



myEVENTS

**CABLE FUNDAMENTALS
ATTENDEE GUIDE**
2013

nielsen
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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.

CREATE A NEW PROGRAM TELECAST

- 1.) In the Dictionary, create the program.
- 2.) In the Dictionary, create the episode (optional).
- 3.) In the Dictionary, create the trackage (optional).
- 4.) Drag program onto the schedule grid to schedule it.
- 5.) Double-click the program to open the **Telecast Details** window.
- 6.) Select a trackage (required if a trackage is associated with the program).
- 7.) Select an episode (required if an episode is associated with the program).
- 8.) Click **Save**.
- 9.) Right-click on the day, select **Lineup Check** and resolve any errors.
- 10.) Right-click the day and select **Release**. Nielsen can now extract the day.

GUIDE: ATTENDEE

CABLE NAMES DEADLINES

Preliminary lineups for the upcoming week must be submitted to myEVNTS by **Friday 5:00pm ET**.

Preliminary lineups may be updated, but must be released as show below, and subject to Holiday schedules:

Lineups for **Monday-Thursday** programming must be updated and released the next business day by **11:00am ET**.

Lineups for **Friday** programming must be updated and released by the following Monday at **10:00am ET**.

Lineups for **Saturday** programming must be updated and released by the following Monday at **12:30pm ET**.

Lineups for **Sunday** programming must be updated and released by the following Monday at **2:30pm ET**.

NEW CABLE POLICIES

Cable network clients must provide accurate, valid program names in keeping with their contractual obligations to Nielsen.

Premiere – must be applied to the **first telecast** that starts a multi-episode program's season.

Repeat – must be applied to all airings that are **not the first airing** of a specific episode.

The repeat telecast checkbox will be the default selection for all cable program telecasts entered in myEVNTS.

**PLEASE CLICK THIS BOX TO DOWNLOAD
THE CABLE NAMES POLICY DOCUMENT.**



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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