



myEVENTS

**BROADCAST FUNDAMENTALS
ATTENDEE GUIDE**
2013

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AN UNCOMMON SENSE
OF THE CONSUMER™

IMPORTANT INFORMATION

- 1.) myEVNTS software page link:
<http://en-us.nielsen.com/sitelets/cls/myevnts.html>.
- 2.) For technical assistance, call the NIELSEN SOLUTIONS CENTER at 1-800-423-4511,
or send an email to solutionscenter@nielsen.com.
- 3.) AVAILABLE CLASSES are detailed on the [Nielsen U](#).

OVERVIEW

myEVNTS

The Nielsen Company's web-based program names data collection tool. With myEVNTS you can you manage Cable, Syndication or Broadcast lineup data and produce reports based on information in the myEVNTS database.

FEATURES

Web-based accessible through the Nielsen Answers Homepage. After entering information into myEVNTS, clients can either view information in myEVNTS or they can run reports in applications such as Galaxy Explorer based on the information they entered in myEVNTS.

FEEDPOINT

Web-based application used to enter, maintain, and send program encoding information.
Used to match the program name to a SID, date, and time encoding.

GUIDE: ATTENDEE

CREATE A NEW PROGRAM TELECAST

- 1.) In the Dictionary, create the program.
- 2.) In the Dictionary, create the episodes (optional).
- 3.) Schedule the program.
- 4.) Select an episode (required if an episode is associated with the program).
- 5.) Create lineups for the programs.
- 6.) Mark the schedule (RTR) Ready to Release.
- 7.) Mark the lineups (RTR) Ready to Release.
- 8.) Check for schedule and lineup conflicts.
- 9.) After you resolve conflicts and release the lineup, the day turns color based on the Grid Legend.

FEEDPOINT PROCESS FLOW

- 1.) Client imports entire day (or just certain programs) from myEVNTS schedule.
OR
Client uses drag and drop to move a program from the Program List to the schedule grid.
OR
Client opens the Feed Details pop-up window and adds a new program to the schedule grid from there.
- 2.) Client opens Feed Details page for each program and verifies that data and times are correct and show exactly what was fed.
- 3.) Client makes any necessary updates to the feed details.
- 4.) Client uses myEVNTS –Feedpoint to create any programs that were not in their myEVNTS schedule. These programs can be for breaking news, presidential address, voting results, etc.
- 5.) Client approves the day by 7:30am ET so the The Nielsen Company can extract the information and send it down stream to the reporting server.



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.

For more information, visit www.nielsen.com.

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