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