



myEVENTS

FREQUENTLY ASKED QUESTIONS
BROADCAST

2014

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

COMMON QUESTIONS

WHEN DO MY LINE-UPS HAVE TO BE IN?

Generally, transmission of feedpoint and lineup changes for previous day's programming (for broadcast networks), are due by 7:30 AM ETZ. the next business day. (Information for Friday, Saturday, and Sunday programming is due Monday.)

WHAT HAPPENS IF I MISS THE DEADLINE?

Despite the best efforts of the networks and Nielsen to obtain correct station information for all programs on a timely basis, station changes may be received after the established deadlines. Reprocessing fees may apply.

HOW DO I DELETE A SCHEDULE?

Select Scheduling from the menu at the top of the page then click on Schedule. This will take you to the Schedule Search page. Highlight the schedule in the Search Result grid you would like to get rid of and then click on the Delete button at the bottom of the page. You can only delete a scheduled program prior to airing.

HOW DO I DELETE A REPORT ORDER?

Select Scheduling from the menu at the top of the page then click on Report Order. This will take you to the Schedule-Report Order Search page. Highlight the report order in the Search Results grid you would like to get rid of and then click on the Delete button at the bottom of the page.

CREATING PROGRAMS

HOW MANY CHARACTERS DO I HAVE FOR MY PROGRAM REPORTABLE NAME?

You have 25 characters to create your Program Reportable Name including spaces or an indicator such as Special or Breakout.

WHAT ARE THE PROGRAM CATEGORIES?

COMMERCIAL

A commercial program's content consists of productions that are classified as advertisements.

GENERAL PROGRAM

Available for Broadcast, Syndication, Unwired, and Cable. A general program's content consists of productions that are not classified as movies, sports events, news programs, or commercials.

MOVIE

Available for Broadcast, Syndication, and Unwired. A movie is a particular motion picture. Some examples of movies are Gone With the Wind and Vertigo.

PAID

Available for Broadcast, Syndication, Unwired, and Cable. A paid program's content consists of productions that are classified as advertisements.

NEWS PROGRAM

Available for Broadcast, Syndication, and Unwired. A news program's content consists of information of world and local significance.

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SPORT PROGRAM

Available for Broadcast, Syndication, and Unwired. A sports event's content consists of athletic competition.

WHERE DO I FIND A LIST OF SUMMARY PROGRAM TYPES?

Within myEVNTS Dictionary you can click on the ellipsis (...) next to the Program Type section. This will bring you to the list of available type codes. Additional information can be found in the National Reference Supplement.

HOW CAN I SEARCH FOR A PROGRAM THAT I CREATED?

From the Home page, there is a Program Search field to the right of the Schedule Grid. This search will look for programs that are listed in your Program Tree below it. Type in the first couple of letters of the title and then select search. Program that met your search criteria will come to the top of the list.

HOW CAN I ADD AN EPISODE TO MY PROGRAM?

You can add episodes to your program by double clicking on the program in the schedule grid. This will bring up your Telecast Detail window. Click on the ellipsis next to the Episode Reportable Name field. Select the Episode and then save and close.

HOW MANY CHARACTERS DO I HAVE FOR AN EPISODE TITLE?

You have 25 characters including spaces.

HOW CAN I ADD ADDITIONAL EPISODES TO MY PROGRAM?

TO ADD AN EPISODE TO YOUR PROGRAM

- 1.) Use the Dictionary Search - Program page to find the program you would like to add an episode to.
- 2.) Highlight the program in the program list and click View Details.
- 3.) Click the Episode tab. The Dictionary-Episode page will appear.
- 4.) Click New in the middle of the page (under the search result grid) to complete the Episode Details section.
- 5.) In the Effective Date Range section, do steps 6-7.
- 6.) You can change the Effective Start Date or leave it at the default. The default is always a Monday date.
- 7.) You can change the Effective End Date or leave it at the default. The default is 12/31/2075.
- 8.) In the Episode Info section, do steps 9-11.
- 9.) In the Episode Reportable Name text box, enter an episode reportable name.
- 10.) If the episode is associated with a program category of Sports Event, click Sports Team to select the teams involved.
- 11.) In the Episode Number text box, enter an episode number, if desired.
- 12.) In the Source Type box, the source type is populated for you, and you cannot change this value.
- 13.) Click Save.

WORKING WITH LINEUPS

HOW DO I DELETE A LINEUP?

You can't delete a Lineup but you can change the end date.

HOW CAN I ADD AN ENTRY INTO MY LINEUP?

You have several options when adding a new entry:

- 1.) Right-click and select ADD.
- 2.) Click the ADD button bottom of page.

HOW CAN I DELETE AN ENTRY FROM MY LINEUP?

If it hasn't been extracted you can right click and delete BUT if it has been extracted you can only OFF air it.

HOW CAN I CHANGE THE DURATION OF SOME OF MY LINEUP ENTRIES?

Depending on the type of program, changing the duration may require several steps. Please contact the Solution Center for assistance.

HOW CAN I MAKE A CHANGE TO A PROGRAM LINEUP AFTER THE EXTRACTION?

To make a change to an entry after the extraction select the station within your lineup. Keep the "perm" column checked off and make the change to the start date or time then move your cursor out of the row. You will now have two lines of data in your lineup, one for the old record and one for the new record. Mark the new record RTR (ready to release) and finish the process flow for releasing new data to Nielsen.

DAYLIGHT SAVINGS IS COMING UP, IS THERE ANYTHING I NEED TO DO WITH MY EXISTING LINEUPS TO MAKE UP FOR THE TIME CHANGE?

Yes. You may need to check the start and end time of the MTZ (mountain time zone) stations. If they need to be adjusted you can use your Mass Change option under Show Options on your Station Lineup page.

HOW CAN I ADD THE SPECIAL INDICATOR TO MY PROGRAM?

From the schedule grid page right click in the program that you would like to add the indicator to and check off the Special indicator.

I HAVE A SPECIAL PROGRAM THAT WILL BE AIRING LIVE ON THE EAST COAST AND THEN AIRING THREE HOURS LATER ON THE WEST COAST... WHAT DO I SELECT AS MY FEED PATTERN?

You will need to make your normal adjustments for the SID assigned to West Coast within Feedpoint.

HOW DO I RELEASE INFORMATION TO NIELSEN?

To release a broadcast network schedule using the schedule grid, right-click the program you wish to release and select **Release**. To release a broadcast network schedule using the Schedule–Daytime page right-click the program and select **Schedule Details**. The Schedule–Daytime page will appear. Click **Ready to Release** and then click **Save**.

After you mark your schedule ready to release, you must mark your lineups ready to release. There are two ways to mark lineups ready to release. The first process, using the schedule grid, is easiest if you are releasing one program. The second process, using the Station Lineup page, is easiest if you need to release an entire lineup.

TO MARK LINEUPS READY TO RELEASE USING THE SCHEDULE GRID:

- 1.) From the network schedule grid page, right-click the program in the schedule grid and select **Release**. This marks the lineup ready to release.
- 2.) Perform an internal lineup check.

TO MARK LINEUPS READY TO RELEASE USING THE STATION LINEUP PAGE:

- 1.) From the network schedule grid page, right-click the program in the schedule grid and select **Lineup Details**. The Station Lineup page appears.
- 2.) From the Station Lineup page, mark each lineup **RTR**.

OR

- 1.) Click **Show Options** and select **Mark All Lineups RTR**.
- 2.) Perform an internal lineup check.

I AM UNABLE TO UPDATE MY PROGRAM DATA DUE TO POWER OUTAGE, STORM, ETC., WHAT DO I DO?

Contact your Nielsen representative.



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.

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