

# LEARNING PATH

## ARIANNA

Today's increasingly complex television environment is driving a need for more advanced software to process, manage and interpret the growing amounts of audience data. Arianna helps our clients transform local overnight ratings data into a marketplace advantage and more efficiently meet the daily needs of Management, Research and Sales.

For more information, visit the

[Client Learning Site: Arianna page](#)

### Additional Custom Training Options (by request):

**TV Items** – allows users to pull programming based on specific episode/telecast. Also, use the Custom Groups feature to create bottom line averages.

**Multi Market Comparison** – Great for Arianna users trying analyze programming across multiple markets.

**Series and Competition** (Ancillary module) – Allows users to select a target program and pull other programming airing at the same time.

**Telegraph** (Ancillary module) – Create a variety of line graphs, looking at your quarter-hour ratings.

### Getting Started:

#### [Arianna: Introduction, featuring Grids](#)

Learn how to use common filters, set up daily and multi day grids, and automate reports using the Task Scheduler.

#### [Arianna: Dayparts 101](#)

Pull quick Time Period Average reports and create a variety of rankers.

#### [Arianna: Programs 101](#)

Discover how to pull Program Averages multiple ways – including using the “Event Finder” to search.

#### [Arianna: Trends 101](#)

Learn how to use 3 of the Trend Rules to analyze your viewing across multiple periods of time.

### Beyond the Basics:

#### [Arianna: Programs 201](#)

Pull and rank program averages in several different ways. Create Top “N” reports, rank within dayparts, and rank by averages. For LPM markets – learn how to create and use Audience Composition.

#### [Arianna: Trends 201](#)

This session will cover the remaining Trend Rules and also walk users through a variety of ways the change and save your custom layouts.

Contact your Nielsen Trainer or email [CLSResponseTeam@nielsen.com](mailto:CLSResponseTeam@nielsen.com) for custom training opportunities.