

# NIELSEN NATIONAL TV VIEW

CUSTOM REPORT LAYOUT

2015

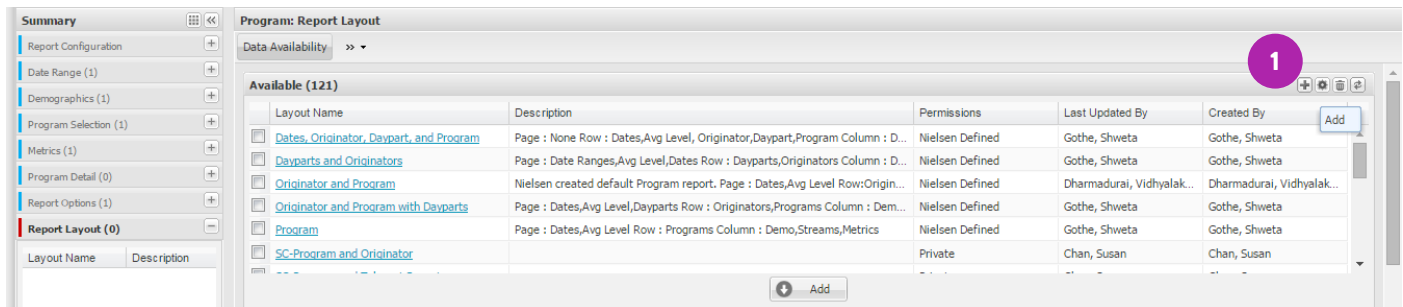
nielsen  
.....

AN UNCOMMON SENSE  
OF THE CONSUMER™

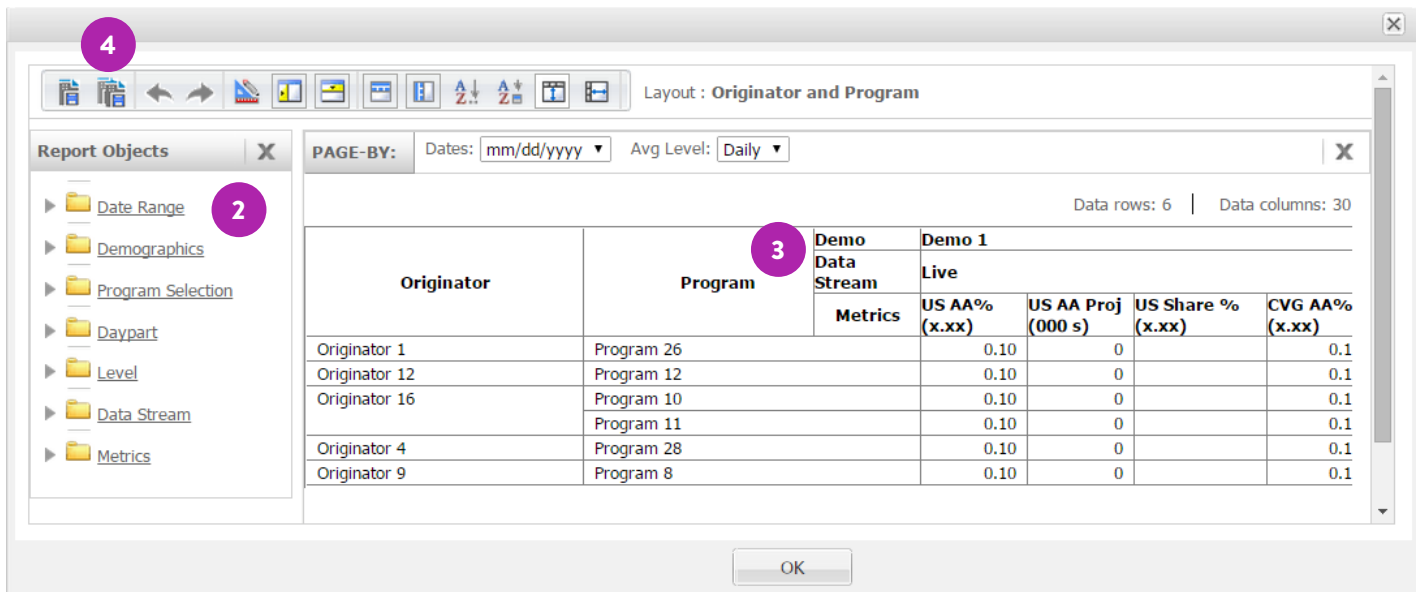
# NIELSEN NATIONAL TV VIEW: CUSTOM REPORT LAYOUT

## CREATE A CUSTOM REPORT LAYOUT

1.) In Report Layout, click on the Plus sign (+) at the top right to open the Report Layout Preview page.



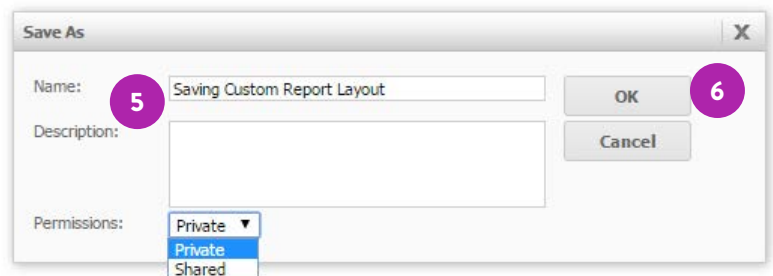
2.) Report Objects folders are listed in the left pane. Expand folder(s) to show the Report Objects you wish to add to your report layout.



3.) Drag and Drop Report Objects to either the column or row position in the main pane on the right. You'll see a yellow bar when you drag a Report Object into the main workspace, indicating where the Report Object will reside.

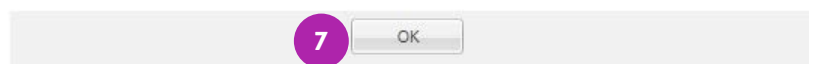
4.) Click Save As button and name your new Report Layout. Or use Save button to overwrite an existing custom layout.

5.) Enter a Name, Description and change Permissions using the drop-down if necessary.



6.) Click OK to save Report Layout.

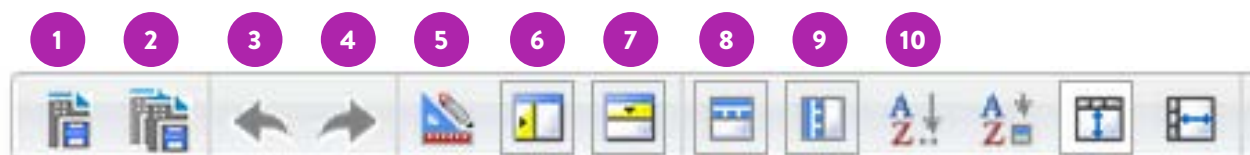
7.) Click OK button at bottom of the screen to close the Save As window.



## NIELSEN NATIONAL TV VIEW: CUSTOM REPORT LAYOUT

### TOOLBAR OPTIONS

Understanding icons across the top of the Report Layout builder.



- 1.) **SAVE LAYOUT** – saves the layout you modified over the existing Report Layout name.
- 2.) **SAVE AS LAYOUT** – saves the layout you designed with a new name.
- 3.) **UNDO** – Undo the last action(s) you made.
- 4.) **REDO** – Redo the last action(s) you made.
- 5.) **DESIGN** – toggles from Report Layout Preview to Design Page view. See page 4 for more details.
- 6.) **REPORT OBJECTS** – Hides Report Objects (left column) from viewer.
- 7.) **PAGE-BY AXIS** – Hides Page-By (top row) from viewer.
- 8.) **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.
- 9.) **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.
- 10.) **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.

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## DESIGN

Clicking the Plus sign (+) icon on the Report Layout page, defaults to the Report Layout Preview.

Layout : Originator and Program



Report Objects: Date Range, Demographics, Program Selection, Daypart, Level, Data Stream, Metrics

PAGE-BY: Dates: mm/dd/yyyy Avg Level: Daily

Data rows: 6 | Data columns: 30

Originator	Program	Demo Data Stream	Demo 1			
		Live	US AA% (x.xx)	US AA Proj (000 s)	US Share % (x.xx)	CVG AA% (x.xx)
Originator 1	Program 26		0.10	0		0.1
Originator 12	Program 12		0.10	0		0.1
Originator 16	Program 10		0.10	0		0.1
	Program 11		0.10	0		0.1
Originator 4	Program 28		0.10	0		0.1
Originator 9	Program 8		0.10	0		0.1

OK

Clicking the Design  icon toggles to the Design Page View. Click the Run Report  icon, first icon from left, to toggle back to Report Layout Preview.

Report Objects: Date Range, Demographics, Program Selection, Daypart, Level, Data Stream, Metrics

PAGE-BY: Dates Avg Level

		Demo	<Demo>	<Demo>	<Demo>	<Demo>	<Demo>
		Data Stream	<Data Stream>	<Data Stream>	<Data Stream>	<Data Stream>	<Data Stream>
Originator	Program	Metrics	US AA% (x.xx)	US AA Proj (000 s)	US Share % (x.xx)	CVG AA% (x.xx)	Minimums(CVG AA %)
<Originator>	<Program>		<US AA% (x.xx)>	<US AA Proj (000 s)>	<US Share % (x.xx)>	<CVG AA% (x.xx)>	<Minimums(CVG AA %)>

OK

NOTES



## 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](http://www.nielsen.com).

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