BUILDING AND MODIFYING DASHBOARD WIDGETS
NLTV DASHBOARDS – SOTD

NLTV Dashboards offer a variety of reporting options to help users capture local Time Period & Program data.

The Shape of The Day (SOTD) module will provide users insight into the following questions:

• How can I quickly look at ratings for my station & competition?
• How can I compare my Currency Data vs. Impact Data (Daily/Multi)?
• How can I add more than one date, data source, or demo to my Dashboard?

To access your NLTV Dashboards, go to answers.nielsen.com and select NLTV Dashboards in the My Tools menu.

NLTV Dashboards – Dashboard Pane:

• Set as Favorite - Dashboard set as Favorite will be run when NLTV Dashboard is opened.
• Set As Default – Dashboard Set as Default will be the first dashboard to be opened upon launch NLTV Dashboard
• Edit – Edit existing or saved reports
• Export – Export completed Dashboards from Dashboard manager or Dashboard screen.
• Open – Open any saved Dashboards
• Create New – Create new customized NLTV Dashboards
• Create a Copy – Create a copy of opened NLTV Dashboard
To create a new Dashboard, users can select the ‘Create New’ option in the Dashboard pane. This will open up the filters to begin creating customized NLTV Dashboards using the Report Widget and Edit Filter features.

1. On the Dashboard pane, Click the ‘Create New’ icon to open up the Dashboard Content screen.

2. Drag and Drop the ‘Shape of The Day’ widget into your content area.

3. Once added, rename your Dashboard.

4. Once widget is added, users can begin to edit widget filters by selecting the ‘Edit Filters’ Option in upper right corner of widget.

NLTV Dashboards – Filters:

- **Edit Filters** – Create/Modify data in widget using this option
- **Duplicate** – Copy all widget specs to new NLTV Dashboard
- **Remove** – Delete widget from Dashboard
- **Quick Filters** – Create/modify widget after adding data to Dashboard.
- **Link to Page** – Link your data to existing Dashboard
The ‘Edit Dashboard Widget’ for the Shape Of The Day widget will give users the ability to build and modify their Dashboard to their own specifications. Below are the filters available to build your Shape Of the Day widget.

- **Data Source** – Users can select to use the standard currency, impact data or both.
- **Calendar** – Select daily, weekly, or monthly date ranges by clicking the Calendar header, the Calendar icon, or the Ellipsis. Users can also create/save/modify date range Lists
- **Markets** – Multi-Market users will be able to toggle between different markets by using the Market dropdown. Markets will be listed in alphabetical order.
- **Characteristics** – Default will be Total DMA. Users will also have access to Hispanic & Cable characteristic depending on market availability.
- **Demographics** – Standard Nielsen demos will be available, and defaults to HH Rtg (x.x).
- **Viewing Sources** – A list of Broadcast & Cable viewing sources that have a cume of 2.5 or higher.
- **Dayparts** – Total Day default (M-Su/3a-3a). Users can adjust daypart by clicking on Dayparts header. You can select from a list of standard dayparts or create a custom daypart.
- **Metrics** – Defaults to RTG %
- **Data Streams** – Live, Live+SD, Live+3 & Live+7 available. Defaults to Live+SD

Click **Apply** to save the changes to your Shape Of The Day dashboard.
After applying changes to Dashboard, Users can edit their Dashboard before saving (Apply To Dashboard).

Scroll through the widget to review selections. If changes were made, users must click ‘Apply’ to update the widget.

After finalizing widget, click the ‘Apply To Dashboard’ button in top right corner of screen.

After clicking ‘Apply to Dashboard’ button, users can choose to change their widget on the fly using the Edit Widget button (⋮).

After applying widget to dashboard, Users will now have the ability to toggle to any data set in the selected Quick Filters.

‘Quick Filters’ can be toggled on/off to user specification.

The ‘Quick Filters’ pop-out will display all filters available to user. Selecting these filters will give users the flexibility to adjust their dashboards.

With the new ‘Quick Filters’ added to the widget, users can now adjust their Shape of The Day. Use the dropdown to edit the selected Filters in your Dashboard.
• Users can edit these filters in the Edit Dashboard screen, or after they Save their Dashboard.

• After saving your Dashboard, it will take you to the Dashboard home-screen. If Quick Filters were added, you can toggle between any of the additional filters added in.

In the Shape of the Day dashboard, users can change how they view their data in this module. Users can toggle their Widget view to ‘Grid’. This will display each station/nets view by quarter-hour.
Users can switch to ‘Grid’ view in the edit dashboard screen and after saving dashboard. Simply click dropdown in top right corner to change view.

Switching to the ‘Grid’ view will display the quarter-hour delivery for the date/time selected.

All selected Quick Filters will also carry over to your new Grid View.

The Edit Widget button ( ) option will also carry over to the Grid View, so users can add/remove any filters they would like.
ABOUT NIELSEN

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