



myEVENTS

**SYNDICATION FUNDAMENTALS
ATTENDEE GUIDE**
2013

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

IMPORTANT INFORMATION

- 1.) myEVNTS software page link:
<http://en-us.nielsen.com/sitelets/cls/myevnts.html>.
- 2.) For technical assistance, call the NIELSEN SOLUTIONS CENTER at 1-800-423-4511, or send an email to solutionscenter@nielsen.com.
- 3.) AVAILABLE CLASSES are detailed on the [Nielsen U](#).

OVERVIEW

myEVNTS

The Nielsen Company's web-based program names data collection tool. With myEVNTS you can you manage Cable, Syndication or Broadcast lineup data and produce reports based on information in the myEVNTS database.

FEATURES

Web-based accessible through the Nielsen Answers Homepage. After entering information into myEVNTS, clients can either view information in myEVNTS or they can run reports in applications such as Galaxy Explorer based on the information they entered in myEVNTS.

CREATE A NEW PROGRAM TELECAST

- 1.) In the Dictionary, create the program.
- 2.) In the Dictionary, create the episode (optional).
- 3.) Schedule the program.
- 4.) Select an episode (required if an episode is associated with the program).
- 5.) Mark the schedule (RTR) Ready to Release.
- 6.) Create the report order.
- 7.) Go to the Station Lineup Page.
- 8.) Add Stations to the Lineup.
- 9.) Mark all lineup entries (RTR) Ready to Release.
- 10.) Check for any internal conflicts. Fix any internal conflicts.
- 11.) After you resolve conflicts and release the lineup, Nielsen can extract the day.

GUIDE: ATTENDEE

PRODUCTION SCHEDULE

WEEKLY LINEUP MAINTENANCE

MONDAY

10AM ET DEADLINE FOR WITHHOLD/REPROCESSING REQUESTS.

- 2pm ET deadline for entering non-Metered Market changes for the previous week.
- Nielsen releases transmittals.

TUESDAY

9 AM ET PICK UP CONFLICTS THROUGH REPORTS.

- 9am ET pick up Metered Market Adds through Reports.
- 2pm ET deadline for making Metered Market lineup changes.
- 5pm ET deadline for Conflict and MM Adds resolution.

WEDNESDAY

12PM ET DEADLINE FOR NEW PROGRAM ORDERS OR ONE TIME ONLY PROGRAMS BEGINNING NEXT WEEK.

THURSDAY

12PM ET PICK UP STATION LISTS AND DISCREPANCY REPORTS AVAILABLE VIA myEVNTS.

- 1pm ET Preliminary Program ratings available on the NABSS website.

FRIDAY

10AM ET DEADLINE FOR MAKING QUICK FIXES TO METERED STATIONS IN METERED MARKETS.

TERMINOLOGY

(AT) – ADDITIONAL TELECASTS – Different episodes of the same program with the same national barter load, in one reported rating.

CURRENT CODED – Programs rated in real time (verified).

MOVIE PACKAGE – A group of movies rated and reported individually and with a Premiere To Date average.

MULTIPLE BARTER – National commercials aired twice instead of any Local time sold.

ONCE PER WEEK OR WEEKLY – A program with one or more episodes contributing to one weekly rating.

(OTO) ONE TIME ONLY, OTO SPECIAL or MULTI-WEEK – A program with one lineup that spans more than one Nielsen week and is reported as one rating.

(RTE) – READY TO EXTRACT – The information has passed the Internal Lineup Check and is ready for Nielsen to process.

(RTR) – READY TO RELEASE – The information is no longer in worksheet mode and is ready to be checked for internal conflicts.

TERMINOLOGY

RECURRING – A program which is measured every week.

RETRO CODED – Lineups rated in the past (not verified).

STATION LIST – The list of station times/days upon which the accompanying audience estimates are based.

STRIP – Three or more telecast days reported as a Weekly Average.

TRANSMITTAL – The “currency” used for some syndicators.

(**) – UMBRELLA PROGRAM which includes different episodes and different programming provided all the programs have the same national barter load.

(UPE) – UPDATED EXTRACTED RECORD – A record that has been updated and extracted.



ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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