Trend Ratings Analysis Handout

Agenda

- Trend Ratings Analysis Usage
- Components
- Types
  - Time Period
  - Program
- Ratings Analysis Usage

In this session, we’ll describe the usage for a Trend Ratings Analysis. We’ll cover the two components for creating one. We’ll review the steps to create a Builder and Report for both Time Period and Program types as well as analyze completed reports. Finally, we’ll review when to use a Rating Analysis versus a Trend Ratings Analysis.

Accessing MarketBreaks
https://answers.nielsen.com/

Log in to Nielsen Answers and click the Media Products tab. To launch MarketBreaks, click National TV Toolbox under the National Products.

Usage

- Analyze large amounts of ratings data.
  - large measurement intervals like a full season
- Process multiple reports from one data run
- Process reports as data continues to build

The Trend Ratings Analysis is used to:
Analyze large amounts of ratings data, for example, large measurement intervals like a full season; You can process multiple reports from one data run; and Process reports as data continues to build.
There are two components to creating a Trend Ratings Analysis. The first component is to create a Builder which is used to generate a customized or season-to-date data set. Ideally, you create the data set once, so when in doubt, create a larger set. The next component is to create a Report which allows you to query the data set created in the Builder.

Choose an Example to Continue

Examples cover the creation of the Builder, the Report and working with completed analyses.

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Trend Analysis Time Period Builder
The Trend Ratings Analysis folder on the Home page contains the Builder and Report templates for both Time Period and Program. The Time Period type of Trend Ratings Analysis produces ratings reports based on time period data. Averaging levels include total daypart, and daypart details. Time period reports are useful for obtaining data for those broadcast or cable originators who do not supply The Nielsen Company with program lineups. Time period reports are sorted according to time slots and do not take program titles or length into consideration. Open the Trend Analysis Time Period Builder.

Select a viewing type. We'll select Live+7. For reports containing Live or Live+SD data, Most Current is the proper Viewing Type selection. For reports containing additional Time Shifting, such as Live+3, Live+7 is the proper viewing type selection. Note: For Time Period data, National Commercial ratings are not available.

Select standard and/or custom playback period(s), we’ll select Live+7 days.
The calendar defaults to the current quarter view. Check data availability by clicking on the bar to the left. There are drop-downs for Calendar Type, Seasons, and Quarters, so you can make selections easily. We have added the Broadcast calendar to the calendar type selections as BCST. If you wish to run reports during the whole season, as data becomes available, select the date range for the whole season and the system will update the Builder when data is available based on the Measurement Interval selection. This way you do not need to update date ranges for the Builder throughout the season and you can set it once for the whole season. Builders are required to be scheduled, below the calendar are the Schedule Report options, select the proper scheduling option, then add to Current Selections.

Select a viewing source(s), for our example we will select A&E and Lifetime.

Select the dayparts for the report, using the day of week checkboxes and start and end times.
Primary is the default feed pattern which selects the appropriate feed pattern by viewing source.

You will only see high level statistics in the Builder, but you will see more robust options when you set up the Report. Since we selected cable networks, we will choose Total US Average Audience percent and Coverage Area Average Audience percent to see how the networks performed in the Total US compared to the rating within each network’s coverage area.

Select demographic(s) and remember to select all demographic combinations that you will potentially need. For our example, we will select Household.
Select market breaks and combine market breaks from different market sections using Boolean logic. For our example, we will select the Composite and Household Income $50,000+.

Once all selections are made, submit the Builder. Note: Since the builders can take time to build, you may want to share them with your co-workers so they can utilize your builders.

Once the Time Period Builder has begun to generate, you can now query or create as many customized reports from the custom Builder using the Time Period Report. Note: You do not have to wait for the Builder to complete, you can start reporting off the builder once it has built an adequate dataset, for instance Q4 out of the Season.
From the Home page, open a new Trend Analysis Time Period Report.

This page lists all of the completed Trend Analysis Builder jobs. When Include Shared is checked, shared builder jobs are displayed in the list. However, shared jobs are not included in the list by default. The default sort order is descending by completed Date with the most recently generated Builders at the top. Click the column headings to sort in ascending or descending order. Highlight the job name and click the magnifying glass icon to view the Specification details.

- **Complete** status shows the measurement period for the builder job has been processed and no additional data will be added to this builder job.
- **In Progress** status shows that the builder job is currently processing the data.
- **Pending** status shows that the job is awaiting additional data availability. After all the available data have been processed, the status changes to Pending until new data becomes available or until the builder job’s measurement period have been completed. While the builder job continues to build in progress, you can see what is completed. Use this builder job to run reports with the most up-to-date data. You can click on the refresh icon to see if the latest data added to the job. In our example, we will select the Time Period Builder job we created for the 2009-2010 season. We can run reports with Time Periods from the beginning of the 2009 season up to March 14, 2010.
You can filter your report results based on selections made in the builder job and you can select one or more filters from each section. For our example we will select all from each section.

Select a measurement interval within your Builder’s date range. If you selected the full season in the Builder, you can now change it to one day, one week or one month and etc. Also, you have the option to select one or more measurement intervals for the report. For example, you can select one quarter versus another quarter or one season versus another season by adding the two different measurement intervals separately to the current selections. We will select season to date for 2009 -2010. Using the drop downs, select NHI Calendar Type, select 09-10 season, and then select Q4. Click on September 28 on the calendar to select the start date of the season.

Change the Quarter to display Q1 and click on March 14 on the calendar to select an end date.
Select Viewing Sources comprised of the list you selected in the Builder, so we will select A&E and Lifetime.

Select daypart(s) from the list of dayparts selected in the builder.

Robust options are available for reporting. In the Builder, we selected Total US Average Audience percent and Coverage Area Average Audience percent which are displayed in the first column. Now, you have the option to select additional statistics, indices and distributions. We will select Total US Average Audience percent, Coverage Area Average Audience percent and Projection.
The Report Segment page determines the averaging levels for your report. For Time Period reports you can average at the total daypart or daypart details by broadcast date. Total Daypart segment will report daypart averages across the measurement interval. In our example, it will display September 28, 2009 to March 14, 2010. Daypart segment will report average for whole dayparts. In our example, this will give us the data for each individual day from September 28, 2009 to March 14, 2010.

When you click the next page arrow in the Report Segment Page, it will bring you back to the specification definition page since all required have been populated. The optional selections of Ranking and Format are not a part of the wizard. You have the option to select either Ranking or Format because Ranking and Flexible Formatting cannot be used together in the same report. We will select the Format option for our Time Period Report.

Flexible formatting options allow you to customize the report output. The available options are: Demographics Across, Market Breaks Across, and/or Playback Across and you can apply up to three options to the output. If you select Demographics Across, it changes the format to display selected demographics across columns instead of using the standard format of displaying in rows. If you select Market Breaks Across, it changes the format to display selected market breaks across columns instead of using the standard format of displaying in rows. If you select Playback Across, it changes the format to display selected playback periods across columns instead of using the standard format of displaying in rows. For our example, we will select Demographics Across and Market Breaks Across.
Name and submit the report, then return to the Home page to download the execution once it has been completed.

Analyze a Time Period Report
The output for our example will contain three Excel tabs. One tab containing the report specifications, one with the Total Daypart Report Segment and one with the Daypart Report Segment. Since we selected Demographics Across and Market Breaks Across in the Format option, these are displayed as columns. The "Total Daypart" Report segment will aggregate the data for the measurement interval we selected.

For the season to March 14th, the A&E Total US Composite Live+7 Average Audience rating for Primetime is 1.10% and 0.97% when only looking at Households with an income of $50,000 or more. Lifetime’s Total US Composite Live+7 Average Audience rating for Primetime is 0.81% and 0.76% when only looking at Households with an income of $50,000 or more.

Therefore, based on Total US Average Audience ratings for the Live+7 data stream, A&E outperformed Lifetime by 0.29% looking at the Household Composite and by 0.21% when looking at Households with $50,000+ income.
The Daypart Report Segment Excel tab displays individual dates. With this report you can see which date during the season performed better. On September 28, 2009, A&E’s Total US Composite Live+7 Average Audience rating for Primetime is 1% and a 1.07% ratings when only looking at Households with an income of $50,000 or more. Lifetime’s Total US Composite Live+7 Average Audience rating for Primetime is 0.36% and a 0.41% when only looking at Households with an income of $50,000 or more. Therefore, based on the Live+7 data stream Total US Average Audience ratings, A&E Networks performed better than Lifetime by 0.64% looking at the Household Composite and 0.66% when only looking at Households with an income of $50,000 or more. Lifetime on September 29, 2009 had a 0.10% more rating point than on September 28, 2009 when looking at Household Composite, but had no change on these two dates when only looking at Households with Income of $50,000+.

Using the same builder job, let’s create another report. Let’s remove the Format option selected previously and see the report without any formatting. Open the existing Report, rename it, remove the options from Format page and submit the report.
On the Home page, open the completed report. Here is an example of our report without any Format selection. There is a column for Market breaks and a column for Demographic. Row two of the Excel spreadsheet shows the Total US Household Composite rating for A&E is 1.10% and row four shows the Total US Household Income of $50,000+ rating is a 0.97%. Row three shows the Total US Household Composite rating for Lifetime is 0.81% and row five shows Lifetime’s rating is a 0.76% when looking only at Total US Households with an Income of $50,000+ which matches our first report. The audience data doesn’t change with the Format Option it only changes the output layout.

Choose an example to continue.
Examples cover the creation of the Builder, the Report and working with completed analyses.

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</table>
The Trend Ratings Analysis folder on the home page contains the Builder and Report templates for both Program and Time Period. The Program type of Trend Ratings Analysis allows you to produce ratings reports based on program data and dayparts. It also allows you to analyze national commercial ratings. Averaging intervals include program selection, originator, program, program trackage and telecast. Open the Trend Analysis Program Builder.

First create a Program Builder. Some filters look similar to the time period builder but the program builder has additional options in the Measurement Interval & Statistics pages and there is also a new filter criteria called Programs.
Select a viewing type. Remember, if you wish to include National Commercial ratings, you must select Live+7.

Select standard and/or custom playback period(s), we’ll select Live+7 days.

The additional option in the Program Builder Measurement Interval is Season To Date Logic. In order to run a Program report based on season-to-date logic, you must select this option here in the Program Builder. Only one season can be selected when using the Season to Date Logic option. Builders are required to be scheduled, below the calendar are the Schedule Report options, select the proper scheduling option, then add to Current Selections.
You can use the filters on the Program Page to make program selections. For our example, we will select A&E and Lifetime.

In the Program Builder, the Statistics page has additional options such as National Commercial ratings that apply to originator, program, and telecast-level reports but we’ll select Total US Average Audience percent for our example.

Select demographic(s) and remember to select all demographic combinations that you will potentially need. For our example, we will select Household only.
Select market breaks and combine market breaks from different market sections using Boolean logic. For our example, we will select the Composite and Household Income $50,000+. Submit the Program Builder.

Program Report
From the Home page, open a new Trend Analysis Program Report. Remember, you can create many different analyses from one Program Builder.

From the specification definition page, select Builder Jobs.

This page lists all of the completed Program Builder job executions. When Include Shared is checked, shared builder jobs are displayed in the list. However, shared jobs are not included in the list by default. The default sort order is descending by completed Date with the most recently generated schedules at the top. Click the column headings to sort in ascending or descending order. Highlight the job name and click the magnifying glass icon to view the Specification.

“Complete” status shows the measurement period for the builder job has been processed and no additional data will be added to this builder job. “In Progress” status shows that the builder job is currently processing the data. “Pending” status shows that the job is awaiting data availability. After all the available data has been processed, the status changes to Pending until new data becomes available or until the builder job’s measurement period has been completed. While the builder job continues to build in progress, you can see what is completed. Use this builder job to run reports with the most up-to-date data. You can click on the refresh icon to see the latest data added to the job.

In our example, we will select the Program Builder job we created for the 2009-2010 season. We can run reports with Program data from the beginning of the 2009 season up to March 14, 2010.
You can filter your report results based on selections made in the builder job and you can select one or more filters from each section. For our example we will select all from each section.

Select a measurement interval within your Builder’s date range. If you selected the full season in the Builder, you can now change it to one day, one week or one month and etc. Also, you have the option to select one or more measurement intervals for the report. For example, you can select one quarter versus another quarter or one season versus another season by adding the two different measurement intervals separately to the current selections. We will select the first week on the 2009-2010 season in our example since this is what is completed from my builder.

Averaging Type determines what data will be included in the reports.

Interval determines the programs and/or time-period dayparts that will be included in the analysis based on the selected measurement interval.

Season Premiere to Date includes a program average audience for a specific season, from the season premiere of the program through the latest available date within the season. The season premiere may or may not correspond to the designated season start date.

Include Pre-Premieres uses the season premiere date for all programs that premiered before the measurement period date; all others begin at the measurement period date. For those programs airing within the calendar season, that have not yet premiered for the season, the calendar season start date is used. The season end date is the next season premiere or the calendar season end date, whichever comes first.

Premiere to Date reports averages for the latest premiere through and including the end of the selected measurement interval when a season measurement period is selected with premiere to date processing.
Select Programs comprised of the list you selected in the Builder, so we’ll select A&E and Lifetime.

Here, there is a more robust list of statistics available for reporting. In the Builder, we selected Total US Average Audience percent and Coverage Area Average Audience percent which are displayed in the first column. Now, you have the option to select additional statistics, indices and distributions. We will select Total US Average Audience percent, Coverage Area Average Audience percent and Projection.

The Report Segment page determines the averaging levels for your report. For program reports, you can average across measurement intervals at the program selection, originator, program or telecast. For our example we will select Program. When you click the next page arrow in the Report Segment Page, it will bring you back to the specification definition page since all required have been made. The optional selections of Program Details, Ranking and Format are not a part of the wizard.
Program Details are various codes, indicators, and other program characteristics you can choose to include as additional columns of information in your reports, with the exception of the Indicators option under Additional Indicators. When it is selected, all indicators applicable to that program will be reported in one column. Let’s add Start Time and End Time indicators to our report.

Let’s modify and create another report using the same Program Builder to understand the Ranking Within function. By adding “Ranking within” MarketBreaks, we can determine what is the number one program for Households and what is the number one program within Households with an Income $50,000 or more.

Name and submit the report. Return to the Home page to download the execution once it has been completed.
This is the Report output. Column D and E shows the Originator and Program Name, we added in the Report Segment Page. Column J shows us the Ranking column on US Average Audience %. After sorting on column J in ascending order, we find the number one ranking program across market breaks was Lifetime Television’s Army Wives with 1.45% rating in HHLD Income $50K+ homes.
By modifying the ranking page to include the market break rank within selections, then sorting the ranking column "I" in ascending order, our report now shows us that the number one program for total US Composite is Sunday Movie II with a US Average Audience rating of 1.44%. However, the number one program for Household Income of $50,000+ is Army Wives with a US Average Audience rating of 1.45%.

**Usage**

- Ratings Analysis
- Trend Ratings Analysis

Now that you know how to create MarketBreaks Trends Rating Analyses. You might wonder when to use the Rating Analysis or the Trend Ratings Analysis, so let’s compare the reports. The **Ratings Analysis** lets you produce program and time period ratings reports and provides the added option to further analyze time-shifted viewing, TSV by selecting a playback period from the Playback Period selection tab. The **Trend Ratings Analysis** lets you analyze large volumes of program and time period data based on pre-run builder jobs.
Conclusion

Contact the Nielsen Solutions Center:
1-800-423-4511

This concludes the session, if you have any questions, please contact the Nielsen Solutions Center at 1-800-423-4511.