



myEVENTS

FREQUENTLY ASKED QUESTIONS
CABLE
2014

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

COMMON QUESTIONS

WHEN DO MY LINE-UPS HAVE TO BE IN?

Preliminary lineups for the upcoming week must be submitted to myEVNTS by Friday 5:00PM ETZ

Preliminary lineups may be updated, but must be released as follows (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

WHAT HAPPENS IF I MISS THE DEADLINE?

If you miss the deadline for submitting your program information you must contact your marketing representative to discuss reprocessing the data.

HOW DO I DELETE A SCHEDULE?

If you want to remove a telecast from your program grid, right-click on the program and select Remove from schedule. If you want to remove the entire schedule, select Scheduling from the main 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 that you would like to remove 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.

HOW MANY CHARACTERS DO I HAVE FOR MY EPISODE TITLE?

You have 25 characters to create your Episode Title including spaces.

WHERE DO I FIND A LIST OF 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](#).

WHERE DO I FIND A LIST OF THE PROPRIETARY TYPE CODES?

Proprietary type codes are available for cable only. You can create proprietary type codes for your own tracking purposes. Clients typically use these type codes to create reports in Galaxy Explorer that are sorted according to the proprietary type codes.

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*.

MOVIE PROGRAM

Available for Cable only. A movie program's content consists of various productions classified as motion pictures. Movie programs typically air movies. Some examples of movie programs are *Sunday Night Movie*, *Saturday Matinee*. It identifies the program as a movie program, a special kind of program that can fall under one of the following scenarios:

- 1.) Promote movies under their actual titles (as many pay networks do). The movie title is the same name as the movie program in the program dictionary.
- 2.) The same movie airs under various movie programs. For example, the movies *Vertigo*, *The Birds*, and *Rear Window* all air under the movie program "Film Festival" and "Hitchcock Classics." The movie programs are set up under the program dictionary and the movies themselves are in the movie dictionary.

PAID

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

TEAM SPORTS

Available for Cable only. A team sports program's content consists of team competition. Episodes are required for these types of programs for cable networks. For broadcast networks, team sports indicates a complex program.

HOW CAN I SEARCH FOR A PROGRAM THAT I CREATED?

From the Program Dictionary Page, using the Search Criteria section on the top half of the page, you can search for complete program reportable names or you can type just the first few letters of a program reportable name to search. The Search Results section displays the results of your search based on the criteria you entered in the Search Criteria section above. On the right side of the Search Results title bar, the Search Count provides the number of records that resulted from the current search. Double click any row to view details about that program.

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 use the default date of 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.

HOW CAN I CREATE ADDITIONAL TRACKAGES FOR MY PROGRAM?

Once you create your programs in the Program Dictionary you can create trackages for them, if desired. A trackage is an optional label assigned to a group of telecasts that represents the way the telecasts are sold.

TO CREATE A TRACKAGE FOR YOUR CABLE PROGRAM

- 1.) From the main menu, click Dictionary and then click Program. The Dictionary Search - Program page appears.
- 2.) Click to select a program in the program list and click View Details.
- 3.) Click the Trackage tab. The Dictionary-Trackage page appears.

- 4.) Click New to create a new Trackage and complete the Trackage Details section.
- 5.) In the Effective Date Range section, do step 6.
- 6.) Change the Effective Start Date or leave it at the default.

WORKING WITH LINEUPS

HOW DO I DELETE A SCHEDULE?

From the Schedule grid you can highlight the program. Right-click and select Remove from Schedule.

HOW CAN I CHANGE THE DURATION OF SOME OF MY SCHEDULED PROGRAMS?

Select the program within the Program Schedule Grid. Double click the program to open the Telecast Details window. Change the number of minutes in the Duration section. Save and Close.

WHAT IS A SPLIT PROGRAM?

You must use the Split function in the Dictionary any time you change any descriptive information (such as a program name, episode name, trackage name, or type code) for an extracted (unfrozen or partially frozen) Cable program, episode, or trackage.

IS THERE A WAY TO COPY MY PROGRAM FROM ONE WEEK TO THE NEXT?

Yes. If you want to copy a whole day you can use the Clone function to copy your programs from one week to the next in the schedule.

TO USE THE CLONE FUNCTION:

- 1.) Right-Click on the Day and Date header for the day you wish to copy and select Clone.
- 2.) The Copy From Existing Lineup For New Worksheets window displays with the Copy From text box displaying the date you chose. You can click the down-arrow to change this date, if desired.
- 3.) In the Through box, click the down-arrow to view the calendar and then double-click the end date for the copy range.
- 4.) In the To box, click the down-arrow to view the calendar and then double-click the date to which you wish to copy telecasts.
- 5.) Click to select the items you wish to copy from the following check boxes:
 - Trackages
 - Episodes
 - Movie Libraries
 - Movies
- 6.) Click OK. Depending on what you selected to copy in step 5, items are copied and displayed on the schedule grid.

If you want to just copy one program you can place your cursor in a cell and click Copy to copy the program. You can then paste the copied program into another cell.

HOW CAN I ADD THE SPECIAL INDICATOR TO MY PROGRAM?

Right click on the program and check off the Special indicator.

I NEED TO UPDATE MY CONTINGENCY PROGRAM, WHAT DO I NEED TO DO?

Double click on the contingency program and unselect the Contingency box. Save and close. Right click on program that is not airing and remove it from the schedule.

HOW DO I RELEASE INFORMATION TO NIELSEN?

From the Schedule Grid page, right-click on the day/date you wish to release and select Release. The system performs a lineup check and presents a report showing any errors. If there are no errors, the day is marked Ready to Extract and the day turns orange. If there are errors, resolve the errors before right-clicking on the day to release it.

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

Contact your marketing representative.

FINALIZATION

WHAT IS FINALIZATION?

Finalization is the process in which cable clients freeze program data from the previous month.

I AM GETTING AN ERROR MESSAGE WHEN I LOG INTO MYEVNTS SAYING I AM PAST THE FREEZE DATE, WHAT DOES THAT MEAN?

It means that you must Freeze the program data from the prior month. If you do not freeze the data by the Max Freeze date The Nielsen Company will automatically freeze the month for you.

WHEN DO I HAVE TO FINALIZE MY PROGRAM DATA?

You must freeze your data 15 days after the end of a measurement period.

HOW DO I FREEZE A MONTH?

TO FREEZE A MONTH

- 1.) Click on Utilities from the menu at the top of the page.
- 2.) Select Finalization. This will take you to the Names Finalization page.
- 3.) From the grid highlight the appropriate month and then click on the Freeze button.

CAN I EDIT A PROGRAM THAT HAS BEEN FROZEN?

No changes can be made once data is frozen.



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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