

Getting Started with myEVNTS

Version 2.1.0



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Notes to Readers

Getting Started with myEVNTS introduces you to the myEVNTS version 1.0 application. In this guide, you will learn the basics of how to get in and out of myEVNTS and how to use the application.

Each service has its own chapter with its own procedures.

We are constantly improving and enhancing the myEVNTS application based on client feedback. As the application changes, the documentation will be updated at regular intervals. For complete, up-to-date information, always check the online Help system within myEVNTS. The online Help contains the most recent changes and enhancements.

Finding Information

The myEVNTS online Help provides detailed information about using the system. You access the Help from within myEVNTS. Additional assistance in learning myEVNTS is offered through National Names Support. To speak with a National Names Support associate please call the Program Records Hotline at 813-366-3404.

myEVNTS training, in any form, teaches you how to make the most of the application functionality and achieve the best results.

About This Guide

This guide supplements the Help and contains the following chapters:

Chapter 1, “Introducing myEVNTS,” provides an overview of the system, system requirements, and how to log in and out.

Chapter 2, “Broadcast Network Procedures,” provides basic myEVNTS process flow and procedural information for broadcast network users.

Chapter 3, “Cable Procedures,” provides basic myEVNTS process flow and procedural information for cable users.

Chapter 4, “Syndication and Unwired Procedures,” provides basic myEVNTS process flow and procedural information for syndication and unwired users.

What's New in Release 2.1.0

Release 2.1.0 of myEVNTS includes the new features described in this section.

Feature	What's New	Where to go for details
Soft Search	Lets you search most selection lists more efficiently. Click a list item and begin typing the first few letters of the item for which you want to search. The application takes you to the first program encountered that starts with the search letters you entered.	Online Help topic - Using Soft Search
New Telecast Details page (for cable only)	<ul style="list-style-type: none">• Up and down arrows to let you scroll through telecast details for other programs in your lineup for the specified day.• New Add Lineups and Delete Lineups buttons.• New Save options let you save your work, save and close the page, and cancel your changes.	For details, see "Scheduling Trackages and Episodes From The Telecast Details Window" on page 3-16. Online Help topics - <ul style="list-style-type: none">• Telecast Details Page for Cable• Creating a Cable Telecast/Lineup• Scheduling a Cable Program
Streamlined process for creating new telecasts (for cable only)	You can now double-click on an empty program slot in the grid on the network schedule grid page. The Telecast Details displays where you can select the program, select appropriate indicators, and schedule the program.	Online Help topics - <ul style="list-style-type: none">• Scheduling a Cable Program• Creating a Cable Telecast/Lineup
Add a second telecast to a time slot (for cable only)	You can now add two telecasts to one time slot on the network schedule grid page. This is helpful if you want to schedule one program for an east feed and one for a west feed during the same time slot. You can also use this function to designate one program as a contingency.	Online Help topic - Adding a Second Cable Telecast to a Time Slot
Changing a Program	To change a program, right-click the program in the schedule grid and select cut. Then drag and drop another program from the program list into the appropriate time slot.	Online Help topic - Changing the Scheduled Time for a Program

Chapter 1

Introducing myEVNTS

This chapter explains what hardware and software you need to run myEVNTS, how to start and exit the program, and what you can do with myEVNTS. Chapter One includes the following sections:

- Hardware and Software Requirements
- About myEVNTS
- Logging In and Out of myEVNTS

Hardware and Software Requirements

You must meet minimum hardware and software requirements to use myEVNTS.

Hardware Requirements

The following are the recommended hardware requirements for myEVNTS:

- IBM Compatible PC with 1.2 GHz or higher processor clock speed recommended.
Examples:
 - Intel Pentium Celeron family
 - AMD K6/Athlon/Duron family
- 256 megabytes (MB) RAM or higher recommended. 512 MB memory will enhance performance and user experience.
- 1 gigabyte (GB) of *available* hard disk space.
- Super VGA 1024 x 756 or higher resolution video adapter and monitor. See the procedure below to set your screen resolution.
- Keyboard and Microsoft mouse or compatible pointing device.
- Broadband internet connection is strongly recommended.

Software System Requirements for myEVNTS

The following are the recommended software requirements for myEVNTS:

- Internet Explorer 5.5 or above.
- Java - JRE 1.4.2 or above. This software is automatically installed on your PC when you visit the myEVNTS home page for the first time.

Setting Screen Resolution

To minimize the amount of scrolling you must do to view information on the myEVNTS pages, your screen resolution should be set to 1024 x 768 or higher.

To change your resolution:

1. From your desktop, click **Start** and select **Settings/Control Panel**.
2. From the **Control Panel** window, double-click **Display**.
3. Click the **Settings** tab.
4. In the screen area, move the slider bar until it displays **1024 x 768** pixels.
5. Click **OK**.

About myEVNTS

myEVNTS is Nielsen Media Research's new web-based names collection tool.

myEVNTS lets you enter, maintain, and exchange National Names Collection data and consolidates the functionality of Galaxy Lineup, PNS, and Feedpoint Web in one application. myEVNTS also collects syndication satellite feed schedule data so our users no longer have to fax or e-mail that information to Nielsen Media Research.

myEVNTS Users

myEVNTS is used by a wide variety of users. When you log in to myEVNTS, the system displays the information you need, tailored to your user type. The process flow (or steps you must perform to complete common tasks) also depends on your user type. For example, broadcast network users must create lineups after they schedule their programs. Cable users do not create lineups. And finally, the home page that displays when you first open myEVNTS depends on your user type. The following user types are available in myEVNTS:

- Broadcast network
- Cable
- Syndication
- Unwired

There are chapters in this guide for the various user types, outlining their process flows and providing step-by-step procedures to perform the most common tasks.

In myEVNTS, items to which you do not have access (based on your user type or prerequisites for the procedure you are performing) are grayed out (disabled).

Note *Required items on each page in myEVNTS are designated by a red asterisk (*). You must complete those fields before you can move on.*

How can I learn about myEVNTS?

Assistance in learning myEVNTS is available through synchronous classes (real-time, instructor-led classes delivered over the Internet using two-way audio and application sharing) and traditional classroom classes. myEVNTS training, in any form, teaches you how to make the most of the functionality and get the best results. For more information, contact your marketing representative.

Logging In and Out of myEVNTS

You log in and out of myEVNTS through The National Client Service Center.

The myEVNTS application is located on The National Client Service Center portal.

To log in to myEVNTS:

1. Open Internet Explorer and type **https://web.nielsenmedia.com** at the browser address bar.
Note Don't forget to type the "s" when you type "https" in the address above.
2. When prompted, enter your **User ID** and password. If you do not have a User ID and password, contact your Nielsen Media Research Marketing Representative or call the Program Records Hotline at 813-366-3404 to speak to a National Names Support associate.
3. Click the **National Products** link. A list of Nielsen Media Research applications to which you have access appears.
4. Click **myEVNTS**.

To exit myEVNTS:

You should always close myEVNTS when you have completed your session to ensure no one else uses your User ID and password.

To log out, click **Logout** at the top of the page.

Chapter 2

Broadcast Network Procedures

This chapter tells you everything you need to know about broadcast network programs, schedules, and lineups.

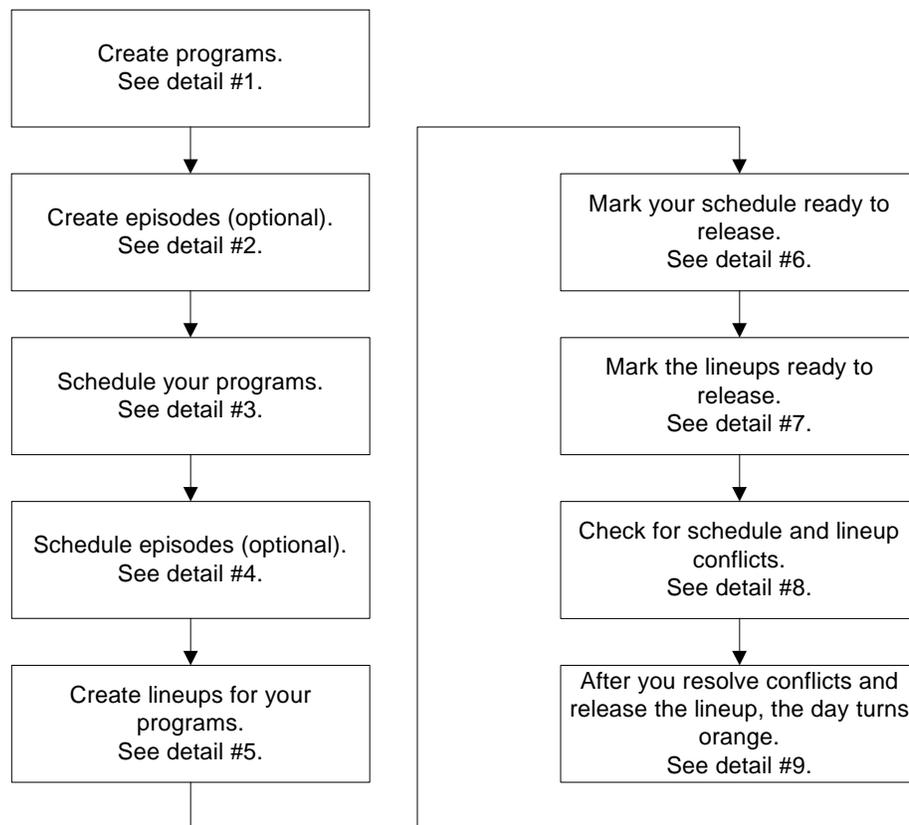
- Broadcast Network Process Flow
- Creating Broadcast Network Programs
- Creating Broadcast Network Episodes
- Scheduling Broadcast Network Programs
- Scheduling Broadcast Network Episodes
- Creating Broadcast Network Station Lineups
- Releasing Broadcast Network Schedules
- Releasing Broadcast Network Lineups
- Internal Lineup Check and Extracting - Broadcast Network

Broadcast Network Process Flow

In order to understand myEVNTS, it is important to understand the process flow, or the steps you must take to perform common tasks.

The following process flow shows the steps you use to perform the most common tasks in myEVNTS. There are typically multiple ways to perform steps in myEVNTS, but this process flow provides a common method for completing the task of creating programs, schedules, and lineups and releasing them for extraction by Nielsen Media Research.

Creating Programs, Schedules, and Lineups for Release



Details

- 1) From the Dictionary menu, select Program and the Dictionary Search - Program page appears. Click New and complete the required information on the Program tab. When completed, click Save.

-
- 2) While still on the Dictionary - Program page, click the Episode tab. The Dictionary - Episode page appears. Click New to create a new episode and complete the required information. When completed, click Save.
 - 3) This is where you select when your programs air. You can use either of the following methods:
From the main menu, click Schedule Grid and select Network. From the network schedule grid page, drag and drop your programs from the Program List onto the grid.
-or-
From the main menu, click Scheduling and then click Schedule to access the Schedule - Daytime page.
 4. To schedule program episodes:
In the Program List, drag and drop the selected episode onto the program on the day and time you want it to air.
-or-
From the schedule grid page, double-click the program. The Telecast Details page appears. Click the ellipsis (...) beside the Episode box and select an episode from the list. Click OK and then click Save.
 - 5) Creating lineups lets you determine which stations air your programs. To create lineups, use one of the following methods:
From the main menu, click Schedule Grid and select Network. Right-click the program in the schedule grid and select Lineup Details.
-or-
From the Schedule Search - Program page, select the schedule and click View Lineup.
 - 6) To mark your schedule ready to release:
From the main menu, click Schedule Grid and select Network. Right-click the program and select Release.
-or-
From the network schedule grid, right-click the program and select Schedule Details. The Schedule - Daytime page appears. Click Ready to Release and then click Save.
 - 7) To mark your lineups ready to release:
From the main menu, click Schedule Grid and select Network. Right-click the program in the schedule grid and select Lineup Details. From the Station Lineup page, mark each lineup RTR.
 - 8) From the Utilities menu, click Release to check for schedule and lineup conflicts. Resolve any conflicts.
-or-
From the Schedule Grid page, right click the program and select Release.
 9. Once the day turns the appropriate color based on the Ready to Extract entry in the Grid Legend, Nielsen Media Research can extract it. The day is extracted at the time of the next extraction.

Creating Broadcast Network Programs

The first step for broadcast network clients is to create their programs.

Before you can schedule your programs and use them in lineups, you must create them.

Note Any items in myEVNTS that have a red asterisk are required.

To create a broadcast network program:

1. From the main menu, click **Dictionary** and then click **Program**. The Dictionary Search-Program page appears.
2. Click **New**. The Dictionary - Program page appears.

The screenshot shows the 'myEVNTS - Program' web application interface. The browser title bar indicates 'myEVNTS - Program - Microsoft Internet Explorer'. The Nielsen Media Research logo is in the top left. The navigation menu includes 'File', 'Dictionary', 'Scheduling', 'Schedule Grid', 'Utilities', 'Reports', 'Help', and 'Logout'. The main content area is titled 'Dictionary - Program' and has tabs for 'Program' and 'Episode'. The 'Program' tab is active, showing a form with several sections: 'Effective Date Range' with 'Effective Start Date' (02/28/2005) and 'Effective End Date' (12/31/2075); 'Program Info' with fields for 'Program Reportable Name', 'Reportable Name Extension', 'Program Short Name', 'Proprietary Name', 'Program Duration', 'Program Category' (GENERAL), and 'Source Type' (ORIGINAL); 'Standard Type Code' with 'Summary' and 'Detail' fields; 'Proprietary Type Codes' with three rows for 'Program'; 'Default Type Codes' with three rows for 'Telecast' and 'Episode'; 'Indicators' with checkboxes for 'HDTV Available', 'Special', 'Non-Commercial', 'Ordered' (checked), 'Episode Dup', 'Episode Required', 'Episode Auto Increment', and 'Episode Starting Number'; and 'Characteristics' with fields for 'Producer', 'Star', 'Co Star', 'Misc 1', and 'Misc 2'.

3. In the **Effective Date Range** section, do the following:
 - a. Change the **Effective Start Date** or leave it at the default. The default is always a Monday date.
 - b. Change the **Effective End Date** or leave it at the default. The default is 12/31/2075.

4. In the **Program Info** section, do the following:

The screenshot shows a form titled "Program Info" with the following fields and annotations:

- Program Reportable Name ***: A text input field. Annotation: "Enter a **Program Reportable Name**."
- Reportable Name Extension**: A text input field. Annotation: "Enter a **Reportable Name Extension** (optional)."
- Program Short Name**: A text input field. Annotation: "Enter a **Program Short Name** (optional)."
- Proprietary Name**: A text input field. Annotation: "Enter the **Proprietary Name** (optional)."
- Program Duration ***: A text input field. Annotation: "Enter the **Program Duration** in minutes."
- Program Category ***: A dropdown menu with "GENERAL" selected. Annotation: "In the **Program Category** drop-down list, select a category. The default is General."
- Source Type**: A dropdown menu with "ORIGINAL" selected. Annotation: "Source Type is populated for you. You cannot change this value."
- Standard Type Code**: A section containing:
 - Summary ***: A text input field with an ellipsis button. Annotation: "Click the **Summary** ellipsis to view a list of **Summary** type codes from which you can select."
 - Detail ***: A text input field. Annotation: "Select a **Summary** type code and the corresponding **Detail** type code is automatically populated."

Note *Proprietary and Default type codes are not available for broadcast networks and these sections are disabled.*

5. In the **Indicators** section, click to select from the following options:

- HDTV Available
- Special
- Non-Commercial - If Non-Commercial is checked, Ordered is automatically unchecked.
- Ordered - The default is for Ordered to be checked, but you can change this.
- Episode Auto Increment - If you select this check box, enter a starting number in the Episode Starting Number text box.
- Episode Starting Number - Enter a starting number in this text box if you wish to number your episodes or if you select Episode Auto Increment.

Note *Episode Dup and Episode Required are not available for broadcast network programs and are disabled.*

6. In the **Characteristics** section, do the following:

- Enter a **Producer**, if desired.
- Enter a **Star**, if desired.

Creating Broadcast Network Programs ...

- c. Enter a **Co Star**, if desired.
 - d. Enter any miscellaneous proprietary information desired in the **Misc 1** and **Misc 2** text boxes.
7. Click **Save** to save your work.
- or-
 - Click **Cancel**. You are prompted to save or cancel the changes.
 - or-
 - Click **Close**. You are prompted to save your changes.

Creating Broadcast Network Episodes

Creating broadcast network episodes is optional.

Once you create your programs, you can assign episodes to them, if desired.

Note Any items in myEVNTS that have a red asterisk are required.

To create an episode for a broadcast network 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 **Episode** tab.

The screenshot shows a web browser window titled "Dictionary - Episode - Microsoft Internet Explorer". The page has a tabbed interface with "Program" and "Episode" tabs. The "Episode" tab is active, showing the following sections:

- Program Reportable Name:** AFTERNOON TALK
- Source Type:** ORIGINAL
- Search Criteria:** Includes a text input for "Episode Reportable Name", a "Date Parameters" section with "Schedule Within" set to "View Last 6 Months", "Start Date" set to "09/08/2004", and "End Date" set to "03/08/2005". There are "Search" and "Reset" buttons.
- Search Results:** A table with columns "Episode Reportable Name", "Episode Number", "Episode Start Date", and "Episode End Date". It shows two results:

Episode Reportable Name	Episode Number	Episode Start Date	Episode End Date
JULIE ANDREWS		01/31/2005	12/31/2075
PIERCE BROSNAN		01/31/2005	12/31/2075

There are "New" and "Delete" buttons below the table.
- Episode Details:** Includes "Effective Date Range" with "Effective Start Date" and "Effective End Date" (both marked with a red asterisk and dropdown menus), "Episode Info" with "Episode Reportable Name" (marked with a red asterisk), "Episode Short Name", "Episode Number", and "Source Type" (set to ORIGINAL). There is a "Sports Teams" button.
- Proprietary Type Codes:** A section for "Episode" with codes A, B, and C, each with a dropdown menu.
- Default Type Codes:** A section for "Telecast" with codes 1, 2, and 3, each with a dropdown menu.
- Characteristics:** A section with fields for "Producer", "Star", "Co Star", "Misc 1", and "Misc 2".
- At the bottom right are "Save", "Cancel", and "Close" buttons.

Creating Broadcast Network Episodes ...

- Click **New** to create a new episode and complete the **Episode Details** section.

The screenshot shows a software interface for creating broadcast network episodes. It features several sections: 'Effective Date Range' with date pickers for start and end dates; 'Episode Info' with text boxes for name, short name, and number, and a dropdown for source type; 'Proprietary Type Codes' and 'Default Type Codes' with dropdowns for episode and telecast codes; and 'Characteristics' with text boxes for producer, star, co-star, and miscellaneous information. Action buttons for 'Save', 'Cancel', and 'Close' are located at the bottom right.

- In the **Effective Date Range** section, do the following:
 - Change the **Effective Start Date** or leave it at the default. The default is always a Monday date.
 - Change the **Effective End Date** or leave it at the default. The default is 12/31/2075.
- In the **Episode Info** section, do the following:
 - In the **Episode Reportable Name** text box, enter an episode reportable name.
Note If you selected auto increment when you created the program, the episode reportable name, episode short name, and episode number are all populated with the episode number.
 - If the episode is associated with a program of category **Sports Event**, click **Sports Team** to select the teams involved.
 - In the **Episode Short Name** text box, enter a program short name, if desired.
 - In the **Episode Number** text box, enter an episode number, if desired.
 - In the **Source Type** box, the source type is populated for you and you cannot change this value.
Note Proprietary and Default Type Codes are not available for broadcast networks and these sections are disabled.
- In the **Characteristics** section, do the following:
 - Enter a **Producer**, if desired.
 - Enter a **Star**, if desired.
 - Enter a **Co Star**, if desired.
 - Enter any miscellaneous proprietary information desired in the **Misc 1** and **Misc 2** text boxes.
- Click **Save** to save your work.
 - or-
 - Click **Cancel**. You are prompted to save or cancel the changes.
 - or-
 - Click **Close**. You are prompted to save your changes.

Scheduling Broadcast Network Programs

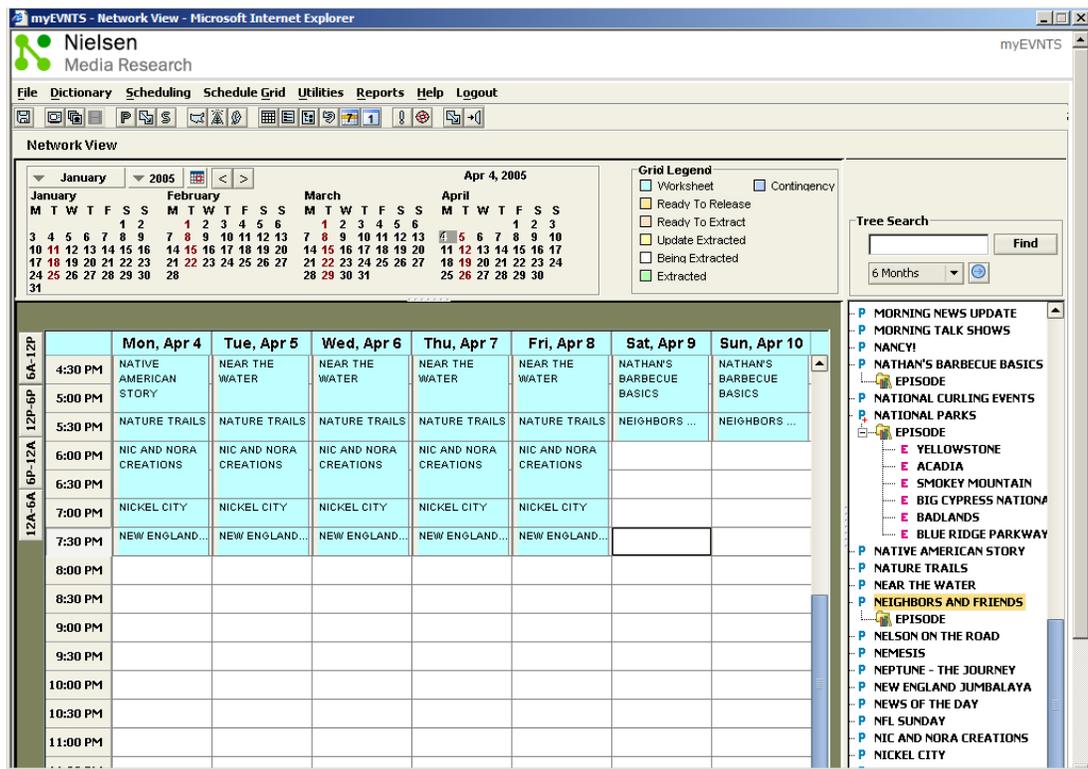
There are different ways to create a broadcast network schedule, but the easiest way is to use the schedule grid.

For information about how to schedule a program using the schedule module, see the following online Help topic: Creating a Broadcast Network Schedule Using the Schedule Module.

Note Any items in myEVNTS that have a red asterisk are required.

To create a broadcast network schedule from the schedule grid:

1. From the main menu, click **Schedule Grid** and then click **Network**. The schedule grid page appears.



Program List

2. In the **Program List**, drag and drop the selected program to the day and time you want the program to air. The Schedule Options page appears.

Scheduling Broadcast Network Programs ...

3. From the **Schedule Options** page, do the following:

In the **Schedule Interval** section, click to select an option.

In the **Schedule Options** section, click to select a scheduling option.

In the **Recurrence** section, click to select **Recurring** or **OTO**. OTO is only available if you select This Week Only in the Schedule Interval section.

In the **Reportable Days** section, click to select days. This option is only available if you select # of Weeks or Until Further Notice in the Schedule Interval section.

Reportable Name, Reportable Time, Reportable Duration and Feed Pattern are populated for you, but you can change these defaults.

Enter **National ACMs** (allotted commercial minutes) in mm:ss format.

The screenshot shows the 'Schedule Options' dialog box with the following sections and fields:

- Schedule Interval:** Radio buttons for 'This Week Only' (selected), '# of Weeks', and 'Until Further Notice'.
- Schedule Options:** Radio buttons for 'New' (selected) and 'Contingency'.
- Recurrence:** Checkboxes for 'Recurring' and 'OTO' (selected).
- Reportable Days:** A grid of checkboxes for days of the week (Mon-Sun) and patterns (M-F, M-S). 'Sat' is checked.
- Reportable Details:** Text boxes for 'Reportable Name *' (NELSON ON THE ROAD), 'Reportable Time *' (06:00 PM), 'Reportable Duration *' (60), and 'Feed Pattern' (NORMAL). A 'National ACMs *' field with a colon separator is also present.
- Buttons:** 'OK' and 'Cancel' buttons at the bottom.

Annotations with lines pointing to the dialog box include:

- A line from the 'This Week Only' radio button to the text: 'In the Schedule Interval section, click to select an option.'
- A line from the 'New' radio button to the text: 'In the Schedule Options section, click to select a scheduling option.'
- A line from the 'OTO' radio button to the text: 'In the Recurrence section, click to select Recurring or OTO. OTO is only available if you select This Week Only in the Schedule Interval section.'
- A line from the 'Sat' checkbox to the text: 'In the Reportable Days section, click to select days. This option is only available if you select # of Weeks or Until Further Notice in the Schedule Interval section.'
- A line from the 'Reportable Name' field to the text: 'Reportable Name, Reportable Time, Reportable Duration and Feed Pattern are populated for you, but you can change these defaults.'
- A line from the 'National ACMs' field to the text: 'Enter National ACMs (allotted commercial minutes) in mm:ss format.'

4. When you have completed selections in the **Schedule Options** window, click **OK**. The schedule grid displays with the program showing on the grid.

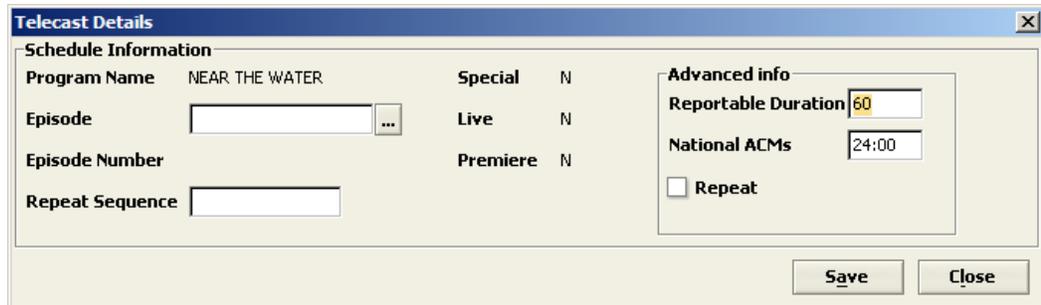
Scheduling Broadcast Network Episodes

Creating and scheduling episodes are always optional.

Episodes are optional, but if you create episodes and assign them to your program you must schedule the episode before you can release the day.

To schedule episodes:

1. From the schedule grid page, double-click the program for which you wish to schedule episodes. The Telecast Detail window appears.



The screenshot shows a window titled "Telecast Details" with a close button (X) in the top right corner. The window is divided into two main sections: "Schedule Information" and "Advanced info".

Schedule Information:

Program Name	NEAR THE WATER	Special	N
Episode	<input type="text"/> ...	Live	N
Episode Number	<input type="text"/>	Premiere	N
Repeat Sequence	<input type="text"/>		

Advanced info:

Reportable Duration	<input type="text" value="60"/>
National ACMS	<input type="text" value="24:00"/>
<input type="checkbox"/> Repeat	

At the bottom right of the window are two buttons: "Save" and "Close".

2. Click the ellipsis (...) beside the **Episode** box and select an episode.
3. Click **Save**.

Creating Broadcast Network Station Lineups

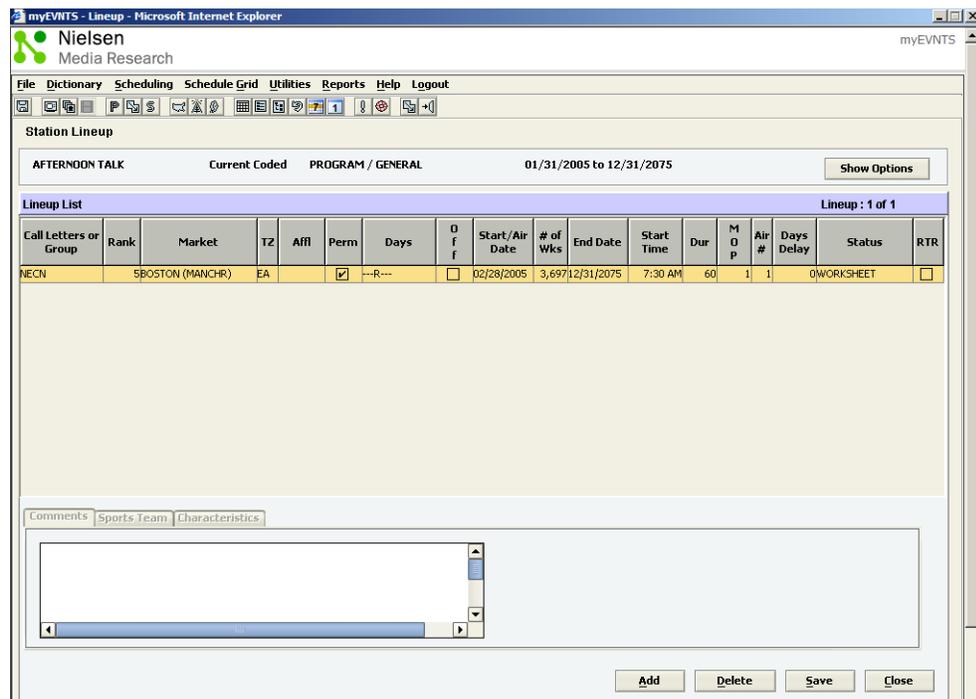
After you schedule your programs and episodes, you create station lineups.

Lineups let you select which stations air your program. There are many ways to create a station lineup. You typically create broadcast network lineups from the Station Lineup page.

Note Any items in myEVNTS that have a red asterisk are required.

To create a broadcast station lineup:

1. From the main menu, click **Scheduling** and select **Schedule**. The Schedule Search - Program page appears.
2. Click to select a schedule and then click **View Lineup**. The Station Lineup page appears.



3. Click **Show Options** and select from the following options:
 - Convert Station List
 - Copy Affiliates
 - Copy Station Outlet
 - Copy Lineups
4. When the appropriate window appears, complete all required sections and click **OK**. The Station Lineup is populated with the appropriate stations.

Releasing Broadcast Network Schedules

After you create lineups, you mark your schedules ready to release.

There are two ways to mark your schedule ready to release. Both procedures are shown below.

To mark a schedule ready to release from the schedule grid:

1. From the main menu, click **Schedule Grid** and then select **Network** to view the network schedule grid page.
2. From the network schedule grid page, right-click the program you wish to release and select **Release**.

To mark a schedule ready to release from the Schedule - Daytime page:

1. From the network schedule grid, right-click the program and select **Schedule Details**. The Schedule - Daytime page appears.
2. Click **Ready to Release** and then click **Save**.

Releasing Broadcast Network Lineups

After you mark your schedules ready to release, you must mark your lineups ready to release.

To mark lineups ready to release:

1. From the main menu, click **Schedule Grid** and then select **Network**.
2. From the network schedule grid page, right-click the program in the schedule grid and select **Lineup Details**. The Station Lineup page appears.
3. From the **Station Lineup** page, mark each lineup **RTR**.
-or-
Click **Show Options** and select **Mark All Lineups RTR**.

Internal Lineup Check and Extracting - Broadcast Network

After you mark schedules and lineups ready to release, you perform a lineup check to check for conflicts before extraction.

When you have marked schedules and lineups ready to release, you perform a lineup check to check for conflicts. When all conflicts have been resolved, Nielsen Media Research can perform the extraction.

To perform a lineup check to check for conflicts:

1. From the **Utilities** menu, click **Release**. The error checking process begins. If any errors are found, a conflict error report displays to list the conflicts.
2. Resolve any conflicts and perform step 1 again. The day turns the appropriate color based on the Ready to Extract entry in the Grid Legend.

Nielsen Media Research can only extract days that are free of conflicts and have been marked ready to release.

Chapter 3

Cable Procedures

This chapter provides basic information about cable programs, episodes, trackages, schedules, and lineups.

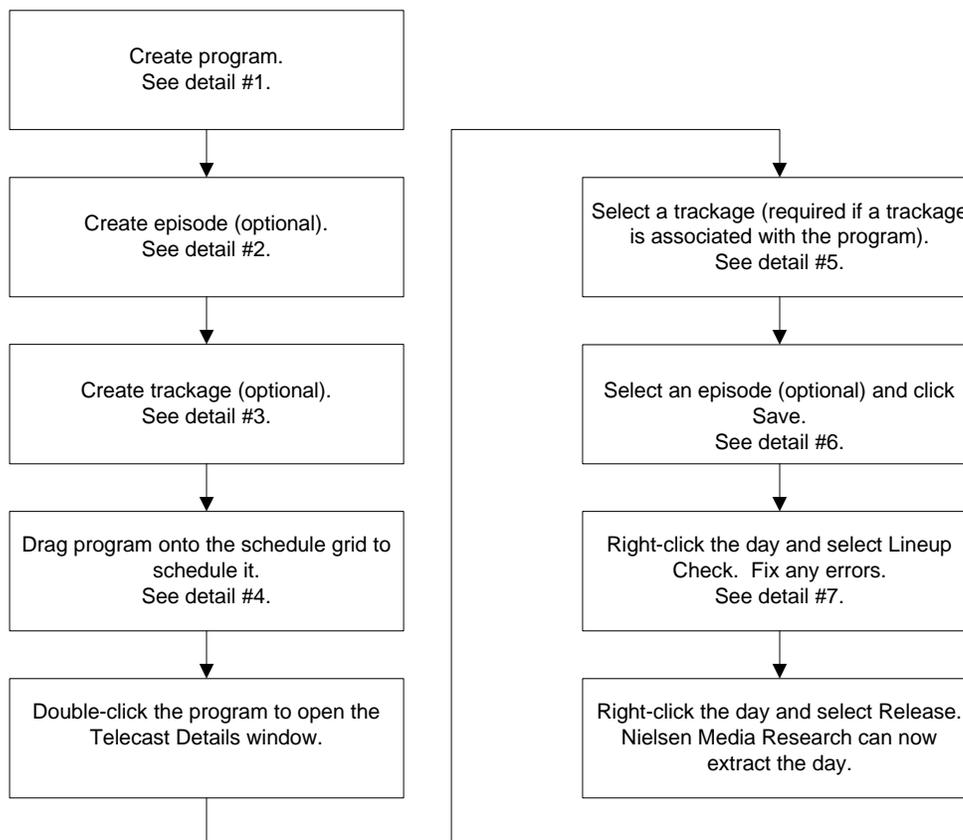
- Cable Process Flow
- Process Flow - Creating Cable Movie Telecasts
- Creating a Cable Program
- Creating Cable Episodes
- Creating Cable Trackages
- Scheduling Cable Programs
- Scheduling Trackages and Episodes From The Telecast Details Window
- Internal Lineup Check and Extracting - Cable
- Cable Movie Telecast Overview
- Creating Movie Libraries
- Creating a Movie Telecast
- Creating Movie Programs
- Scheduling a Movie Program
- Scheduling a Movie Telecast
- Scheduling a Movie Trackage

Cable Process Flow

In order to understand myEVNTS, it is important to understand the process flow, or the steps you must take to perform common tasks.

For cable, there are two common process flows, one for creating program telecasts and the other for creating movie telecasts. Details follow each flow chart.

Creating Program Telecasts



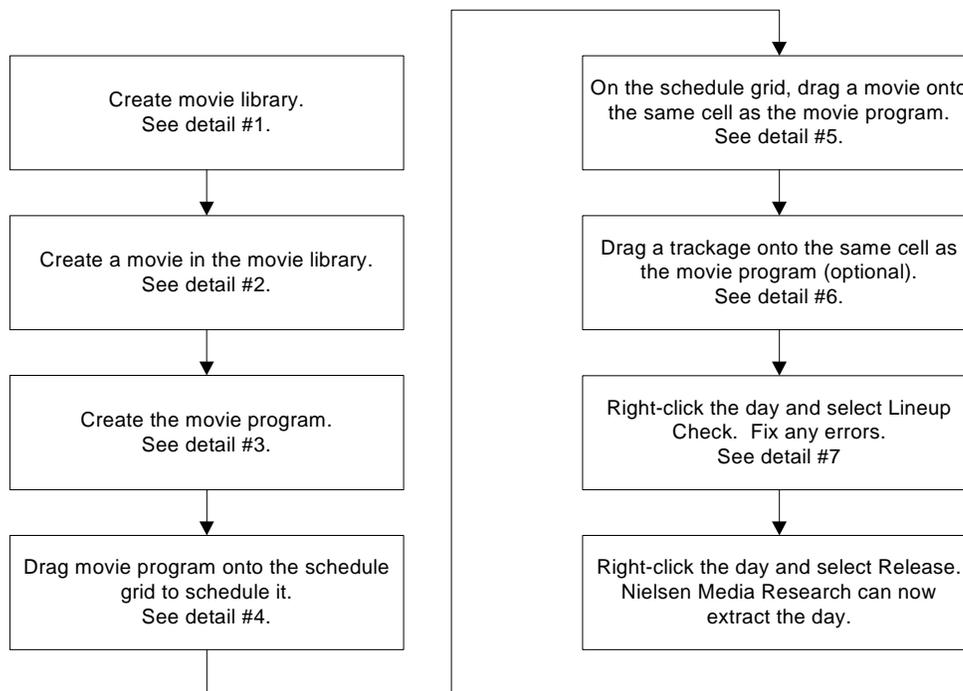
Details

- 1) From the Dictionary menu, select Program and the Dictionary Search - Program page appears. Click New and complete the required information on the Program tab. When completed, click Save.

-
- 2) From the Dictionary - Program page, click the Episode tab and click New. Complete the Episode Details section and click Save.
 - 3) From the Dictionary - Program page, click the Trackage tab and click New. Complete the Trackage Details section and click Save.
 - 4) Click Schedule Grid and select Network. Drag the program onto the schedule grid to schedule it. The Schedule Options window appears. Make any changes and click OK.
 - 5) On the schedule grid page, double-click the program on the schedule grid to open the Telecast Details page. From the Telecast Details page, click the ellipsis (...) beside the Trackage box and select the trackage.
 - 6) On the Telecast Details page, click the ellipsis beside the Episode box and select an episode, if desired. Make any other changes necessary on the Telecast Details page and then click Save.
Note: Episodes are required if you selected Episode Required on the Dictionary - Program page.
 - 7) To select the entire day, right-click the heading that displays the day and date at the top of the grid. The day displays with a red line around it to show it is selected.

Process Flow - Creating Cable Movie Telecasts

This process flow shows you the steps to create movie telecasts.



Details

- 1) From the Dictionary menu, select Movie. At the Movie Library tab, click New and complete the Movie Library Details section. When completed, click Save.
- 2) From the Dictionary menu, select Movie. Highlight the movie library and click the Movie tab. Click New and complete the Movie Details section. When completed, click Save.
- 3) You must have a movie program to hold any movie you wish to schedule. From the Dictionary menu, click Program and the Dictionary Search - Program page appears. Click New and the Dictionary - Program page appears. Make sure you select Movie Program in the Program Category drop-down list. Complete all required sections and click Save.
- 4) Click Schedule Grid and select Network. Drag the movie program onto the schedule grid to schedule it. The Schedule Options window appears. Make any changes and click OK.
- 5) From the schedule grid page, find your movie library in the Program List. Double-click the library to expand it. Double-click the word "Movie" to expand it and view the movie underneath. Drag the movie onto the movie program you scheduled in step 4, above.

-
- 6) If you created a trackage when you created the movie program, drag the trackage onto the movie program in the schedule grid.
 - 7) To select the entire day, right-click the heading that displays the day and date at the top of the grid. The day displays with a red line around it to show it is selected. Fix any errors.

Creating a Cable Program

Before you can schedule your programs and use them in lineups, you must create them.

Note Any items in myEVNTS that have a red asterisk are required.

To create a cable program:

1. From the main menu, click **Dictionary** and then click **Program**. The Dictionary Search - Program page appears.
2. Click **New**. The Dictionary - Program page appears.

The screenshot shows a web browser window titled "myEVNTS - Program - Microsoft Internet Explorer". The browser's address bar and menu bar are visible. The main content area displays the "Dictionary - Program" form, which is divided into several sections:

- Program Details:** Includes "Effective Date Range" with "Effective Start Date" set to 02/28/2005 and "Effective End Date" set to 12/31/2075.
- Program Info:** Includes fields for "Program Reportable Name", "Reportable Name Extension", "Program Short Name", "Proprietary Name", "Program Duration", "Program Category" (set to GENERAL), and "Source Type" (set to ORIGINAL).
- Standard Type Code:** Includes "Summary" and "Detail" fields.
- Proprietary Type Codes:** A table with three rows for "Program" (1, 2, 3) and three columns for "Telecast" (1, 2, 3) and "Episode" (A, B, C).
- Indicators:** A list of checkboxes including "HDTV Available", "Special", "Non-Commercial", "Ordered" (checked), "Episode Dup", "Episode Required", "Episode Auto Increment", and "Episode Starting Number".
- Characteristics:** Fields for "Producer", "Star", "Co Star", "Misc 1", and "Misc 2".

At the bottom right of the form are "Save", "Cancel", and "Close" buttons.

3. In the **Effective Date Range** section, do the following:
 - a. Change the **Effective Start Date** or leave it at the default. The default is the beginning of the current NHI measurement period.
 - b. Change the **Effective End Date** or leave it at the default. The default is 12/31/2075.

4. In the **Program Info** section, do the following:

Enter a **Program Reportable Name**.

Enter a **Reportable Name Extension** (optional).

Enter a **Program Short Name** (optional).

Enter the **Proprietary Name** (optional).

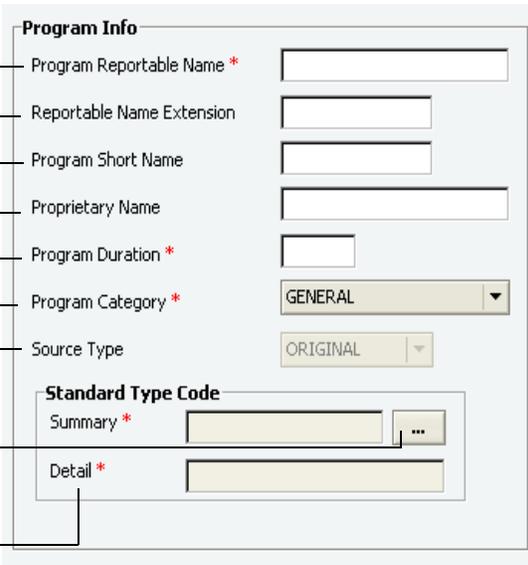
Enter the **Program Duration** in minutes.

In the **Program Category** drop-down list, select a category. The default is General.

In the **Source Type** box, enter a value, if desired.

Click the **Summary** ellipsis to view a list of Summary type codes from which you can select.

Select a **Summary** type code and the corresponding **Detail** type code is automatically populated.



The screenshot shows a form titled "Program Info" with the following fields and callouts:

- Program Reportable Name ***: A text input field with a callout: "Enter a **Program Reportable Name**."
- Reportable Name Extension**: A text input field with a callout: "Enter a **Reportable Name Extension** (optional)."
- Program Short Name**: A text input field with a callout: "Enter a **Program Short Name** (optional)."
- Proprietary Name**: A text input field with a callout: "Enter the **Proprietary Name** (optional)."
- Program Duration ***: A text input field with a callout: "Enter the **Program Duration** in minutes."
- Program Category ***: A dropdown menu with "GENERAL" selected. Callout: "In the **Program Category** drop-down list, select a category. The default is General."
- Source Type**: A dropdown menu with "ORIGINAL" selected. Callout: "In the **Source Type** box, enter a value, if desired."
- Standard Type Code**: A section containing:
 - Summary ***: A text input field with an ellipsis button. Callout: "Click the **Summary** ellipsis to view a list of Summary type codes from which you can select."
 - Detail ***: A text input field. Callout: "Select a **Summary** type code and the corresponding **Detail** type code is automatically populated."

5. In the **Proprietary Type Codes** section, do the following:

- Click the ellipsis (...) beside the **Program** text boxes to enter up to three proprietary program type codes, if desired.

6. In the **Default Type Codes** section, do the following:

- a. Click the ellipsis (...) beside the **Telecast** text boxes to enter up to three proprietary telecast type codes, if desired.
- b. Click the ellipsis (...) beside the **Episode** text boxes to enter up to three proprietary episode type codes, if desired.

7. In the **Indicators** section, click to select from the following options:

- HDTV Available
- Special
- Non-Commercial - If Non-Commercial is checked, Ordered is automatically unchecked.
- Ordered - The default is for Ordered to be checked, but you can change this.
- Episode Dup - This is enabled only if the program category is Movie Program.
- Episode Required - This is checked automatically and disabled if the program category is Movie Program.

Note *Episode Auto Increment and Episode Starting Number are not available for cable programs.*

Creating a Cable Program ...

8. In the **Characteristics** section, do the following:
 - a. Enter a **Producer**, if desired.
 - b. Enter a **Star**, if desired.
 - c. Enter a **Co Star**, if desired.
 - d. Enter any miscellaneous proprietary information desired in the **Misc 1** and **Misc 2** text boxes.
9. Click **Save** to save your work.
 - or-
 - Click **Cancel**. You are prompted to save or cancel the changes.
 - or-
 - Click **Close**. You are prompted to save your changes.

Creating Cable Episodes

Creating cable episodes is optional.

Once you create your programs, you can assign episodes to them, if desired. The Episode tab is grayed out until you save the program. You must save the program before you can create an episode for it.

Note Any items in myEVNTS that have a red asterisk are required.

To create an episode 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 **Episode** tab.

The screenshot shows a web browser window titled "Dictionary - Episode - Microsoft Internet Explorer" with the "DISNEY CHANNEL" logo in the top right. The page has three tabs: "Program", "Episode", and "Trackage", with "Episode" selected. At the top, it displays "Program Reportable Name" as "NATIONAL NETWORK NEWS" and "Source Type" as "ORIGINAL". Below this is a "Search Criteria" section with a text input for "Episode Reportable Name", a "Date Parameters" section with a "Schedule Within" dropdown set to "View Last 6 Months", and "Start Date" (09/09/2004) and "End Date" (03/09/2005) dropdowns. "Search" and "Reset" buttons are present. The "Search Results" section shows a table with columns "Episode Reportable Name", "Episode Number", "Episode Start Date", and "Episode End Date", and a "Search Count : 0" indicator. Below the table are "New" and "Delete" buttons. The "Episode Details" section is divided into three columns: "Effective Date Range" with "Effective Start Date" and "Effective End Date" dropdowns; "Episode Info" with "Episode Reportable Name" (with a "Sports Teams" button), "Episode Short Name", "Episode Number", and "Source Type" (set to "ORIGINAL"); "Proprietary Type Codes" with "Episode" and "A", "B", "C" dropdowns; "Default Type Codes" with "Telecast" and "1", "2", "3" dropdowns; and "Characteristics" with "Producer", "Star", "Co Star", "Misc 1", and "Misc 2" text inputs. "Save", "Cancel", and "Close" buttons are at the bottom right.

Creating Cable Episodes ...

- Click **New** to create a new episode and complete the **Episode Details** section.

The screenshot shows a software dialog box titled "Episode Details". It is organized into several sections:

- Effective Date Range:** Contains two date pickers for "Effective Start Date" and "Effective End Date".
- Episode Info:** Contains text boxes for "Episode Reportable Name", "Episode Short Name", and "Episode Number". It also has a "Source Type" dropdown menu currently set to "ORIGINAL" and a "Sports Teams" button.
- Proprietary Type Codes:** Includes a section for "Episode" with three rows (A, B, C) and a section for "Default Type Codes" with three rows labeled "Telecast". Each row has a text box and an ellipsis button.
- Characteristics:** Contains five text boxes for "Producer", "Star", "Co Star", "Misc 1", and "Misc 2".

At the bottom right of the dialog are three buttons: "Save", "Cancel", and "Close".

- In the **Effective Date Range** section, do the following:
 - Change the **Effective Start Date** or leave it at the default. The default is the beginning of the current NHI measurement period.
 - Change the **Effective End Date** or leave it at the default. The default is 12/31/2075.
- In the **Episode Info** section, do the following:
 - In the **Episode Reportable Name** text box, enter an episode reportable name.

Note If you selected auto increment when you created the program, the episode reportable name, episode short name, and episode number are all populated with the episode number.
 - If the episode is associated with a program of category **Team Sports**, click **Sports Team** to select the teams involved.
 - In the **Episode Short Name** text box, enter an episode short name.
 - In the **Episode Number** text box, enter an episode number, if desired.
 - In the **Source Type** box, the source type is populated for you. You cannot change this value.
- In the **Proprietary Type Codes** section, do the following:
 - Click the ellipsis (...) beside the **Episode** text boxes to enter up to three proprietary episode type codes, if desired.
- In the **Default Type Codes** section, do the following:
 - Click the ellipsis (...) beside the **Telecast** text boxes to enter up to three proprietary telecast type codes, if desired.
- In the **Characteristics** section, do the following:
 - Enter a **Producer**, if desired.
 - Enter a **Star**, if desired.
 - Enter a **Co Star**, if desired.
 - Enter any miscellaneous proprietary information desired in the **Misc 1** and **Misc 2** text boxes.

10. Click **Save** to save your work.

-or-

Click **Cancel**. You are prompted to save or cancel the changes.

-or-

Click **Close**. You are prompted to save your changes.

Creating Cable Trackages

Cable trackages are optional.

Once you create your programs, 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.

Note Any items in myEVNTS that have a red asterisk are required.

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.

File Dictionary Scheduling Schedule Grid Utilities Reports Help Logout

Dictionary - Trackage

Program Episode Trackage

Program Reportable Name AFTERNOON TALK Source Type ORIGINAL

Search Criteria

Trackage Reportable Name

Date Parameters
Schedule Within View Last 6 Months
Start Date 09/11/2004 End Date 03/11/2005

Search Reset

Search Results Search Count : 1

Trackage Reportable Name	Trackage Start Date	Trackage End Date
TALK SHOWS	02/28/2005	12/31/2075

New Delete

Trackage Details

Effective Date Range
Effective Start Date *
Effective End Date *

Trackage Info
Trackage Reportable Name *
Trackage Short Name *

Proprietary Type Codes
Telecast Default Type Code
1
2
3

Save Cancel Close

4. Click **New** to create a new trackage and complete the **Trackage Details** section.
5. In the **Effective Date Range** section, do the following:
 - a. Change the **Effective Start Date** or leave it at the default. The default is the beginning of the current NHI measurement period.

-
- b. Change the **Effective End Date** or leave it at the default. The default is 12/31/2075.
 6. In the **Trackage Info** section, do the following:
 - a. In the **Trackage Reportable Name** text box, enter a trackage reportable name.
 - b. In the **Trackage Short Name** text box, enter a trackage short name.
 7. In the **Proprietary Type Codes** section, do the following:
 - Click the ellipsis (...) beside the **Telecast Default Type Code** text boxes to enter up to three proprietary telecast default type codes, if desired.
 8. Click **Save** to save your work.
 - or-
 - Click **Cancel**. You are prompted to save or cancel the changes.
 - or-
 - Click **Close**. You are prompted to save your changes.

Scheduling Cable Programs

After you create cable programs (and optional episodes and trackages), you must schedule the program.

To schedule a cable program:

1. From the main menu, click **Schedule Grid** and select **Network**. The network schedule grid page appears.

The screenshot shows the myEVNTS Network View interface. At the top, it displays the Nielsen Media Research logo and navigation tabs: File, Dictionary, Scheduling, Schedule Grid, Utilities, Reports, Help, and Logout. The main area is titled 'Network View' and shows a calendar for April 2005. A grid below the calendar shows the schedule for the Disney Channel from Monday, April 4 to Sunday, April 10. The grid has time slots from 6:00 AM to 12:30 PM. Programs are listed in the grid cells, such as 'MORNING NEWS' and 'WORLD AROUND US'. A 'Grid Legend' on the right explains the colors and symbols used in the grid. On the far right, there is a 'Tree Search' box and a 'Program List' containing various program titles, including 'NEIGHBORS AND FRIENDS'.

Program List

2. In the **Program List**, drag and drop the selected program to the day and time you want the program to air. The Schedule Options page appears.

In the **Schedule Interval** section, click to select an option.

In the **Schedule Options** section, click to select a scheduling option.

In the **Recurrence** section, click to select **Recurring** or **OTO**. OTO is only available if you select This Week Only in the Schedule Interval section.

In the **Reportable Days** section, click to select days. This option is only available if you select # of Weeks or Until Further Notice in the Schedule Interval section.

Reportable Name, Reportable Time, Reportable Duration and Feed Pattern are populated for you, but you can change these defaults.

Schedule Options

Schedule Interval

This Week Only

of Weeks

Until Further Notice

Schedule Options

Schedule As

New Contingency

Recurrence

Recurring OTO

Reportable Days

Mon Tue Wed Thu Fri Sat Sun M-F M-S

Reportable Details

Reportable Name * NATIONAL NETWORK NEWS

Reportable Time * 07:00 AM Trackage ...

Reportable Duration * 60 Movie Library ...

Feed Pattern DUAL

OK Cancel

3. Click **OK** when you have finished making selections on the **Schedule Options** page. The schedule grid displays with the program showing on the grid.

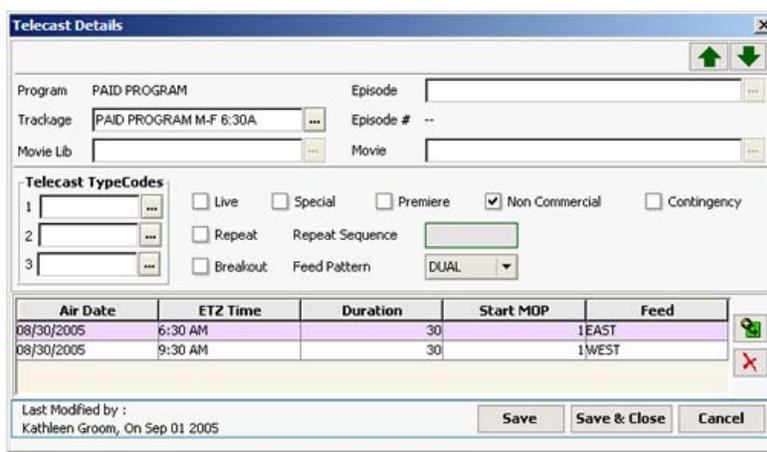
Scheduling Trackages and Episodes From The Telecast Details Window

After you schedule your program, you can schedule the trackages and episodes (optional).

A trackage is an optional label assigned to a group of telecasts that represents the way the telecasts are sold.

To schedule trackages and episodes using the Telecast Details window:

1. From the main menu, click **Schedule Grid** and select **Network**. The network schedule grid page appears.
2. Double-click the program for which you wish to schedule episodes/trackages. The Telecast Details window appears.



The screenshot shows the 'Telecast Details' window with the following fields and options:

- Program: PAID PROGRAM
- Episode: [Empty]
- Trackage: PAID PROGRAM M-F 6:30A
- Episode #: --
- Movie Lib: [Empty]
- Movie: [Empty]
- Telecast TypeCodes:
 - 1: [Empty]
 - 2: [Empty]
 - 3: [Empty]
 - Live
 - Special
 - Premiere
 - Non Commercial
 - Contingency
 - Repeat
 - Repeat Sequence: [Empty]
 - Breakout
 - Feed Pattern: DUAL
- Table:

Air Date	ETZ Time	Duration	Start MDP	Feed
08/30/2005	6:30 AM	30		1EAST
08/30/2005	9:30 AM	30		1WEST
- Last Modified by: Kathleen Groom, On Sep 01 2005
- Buttons: Save, Save & Close, Cancel

3. Click the ellipsis (...) beside the **Episode** box and select an episode from the list.
Note Episodes are required if you selected Episode Required on the Dictionary - Program page.
4. Click the ellipsis (...) beside the **Trackage** box and select a trackage from the list.
5. Make any other necessary changes and when completed, click **Save**.

Internal Lineup Check and Extracting - Cable

After you have scheduled your programs, episodes, and trackages, you perform a lineup check to check for conflicts before extracting.

To perform a lineup check for conflicts and prepare for extraction:

1. From the main menu, click **Schedule Grid** and select **Network**. The network schedule grid page appears.
2. Right-click the heading that displays the day and date at the top of the grid and select **Lineup Check**. 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.

Note *Nielsen Media Research can only extract days that are free of conflicts.*

Cable Movie Telecast Overview

The cable movie process is somewhat different from creating cable programs.

The following gives an overview of the process to create cable movie telecasts.

Create the Movie Library

Movie libraries contain movies and let you place movies into groups (libraries) for efficient tracking. For example, you might create movie libraries for each vendor or for each originating studio and then place the appropriate movies in each library.

Each movie can only reside in one library.

Create the Movie Program

After you create movie libraries, you create movie programs to hold specific movies. An example of a movie program might be Saturday Night Movies or Tuesday Hitchcock Movies.

Create the Movie Telecast

You create the actual movies to go inside the movie program for scheduling purposes. You can only schedule a movie that is contained in a movie program. For example, you might create a movie called Vertigo to place in the movie program Tuesday Hitchcock Movies. You would schedule the Tuesday Hitchcock Movies and then drag the movie Vertigo into the Tuesday Hitchcock Movies slot on the network schedule grid.

Creating Movie Libraries

The first step in creating movie programs is to create the movie library.

Note Any items in myEVNTS that have a red asterisk are required.

To create a movie library:

1. From the main menu, click **Dictionary** and then click **Movie** to view the Dictionary - Movie Library page.
2. Click **New**. The Movie Library Details section is populated with the default Effective Start Date and Effective End Date.

The screenshot shows the 'Dictionary - Movie Library' window. At the top, there is a menu bar with 'File', 'Dictionary', 'Scheduling', 'Schedule Grid', 'Utilities', 'Reports', 'Help', and 'Logout'. Below the menu bar is a toolbar with various icons. The main area is titled 'Dictionary - Movie Library' and contains a 'Movie Library List' table. The table has four columns: 'Movie Library Reportable Name', 'Effective Start Date', 'Effective End Date', and 'Movie Count'. The table contains six rows of data. Below the table are three buttons: 'New', 'Delete', and 'View Details'. At the bottom of the window is the 'Movie Library Details' section, which includes three input fields: 'Movie Library Reportable Name *', 'Effective Start Date *', and 'Effective End Date *'. The 'Effective Start Date' is set to '02/28/2005' and the 'Effective End Date' is set to '12/31/2005'. Below these fields are three buttons: 'Save', 'Cancel', and 'Close'.

Movie Library Reportable Name	Effective Start Date	Effective End Date	Movie Count
ACTION MOVIES	01/31/2005	12/31/2005	0
ALLARD MOVIES	02/28/2005	12/31/2005	1
AWARD WINNING MOVIES	01/31/2005	12/31/2005	1
HITCHCOCK MOVIES	01/31/2005	12/31/2005	1
PATS NEW MOVIE LIBRARY	02/28/2005	12/31/2005	1
RAMBO MOVIES	01/31/2005	12/31/2005	0

3. Change the **Effective Start Date** or leave it at the default. The default is the beginning of the current measurement period.
4. Change the **Effective End Date** or leave it at the default. The default date is 12/31/2005.
5. In the **Movie Library Reportable Name** text box, enter a name for the movie library.
6. Click **Save** to save the movie library.
 - or-
 - Click **Cancel** to cancel your selections. You are prompted to confirm the cancel.
 - or-
 - Click **Close** to return to the schedule grid page. You are prompted to save changes.

Creating a Movie Telecast

The movie telecast is the actual movie that is aired.

Note Any items in myEVNTS that have a red asterisk are required.

To create a movie telecast:

1. From the main menu, click **Dictionary** and then select **Movie**. The Dictionary - Movie Library page appears.
2. Select a **Movie Library** from the list and then click the **Movie** tab. The Dictionary - Movie page appears.

The screenshot shows the 'Dictionary - Movie' form. At the top, there's a menu bar with 'File', 'Dictionary', 'Scheduling', 'Schedule Grid', 'Utilities', 'Reports', 'Help', and 'Logout'. Below the menu bar, there's a toolbar with various icons. The main title is 'Dictionary - Movie' and there are two tabs: 'Movie Library' and 'Movie'. The 'Movie Library Name' is 'ACTION MOVIES' and the 'Effective Date Range' is '01/31/2005 - 12/31/2075'. The 'Search Criteria' section has a 'Movie Reportable Name' field, 'Date Parameters' (Scheduled Within: All, Start Date, End Date), and 'Search' and 'Reset' buttons. The 'Search Results' section shows a table with columns: 'Movie Reportable Name', 'Effective Start Date', 'Effective End Date', and 'Movie Short Name'. The 'Movie Details' section includes 'Effective Date Range' (Effective Start Date, Effective End Date), 'Proprietary Type Codes' (Episode, Telecast), and 'Characteristics' (Producer, Star, Co Star, Misc 1, Misc 2). The 'Movie Information' section includes 'Movie Reportable Name', 'Movie Short Name', 'Movie Number', and 'Source Type' (ORIGINAL). Buttons for 'New', 'Delete', 'Save', 'Cancel', and 'Close' are visible.

3. Click **New**. The Movie Details section is populated with default selections.
4. In the **Effective Date Range** section, do the following:
 - a. Click to select a new **Effective Start Date** or accept the default. The default is the beginning of the current measurement period.
 - b. Click to select a new **Effective End Date** or accept the default. The default is 12/31/2075.
5. In the **Movie Information** section, do the following:
 - a. In the **Movie Reportable Name** box, enter the movie name as you want it reported.

-
- b. In the **Movie Short Name** box, enter a short name for the movie.
 - c. In the **Movie Number** box, enter a number for the movie, if desired.
 - d. In the **Source Type** box, click the drop-down arrow to select a source type or accept the default.
6. In the **Proprietary Type Codes** section, do the following:
 - a. Click the ellipsis (...) beside the **Episode** type code boxes to select proprietary episode type codes, if desired.
 - b. Click the ellipsis (...) beside the **Telecast** type code boxes to select proprietary telecast type codes, if desired.
 7. In the **Characteristics** section, enter proprietary information in each field, if desired.

Creating Movie Programs

You must create a movie program to hold each movie telecast.

Note Any items in myEVNTS that have a red asterisk are required.

To create a cable movie program:

1. From the main menu, click **Dictionary** and then click **Program**. The Dictionary Search - Program page appears.
2. Click **New**. The Dictionary - Program page appears.
3. In the **Effective Date Range** section, do the following:
 - a. Change the **Effective Start Date** or leave it at the default. The default is the beginning of the current measurement period.
 - b. Change the **Effective End Date** or leave it at the default. The default is 12/31/2075.
4. In the **Program Info** section, do the following:

The image shows a screenshot of the 'Program Info' form with several callouts pointing to specific fields:

- Enter a **Program Reportable Name**.
- Enter a **Reportable Name Extension** (optional).
- Enter a **Program Short Name** (optional).
- Enter the **Proprietary Name** (optional).
- Enter the **Program Duration** in minutes.
- In the **Program Category** drop-down list, select **Movie Program**.
- Source type is populated for you. You cannot change this value.
- Click the **Summary** ellipsis to view a list of **Summary** type codes from which you can select.
- Select a **Summary** type code and the corresponding **Detail** type code is automatically populated.

The form fields shown are: Program Reportable Name *, Reportable Name Extension, Program Short Name, Proprietary Name, Program Duration *, Program Category * (GENERAL), Source Type (ORIGINAL), Standard Type Code (Summary *, Detail *).

5. In the **Proprietary Type Codes** section, do the following:
 - Click the ellipsis (...) beside the program text boxes to enter up to three proprietary program type codes, if desired.
6. In the **Default Type Codes** section, do the following:
 - a. Click the ellipsis (...) beside the **Telecast** text boxes to enter up to three proprietary telecast type codes, if desired.

-
- b. Click the ellipsis (...) beside the **Episode** text boxes to enter up to three proprietary episode type codes, if desired.
7. In the **Indicators** section, click to select from the following options:
 - HDTV Available
 - Special
 - Non-Commercial - If Non-Commercial is checked, Ordered is automatically unchecked.
 - Ordered - The default is for Ordered to be checked, but you can change this.
 - Episode Dup - This is enabled only if the program category is Movie Program.
 - Episode Required - This is checked automatically and disabled if the program category is Movie Program.
- Note** *Episode Auto Increment and Episode Starting Number are not available for cable programs.*
8. In the **Characteristics** section, do the following:
 - a. Enter a **Producer**, if desired.
 - b. Enter a **Star**, if desired.
 - c. Enter a **Co Star**, if desired.
 - d. Enter any miscellaneous proprietary information desired in the **Misc 1** and **Misc 2** text boxes.
 9. Click **Save** to save your work.
 - or-
 - Click **Cancel**. You are prompted to save or cancel the changes.
 - or-
 - Click **Close**. You are prompted to save your changes.

Scheduling a Movie Program

You can schedule a cable movie program using the network schedule grid.

To drag and drop a movie program onto the schedule grid:

1. From the main menu, click **Schedule Grid** and select **Network**. The schedule grid appears.

The screenshot shows the Media Research software interface. The main window is titled "Network View" and displays a schedule grid for the Disney Channel. The grid shows a weekly schedule from Monday to Sunday for the week of April 4-10, 2005. The time slots range from 6:00 AM to 12:30 PM. Programs are listed in a grid format. A "Program List" on the right side of the interface contains a list of programs, including "NEIGHBORS AND FRIENDS", which is highlighted. A line connects the "Program List" label to the list of programs.

Program List

2. From the **Program List**, drag and drop the movie program onto the day and time on which you want it to air. The Schedule Options window appears.

Note In the **Program List**, movie programs display with a **P** beside them to indicate they are programs.

3. In the **Schedule Interval** section, click to select from the following options:
 - This Week Only
 - # of Weeks
 - Until Further Notice
4. In the **Schedule As** section, select **New** or **Contingency**.

-
5. In the **Recurrence** section, select **Recurring** or **OTO**. Recurring is not enabled if you selected This Week Only in the Schedule Interval section.
 6. In the **Reportable Days** section, select the days you want the program to air. If you selected This Week Only in the Schedule Interval section, you cannot select reportable days.
 7. In the **Reportable Details** section, do the following:
 - a. In the **Reportable Time** box, enter a reportable time or accept the default.
 - b. In the **Reportable Duration** box, enter a reportable duration or accept the default.
 - c. In the **Feed Pattern** box, click the down-arrow to select a feed pattern or accept the default.
 - d. In the **Movie Library** box, click the ellipsis (...) to select a movie library, if desired.
 8. Click **OK**. The telecast and lineups are created and the movie program displays on the schedule grid.

Tip *To check the results of your work, double-click the program on the schedule grid. The Telecast Details window displays with the program information.*

Scheduling a Movie Telecast

After you drag your movie program onto the schedule grid, you drag the movie telecast (actual movie) onto the movie program to schedule it.

To schedule a movie telecast:

1. From the main menu, click **Schedule Grid** and select **Network**. The network schedule grid page appears.
2. Find the movie library in the **Program List**. Movie Libraries display in the Program List with an ML+ to indicate they are movie libraries. The plus sign indicates you can expand this item.
3. Double-click the movie library to expand it.
4. Double-click the word “**MOVIE**” to expand it and view the movie telecast below it.
5. Drag the movie onto the movie program you have scheduled in the schedule grid.

Scheduling a Movie Trackage

If you created a trackage for your movie program, you can schedule the trackage using the network schedule grid.

Trackage are always optional.

To schedule a movie trackage:

1. From the main menu, click **Schedule Grid** and then click **Network**. The network schedule grid page appears.
2. From the program list, drag the trackage onto the movie program on the schedule grid.

You are now ready to perform an internal lineup check to look for conflicts and prepare for extract. For more information, see “Internal Lineup Check and Extracting - Cable” on page 3-17.

Chapter 4

Syndication and Unwired Procedures

This chapter outlines syndication and unwired procedures and provides information about the following:

- Syndication Process Flow
- Creating Syndication Program Groups
- Unwired Process Flow
- Creating a Syndication Program
- Creating Syndication Episodes
- Scheduling Syndication Programs
- Scheduling Syndication Episodes
- Releasing Schedules
- Creating a Report Order
- Creating a Lineup and Adding Stations to a Lineup
- Releasing Lineups
- Internal Lineup Check and Extracting - Syndication and Unwired
- Creating Syndication Program Groups
- Selecting Your Unwired Program

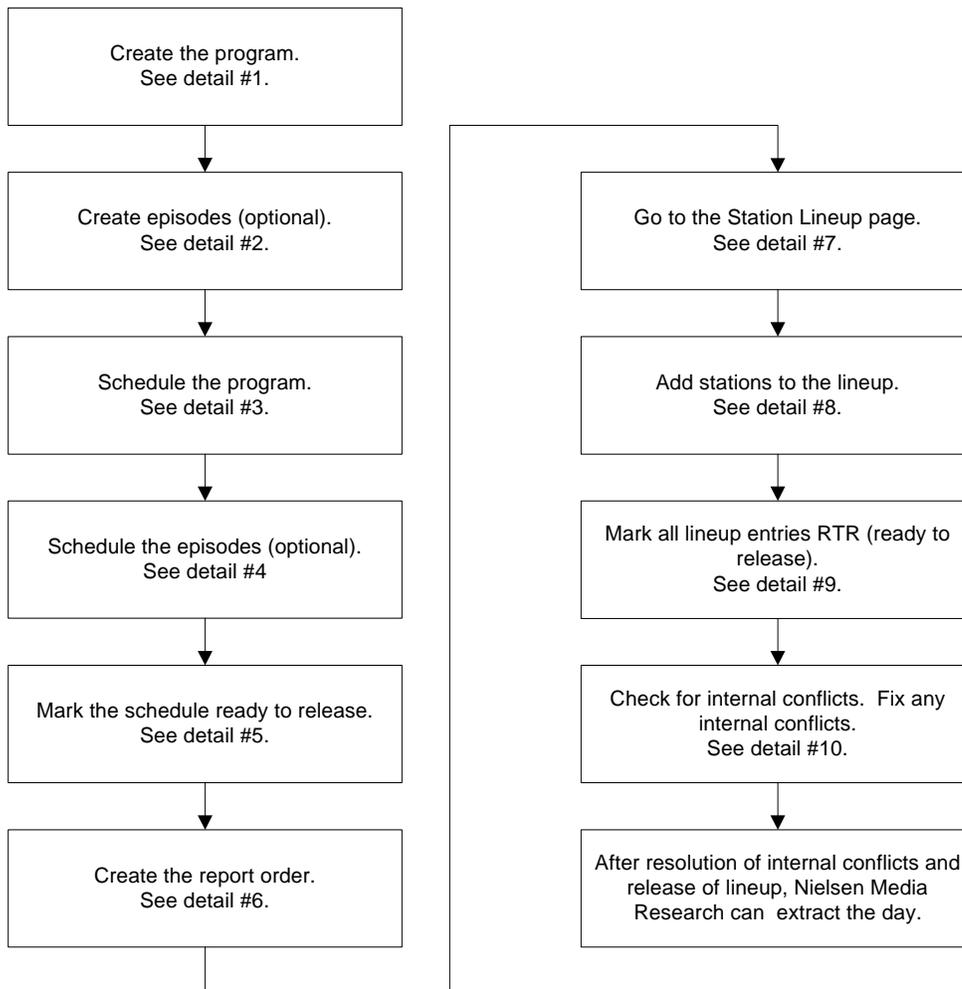
Syndication Process Flow

In order to understand myEVNTS, it is important to understand the process flow, or the steps you must take to perform common tasks.

The following process flow shows the steps you use to perform the most common tasks in myEVNTS. There are typically multiple ways to perform steps in myEVNTS, but this process flow provides a common method for completing the task of creating programs, schedules, and lineups. You can then release them for extraction by Nielsen Media Research.

Note *There is a separate process flow for creating program groups.*

Details follow the flow chart.



Details

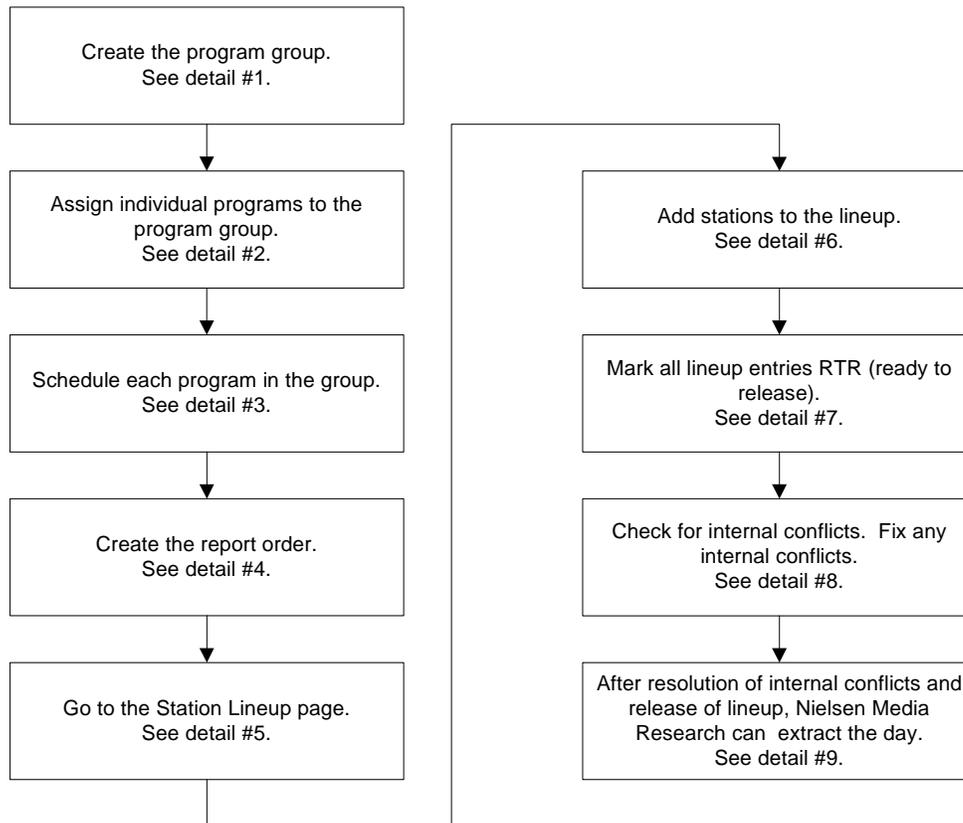
- 1) For syndication users, the home page is the Schedule Search - Program page. That is the page that displays when you first open the application.
To create a program:
From the main menu, click Dictionary and select Program. At the Dictionary Search - Program page, click New and the Dictionary - Program page appears. Complete the required sections and click Save.
- 2) While still on the Dictionary - Program page, click the Episode tab. The Dictionary - Episode page appears. Click New to create a new episode and complete the required information. When completed, click Save.
- 3) From the main menu, click Scheduling and select Schedule. The Schedule Search - Program page appears. Click New and the Schedule Daystime page appears. Complete the top section of the page and then click New to complete the bottom section for the Days/Time tab. When finished, click Save.
- 4) From the main menu, click Scheduling and select Schedule. The Schedule Search - Program page appears. Highlight the program for which you wish to assign and schedule episodes and click View Telecast. The Telecast page appears. Double-click the day for which you wish to schedule an episode. Click the ellipsis (...) beside the Episode Reportable Name box and select an episode from the list. The program displays with the scheduled episode. To return to the entire list of scheduled programs, click Generate. Note: If you create only one episode for a program, that episode populates each instance of the program on the Telecast page. You must create two episodes in order to select and schedule the episodes individually.
- 5) From the main menu, click Scheduling and then select Schedule. The Schedule Search - Program page appears. Click View Details. The Schedule - Daystime page appears. Click the Ready to Release check box in the Processing Info section and then click Save.
- 6) To create the report order:
From the Scheduling menu, select Report Order. The Report Order - Search page appears. Click New and the Report Order page appears. Complete all required sections and click Save.
- 7) From the main menu, click Scheduling and then select Schedule. The Schedule Search - Program page appears. Highlight the Schedule Reportable Name and click View Lineup. The Station Lineup page appears.
- 8) There are many ways to add your stations to the lineup. Click Show Options for a list of options, including Convert Station List, Copy Affiliates, Copy Station/Outlet and Copy Lineups. You can also click Add on the Station Lineup page to add stations one at a time.
- 9) Click Show Options and select Mark All Lineups RTR to mark them ready to release.
- 10) From the main menu, click Utilities and select Release. This begins the error checking process and myEVNTS checks for internal conflicts. Fix any internal conflicts.

Creating Syndication Program Groups

You can create program groups and place individual programs in them, but those programs that are part of a group must be scheduled through the group (not independently).

The following process flow shows the steps you use to create syndication groups and their program members in myEVNTS.

Details follow the flowchart.



Details

- 1) For syndication users, the home page is the Schedule Search - Program page. That is the page that displays when you first open the application.
To create a program group:
From the main menu, click Dictionary and then click Program Groups. The Dictionary-Program Group page appears. Click New and complete all required sections in the Program Details section.

-
- 2) After you complete selections in the Effective Date Range, Program Group Info, and Standard Type Code sections, click Generate Available Members. Select programs from the Available Members box and click Add to add them to the Current Members box. When you have completed selections, click Save.
 - 3) From the Scheduling menu, select Schedule. At the Schedule Search - Program page, highlight the group member program and click New. The Schedule-Daystime page appears. Complete all required items at the top of the page and click New. Complete all required information in the bottom section of the page. Mark the program Ready to Release using the check box at the top right of the page. Click Save. Repeat this step until you have scheduled all programs in the group.
 - 4) To create the report order:
From the Scheduling menu, select Report Order. The Report Order - Search page appears. Click New and the Report Order page appears. Complete all required sections and click Save.
 - 5) From the main menu, click Scheduling and then select Schedule. The Schedule Search - Program page appears. Highlight the Schedule Reportable Name and click View Lineup. The Station Lineup page appears.
 - 6) There are many ways to add stations to the lineup. Click Show Options for a list of options, including Convert Station List, Copy Affiliates, Copy Station/Outlet and Copy Lineups. You can also click Add on the Station Lineup page to add stations one at a time.
 - 7) Click Show Options and select Mark All Lineups RTR to mark them ready to release.
 - 8) From the main menu, click Utilities and select Release. This begins the error checking process and myEVNTS checks for internal conflicts. Fix any internal conflicts.
 - 9) From the main menu, click Schedule Grid and select Station to view the station grid page. When the lineup is ready to release and all internal conflicts have been resolved, the day turns the appropriate color based on the Ready to Extract entry in the Grid Legend on the station grid page.

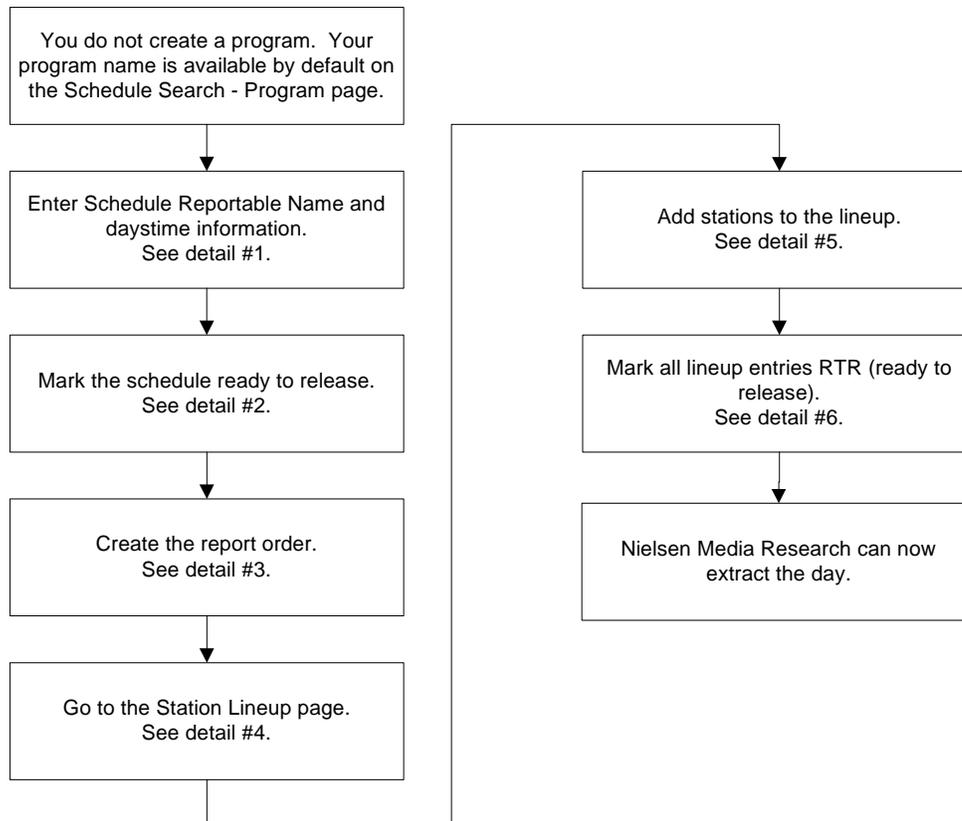
Unwired Process Flow

In order to understand myEVNTS, it is important to understand the process flow, or the steps you must take to perform common tasks.

The following process flow shows the steps you use to perform the most common tasks in myEVNTS. There are typically multiple ways to perform steps in myEVNTS, but this process flow provides a common method for completing the tasks for unwired users.

Unwired users do not create programs, they use a default program that has been created for them.

Details follow the flow chart.



Details

- 1) For unwired users, the home page is the Schedule Search - Program page. That is the page that displays when you first open the application. If you are on another page, you can click Scheduling and then select Schedule to go to the Schedule Search - Program page. Click New and the Schedule - Daytime page appears. Complete the top section of the page and then click New to complete the Days/Time section.

-
- 2) On the Schedule - Daytime page, click the Ready to Release check box in the Processing Info section and then click Save.
 - 3) To create the report order:
From the Scheduling menu, select Report Order. The Report Order - Search page appears. Click New and the Report Order page appears. Complete all required sections and click Save.
 - 4) From the main menu, click Scheduling and then select Schedule. The Schedule Search - Program page appears. Highlight the Schedule Reportable Name and click View Lineup. The Station Lineup page appears.
 - 5) There are many ways to add stations to the lineup. Click Show Options for a list of options, including Convert Station List, Copy Affiliates, Copy Station/Outlet and Copy Lineups. You can also click Add on the Station Lineup page to add stations one at a time.
 - 6) On the Station Lineup page, click Show Options and select Mark All Lineups RTR to mark lineup entries ready to release.

Creating a Syndication Program

The first step for syndication is to create your programs.

Before you can schedule your programs and use them in lineups, you must create them.

Note Any items in myEVNTS that have a red asterisk are required.

To create a syndication program:

1. From the main menu, click **Dictionary** and then click **Program**. The Dictionary Search - Program page appears.
2. Click **New**. The Dictionary - Program page appears.

The screenshot shows the 'myEVNTS - Program' web application in Microsoft Internet Explorer. The browser title is 'myEVNTS - Program - Microsoft Internet Explorer'. The page header includes the Nielsen Media Research logo and the text 'myEVNTS'. The main navigation menu includes 'File', 'Dictionary', 'Scheduling', 'Schedule Grid', 'Utilities', 'Reports', 'Help', and 'Logout'. The current page is 'Dictionary - Program', with sub-tabs for 'Program' and 'Episode'. The 'Program' tab is active. The page is divided into several sections: 'Program Details' (Effective Date Range), 'Program Info' (Program Reportable Name, Reportable Name Extension, Program Short Name, Proprietary Name, Program Duration, Program Category, Source Type, Standard Type Code), 'Proprietary Type Codes' (Program 1, 2, 3), 'Default Type Codes' (Telecast 1, 2, 3; Episode A, B, C), 'Indicators' (HDTV Available, Special, Non-Commercial, Ordered, Episode Dup, Episode Required, Episode Auto Increment, Episode Starting Number), and 'Characteristics' (Producer, Star, Co Star, Misc 1, Misc 2).

3. In the **Effective Date Range** section, do the following:
 - a. Change the **Effective Start Date** or leave it at the default. The default is the current Monday date.
 - b. Change the **Effective End Date** or leave it at the default. The default is 12/31/2075.

4. In the **Program Info** section, do the following:

Enter a **Program Reportable Name**.

Enter a **Reportable Name extension** (optional).

Enter a **Program Short Name** (optional).

Enter the **Proprietary Name** (optional).

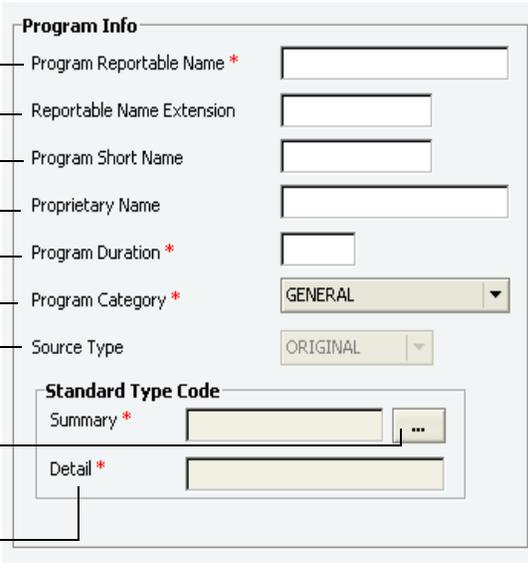
Enter the **Program Duration** in minutes.

In the **Program Category** drop-down list, select a category. The default is General.

Source type is populated for you. You cannot change this value.

Click the **Summary** ellipsis to view a list of Summary type codes from which you can select.

Select a **Summary** type code and the corresponding **Detail** type code is automatically populated.



The screenshot shows a form titled "Program Info" with the following fields and controls:

- Program Reportable Name * (text input)
- Reportable Name Extension (text input)
- Program Short Name (text input)
- Proprietary Name (text input)
- Program Duration * (text input)
- Program Category * (dropdown menu, currently showing "GENERAL")
- Source Type (dropdown menu, currently showing "ORIGINAL")
- Standard Type Code section containing:
 - Summary * (text input with an ellipsis button)
 - Detail * (text input)

Callout lines connect the text instructions on the left to the corresponding fields in the form.

Note *Proprietary Type Codes and Default Type Codes are not available for syndication and are disabled.*

5. In the **Indicators** section, click to select from the following options:

- HDTV Available
- Special
- Non-Commercial - If Non-Commercial is checked, Ordered is automatically unchecked.
- Ordered - The default is for Ordered to be checked, but you can change this.
- Episode Auto Increment - If you select this check box, enter a starting number in the Episode Starting Number text box.
- Episode Starting Number - Enter a starting number in this text box if you wish to number your episodes or if you select Episode Auto Increment.

Note *Episode Dup and Episode Required are not available for syndicated programs and are disabled.*

6. In the **Characteristics** section, do the following:

- Enter a **Producer**, if desired.
- Enter a **Star**, if desired.

Creating a Syndication Program ...

- c. Enter a **Co Star**, if desired.
 - d. Enter any miscellaneous proprietary information desired in the **Misc 1** and **Misc 2** text boxes.
7. Click **Save** to save your work.
- or-
 - Click **Cancel**. You are prompted to save or cancel the changes.
 - or-
 - Click **Close**. You are prompted to save your changes.

Creating Syndication Episodes

Once you create your programs, you can assign episodes to them, if desired.

Episodes are always optional.

Note Any items in myEVNTS that have a red asterisk are required.

To create an episode for your syndication 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 **Episode** tab. The Dictionary - Episode page appears.

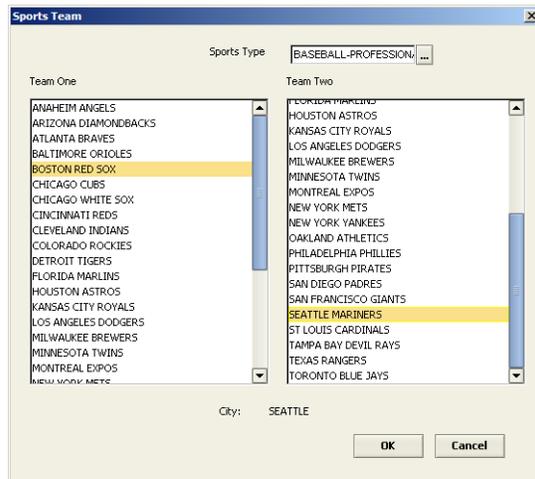
The screenshot shows the 'Dictionary - Episode' form. At the top, there are menu items: File, Dictionary, Scheduling, Schedule Grid, Utilities, Reports, Help, Logout. The form has tabs for 'Program' and 'Episode'. The 'Episode' tab is selected. The form contains the following sections:

- Program Reportable Name:** MORNING NEWS
- Source Type:** ORIGINAL
- Search Criteria:** Episode Reportable Name (text input), Date Parameters: Schedule Within (View Last 6 Months), Start Date (09/11/2004), End Date (03/11/2005). Buttons: Search, Reset.
- Search Results:** Search Count: 0. Table with columns: Episode Reportable Name, Episode Number, Episode Start Date, Episode End Date. Buttons: New, Delete.
- Episode Details:**
 - Effective Date Range:** Effective Start Date *, Effective End Date *.
 - Episode Info:** Episode Reportable Name *, Episode Short Name, Episode Number, Source Type * (ORIGINAL). Button: Sports Teams.
 - Proprietary Type Codes:** Episode A, B, C.
 - Default Type Codes:** Telecast 1, 2, 3.
 - Characteristics:** Producer, Star, Co Star, Misc 1, Misc 2. Buttons: Save, Cancel, Close.

4. Click **New** to create a new episode and complete the **Episode Details** section.
5. In the **Effective Date Range** section, do the following:
 - a. Change the **Effective Start Date** or leave it at the default. The default is the beginning of the current measurement period.
 - b. Change the **Effective End Date** or leave it at the default. The default is 12/31/2075.

Creating Syndication Episodes ...

6. In the **Episode Info** section, do the following:
 - a. In the **Episode Reportable Name** text box, enter an episode reportable name.
 - b. If the episode is associated with a program category of **Sports Event**, click **Sports Team** to select the teams involved.



- c. In the **Episode Short Name** text box, enter an episode short name.
 - d. In the **Episode Number** text box, enter an episode number, if desired.
 - e. In the **Source Type** box, select a source type from the drop-down box if this option is available. The Source Type drop-down list is only enabled if you have selected a program source type of **Varies**. For all other program source types, the Source Type is automatically populated with **Original** and you cannot change this selection.
7. In the **Characteristics** section, do the following:
 - a. Enter a **Producer**, if desired.
 - b. Enter a **Star**, if desired.
 - c. Enter a **Co Star**, if desired.
 - d. Enter any miscellaneous proprietary information desired in the **Misc 1** and **Misc 2** text boxes.
8. Click **Save** to save your work.
 - or-
 - Click **Cancel**. You are prompted to save or cancel the changes.
 - or-
 - Click **Close**. You are prompted to save your changes.

Scheduling Syndication Programs

After you have created programs, you must schedule them.

Note Any items in myEVNTS that have a red asterisk are required.

To schedule syndication programs:

1. From the main menu, click **Scheduling** and then click **Schedule**. The Schedule Search - Program window appears.
2. Click **New**. The Schedule - Daytime page appears.

Start Date	End Date	Reportable Days	Start Time	Duration	Feed Pattern	Off Air Status

3. In the **Program Schedule Info** header section, do the following:

- a. In the **Effective Start Date** text box, select a future **Monday** date or accept the default. The default is the next Monday date.
- b. In the **Effective End Date** text box, select an appropriate **Sunday** end date or accept the default. The default is 12/31/2075.
- c. In the **Program Reportable Name** text box, click the ellipsis (...) to view a list of programs and then click to select a program.
- d. In the **Program Group Name** text box, click the drop-down arrow to select a group, if desired.

Scheduling Syndication Programs ...

- e. In the **Schedule Reportable Name** text box, enter a new reportable name or accept the default. The default is the Program Reportable Name.
 - f. Select from the following options:
 - Recurring - If you select Recurring, the Special check box cannot be selected.
 - Special - If you select Special, the Recurring check box cannot be selected.
 - Client Use/Contingency - Select this option if you do not want your lineups to be sent to Nielsen Media Research.
4. In the **Commercial Info** section, do the following:
- a. In the **Barter Units** text box, enter the number of barter units for this program.
 - b. In the **Barter Minutes** text box, enter the actual barter minutes.
 - c. In the **Cash Minutes** text box, enter the cash minutes.
- Note** *The National ACMS box is not available for syndication and is grayed out.*
5. In the **Processing Info** section, do the following:
- a. Select from the following options:
 - Additional Telecast
 - Pending Clearances - If you select Pending Clearances, lineups are exempt from internal conflict checks.
 - Retrocoded - If you select Retrocoded, lineups are not considered for conflict checking.
 - Repeat
 - Ready to Release
6. In the **Report In Episode** text box, click the drop-down arrow to select reporting options. The options you select here determine what is reported in the Episode section of the Pocketpiece®.
7. In the **Lineup Type** text box, click the drop-down arrow to select a lineup type.
8. In the **Lineup Subtype** text box, click the drop-down arrow to select a lineup subtype.
9. Make sure the **Daytime** tab is already selected and click **New**.
10. In the **Effective Date Range** section, do the following:
- a. In the **Effective Start Date** text box, select a future **Monday** date or accept the default. The default is the date you chose in the header, above.
 - b. In the **Effective End Date** text box, select an appropriate **Sunday** end date or accept the default. The default is the date you chose in the header, above.
11. In the **Daytime** section, do the following:
- a. In the **Reportable Day** section, select from the following options:
 - Individual days of the week
 - M-F (Monday through Friday)
 - M-S (Monday through Sunday)
12. In the **Reportable Time** text box, enter a reportable time for the program, if desired.

13. In the **Reportable Duration** text box, select a duration for the program, if desired. The default is the duration you selected when you created the program.
14. In the **Feed Pattern** drop-down list, select a feed pattern.
 - Note** *Trackage and Movie Library are not available for Syndication and these fields are disabled.*
15. If the schedule has already been extracted and you wish to create an override, click **Override**.
16. Click **View Telecast** if you want to view the **Telecast** page with information about the specific telecast and episode.
17. Click the **Premiere** tab and do the following:
 - a. Click **New**. The Premiere Info section is populated with default values.

- b. In the **Premiere Date** box, click the drop-down arrow to select a premiere date or accept the default. The default is the Effective Start Date you chose in the header.
- c. In the **Premiere Type** drop-down list, click to select a premiere type or accept the default. The default is Season.
- d. In the **Season Year** drop-down list, click to select a year or accept the default. The default is the current year range, for example, 2004-2005.

Scheduling Syndication Programs ...

18. If the program is a sports event, click the **Sports Event** tab and do the following:
 - a. Click **New**.
 - b. In the **Effective Start Date** text box, select a start date or accept the default. The default is the date you chose in the header.
 - c. In the **Effective End Date** text box, select an end date or accept the default. The default is the date you chose in the header.
 - d. In the **Complexity** box, enter a complexity number, if desired.
 - e. In the **Start Time** box, enter a start time for the event. The default time is the time you selected in the Reportable Time box on the Daytime tab.
 - f. In the **Duration** box, enter a duration.
 - g. In the **MOP** box, enter a minute of program.
 - h. In the **Sport Type** box, click to select a sports type (for example, professional baseball, college basketball, etc.) from the drop-down list.
 - i. In the **Team 1** box, click to select a visiting team name from the drop-down list.
 - j. In the **Team 2** box, click to select the home team from the drop-down list. The selection you make here automatically populates the City Played text box.
 - k. In the **City Played** box, select a city or accept the default. The default is the home city for Team 2.
19. Click the **Characteristics** tab to enter characteristics, if desired.
 - a. Click **New**.
 - b. In the **Effective Start Date** text box, select a start date or accept the default. The default is the date you chose in the header, above.
 - c. In the **Effective End Date** text box, select an end date or accept the default. The default is the date you chose in the header, above.
 - d. In the **Characteristic Type** text box, select a characteristic type.
 - e. In the **Characteristic Name** text box, enter a name for the characteristic.
20. Click the **Elements** tab to enter elements, if desired.
 - a. In the **Effective Start Date** text box, select a start date or accept the default. The default is the date you chose in the header, above.
 - b. In the **Effective End Date** text box, select an end date or accept the default. The default is the date you chose in the header, above.
 - c. In the **Start Time** box, enter a start time for the element.
 - d. In the **Duration** box, enter a duration for the element.
 - e. In the **MOP** box, enter a minute of program for the element.
 - f. In the **Element Name** text box, enter a name for the element.
 - g. In the **Element Type** text box, select an element type.
21. Click **View Lineups** to go to the **Station Lineup** page where you can create (add) new lineup lines, remove existing lineup lines, and copy existing affiliates, stations/outlets, etc.

22. Click **Save** to save your work.

-or-

Click **Cancel**. You are prompted to save or cancel the changes.

-or-

Click **Close**. You are prompted to save your changes.

Scheduling Syndication Episodes

After you create optional episodes, you schedule them.

To schedule episodes:

1. From the main menu, click **Scheduling** and select **Schedule**. The Schedule Search - Program page appears.
2. Highlight the program for which you wish to assign and schedule episodes.
3. Click **View Telecast**. The Telecast page appears.
4. Double-click the day for which you wish to schedule an episode.
5. Click the ellipsis (...) beside the **Episode Reportable Name** box and select an episode from the list. The program displays with only the scheduled episode showing in the list.

Note *If you create only one episode for a program, that episode populates each instance of the program on the Telecast page. You must create two episodes in order to select and schedule the episodes individually.*

6. To return to the complete list of programs, click **Generate**.

Releasing Schedules

After you schedule the program and any episodes, you mark the schedule ready to release.

To release schedules:

1. From the main menu, click **Scheduling** and select **Schedule**. The Schedule Search - Program page appears.
2. Click **View Details**. The Schedule - Daytime page appears.
3. In the **Processing Info** section, click the **Ready to Release** check box.
4. Click **Save**.

Creating a Report Order

A report order defines how you want one or more lineups reported in one or more reports.

You use report orders to communicate your orders for services to Nielsen Media Research. You can order different reports based on your type of service. The report you order defines which report options are available.

On the Report Order page, you can define details such as the report type, analysis period, and specific statistics for your report order.

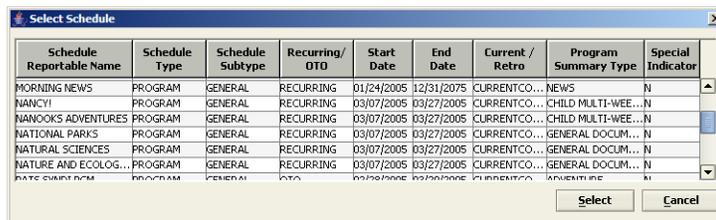
To create a report order:

1. From main menu, click **Scheduling** and select **Report Order**. The Report Order - Search page appears.
2. Click **New**. The Report Order page appears.

The screenshot shows the 'Report Order' application window. At the top is a menu bar with 'File', 'Dictionary', 'Scheduling', 'Schedule Grid', 'Utilities', 'Reports', 'Help', and 'Logout'. Below the menu is a toolbar with various icons. The main area is titled 'Report Order' and contains several sections:

- Order Info:** Includes 'Report Label *' (text input), 'Report Type *' (dropdown menu with 'REGULAR' selected), 'Effective Start Date *' (calendar dropdown), 'Effective End Date *' (calendar dropdown), and 'Instructions' (text area). There is a 'Ready To Release' checkbox and a 'NEW' label.
- Schedule Table:** A table with columns: 'Schedule Reportable Name', 'Schedule Type', 'Schedule Subtype', 'Recurring/OTD', 'Start Date', 'End Date', 'Current/Retro Coded', 'Program Summary Type', and 'Special Indicator'. The table is currently empty.
- Buttons:** 'Select Schedule' and 'Remove Schedule' buttons are located below the table.
- Report Options:** A section with a 'Report *' dropdown, 'Start Date *' and 'End Date *' calendar dropdowns. It contains four columns of options:
 - Demographics:** Standard, Non-Standard, Adult/General.
 - Statistics:** Standard, GAA, GSA, Roll-back, Roll-forward, Cvrge Factors, GAA/GSA, HUT/Share, MSA Coverage, NAD Blk/Non Blk.
 - Reporting Frequency:** EndOfPeriod, Other, Weekly, Monthly.
 - Data Reported:** Avg (Weekly), Individual Day, Avg (bi-weekly).
 - Market Breaks:** Standard, Non-Standard.
- Bottom Buttons:** 'New', 'Delete', 'Save', 'Cancel', and 'Close' buttons.

3. Click **Select Schedule**. The Select Schedule window appears.



4. Highlight a selection from the list of schedules and click **Select**. The Report Order page displays information about the selected schedule.
5. In the report options list at the lower left, click **New** to add new report orders.
6. In the **Report Options** section, click the drop-down arrow to view a list of reports.
7. Click to select a report.
8. Enter a **Start Date** or accept the default. The Start Date must be on or after the processing cutoff date.
9. Enter an **End Date** or accept the default. The default is 12/31/2075.
10. Click to select options from the following categories:
 - Demographics
 - Statistics
 - Reporting Frequency
 - Data Reported
 - MarketBreaks
11. When you have completed your selections, click **Save**.
 - or-
 - Click **Cancel** to cancel your changes. You are prompted to save or cancel changes.
 - or-
 - Click **Close** to return to the Schedule Search - Program page. You are prompted to save changes.

Creating a Lineup and Adding Stations to a Lineup

After you complete the report order, you create a lineup.

A lineup is where you determine which stations air your program. There are many ways to add stations to a lineup.

To create a lineup:

1. From the main menu, click **Scheduling** and select **Schedule**. The Schedule Search - Program page appears.
2. Highlight the **Schedule Reportable Name** in the list and click **View Lineup**. The Station Lineup page appears.

To add stations to a lineup using Show Options:

1. From the **Station Lineup** page, click **Show Options** for a list of available options, including Convert Station List, Copy Affiliates, Copy Station/Outlet, and Copy Lineups.
2. Click to select an option and complete the required fields on the page that appears.

Releasing Lineups

After you have created lineups, you must mark them RTR (ready to release).

To mark lineups ready to release:

1. From the main menu, click **Scheduling** and select **Schedule**. The Schedule Search - Program page appears.
2. Highlight the appropriate schedule and click **View Lineup**. The Station Lineup page appears.
3. Click **Show Options** and select **Mark All Lineups RTR** to mark them ready to release.

Internal Lineup Check and Extracting - Syndication and Unwired

After you mark schedules and lineups ready to release, you perform a lineup check to check for conflicts before extraction.

When you have marked schedules and lineups ready to release, you perform a lineup check to check for conflicts. When all conflicts have been resolved, Nielsen Media Research can perform the extraction.

To perform a lineup check to check for conflicts:

1. From the **Utilities** menu, click **Release**. The error checking process begins. If any errors are found, a conflict error report displays to list the conflicts.
2. Resolve any conflicts and perform step 1 again. The day turns the appropriate color based on the Ready to Extract entry in the Grid Legend on the station schedule grid.

Nielsen Media Research can only extract days that are free of conflicts and have been marked ready to release.

Creating Syndication Program Groups

You can create program groups and place individual programs in them.

Program Groups consist of multiple related programs under a common name, which can be reported in Pocketpiece®. Program groups can also contain other program groups. There are four types of program groups: Umbrella, Umbrella Subgroup, Package, and Regional Movie.

Note Any items in myEVNTS that have a red asterisk are required.

To create syndication program groups and assign programs to the group:

1. From the main menu, click **Dictionary** and then click **Program Groups**. The Dictionary-Program Group page appears.
2. Click **New**. The Program Group details section is populated with default values.

The screenshot shows the 'Dictionary - Program Group' application window. The window title is 'Dictionary - Program Group'. The menu bar includes 'File', 'Dictionary', 'Scheduling', 'Schedule Grid', 'Utilities', 'Reports', 'Help', and 'Logout'. The toolbar contains various icons for file operations and navigation. The main content area is divided into several sections:

- Search Criteria:** Includes input fields for 'Group Reportable Name', 'Start Date', 'Group Type', and 'End Date', along with 'Search' and 'Reset' buttons.
- Search Results:** A table with columns 'Group Reportable Name', 'Group Type', 'Effective Start Date', and 'Effective End Date'. The search count is 0. 'New' and 'Delete' buttons are at the bottom right.
- Program Group Details:**
 - Effective Date Range:** 'Effective Start Date' is 03/07/2005 and 'Effective End Date' is 12/31/2075.
 - Program Group Info:** 'Group Reportable Name' is empty, 'Group Type' is 'PACKAGE', and 'Proprietary Name' is empty.
 - Standard Type Code:** 'Summary' and 'Detail' are empty.
 - Group Members:** 'Programs' is selected.
- Generate Available Members:** A button to generate available members.
- Available Members and Current Members:** Two empty list boxes with 'Add >>', '<< Remove', 'Add All >>', and '<< Remove All' buttons between them.
- Save, Cancel, Close:** Buttons at the bottom right.

3. In the **Program Group Details** section, do the following:
 - a. In the **Effective Start Date** text box, select an effective start date or accept the default. The default is the current Monday date.
 - b. In the **Effective End Date** text box, select an effective end date or accept the default. The default is 12/31/2075.

Creating Syndication Program Groups ...

4. In the **Program Group** Info section, do the following:
 - a. In the **Group Reportable Name** text box, enter a name for the group.
 - b. In the **Group Type** drop-down list, select a group type or accept the default. The default is Package.
 - c. In the **Proprietary Name** text box, enter a proprietary name for the group, if desired.
5. In the **Standard Type Code** section, do the following:
 - a. In the **Summary** text box, click the ellipsis (...) and select a summary type code. This automatically populates the Detail Type Code box, below.
6. In the **Group Members** section, click to select either **Programs** or **Program Groups**.
7. Click **Generate Available** Members. The Available Members box is populated with all available selections of either programs or program groups, depending on your selection in the Group Members section.
8. Highlight any entry in the **Available Members** box and click **Add** to add it to the **Current Members** box.
9. Highlight any entry in the **Current Members** box and click **Remove** to move it back to the **Available Members** box.
10. Click **Add All** if you want to add all available members to the **Current Members** box.
11. Click **Remove All** if you want to remove all current members and move them back to the **Available Members** box.
12. Click **Save** to save your work.
 - or-
 - Click **Cancel**. You are prompted to save or cancel the changes.
 - or-
 - Click **Close**. You are prompted to save your changes.
13. After you create syndication program groups and assign programs to them, you use the same steps and procedures that you use for regular syndication programs, as follows:
 - Schedule the programs - To view that procedure, see "Scheduling Syndication Programs" on page 4-13.
 - Create a report order - To view that procedure, see "Creating a Report Order" on page 4-20.
 - Create the lineup - To view that procedure, see "Creating a Lineup and Adding Stations to a Lineup" on page 4-22.
 - Mark lineups RTR - To view that procedure, see "Releasing Lineups" on page 4-23.
 - Check for conflicts and extract - To view that procedure, see "Internal Lineup Check and Extracting - Syndication and Unwired" on page 4-24.

Selecting Your Unwired Program

Unwired users do not create programs.

Unwired users have a master program created for them and assigned to them. You select this master program by default from the Schedule - Search Program page.

You then proceed, using the same steps and procedures used by syndication clients, as follows:

- Create schedules - To view that procedure, see “Scheduling Syndication Programs” on page 4-13.
- Mark schedules ready to release - To view this procedure, see “Releasing Schedules” on page 4-19.
- Create a report order - To view this procedure, see “Creating a Report Order” on page 4-20.
- Create the lineup - To view that procedure, see “Creating a Lineup and Adding Stations to a Lineup” on page 4-22.
- Mark lineups RTR - To view that procedure, see “Releasing Lineups” on page 4-23.
- Check for conflicts and extract - To view that procedure, see “Internal Lineup Check and Extracting - Syndication and Unwired” on page 4-24.

Note *Any items in myEVNTS that have a red asterisk are required.*

Glossary

Analysis Period

The time during which audiences are tracked or viewing is collected for a program. All the station/outlet airings for the program fall within the start and end dates of this period.

Broadcast Day

A Nielsen Media Research broadcast day starts at 6:00 a.m. on calendar day 1 and ends at 5:59 a.m. of the following calendar day 2.

Events cannot cross the broadcast day within the Eastern time zone — if an event begins at 5:00 a.m. Eastern and ends at 7:00 a.m., it is split into two events; the first from 5:00 a.m. to 6:00 a.m. and the second from 6:00 a.m. to 7:00 a.m. (However, the lineup entries can cross the broadcast day — Central time zone stations in the 6:00 a.m. - 7:00 a.m. event would be at 5:00 a.m.)

Within an event, lineup entries that cross a broadcast day must be split and have the correct MOPs assigned. For example, station XXXX carries a program from 5:30 a.m. - 6:30 a.m. The first piece of the lineup entry would be 5:30 a.m. for 30 minutes with a MOP of 1, while the second piece of the lineup entry would be 6:00 a.m. for 30 minutes with a MOP of 31.

Commercial

Describes an advertisement, announcement, spot, or message aired on television, paid for by an advertiser.

Characteristics

Optional proprietary information you can assign to a program, episode, or movie, such as the star, costar, producer, and other miscellaneous data.

Daypart

The time segments that divide a TV day for ad scheduling purposes. These segments generally reflect a station/outlet's programming patterns.

Demographics

Classification of audience characteristics, based on age and sex, for which you can report ratings.

Dictionary

The dictionary is a reference area where you define programs, episodes, and program groups.

DMA

Designated Market Area

A group of counties in which commercial stations located in a metro/central area achieve the largest audience share. Counties are assigned annually on the basis of Nielsen Media Research Station Index audience estimates. DMAs are non-overlapping areas used for planning, buying, and evaluating local market television audiences.

Drag and Drop

A feature that enables you to move items from one location to another. Select the item you want to move. Then, holding down the left mouse button, drag the item to the desired location and release the mouse button.

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, as well.

Dual Feed Pattern

A designation for a telecast that is aired with a three-hour delay on the West Coast.

Effective Dates

A range of time for which programs, trackages, episodes, movies, and libraries are active.

Episode

An episode is a label that identifies a single production of a universal program which is typically part of an ongoing series. An episode is unique to the creative. In other words, if the episodes change distributor ownership, the episode numbers do not change. Example: "The Evolution of Transportation" could be an episode of the program "History Highlights."

ETZ

Eastern Time Zone

Event

A creative entity aired by station/outlets, such as programs, commercials, and promotions.

Feed Pattern

An identification of the pattern in which a broadcast network, syndicator, cable network, or unwired network broadcasts across time zones.

- Live - A live feed event is broadcast across all time zones at the exact same time. Live networks can only use the live feed pattern.
- Dual - A dual feed event is a broadcast with a time delay across time zones. An example would be airing with a three hour delay on the West Coast from the ETZ.
- Normal
- N/A - Used by cable clients if a telecast does not fall under live or dual feed pattern. This is available for cable clients only.
- Daytime
- Paxson East, Paxson MTN, Paxson PAC, PaxNet
- WEB Est, WEB Mtn, and WEB Pac

GAA

Gross Average Audience

The estimated number of TV households or persons viewing the average minute of a selected program and/or its repeat airings, expressed as a percentage of the universe.

Gapped Telecast

An interruption to a telecast by another so all minutes of programming of the original telecast are not contiguous across time.

GSA

Gross Spot Audience

The estimated number of TV households or persons viewing the average minute of a selected commercial (spot) and/or its repeat airings, expressed as a percentage of the universe.

Lineup

A list of station/outlets that air a specific program, commercial, or unwired event. Each station/outlet telecast within a lineup is referenced as a lineup entry.

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.

Live Feed Pattern

A designation for a telecast that airs across the country at the same moment in time.

Live Telecast

An indicator assigned to a telecast that airs as it occurs, for example, a professional football game.

MOP

Minute of Program

A specific program minute based on the program start time relative to the first minute of the program, or the station/outlet's airing of the program. The first minute of a program is one. When a program is joined-in-progress, it is important to indicate the correct minute of program so the ratings are produced correctly.

A program with a 30 minute duration has 30 MOPs, where the first minute of the program is MOP 1, the last minute is MOP 30.

Movie

A required title assigned to a specific creative production associated with a program. A movie cannot be scheduled alone, it must be contained in a movie program.

Multiple Barter

Includes only the station/outlets carrying the national commercials multiple times. The event lineup is a subset of the final, current coded event lineup but is based on a client-supplied (retrocoded) lineup.

Nielsen Homevideo Index®

A Nielsen Media Research servicing division that services the cable industry, including pay and ad-supported networks, as well as local cable systems and cable interconnects (local networks) with data from the national people meter sample and/or local samples.

NSS®

Nielsen Syndication Service

A Nielsen Media Research servicing division that services producers, barter syndicators, syndication representatives, and unwired networks with data from both the national people meter sample and local NSI samples.

NTI®

Nielsen Television Index

A Nielsen Media Research servicing division that services broadcast networks, advertisers, and agencies with data from the national people meter sample. There is one basic NTI® national published report: The Pocketpiece.®

Package

A program option that allows station/outlets to select from a list of programs to air during the analysis period. In myEVNTS, a package is a program group type that can be included in an event. This group type indicates that audience estimates will be reported for the group name (the package name) in addition to the individual programs. Each program within a package may have its own event and lineup with different durations. Multiple programs within the same analysis period are allowed.

Example

Two movies, "Arsenic and Old Lace" and "The Spy Who Killed Me," are aired as a package called "Suspense Movies." The package airs for four weeks, the first movie for the first two weeks, the second movie for the last two weeks.

Pocketpiece®

Weekly reports issued by the Nielsen Television Index and the Nielsen Syndication Service.

- The **NTI® Pocketpiece** contains national network-sponsored program ratings and television usage for household and person categories. Season-to-date program averages, program type averages, time period ratings, half-hour household ratings, and shares are also included.
- The **NSS® Pocketpiece** contains nationally syndicated (barter) program ratings and television usage for household and person categories. Season-to-date program averages, program type averages, time period ratings, half-hour household ratings, and shares are also included.

Processing Cutoff Date

The latest date and time for which a current coded event (or its associated lineup) can be transmitted to Nielsen Media Research for reporting in the Nielsen Media Research reports.

Program

A label that identifies a particular creative production or group of productions, including movies, that represents how they are promoted. You define this information in the dictionary.

-also-

A program event contains information that describes a scheduled television show.

Program Group

A program group consists of multiple programs, or in some cases, other program groups. You use program groups to define the names that you want to report in the Nielsen Media Research reports.

There are five types of program groups:

- Umbrella groups with programs as members
- Umbrella groups with umbrella subgroups as members
- Umbrella subgroups with programs as members
- Regional movie groups with programs of category movie as members
- Packages with programs as members

Retrocoded

An event indicator that signifies exclusion from Nielsen Media Research's program verification process (no conflict checking). This indicator is selected for custom audience estimates and for events that are too late for the normal verification process. All retrocoded events are based on a client-supplied lineup, not a Nielsen-verified lineup.

Station/Outlet

An organization that airs events it creates, receives from, and/or redistributes to another station/outlet. A lineup may contain broadcast stations, low power stations, cable headends, cable networks, or superstations.

Superstation

Originally coined and copyrighted by WTCG (later WTBS) Channel 17, Atlanta. It now represents a station whose signal is available to cable systems across the country by way of satellite transmission.

Sustainer (NTI/NHTI)

Network programs containing no national commercials. Ratings for these programs are produced only if ordered by a client (that is, ordered sustainer).

Syndicator

An organization that provides events to a number of stations/outlets. A syndicator owns the rights to a program and sells the rights to the program to other stations/outlets. Initially, the production company that created/produced the program owns the rights to the program but can sell them to another syndicator.

Examples

- 20th Century Fox TV
- King World
- Warner Bros

Telecast

Each airing of a program. All telecasts for one broadcast day are called a lineup.

Trackage

An optional label assigned to a group of telecasts for a program that represents the way the telecasts are sold. Allows for differentiation of multiple telecasts of one program within the same day or week. For example, "History Highlights Prime" could air at 8 p.m.

Umbrella Program

A program option that lets station/outlets select from a list of programs to air during the analysis period. In myEVNTS, an umbrella is a program group type that can be included in an event. This group type indicates that audience estimates are reported for the group name *only* (that is, the umbrella name) and not the individual programs.

Example

World Wrestling Federation Prime, a 60-minute program that is comprised of several 60 minute programs such as “WWF-Challenge,” “WWF-Superstars,” “WWF-All American,” and “WWF Mania” among others.

Unfreeze

The process by which Nielsen Media Research restores data for previously finalized measurement periods for client reprocessing. Unfreezing incurs additional fees and is not allowed once the monthly MIT has been produced.

Unwired Network

An organization that sells locally-purchased program time periods to national advertisers for placement of national commercials. Unwired events are retrocoded and are based on a client-supplied lineup.

Worksheet

A status assigned to a lineup with work-in-progress telecasts. This status can co-exist with any other status codes for the same broadcast day.

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