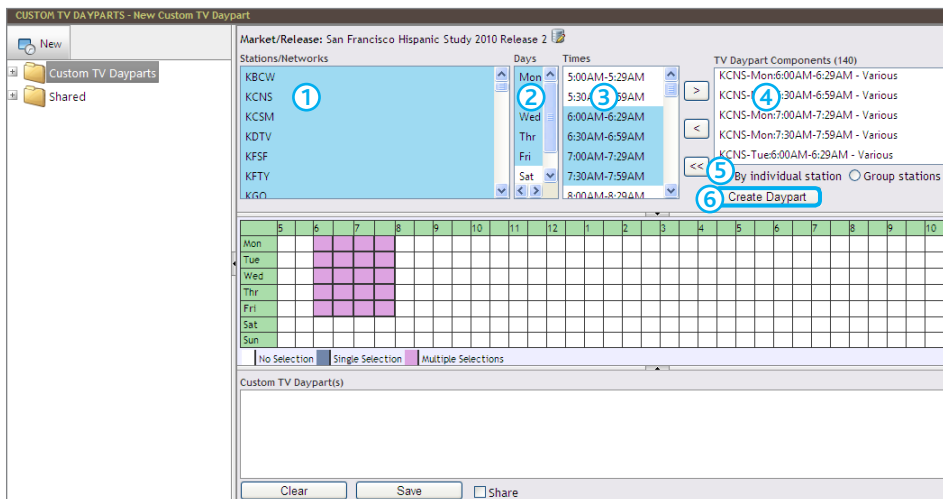
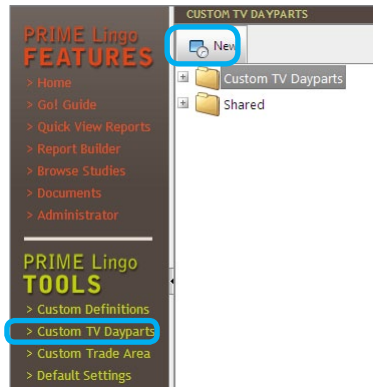


Custom TV Dayparts

Creating Custom TV Dayparts from PRIME Lingo Tools.

Click **Custom TV Dayparts** under the PRIME Lingo Tools section on the left side.

Click the **New** button at the top of the screen.



- 1.) In the **Station/Networks** section, select the station(s) you want by clicking to highlight.
- 2.) Select the days of the week by clicking on the first day, then holding the shift key and clicking the last day.
- 3.) Select the times by clicking on the first half hour then holding the **Shift** key and selecting the last half hour
Note: If you only want one half hour it ends at :29.
- 4.) Move the highlighted station(s), days, and times to the **TV Daypart Components** box using the right arrow button.
- 5.) Choose **By individual station** (default) to have each station built separately.
To have the stations grouped together select **Group stations**.
- 6.) Click **Create Daypart**.



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Prime Lingo—Custom TV Dayparts 1

Custom TV Dayparts

The Dayparts will be moved to the **Custom TV Dayparts** section at the bottom of the screen. The grid illustrates the days and times you selected. To share dayparts with other users at your company, click **Share**. To save dayparts click **Save** and select the folder, or create a new folder, that you'd like these dayparts saved in. Click **Clear** to remove selections for further building of dayparts.

To edit the name of a daypart, click to highlight it within the Custom TV Daypart(s) section, then right-click and select **Info/Edit**. The pop up Info/Edit window allows you to modify your daypart name and check the sample size.

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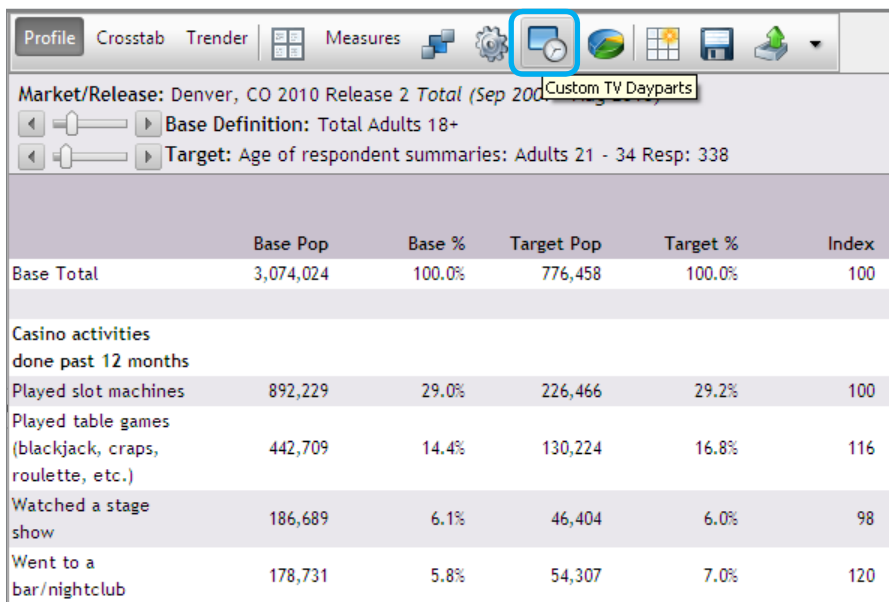
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Prime Lingo—Custom TV Dayparts 2

Custom TV Dayparts

Creating Custom TV Dayparts from Report Builder

If you are in Report Builder and decide you want to create a Custom TV Daypart, use the icon at the top of the report. This will open the Custom TV Daypart window and allow you to create dayparts, following the same steps as described on pages 1-2.



Market/Release: Denver, CO 2010 Release 2 Total (Sep 2009 - Sep 2010)

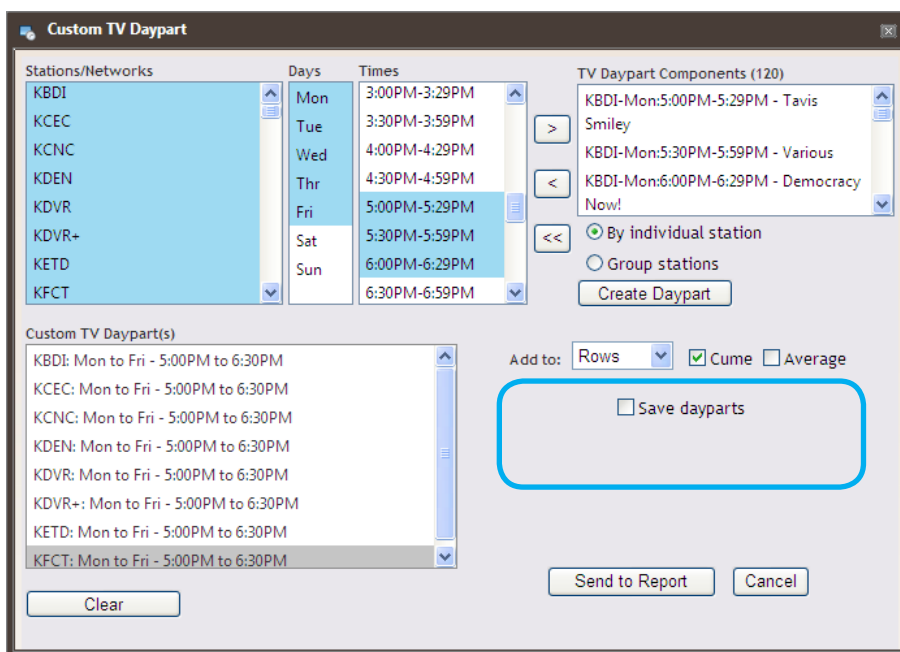
Base Definition: Total Adults 18+

Target: Age of respondent summaries: Adults 21 - 34 Resp: 338

	Base Pop	Base %	Target Pop	Target %	Index
Base Total	3,074,024	100.0%	776,458	100.0%	100
Casino activities done past 12 months					
Played slot machines	892,229	29.0%	226,466	29.2%	100
Played table games (blackjack, craps, roulette, etc.)	442,709	14.4%	130,224	16.8%	116
Watched a stage show	186,689	6.1%	46,404	6.0%	98
Went to a bar/nightclub	178,731	5.8%	54,307	7.0%	120

Note

If you click on **Custom TV Dayparts** under Tools on the left, your current report will no longer be available.



Custom TV Daypart

Stations/Networks: KBDI, KCEC, KCNC, KDEN, KDVR, KDVR+, KETD, KFCT

Days: Mon, Tue, Wed, Thr, Fri, Sat, Sun

Times: 3:00PM-3:29PM, 3:30PM-3:59PM, 4:00PM-4:29PM, 4:30PM-4:59PM, 5:00PM-5:29PM, 5:30PM-5:59PM, 6:00PM-6:29PM, 6:30PM-6:59PM

TV Daypart Components (120): KBDI-Mon:5:00PM-5:29PM - Tavis Smiley, KBDI-Mon:5:30PM-5:59PM - Various Now!, KBDI-Mon:6:00PM-6:29PM - Democracy Now!

Custom TV Daypart(s): KBDI: Mon to Fri - 5:00PM to 6:30PM, KCEC: Mon to Fri - 5:00PM to 6:30PM, KCNC: Mon to Fri - 5:00PM to 6:30PM, KDEN: Mon to Fri - 5:00PM to 6:30PM, KDVR: Mon to Fri - 5:00PM to 6:30PM, KDVR+: Mon to Fri - 5:00PM to 6:30PM, KETD: Mon to Fri - 5:00PM to 6:30PM, KFCT: Mon to Fri - 5:00PM to 6:30PM

Add to: Rows Cume Average

Save dayparts

Buttons: Clear, Send to Report, Cancel

Once created, you can add the custom dayparts to your current report as Bases, Columns or Rows. You can also determine whether the dayparts will be added as **cume** (which represents the weekly unduplicated reach) or **Average** (which represents Average Half Hour viewing).

To save this daypart, check the **Save dayparts** box, choose the folder and decide if you want to **share** it.

Click **Send to Report** or **Clear** to start over.



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Prime Lingo—Custom TV Dayparts 3

Custom TV Dayparts

Using Custom TV Dayparts

Custom TV Dayparts are found at the bottom of the database, and can be added into your report as Cume or Average Half Hour. The same dayparts will appear in both folders, select accordingly.

The screenshot shows the REPORT BUILDER interface. The Database pane on the left lists various categories, with 'Custom Dayparts Average Half-' and 'Custom Dayparts Cume' highlighted. The main report area displays the following table:

	Base Pop	Base %
Base Total	3,074,024	100.0%

To use Custom TV Dayparts in reports

Select either Average Half-Hour or Cume, then click (+) next to the folder and the Custom Daypart(s) you've created will be located in that folder.

Right-click and add to Bases, Columns, or Rows, or drag and drop into the report.



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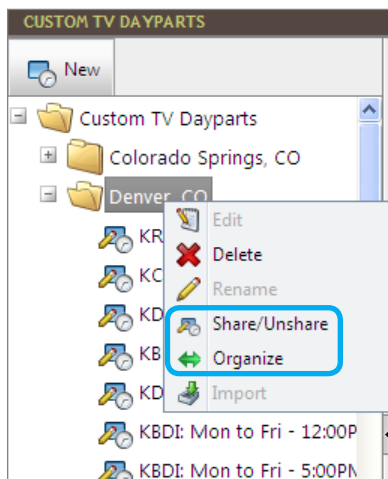
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Prime Lingo—Custom TV Dayparts 4

Custom TV Dayparts

Sharing, Organizing and Importing Custom TV Dayparts

Open **Custom TV Dayparts** under PRIME Lingo Tools. Highlight the Folder with the Custom TV Dayparts that you want to use.



Sharing

To start or stop sharing a folder of dayparts or an individual daypart, highlight the folder or daypart, right-click and **share/unshare**. To stop sharing, follow the same steps.

Importing

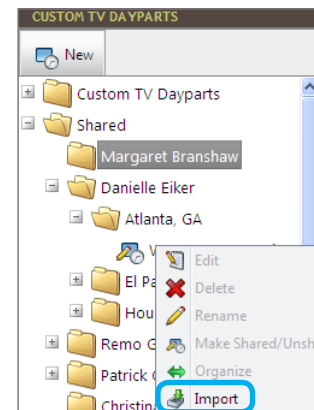
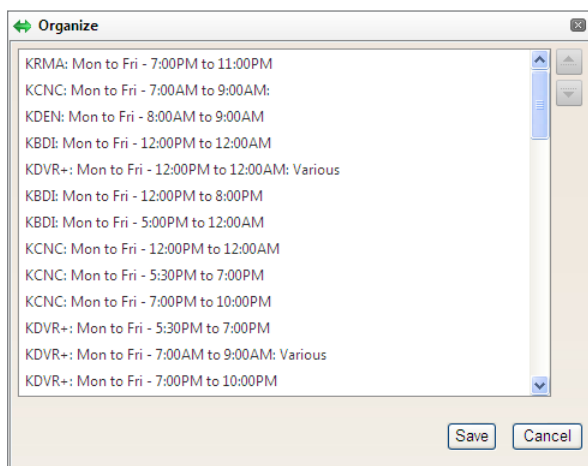
You can import Custom TV Dayparts that other users have created and shared. This will place the definition in your own TV Dayparts folder to use and/or modify without affecting the original user's shared daypart.

In the Shared folder you'll see the names of people who have shared dayparts. Click the (+) to open the folders, then right-click on the daypart you want and select Import. Click **OK** and the daypart will be imported to your Custom TV Dayparts folder.

Organizing

Right-click on the folder and select the **Organize** option.

In the Organize box you can click and drag to move the definitions in the list or you can highlight the daypart you want to move and use the arrows on the right to move up or down.



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