Available Metrics are listed in the Metrics column. Definitions for all metrics are available in the Glossary document.

DOWNLOAD THE COMPLETE GLOSSARY

The Time Period Custom Analysis includes the following metrics:

- Rating (RTG) %
- Share (SHR) %
- Impressions (IMP)
- HUT/PUT %
- HUT/PUT Impressions
- Sum of Weights (SOW)
- Viewers Per Viewing Household (VPVH)
- Duration

The Format column displays the precision available for each metric, i.e. Whole Number, Tenths, Hundredths, etc. and the format can be adjusted prior to or after selecting a metric.

REPORT OPTIONS

The Report Options screen allows you to select options based on the report type. In a Time Period Custom Analysis, this screen allows you to choose the Data Streams for inclusion in your report from the options below.

- Live
- Live+Same Day
- Live+1 (27 Hours)

- Live+2 (51 Hours)
- Live+3 (75 Hours)
- Live+4 (99 Hours)

- Live+5 (123 Hours)
- Live+6 (147 Hours)
- Live+7 (168 Hours)
REPORT LAYOUT

The Report Layout screen allows you to select the layout for your report. **ONLY ONE LAYOUT** can be selected for a report. Custom layouts can be created in the Report Builder or in the Report Viewer. Once saved, these layouts will be available for selection within the Report Builder. Use the star button to set a layout as your default.

To create a new layout, click the (+) Preview Layout Button at the top right of the Report Layout prompt.

SUMMARY

The Summary screen displays a recap of every selection made in every area of the Report Builder. Click the Edit (pencil) icon at the top right of any box to return to that screen and make modifications to your report selections.

The Summary screen is always available by clicking the Summary (grid) icon at the top right of the left-hand column of available sections.

SUBMIT REPORT

When you are satisfied with all your report selections, click the Submit button at the top or bottom right of the screen. This submits the report and takes you back to the Report Manager screen.

If there is an issue with your report specification, i.e. you forgot to select a Characteristic; a pop-up window will inform you what is incorrect/missing from your report specification and provide hyperlinks to the appropriate sections allowing you to make the corrections.
REPORT VIEWER

From the Report Manager screen, you can view a report by highlighting the row and clicking the View Report button or by clicking on the report name (which is a hyperlink).

Opening the report in the Report Viewer allows you to edit the layout through the flexible formatting mode. If editing is not required, you can export the report as either XLS or CSV directly from the Report Manager screen. Click the appropriate icon in the Actions column or highlight the report row and click your preferred Export button at the top of your Report Manager screen.

REPORT OBJECTS

Report Objects are located on the left-side of the screen and allow you to add additional data elements to your existing report.

TO ADD A REPORT OBJECT TO THE REPORT

Locate your desired Report Object from the list. Drag it into the report, using the yellow line as a guide to indicate where the new object will be inserted into the layout. You can also add Report Objects to the Page By area.

The layout will now include the new column/row.
REPORT VIEWER

Right-click on the object and choose the Remove from Grid option or simply drag away from the report.

DAYPART VS. TIME DATA DIMENSIONS

There is a Daypart and a Time dimension and both are mandatory. **Daypart** is reporting the label of the daypart as you labeled it. **Time** reports the actual start and end time as defined by the daypart. For example, if you create a daypart called **Total Day**, which is broken out by 60 minute increments, the Daypart would be labeled **Total Day** on every row, while the Time field will list the individual hourly increments by row, i.e. 05:00am-06:00am, 06:00am-07:00am, 07:00am-08:00am, etc.
REPORT VIEWER

By default, reports will display the long Report Call Letters. However, you can choose to display the four letter Legacy Call Letters. To display the Legacy Call Letters, right-click on the Viewing Source column header, in Attribute Forms, choose Legacy Call Letters. You can repeat this step to uncheck the Report Call Letters and remove them from the report. If you save this new layout, future reports using this layout will only display the Legacy Call Letters.

INDICATOR COLUMN
Displays an indicator that discloses information about the row of data, i.e. @ = Mandatory Exclusion; * = Below Minimum Sample Size; IFR = Insufficient For Reporting, etc. The use of this column separates the indicator from the data value to allow for calculations in Excel exports. If there are no disclosures about the data in the report, the column will still appear but can be resized to reclaim some space on the report.
REPORT VIEWER TOOLBAR

The combination of selections in this area creates the different reports or tabs within an Excel workbook.

1. **SAVE VIEW** – saves the modified view with the report, so that when you choose to view or export the report again, it will appear in your edited layout. It does not affect the template; it only maintains the current view for this report.

2. **SAVE LAYOUT** – Overwrites the existing saved layout to your current configuration of columns and rows. This will affect all future use of the layout. If the layout is a Nielsen-defined layout, it will not allow this operation but will prompt you to Save As.

3. **SAVE AS LAYOUT** – This allows you to save your modified layout under a separate name from the original. This will allow you to keep your original layout unchanged for future use.

4. **UNDO** (left arrow) – allows you to “undo” the last action, i.e. moving a data dimension and then deciding you do not want it there. You can continue to undo back to the most recent save.

5. **REDO** (right arrow) – allows you to “redo” the last action, i.e. restoring a dimension to a location after removing it.

6. **DESIGN** – Simplifies layout adjustment by removing data elements and displaying only the framework of columns and rows. This will allow you to make multiple modifications without waiting for the screen to refresh in between each adjustment. Click **Execute** button to apply all the changes to the layout simultaneously.

7. **REPORT OBJECTS** – show or hide the left-hand column list of report objects.

8. **PAGE-BY AXIS** – show or hide the Page-By area.

9. **SHOW FILTER** – show or hide the Filters area.

10. **ADD VIEW FILTER CONDITION** – Add conditions to filter the report to specific data, i.e. you can filter by data stream to view only Live+Same Day data. Click the (x) to the left of the condition to remove it and return to original view.

11. **MERGE COLUMN HEADERS** – allows you to toggle between displaying a merged column header for multiple columns or unmerged/individual column headers. For example, one primary column header over five sub-columns or a column header label over each of the five sub-columns. By default, column headers are merged.

12. **MERGE ROW HEADERS** – allows you to toggle between displaying a merged row header for multiple rows or unmerged/individual row headers. For example, one primary row header grouping five sub-rows or a row header label for each of the five rows. By default, row headers are unmerged creating blocks of “like” cells.

13. **SORT** – opens a pop-up window which allows you to choose Ascending or Descending sort by Rows or Columns using drop-downs to select them. This will also allow you to sort on multiple variables. For example, report your dayparts in chronological order, but have each of the stations ranked within the daypart group.

14. **SHOW SORT BUTTONS** – show or hide triangle buttons in column headers which allow for Ascending or Descending data sorting.

15. **LOCK COLUMN HEADERS** – Locks the position of column headers so as you scroll down in a large report you continue to see the column headers at the top of the report.

16. **LOCK ROW HEADERS** – Locks the position of row headers so as you scroll to the right in a large report you continue to see the row headers at the left of the report.
REPORT VIEWER

EXPORTS

When you export from Report Manager, you will see the last layout that was saved to that report which is either the original layout or a modified layout if you used the Save View option in the Report Viewer. When you export from the Report Viewer, you will see any modifications you have made to the layout, regardless of saving. Exports from the Report Viewer will open in a separate window. This may take some time for larger reports; however, you can continue to work in the NLTV software throughout the export process.

1.) EXPORT CSV – Exports report in a Comma Separated Value format which very closely resembles the view in the Report Viewer.

2.) EXPORT XLS – Exports report in a Microsoft Excel format which very closely resembles the view in the Report Viewer.
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.