myEVNTS
CABLE
QUICK START GUIDE
DECEMBER 2014
myEVNTS

myEVNTS is The Nielsen Company's names collection tool. Clients can use this web-based product to enter, maintain, and release program lineup information to Nielsen. Once verified and processed by Nielsen, audience estimates based on the lineups entered in myEVNTS can be accessed in downstream applications such as Galaxy Explorer or NPOWER.
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myEVNTS LOGIN

1.) Visit [https://answers.nielsen.com/](https://answers.nielsen.com/)

2.) Enter your email address and password
   If you do not know your password, click Forgotten Password?
   Type in your email address and follow the instructions in the email you receive.

3.) Click MEDIA PRODUCTS tab from the menu bar, then click MY EVNTS from the list of National Products.

4.) If you have access to more than one Client ID, select the appropriate network from the drop-down. Cable clients are designated with NHI after the client name. If you have access to only one ID, the Homepage will launch when you select myEVNTS from Nielsen Answers National Products.
SOURCE TYPE

You must select a SOURCE TYPE when creating a program in the dictionary. You have three options: Acquired, Original or Varies.

ACQUIRED (A)
A SERIES OR PROGRAM THAT HAS AIRED PREVIOUSLY ON ANOTHER NETWORK IN THE U.S.
Acquired is applied at the program level (or at the episode level, if a user selects Varies at the program level). All programs or series that have aired previously on another originator must apply the (A) Acquired type. This means that (R) Repeat should remain checked for all telecasts of any acquired program or series. Acquired series also require (P) Premiere at the telecast level for the first episode of a series starting its run within a 12 month interval. Please note that when the premiere telecast check box is selected for the first time for a telecast, the repeat telecast check box is automatically deselected. For Acquired programs, remember to be re-check the repeat check box after checking premiere for the first times.

EXAMPLE: Family Guy on Adult Swim

ORIGINAL (O)
A SERIES OR PROGRAM THAT HAS NEVER AIRED BEFORE ON ANOTHER NETWORK IN THE U.S.
Original is applied at the program level (or at the episode level, if a user selects Varies). (O) is required for any program or series developed for the airing network. A program or series airing as a simulcast or multiplexed across multiple networks during the same “season” is considered original.

EXAMPLE: Breaking Bad on AMC

VARIATES (V)
A SERIES OR PROGRAM THAT HAS A MIX OF ACQUIRED AND ORIGINAL EPISODES.
This is applied at the program level. If a user selects (V) Varies at the program level, the user must also populate the episode field. A user should never select (V) Varies without populating the required episode detail.

EXAMPLE: Cougar Town. This program originally aired on ABC. TBS acquired the program. The older episodes that already aired on ABC would be marked with the (A) Acquired indicator while the newly created episodes would be indicated with (O) Original.
PROGRAM INDICATORS

There are four indicators that are required when creating program titles.

**PREMIERE** is applied to the first telecast that starts a multi-episode program’s season. A program’s season is determined by the network, however it will have no more than 12 months.

**REPEAT** is applied to all airings that are not the first airing of a specific episode. The repeat telecast check box is the default selection for all cable program telecasts entered in myEVNTS except for programs with the following type codes:
- Sports Anthology (SA)
- Sports Commentary (SC)
- Sports Events (SE)
- Sports News (SN)
- News (N)
- Documentary News (DN)

**ACQUIRED** is applied to a series that has aired on another network in the United States. This option is selected in the Program Dictionary.

**ORIGINAL** is applied to a series that has never aired before on another network in the United States. This option is selected in the Program Dictionary.

CABLE PROGRAM NAME POLICY

For more information on cable program name policies, click the box below for the Cable Names Policy document. The policy document is also available for download on Nielsen Answers in the National Reference Supplement.
INTERNAL LINEUP CHECK

When you have marked schedules ready to release, you can perform an internal lineup check to look for conflicts. When all conflicts have been resolved, The Nielsen Company can perform the extraction.

From the Network View / Schedule Grid:

1.) Right-click the heading that displays the day and date at the top of the grid and select Lineup Check from the menu.

2.) If any errors are found, a conflict error report displays to list the conflicts.

3.) Resolve any errors.

4.) Right-click the heading that displays the day and date at the top of the grid and select Release. The day is now ready for extraction.

THE NIELSEN COMPANY CAN ONLY EXTRACT DAYS THAT ARE FREE OF CONFLICTS AND HAVE BEEN MARKED READY TO RELEASE.
The schedule for sending preliminary lineups, extract times and data release times is listed in the table below. Adherence to these deadlines is mandatory to ensure the timely processing and release of daily data.

### PRELIMINARY PROGRAM NAMES FOR A GIVEN WEEK
**MUST BE SENT IN NO LATER THAN FRIDAY AT 5:00PM ETZ FOR THE UPCOMING MONDAY-SUNDAY WEEK.**

There is an additional cable extract done on Tuesdays at 5:00pm ETZ which will include any updates made to preliminary cable names for Thursday through Sunday programming after the initial extract the prior Friday. Updating Thursday through Sunday program names is optional. The preliminary names released on the previous Friday will be reported for networks that choose not to release an update.

### PRELIMINARY NAMES RELEASE SCHEDULE

<table>
<thead>
<tr>
<th>DAILY</th>
<th>PROGRAM NAMES RELEASE DEADLINES (ETZ)</th>
<th>EXTRACT TIME (ETZ)</th>
<th>DATA RELEASE SCHEDULE (ETZ)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Tuesday 11:00am</td>
<td>Tuesday 11:00am</td>
<td>Tuesday 4:00pm</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Wednesday 11:00am</td>
<td>Wednesday 11:00am</td>
<td>Wednesday 4:00pm</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Thursday 11:00am</td>
<td>Thursday 11:00am</td>
<td>Thursday 4:00pm</td>
</tr>
<tr>
<td>Thursday</td>
<td>Friday 11:00am</td>
<td>Friday 11:00am</td>
<td>Friday 4:00pm</td>
</tr>
<tr>
<td>Friday</td>
<td>Monday 10:00am</td>
<td>Monday 10:00am</td>
<td>Monday 4:00pm</td>
</tr>
<tr>
<td>Saturday</td>
<td>Monday 12:30pm</td>
<td>Monday 12:30pm</td>
<td>Tuesday 9:00am</td>
</tr>
<tr>
<td>Sunday</td>
<td>Monday 2:30pm</td>
<td>Monday 2:30pm</td>
<td>Tuesday 9:00am</td>
</tr>
</tbody>
</table>
NAMES FINALIZATION: FREEZE PROCESS

The freeze process is a cable concept by which The Nielsen Company freezes your program names information for 15 days after the end of a measurement period. No changes can be made once data is frozen.

FROZEN – The program was created in a prior measurement period and extracted. The end date is in the prior measurement period. No changes can be made.

PARTIALLY FROZEN – Program was created in a prior measurement period and is extracted. You can still make changes, but any changes will incur additional reprocessing fees.

UNFROZEN – Program was created but has not been extracted. You can make changes without incurring reprocessing fees. When you open myEVNTS, you may see a message similar to the following to remind you of the maximum freeze date.

FREEZE WARNING – The freeze dates are also indicated on the calendar on your homepage.
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CALENDAR COLORS

RED – Penalty Date
This date indicates the first day that you will see the Freeze Warning message when you log in if you have not already froze the data from the month prior.

BLUE – Max Freeze Date
This date indicates the day that you must have your data from the month prior frozen by. If you have not then Nielsen will freeze that data for you.

PURPLE – Measurement Period Begins
This date indicates the first day of the new Nielsen month.

![Calendar Colors Table]
PROGRAM FREEZE

To freeze your program names, select Utilities from the menu at the top of the page and then select Finalization.

Select the most recent, completed month at the top of the list, then click Freeze at the bottom of the screen.

YOU MUST FREEZE YOUR PROGRAMS FROM THE PREVIOUS MONTH AT THE BEGINNING OF THE MONTH.
CREATING LIVE EVENTS ON DUAL FEED NETWORK

When you create a program you must assign a Feed Pattern to the program. The available Feed Patterns in myEVNTS for Cable clients are:

DUAL FEED NETWORK – A designation for a network that airs most programs with a three hour delay on the West Coast from the Eastern Time Zone (ETZ). Dual feed networks can air programs with a Live or N/A feed pattern.

LIVE FEED NETWORK – A designation for a network that airs all programs at the same moment in time. The programs may be live or pre-recorded.

The Feed Pattern for the program usually matches the Feed Pattern for the network. However, there are instances where a Dual Network will air a Live Program. These are the steps you need to take to adjust your program schedule.

1.) Select the program to be changed from your myEVNTS program grid.
2.) Double-click to open the **Telecast Details** Window.
3.) Change feed pattern to **Live**.
4.) Change the time of the West Coast Feed.

![Telecast Details Window]

5.) Save and Close.
6.) From the program grid, select the day and date and perform the **Lineup Check**.
The resulting report will show where there are gaps in programming on the west coast. Adjust the times of the West Coast programs to fill in the schedule around the live program. Once the changes have been made, you will have to return to the grid page, re-run your **Lineup Check** and then release the day to production.

![Cable Release Conflict Report]

<table>
<thead>
<tr>
<th>Error Type</th>
<th>Error Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gaps in Telecast</strong></td>
<td>The following are the time range in which there are gaps between telecasts</td>
</tr>
<tr>
<td></td>
<td>Start Time</td>
</tr>
<tr>
<td>1:17PM</td>
<td>1:18PM</td>
</tr>
<tr>
<td>4:47PM</td>
<td>4:48PM</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Overlaps</th>
<th>Following Telecast's have Overlaps</th>
</tr>
</thead>
<tbody>
<tr>
<td>SI No.</td>
<td>Program Name</td>
</tr>
<tr>
<td>1</td>
<td>SOUTH PARK</td>
</tr>
<tr>
<td></td>
<td>KEY &amp; EELE</td>
</tr>
<tr>
<td>2</td>
<td>SOUTH PARK</td>
</tr>
<tr>
<td></td>
<td>COMEDY CENTRAL MOVIE</td>
</tr>
</tbody>
</table>
FILE IMPORT UTILITY

XML FILE IMPORT

The cable import function lets you import program telecasts and lineup information for one or more broadcast days (up to one Nielsen week or 7 days). Telecast/lineup data can be imported for either a Nielsen broadcast day of 6:00am–6:00am -OR- for a calendar day of 12:00am–12:00am.

The maximum number of days in your import file cannot exceed 7 days or one Nielsen week. The Nielsen week is Monday through Sunday (7 days) or a portion of the week. The data cannot cross into another Nielsen week. For example, you cannot import a file with data for Friday through Monday, because it crosses the Nielsen week boundary.

Enter lineups in Eastern Time Zone. During standard time, import the lineup entering the times for the broadcast date in standard time. During daylight saving time, import the lineup entering the times for the broadcast date in daylight saving time.

TO IMPORT

Use the Import page to import program and telecast lineup information. Before you can import a program, telecast, or episode, you must create the dictionary information.

• From the main menu, click Utilities, and then select Import > TelecastImport.
-OR-
From the Schedule Grid, right-click a broadcast date header, and then select Telecast Import.
1.) From the drop-down list, select an Import Type, and then click the ellipsis (...).
2.) Select a file, and then click Import. The file displays in the Search Results list.
3.) To filter the Search Results list, enter your search criteria, and then click Search.

To import an .xml file for Telecast and Lineups, you must define the file in the Import option in myEVNTS. If you use XML, you must use the XML file in the format defined by Nielsen.

NOTE
• All tag names are case sensitive.
• All tags must follow the same order mentioned in the sample format.
• All the values provided are converted to upper case and then processed.
• All the dictionary values should match with existing values. No dictionary data is created during the import.
FOR MORE INFORMATION, CLICK HERE TO REFER TO THE XML FILE IMPORT GUIDE.
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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