

# myEVENTS

**CABLE**  
**QUICK START GUIDE**  
DECEMBER 2014

nielsen  
.....

AN UNCOMMON SENSE  
OF THE CONSUMER™

## 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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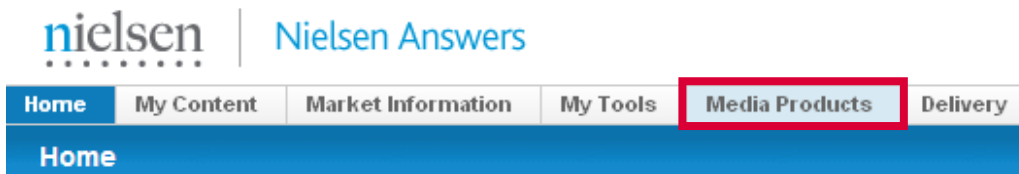
## GUIDE: QUICK START

# myEVNTS LOGIN

1.) Visit <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.



## GUIDE: QUICK START

# 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

### VARIES (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.

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

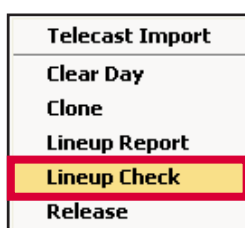
## GUIDE: QUICK START

# 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.

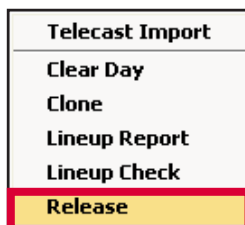
From the **Network View / Schedule Grid**:

- 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.**



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# PRELIMINARY NAMES RELEASE SCHEDULE

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

DAILY	PROGRAM NAMES RELEASE DEADLINES (ETZ)	EXTRACT TIME (ETZ)	DATA RELEASE SCHEDULE (ETZ)
Monday	Tuesday 11:00am	Tuesday 11:00am	Tuesday 4:00pm
Tuesday	Wednesday 11:00am	Wednesday 11:00am	Wednesday 4:00pm
Wednesday	Thursday 11:00am	Thursday 11:00am	Thursday 4:00pm
Thursday	Friday 11:00am	Friday 11:00am	Friday 4:00pm
Friday	Monday 10:00am	Monday 10:00am	Monday 4:00pm
Saturday	Monday 12:30pm	Monday 12:30pm	Tuesday 9:00am
Sunday	Monday 2:30pm	Monday 2:30pm	Tuesday 9:00am



## NAMES FINALIZATION: FREEZE PROCESS

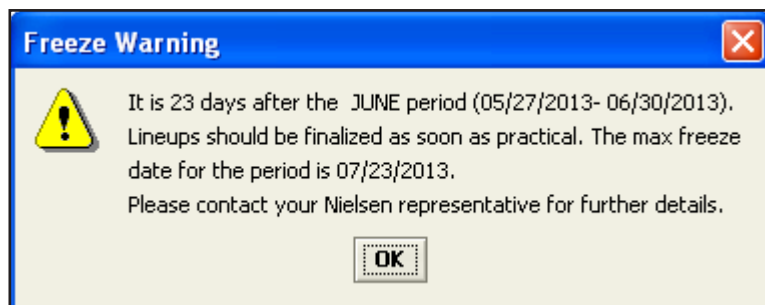
The freeze process is a cable concept by which The Nielsen Company freezes your program names information for 15 days after the end of a measurement period. No changes can be made once data is frozen.

**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.



## 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

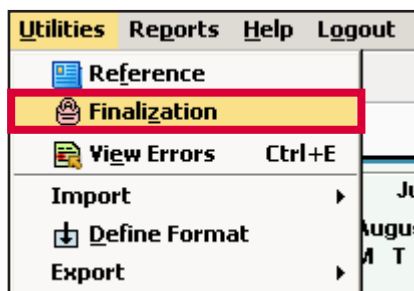
This date indicates the first day of the new Nielsen month.

May		2013		Calendar Icon		<		>		Jul 22, 2013																	
May					June					July					August												
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
		1	2	3	4	5	3	4	5	6	7	8	9	1	2	3	4	5	6	7				1	2	3	4
6	7	8	9	10	11	12	10	11	12	13	14	15	16	8	9	10	11	12	13	14	5	6	7	8	9	10	11
13	14	15	16	17	18	19	17	18	19	20	21	22	23	15	16	17	18	19	20	21	12	13	14	15	16	17	18
20	21	22	23	24	25	26	24	25	26	27	28	29	30	22	23	24	25	26	27	28	19	20	21	22	23	24	25
27	28	29	30	31									29	30	31	26	27	28	29	30	31						

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## 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.

**Names Finalization**

**Measurement Periods**

Measurement Period	Year	Max Freeze Date	Penalty Date	Frozen	Freeze Date
JUNE	2013	07/23/2013	07/09/2013	N	
MAY	2013	06/18/2013	06/04/2013	Y	2013-06-13
APRIL	2013	05/20/2013	05/06/2013	Y	2013-05-07
MARCH	2013	04/22/2013	04/08/2013	Y	2013-04-16

**Freeze**

**YOU MUST FREEZE YOUR PROGRAMS FROM THE PREVIOUS MONTH AT THE BEGINNING OF THE MONTH.**

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# 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.

The screenshot displays the 'Network View' interface. At the top, there are navigation tabs for months (September, October, November, December) and years (2014). Below this is a calendar grid for the month of November 2014, with the 17th highlighted. To the right of the calendar is a 'Grid Legend' with various status icons: Worksheet, Ready To Extract, Being Extracted, Extracted, Update Extracted, Ready To Reprocess, Frozen, Schedule Only, Off Air, Contingency, and Prelim & Extracted.

The main area is a program grid with columns for dates from Monday, Nov 17 to Sunday, Nov 23. The rows represent time slots from 6:00 AM to 12:00 PM. The grid shows programs such as 'COMEDY CENTRAL MOVIE (M,A,R)', 'SOUTH PARK (O,R)', 'COLBERT REPORT...', and 'COMMUNITY (A,R)'. The 'COMMUNITY' program is highlighted in the 10:30 AM slot on Tuesday, Nov 18.

On the right side, there is a 'Program Search' section with a search box and 'Find' and 'New' buttons. Below that is a 'Program Legend' with icons for Program, Episode, Trackage, Movie, Movie Library, and Movie Program. At the bottom right is a 'Program List' sidebar showing a scrollable list of programs, including '1970S MOVIES', '1980S MOVIES', '1990S MOVIES', '2000S MOVIES', '2010S MOVIES', '30 ROCK', 'ADAM DEVINES HOUSE PAI...', 'AMY SCHUMER: MOSTLY S...', 'ANTHONY JESELNICK: CALIG...', 'ARTIE LANGE: STENCH OF F...', 'AT MIDNIGHT', 'AZIZ ANSARI: DANGEROUS...', 'BEST OF SNL 1987', 'BLUE MOUNTAIN STATE', 'BRETT BUTLER-SOLD OUT', 'BRICKLEBERRY', 'BROAD CITY', 'CHAPPELLES SHOW', 'CHRIS DELIA: WHITE MALI...', 'CHRIS ROCK: BIGGER & BL...', 'COLBERT REPORT', 'COMEDY CENTRAL MOVIE', 'COMEDY CENTRAL PRESEN...', 'COMEDY CENTRAL ROAST', and 'COMEDY CLUB ALL STARS:...'.

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- 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

Program: COMMUNITY Episode: COMMUNITY-119  
 Trackage: COMMUNITY-MF1030A Episode #: 119  
 Movie Lib: Movie:

Telecast TypeCodes: 1, 2, 3  
 Import Custom: 1, 2, 3

Live  Special  Premiere  Non Commercial  Contingency  
 Repeat Repeat Sequence  
 Breakout Feed Pattern: LIVE

Air Date	ETZ Time	Duration	Start MDP	Feed
11/18/2014	10:17 AM	30	1	EAST
11/18/2014	4:17 PM	30	1	WEST

- 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						
Broadcast Date : 11/17/2014						
Error Type	Error Detail					
Gaps in Telecast	The following are the time range in which there are gaps between telecasts					
		Start Time	End Time	Feed	Broadcast Date	
		1:17PM	1:18PM	WEST	11/17/2014	
		4:47PM	4:48PM	WEST	11/17/2014	
Overlaps	Following Telecast's have Overlaps					
	Sl.No.	Program Name	Start Time	End Time	Feed	Broadcast Date
	1	SOUTH PARK	1:47PM	2:17PM	WEST	11/17/2014
		KEY & PEELE	1:19PM	1:48PM	WEST	11/17/2014
	2	SOUTH PARK	4:17PM	4:46PM	WEST	11/17/2014
	COMEDY CENTRAL MOVIE	2:18PM	4:18PM	WEST	11/17/2014	

## 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.

For more information, visit [www.nielsen.com](http://www.nielsen.com).

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