



NIELSEN NATIONAL TV VIEW

DATE RANGE & DATE EXCLUSIONS

2015

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

NIELSEN NATIONAL TV VIEW: DATE RANGE & DATE EXCLUSIONS

USING A DATE RANGE

- 1.) **APPLY CUSTOM RANGE** – DEFAULT is CHECKED. This makes it easy for you to make multiple date ranges in one report. Every time you click the **Add** button, a new date range will be added as a new Custom Range in the Selected area.
- 2.) **NON-CONTIGUOUS SELECTIONS** – DEFAULT is NOT CHECKED. This allows you to select non-contiguous dates within and across weeks, months, and years.
- 3.) **AVERAGING OPTIONS**
 - **AVERAGE (WITHIN CUSTOM RANGES)** – This is DEFAULT. Reports an average for the entire date range included in each Custom Range. For example, if you create two custom ranges, the report output includes an individual average for Custom Range 1 and an individual average for Custom Range 2.
 - **AVERAGE (ACROSS CUSTOM RANGES)** – Reports an average that spans the dates in all Custom Ranges. For example, if you create two custom ranges, the report output includes an average for Custom Range 1 and Custom Range 2 combined.

INCREMENT AVERAGING OPTIONS

- **QUARTERLY** – Reports each quarter of a larger measurement selected. For example, if you select January-June as your measurement interval, you get individual averages for each of the 2 quarters.
- **MONTHLY** – Reports each month of a larger measurement selected. For example, if you select January-March as your measurement interval, you get individual averages for each of the 3 months.
- **WEEKLY** – Reports each week of a larger measurement selected. For example, if you select January as your measurement interval, you get individual averages for each of the 4 weeks.
- **DAYS OF THE WEEK** – Reports each day of the week as an aggregate of a larger measurement selected. For example, if you select the month of January as your measurement interval, you get individual averages for each day of the week. All the Mondays of the month averaged, all the Tuesdays of the month averaged, all the Wednesdays of the month averaged, etc.
- **DAILY** – Reports each day of a larger measurement selected. For example, if you select the month of January as your measurement interval, you get individual averages for each of day of the month.

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USING A DATE RANGE

Program: Date Range

Data Availability Save Template Submit Previous Next

Calendars

Calendar Type: Broadcast (NTI) Start Date: End Date: Days Of Week: M-Su Non-contiguous selections Apply Custom Ranges

Calendar View

Workspace (0 Custom Ranges)

Selected (1 Custom Ranges)

Averaging Options: Average (within Custom Ranges) To Date Option: Premiere To Date Include Pre-Premieres

Custom Range	Start Date	End Date	Days Of Week
<input checked="" type="checkbox"/> Custom Range 1	10/27/2014	11/26/2014	M-Su
	11/29/2014	11/30/2014	Sa-Su

TIP – To deselect what you have highlighted, hold down the **Control** key and left mouse click on the highlighted item.

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EXCLUDING DATES IN A DATE RANGE

EXAMPLE - EXCLUDING THANKSGIVING HOLIDAY FROM THE BROADCAST MONTH OF NOVEMBER

- 1.) Uncheck **Apply Custom Ranges**.
- 2.) Check **Non-contiguous selections** which allows you to select non-contiguous dates within and across weeks, months, and years.
- 3.) Using the **Shift** key, highlight 10/27 -11/30.
- 4.) Hold down the **CTRL** key and click 11/27 and 11/28 to deselect them.
- 5.) Click the **Add** button.
- 6.) **Average (within Custom Ranges)** lists aggregated date ranges you selected. If you add two date ranges within a Custom Range, they will be aggregated.
- 7.) Shows one Custom Range in the Selected area. Results will include one number for the Broadcast Month of November excluding two days, 11/27 and 11/28. NNTV will aggregate these two ranges as one number for the Custom Range.

Program: Date Range

Data Availability Save Template Submit Previous Next

Calendars

Calendar Type: Broadcast (NTI) Start Date: End Date: Days Of Week: M-Su Non-contiguous selections Apply Custom Ranges

3

4

2

1

5

6

7

Selected (1 Custom Ranges)

Averaging Options: Average (within Custom Ranges) To Date Option: Premiere To Date Include Pre-Premieres

Custom Range	Start Date	End Date	Days Of Week
<input checked="" type="checkbox"/> Custom Range 1	10/27/2014	11/26/2014	M-Su
	11/29/2014	11/30/2014	Sa-Su

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NOTE – Instead of using the Ctrl key, you can add each contiguous range of dates separately by selecting dates and clicking the **Add** button. This will also add multiple non-contiguous date ranges to a single Custom Range in the Selected Area. To report one number for all the dates in a Custom Range, select the averaging option for **Average (within Custom Ranges)**.

TIP – If desired, you can rename the title of Custom Range 1 to be **November 2014 Excl Holidays**.



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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