



myEVENTS

FREQUENTLY ASKED QUESTIONS
SYNDICATION

2014

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

COMMON QUESTIONS

WHEN DO MY LINEUPS HAVE TO BE IN?

For brand new programs your lineup information must be extracted 2 weeks before the week of airing. For recurring programs, lineup updates must be released by close of business on Friday the week before airing.

WHAT HAPPENS IF I MISS THE PROCESSING CUT-OFF DEADLINE?

The software will not allow you to enter a Schedule, Report Order or Lineup after the Processing Cutoff deadline. The measurement period will not be available to enter.

WHAT HAPPENS IF I MISS THE QUICK FIX DEADLINE?

The Quick Fix Request Form must be in by 10am ETZ on the Friday morning after Station Lists and NSS Prelims are released. If your Request is received after the deadline, it will be too late for Nielsen to make the lineup change before reporting. If the lineup additions/changes/deletions total three or more percent Total U.S. coverage, the client may wish to “reprocess” the program data.

HOW DO I DELETE A SCHEDULE?

Select Scheduling from the menu at the top of the page then click on Schedule. This will take you to the Schedule Search page. Highlight the schedule in the Search Result grid you would like to get rid of and then click on the Delete button at the bottom of the page. **NOTE** – You can only delete a scheduled program prior to airing.

HOW DO I DELETE A REPORT ORDER?

Select Scheduling from the menu at the top of the page then click on Report Order. This will take you to the Schedule- Report Order Search page. Highlight the report order in the Search Results grid you would like to get rid of and then click on the Delete button at the bottom of the page.

WHAT IS THE TELEPHONE NUMBER FOR ANSWERING WEEKLY CONFLICTS?

The telephone number is 1-813-366-7200. **NOTE** – This telephone number is only active on the day that Weekly Conflict answers are due. This is on Tuesdays, unless there is a holiday schedule in effect.

CREATING PROGRAMS

HOW MANY CHARACTERS DO I HAVE FOR MY PROGRAM REPORTABLE NAME?

You have 25 characters to create your Program Reportable Name including spaces for an indicator such as (S) for Special, (AT) for Additional Telecast, or (**) for Umbrella Program. To avoid a truncated title, plan to work with 21 letters and spaces for your regular program name.

HOW MANY CHARACTERS DO I HAVE FOR AN EPISODE TITLE?

You have 25 characters to create your Episode Title including spaces for an indicator such as AT (Additional Telecast) or Special.

WHERE DO I FIND A LIST OF PROGRAM TYPES?

Within myEVNTS Dictionary you can click on the ellipsis (...) next to the Program Type section. This will bring you to the list of available type codes. Additional information can be found in the National Reference Supplement.

HOW CAN I SEARCH FOR A PROGRAM THAT I CREATED?

There are two places to search for a program: in the Dictionary or in the Schedule Search–Program.

From the Program Dictionary Page:

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

In the Schedule Search–Program section, you may sort on the Schedule Reportable Name column header to sort the program titles in alphabetical order.

TO ADD ADDITIONAL EPISODES TO A PROGRAM

- 1.) Use the Dictionary Search - Program page to find the program you would like to add an episode to.
- 2.) Highlight the program in the program list and click View Details.
- 3.) Click the Episode tab. The Dictionary-Episode page will appear.
- 4.) Click New in the middle of the page (under the search result grid) to complete the Episode Details section.
- 5.) In the Effective Date Range section, do steps 6-7.
- 6.) You can change the Effective Start Date or leave it at the default. The default is always a Monday date.
- 7.) You can change the Effective End Date or use the default date of 12/31/2075.
- 8.) In the Episode Info section, do steps 9-11.
- 9.) In the Episode Reportable Name text box, enter an episode reportable name.
- 10.) If the episode is associated with a program category of Sports Event, click Sports Team to select the teams involved.
- 11.) In the Episode Short Name text box, enter a program short name, if desired.

- 12.) In the Episode Number text box, enter an episode number, if desired.
- 13.) In the Source Type box, the source type is populated for you, and you cannot change this value.
- 14.) Click Save to save your work.

WORKING WITH LINEUPS

HOW DO I DELETE A LINEUP?

You can't delete a lineup. You can only change the end date.

HOW CAN I ADD AN ENTRY INTO MY LINEUP?

If your lineup is still in worksheet mode you can either click on the ADD button at the bottom of the page or right click and select ADD.

HOW CAN I DELETE AN ENTRY FROM MY LINEUP?

If it hasn't been extracted you can right click and delete the entry. If your lineup has already been extracted you will need to use the OFF column to remove it from your lineup.

HOW CAN I CHANGE THE DURATION OF SOME MY LINEUP ENTRIES?

All program ratings are produced on a common duration. If some of your lineup clearances are airing a shorter duration, they will be considered Left In Progress. Shorter durations will be identified by Nielsen during program verification.

HOW CAN I CHANGE THE DURATION OF ONE MOVIE IN MY MOVIE PACKAGE?

Changing the duration of a film that is measured as part of a single Package requires several steps. We recommend that clients contact the Nielsen Solutions Center at 1-800-423-4511 for assistance.

HOW CAN I MAKE A CHANGE TO A PROGRAM LINEUP AFTER THE EXTRACTION?

Once the lineup has been extracted, clearances can either be off-aired or added for a future week.

WHAT IS AN AIR NUMBER OR TYPE OF AIRING (TOA)?

Some syndicated programs are measured with more than one episode credited to the reported rating. If this is the case with your program, you will need to number your episodes in the Air Number column of the Lineup. The numbering system you use will need to match the satellite feeds used in distributing the actual program episodes to the stations.

DAYLIGHT SAVINGS IS COMING UP, IS THERE ANYTHING I NEED TO DO WITH MY EXISTING LINEUPS TO MAKE UP FOR THE TIME CHANGE?

No. Syndicated program lineups are based on the local time of the station.

HOW CAN I ADD THE SPECIAL INDICATOR TO MY PROGRAM?

Syndicators must enter Specials in advance of airing, just like a brand new program. That is, with a Schedule, Report Order, and separate Lineup. In addition, Nielsen may add the Indicator if the program meets certain qualifications.

HOW DO I RELEASE INFORMATION TO NIELSEN?

After your Schedule, Report Order, and Lineup have been marked RTR (Ready to Release) you can click on Utilities to perform an Internal Lineup Check. This will let you know if you have any conflicts with your programming. If you do, you will need to clear them before your information can be Extracted. If you do not have any conflicts you will get a message that states that all lineups that were marked RTR have been moved to RTE (Ready to Extract).

HOW DO I FIND THE CORRECT CALL LETTERS FOR MY STATION?

You can use the Reference Section under Utilities on the main menu to look up call letter information.

HOW DO I RELEASE INFORMATION TO NIELSEN?

After your Schedule, Report Order, and Lineup have been marked RTR (Ready to Release) you can click on Utilities to perform an Internal Lineup Check. This will let you know if you have any conflicts with your programming. If you do, you will need to clear them before releasing the content. If you don't have any conflicts you will get a message that states that all lineups that were marked RTR have been moved to RTE (Ready to Extract).

WORKING WITH REPORTS

WHERE DO I GO TO GET CONFLICTS, METERED MARKET ADDS AND DISCREPANCY REPORTS?

To access your conflicts, Metered Market Adds, and Discrepancy Reports click on the Report section of the main menu at the top of the page. You will see the available reports listed on the left hand side of the page. Just double click to open the search field for each report type.

WHERE DO I GET MY RATINGS TRANSMITTALS?

Ratings Transmittals are posted to the Report Library, My Proprietary Nielsen Reports, on the Answers website. Please contact your client service representative if you cannot see your company folder on the Report Library.

COMMERCIAL LOG MODULE

HOW DO I SUBMIT MY COMMERCIAL LOGS?

The most efficient and secure way to submit commercial log files are through myEVNTS, where the files are manually uploaded. In some instances, clients can utilize a secured FTP process that brings the files into myEVNTS.

Only during the testing phase are files ever e-mailed. Once the files have passed all testing stages and all flags are green, the client's delivery of files is transitioned to one of the sanctioned methods above.

DO I NEED TO HAVE ADDITIONAL SOFTWARE INSTALLED?

Submission of logs utilizes Nielsen's web-based application, myEVNTS. This application is accessed through the [Nielsen Answers](#) web portal. myEVNTS requires Java version 1.5.0_6 software be installed on the user's computer. The Nielsen Solutions Center should be contacted if this version of the Java software is needed.

CAN MY SALES STAFF/ RESEARCH DEPT SUBMIT LOGS FROM ANOTHER OFFICE IF MY LINEUPS ARE DONE HERE?

As long as the person submitting the logs has access to myEVNTS and the logs they will be submitting, the logs can be submitted from any location.

WHAT IF MY PROGRAM IS AN AT?

Each program reportable name needs to be added to myEVNTS via the Program Dictionary Module. Once this has been done, an automated procedure is run that copies the reportable program name to the log automation module in myEVNTS. The program start date that is the value that triggers the automated process to run to populate the log automation Reportable Program Name dropdown menu. The automated process is run on Thursdays and will run on the Thursday following the program start date.

HOW DO I SEND IN AN ADDITIONAL LOG FOR A MAKE-GOOD AIRING?

The logs submitted should be the "as-run logs" based on the actual commercials that are run, not the commercials that are scheduled. If a network runs a make-good occurrence for an advertiser, it would not matter for the logs that are submitted because the occurrence would be on the as-run logs.

WHAT ADJUSTMENTS ARE NEEDED FOR THE COMMERCIAL LOGS WHEN THE CHANGE IN TIME OCCURS?

SPRING AHEAD – Since there will not be a 2:00am-3:00am hour, please make sure that commercial logs do not include any commercial occurrences between 2:00:00am and 2:59:59am. Also, please ensure that the programs in the log between 3:00am and 5:59am reflect the programs as entered in myEVNTS.

If your commercial logs are NOT adjusted in this manner, the automated comparison of your logs to Nielsen's commercial data will not be possible for the respective hours between 3:00am EDT and 6:00am EDT and Nielsen will not be able to validate the commercial data that we have collected for this time period with your commercial logs.

FALL BACK – All commercial content that has a start time between 1:00am-2:00am EST (2:00am- 3:00am EDT) should be included in the log as airing in the 2:00am-3:00am hour. This is almost as if the EST time change had not happened as yet and the EDT time is still in effect.

NOTE – All commercial content that has a start time between 2:00am-3:00am EST (3:00am-4:00am EDT) should be edited out of the commercial logs, since the program airing within this window of time will not be processed.

- Additionally, commercial content airing after 3:00am EST (4:00am EDT) should be listed on the log in EST time.
- **NOTE** – If your network log initially lists all the commercial content in EDT for this entire day, you will need to adjust the commercials between 4:00am-7:00am EDT back 1 hour. This will

represent the commercial content for 3:00am-6:00am EST, so that it is correctly aligned with the programming adjustments discussed above.

- All subsequent days logs should also be listed in EST until the next "Spring Ahead" time change.

If your commercial logs are NOT adjusted in this manner, the automated comparison of your logs to Nielsen's commercial data will not be possible for the respective hours between 3:00am EST and 6:00am EST and Nielsen will not be able to validate the commercial data that we have collected for this time period with your commercial logs.

REPROCESSING

HOW DO I SUBMIT A REPROCESSING REQUEST?

Reprocessing is ordered outside of the myEVNTS software. Please contact your client service representative for the appropriate form and instructions.

WHEN WILL MY REPROCESSING BE COMPLETE?

Reprocessed data are produced and scheduled on an individual program basis. Please contact your client service representative for an estimated delivery date.

I NO LONGER NEED MY PROGRAM REPROCESSED. IS THERE A WAY TO STOP IT?

Possibly. If work has already begun on your program, there may be a pro-rated charge.



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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