myEVNTS

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

Click the blue links below to navigate directly to the content in this guide.

MYEVNTS LOGIN .......................................................... 4
TERMINOLOGY ............................................................. 5
PRODUCTION SCHEDULES ............................................. 6-7
CALENDAR VS NIELSEN DAY ...................................... 8-9
CREDIT VIEWING TO ................................................... 10-11
WEEKLY PROGRAM TRANSMITTAL ............................... 12
LINEUP MAINTENANCE ............................................... 13-24
Making changes to a M-F strip program ......................... 13-17
Making changes to a once per week program .................. 18-24
COMMON REPORTS ...................................................... 25
INTERNAL LINEUP CHECK ............................................. 26-27
INPUT LINEUP TOOLS .................................................. 28-34
myEVNTS LOGIN

1.) Visit https://answers.nielsen.com/

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

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

4.) If you have access to more than one Client ID, select the appropriate ID from the drop-down. Syndication clients will be designated with (NSS) after the client name. If you have access to only one ID, the Homepage will launch when you select myEVNTS from Nielsen Answers National Products. After login, the myEVNTS Homepage opens and you can begin to enter and maintain your program schedules, report orders, and lineups.
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.

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.
EAST COAST
PRODUCTION SCHEDULE

REPORT WEEK

MONDAY
• 2pm ETZ – Deadline for non-Metered Market lineup changes
• Clients call in PocketPiece® withholds and/or any Reprocessing by 10am ETZ
• Transmittals for Live & Live+Same Day available after 10am ETZ
• Orders for program-based Multi-Barter ratings due by 12Noon ETZ
• Live+7 data available in Explorer 10am ETZ (Transmittals for Live+7 available at 12Noon ETZ)
• Live+7 data available in NPOWER
• Commercial Data loaded to NPOWER
• MITs/CDs for Live, Live+SD and Live+7 (all 3 streams) released/mailed together
• AMRLD files available
• ACM MIT® files for 6 streams of data delivered in CD format
• Live+7 NSS PocketPiece® PDF file to Answers
• TCAR MIT Mails

TUESDAY
• Conflicts and Metered Market Adds available at 9am ETZ
• 2pm ETZ – Deadline for Metered Market lineup changes
• Before 5pm ETZ – Deadline for conflict resolutions
• Live and Live+SD data available in Explorer 10am ETZ (includes QF and any withholds)
• NSS Rankings for Live and Live+SameDay available to the Press

WEDNESDAY
• 5pm ETZ -- Deadline for submitting Commercial Logs to Nielsen
• Live and Live+SD data loaded to NPOWER

THURSDAY
• Station Lists available at 12Noon ETZ
• NSS Household Prelims for Live and Live+SD available at 1pm ETZ
• Metered Market and Syndication Clearances available on myEVNTS
• Program-based TCAR orders due by close of business

FRIDAY
• Quick Fix deadline 10am ETZ
• Program-based TCAR ratings transmittals mail – all 3 streams together

*ACM MIT files for Broadcast, Cable and Syndication are delivered all together on the same day.

NOTE – Lineups for program measurement are due the Wednesday before the Report Week
WEST COAST
PRODUCTION SCHEDULE

REPORT WEEK

MONDAY
• 11am PTZ – Deadline for non-Metered Market lineup changes
• Transmittals for Live and Live+SD available after 7am PTZ
• Live+7 data available in Explorer 7am (Transmittals available after 9am PTZ)
• Live+7 data available in NPOWER
• Commercial Data loaded to NPOWER
• Pgm-based MITs/CDs for Live, Live+SD and Live+7 (all 3 streams) released together
• ACM MIT* files for 6 streams of data delivered in CD format at 9am PTZ
• AMRLD files available
• Live+7 NSS PocketPiece® PDF available
• ACM MB Custom MIT delivered in CD format for 6 streams of data
• TCAR MIT mails.

TUESDAY
• Conflicts and Metered Market Adds available at 6am PTZ
• 11am PTZ – Deadline for Metered Market lineup changes
• 2pm PTZ – Deadline for conflict resolutions
• Live and Live+SD data available in Explorer 7am PTZ (includes QF and any withholds)
• NSS Rankings for Live and Live+SD available to the Press

WEDNESDAY
• 2pm PTZ – Deadline for submitting commercial logs to Nielsen
• Live and Live+SD data loaded to NPOWER

THURSDAY
• Station Lists available 9am PTZ
• NSS Hhld Prelims for Live and Live+SD available 10am PTZ
• Metered Market and Syndication Clearances available on myEVNTS
• Quick Fix deadline due by close of business
• Program-based TCAR orders due by close of business

FRIDAY
• Clients call in PocketPiece® withholds and/or any Reprocessing for Program or Commercial data by 5pm PTZ
• Program-based TCAR ratings transmittals mail - all 3 streams together.

*ACM MIT files for Broadcast, Cable and Syndication are delivered all together on the same day.

NOTE – Lineups for program measurement are due the Wednesday before the Report Week
GUIDE: QUICK START

CALENDAR DAY VS. NIELSEN DAY

THE CALENDAR DAY IS 12AM–12AM.
THE NIELSEN PRODUCTION DAY IS 6AM–6AM.

EXAMPLE

<table>
<thead>
<tr>
<th>12am</th>
<th>3 am</th>
<th>6 am</th>
<th>9 am</th>
<th>12pm</th>
<th>3 pm</th>
<th>6 pm</th>
<th>9 pm</th>
<th>12am</th>
<th>3 am</th>
<th>6 am</th>
<th>9am</th>
<th>12pm</th>
<th>3pm</th>
<th>6pm</th>
<th>9pm</th>
<th>12am</th>
</tr>
</thead>
<tbody>
<tr>
<td>CALENDAR DAY 12AM–12AM</td>
<td>NEXT CALENDAR DAY 12AM–12AM</td>
<td>NIELSEN PRODUCTION DAY 6AM–6AM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.) If the program airs early in Calendar Monday morning at 4:30am, it goes into myEVNTS as Nielsen Sunday 4:30am.
2.) If the Nielsen Station List says Tuesday 5:30am, that reflects the program airing early in Calendar Wednesday morning.
3.) If a program spans the 6am time period i.e. 5:30am to 6:30am, there may be two times listed on the station list in some time zones. That is 5:30am–6am and then 6am–6:30am. myEVNTS would reflect the Nielsen day on which the program begins.

NIELSEN PRODUCTION DAY IS 6AM–6AM.
CALENDAR DAY IS 12AM–12AM.
GUIDE: QUICK START

NIELSEN DAY ACROSS CALENDAR WEEK

<table>
<thead>
<tr>
<th>TIME</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>12am – 5:59am</td>
<td>LAST WEEK NIELSEN SUNDAY AND CALENDAR MONDAY</td>
<td>NIELSEN MONDAY AND CALENDAR TUESDAY</td>
<td>NIELSEN WEDNESDAY AND CALENDAR WEDNESDAY</td>
<td>NIELSEN THURSDAY AND CALENDAR FRIDAY</td>
<td>NIELSEN SATURDAY AND CALENDAR SATURDAY</td>
<td>NIELSEN SATURDAY AND CALENDAR SUNDAY</td>
<td>NIELSEN SATURDAY AND CALENDAR SUNDAY</td>
</tr>
<tr>
<td>6am – 11:59am</td>
<td>NIELSEN MONDAY AND CALENDAR TUESDAY</td>
<td>NIELSEN TUESDAY AND CALENDAR WEDNESDAY</td>
<td>NIELSEN WEDNESDAY AND CALENDAR THURSDAY</td>
<td>NIELSEN FRIDAY AND CALENDAR FRIDAY</td>
<td>NIELSEN SATURDAY AND CALENDAR SATURDAY</td>
<td>NIELSEN SATURDAY AND CALENDAR SUNDAY</td>
<td>NIELSEN SATURDAY AND CALENDAR SUNDAY</td>
</tr>
<tr>
<td>12pm – 5:59pm</td>
<td>NIELSEN MONDAY AND CALENDAR TUESDAY</td>
<td>NIELSEN TUESDAY AND CALENDAR WEDNESDAY</td>
<td>NIELSEN WEDNESDAY AND CALENDAR THURSDAY</td>
<td>NIELSEN FRIDAY AND CALENDAR FRIDAY</td>
<td>NIELSEN SATURDAY AND CALENDAR SATURDAY</td>
<td>NIELSEN SATURDAY AND CALENDAR SUNDAY</td>
<td>NIELSEN SATURDAY AND CALENDAR SUNDAY</td>
</tr>
<tr>
<td>6pm – 11:59pm</td>
<td>NIELSEN TUESDAY AND CALENDAR WEDNESDAY</td>
<td>NIELSEN WEDNESDAY AND CALENDAR THURSDAY</td>
<td>NIELSEN THURSDAY AND CALENDAR FRIDAY</td>
<td>NIELSEN SATURDAY AND CALENDAR SATURDAY</td>
<td>NIELSEN SATURDAY AND CALENDAR SATURDAY</td>
<td>NIELSEN SATURDAY AND CALENDAR SUNDAY</td>
<td>NIELSEN SATURDAY AND CALENDAR SUNDAY</td>
</tr>
<tr>
<td>12am – 5:59am</td>
<td>NIELSEN MONDAY AND CALENDAR TUESDAY</td>
<td>NIELSEN TUESDAY AND CALENDAR WEDNESDAY</td>
<td>NIELSEN WEDNESDAY AND CALENDAR THURSDAY</td>
<td>NIELSEN FRIDAY AND CALENDAR FRIDAY</td>
<td>NIELSEN SATURDAY AND CALENDAR SATURDAY</td>
<td>NIELSEN SATURDAY AND CALENDAR SUNDAY</td>
<td>NIELSEN SUNDAY AND NEXT WEEK CALENDAR MONDAY</td>
</tr>
</tbody>
</table>

The chart above illustrates how the Nielsen Production Day overlaps the Standard Calendar Day.

For example, the Nielsen Monday begins at 6am during Calendar Monday. The period of 12am-5:59am is part of Calendar Monday but since it falls before 6am, it is considered part of last week’s Nielsen Sunday.
GUIDE: QUICK START

CREDIT VIEWING TO AND PMON

1.) FOR SYNDICATION PROGRAMS THAT AIR ONCE PER WEEK, THE DEFAULT CREDIT VIEWING TO IS SUN.
The nature of syndication allows programming to air on any day of the week and at any time of day. To compute one rating per week, only one rating computation is done from the sum of all viewing collected during the week (using one In-Tab count). Because In-Tab levels fluctuate by day, Nielsen determined that the Sunday levels were representative of the week. When a lineup is entered into myEVNTS, the client in effect tells us which day to compute the rating off of. 99% of the time Sunday is the correct day, so Sunday the default in the software.

2.) FOR M-F OR M-SU STRIP PROGRAMS, THE DEFAULT CREDIT VIEWING TO IS MON.
Strip programs typically air on a given station the same time every day of the week. When they do, the Lineup user sends us one lineup record that represents all 5 days (or 7 days if it’s a Mon-Sun program). In this case, the first day of airing is in the Credit Viewing To field – almost always Monday – and the other days follow in sequence. When Nielsen produces Strip ratings, we produce individual day ratings as well as a weekly program average. Using the same formula for a Once-Per-Week program, we compute actual viewing minutes divided by possible viewing minutes, but on a daily basis. Since we’re computing ratings for this program every day, we use the In-Tab counts in the computations every day. For stations airing the program at the same time every day (one row in the lineup represents 5 days), when the Credit Viewing To says MON, it represents M-F (or M-Su).

3.) FOR EARLY MORNING STRIP PROGRAMS (THOSE AIRING 3A- 6AM EASTERN TIME) THE USER MUST CHANGE THE CREDIT VIEWING TO FIELD TO PMON IN ORDER FOR NIELSEN TO CREDIT VIEWING TO THE CORRECT PROGRAM EPISODE.
When an early morning program airs between 3am and 6am on calendar Monday, those hours actually belong to Nielsen Sunday night. In addition, Sunday is the last day of the Nielsen week. That means that a 5am Monday telecast airs both the day before and the week before the week being rated.

In myEVNTS, we process program clearances by the week – 7 days, Mon-Sun, in that order. To include the early morning hours of calendar Monday, we need to tell the software to apply the viewing from last [Nielsen] week, to this week’s rating. An early morning M-F Strip program would have two lines of entries for M-F telecasts. The first would be SUN 5am with Credit Viewing to PMON, and the second would be M-R 5am with Credit Viewing To TUE. (Enter Nielsen Sunday 5am; credit the viewing to the Monday telecast rating.) This tells the software that we are accounting for 5 days of telecasts, with Sunday coming from the prior Nielsen week. Please note that the early morning strip program is the only type of lineup record that can include telecasts from outside of the processing week. All other telecasts must play within the week.
CREDIT VIEWING TO AND PMON

4.) FOR M-F OR M-SU STRIP PROGRAMS (AIRING AT ANY TIME ON THE CLOCK) THAT ALSO HAVE TELECASTS AIRING ON THE WEEKEND, CREDIT VIEWING TO IS USED TO APPLY THE WEEKEND VIEWING TO THE TELECAST DAY THAT MATCHES THE PROGRAM CONTENT. This might occur when a station might air additional telecasts (AT) on Saturday and Sunday OR a station may not have room in their schedule for one telecast per day, so they air all 5 on Saturdays and Sundays.

If a station repeated Thursday’s telecast on Saturday, you would enter the telecast time on Saturday and Credit Viewing To THU. If all 5 telecasts air on the weekend, then you would have 5 lineup entries on two days, credited to 5 different days of the week. (i.e. Sat 11a Credited To MON, Sat 11:30a Credited To TUE, Sun 11:30p Credited To WED, Sun 12M Credited to THU, and Sun 12:30a Credited to FRI.)

5.) ONE TIME ONLY PROGRAMS
One program format not addressed above is the One-Time-Only (OTO) or multi-week program (like movie packages and true specials). These program formats allow lineup entries to be spread across a specified number of weeks. Nielsen collects the viewing across the weeks and generates one rating at the end of the 4-week (for example) measurement period. For OTO programs, the Credit Viewing To field should remain on the SUN default.
GUIDE: QUICK START

WEEKLY PROGRAM TRANSMITTAL

Syndication clients can access their weekly transmittals on Monday morning at 10am ETZ via Nielsen Answers.

1.) Log into Nielsen Answers.
2.) Click the Delivery tab.
3.) Click National Report Library.
4.) Select My Proprietary Nielsen Reports (MPNR).
5.) Select Transmittals Live and Live+Same Day.
GUIDE: QUICK START

LINEUP MAINTENANCE

MAKING CHANGES TO A M-F STRIP PROGRAM
A STATION FOR A M-F PROGRAM IS CHANGING TIME PERMANENTLY.

EXAMPLE
Your program airs on WAAY, M-F at 11:30pm. Beginning Monday, 7/15/13, WAAY will move the program to 10pm time slot.

Begin by typing over the original entry in your lineup with the new start date and time.

Move your cursor out of that row and the system will mark the records with the status of Updated Extracted Record (UPE). Check off the Ready To Release (RTR) column for the entries where you made the change and then click the save button at the bottom of the page.

You will need to run an internal lineup check. Once that is complete the records will change to Ready To Extract (RTE).

CLICK HERE FOR INSTRUCTIONS ON HOW TO PERFORM AN INTERNAL LINEUP CHECK
**GUIDE: QUICK START**

**LINEUP MAINTENANCE**

**A STATION FOR A M-F PROGRAM IS CHANGING DAYS ONE TIME ONLY (OTO).**

**EXAMPLE**

Your program airs on WAAY M-F at 3:00pm. On Friday, 7/19/13, the program will be pre-empted and WAAY will air it on Saturday, 7/20/13 at 2pm.

<table>
<thead>
<tr>
<th>Call Letter/-Group</th>
<th>Rank</th>
<th>Market</th>
<th>TZ</th>
<th>Affl</th>
<th>MM</th>
<th>Perm</th>
<th>Days</th>
<th>Start/Air</th>
<th># of Wks</th>
<th>Start Time</th>
<th>Dur</th>
<th>MOP</th>
<th>Air #</th>
<th>CVT</th>
<th>Multi Brkr</th>
<th>Cash Only</th>
<th>Status</th>
<th>RTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAAY</td>
<td></td>
<td>New York</td>
<td>FA</td>
<td>A</td>
<td>Y</td>
<td></td>
<td>TWF</td>
<td>09/10/2012</td>
<td>5209/09/2013</td>
<td>3:00 PM</td>
<td>60</td>
<td>1</td>
<td>Monday</td>
<td>1</td>
<td>EXIT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAAY</td>
<td></td>
<td>Los Angeles</td>
<td>FA</td>
<td>A</td>
<td>Y</td>
<td></td>
<td>TWF</td>
<td>09/10/2012</td>
<td>5209/09/2013</td>
<td>3:00 PM</td>
<td>60</td>
<td>1</td>
<td>Monday</td>
<td>1</td>
<td>EXIT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WBBY</td>
<td></td>
<td>Chicago</td>
<td>CE</td>
<td>A</td>
<td>Y</td>
<td></td>
<td>TWF</td>
<td>09/10/2012</td>
<td>5209/09/2013</td>
<td>3:00 PM</td>
<td>60</td>
<td>1</td>
<td>Monday</td>
<td>1</td>
<td>EXIT</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To make this OTO change, you will need to type over the original entry in your lineup.

1.) Uncheck the **Perm** column.
2.) Type "F" for Friday in the **Days** Column.
3.) Check the "Off" box.
4.) Change effective date of the program’s actual airing rather than the start date of the week in question.
5.) Then move your cursor out of that entry row so that changes will reflect in your lineup.

<table>
<thead>
<tr>
<th>Call Letter/-Group</th>
<th>Rank</th>
<th>Market</th>
<th>TZ</th>
<th>Affl</th>
<th>MM</th>
<th>Perm</th>
<th>Days</th>
<th>Start/Air</th>
<th># of Wks</th>
<th>Start Time</th>
<th>Dur</th>
<th>MOP</th>
<th>Air #</th>
<th>CVT</th>
<th>Multi Brkr</th>
<th>Cash Only</th>
<th>Status</th>
<th>RTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAAY</td>
<td></td>
<td>New York</td>
<td>FA</td>
<td>A</td>
<td>Y</td>
<td></td>
<td>TWF</td>
<td>09/10/2012</td>
<td>5209/09/2013</td>
<td>3:00 PM</td>
<td>60</td>
<td>1</td>
<td>Monday</td>
<td>1</td>
<td>EXIT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAAY</td>
<td></td>
<td>New York</td>
<td>FA</td>
<td>A</td>
<td>Y</td>
<td></td>
<td>TWF</td>
<td>07/19/2013</td>
<td>10/7/19/2013</td>
<td>3:00 PM</td>
<td>60</td>
<td>1</td>
<td>Monday</td>
<td>1</td>
<td>EXIT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAAY</td>
<td></td>
<td>New York</td>
<td>FA</td>
<td>A</td>
<td>Y</td>
<td></td>
<td>TWF</td>
<td>07/19/2013</td>
<td>10/7/19/2013</td>
<td>3:00 PM</td>
<td>60</td>
<td>1</td>
<td>Monday</td>
<td>1</td>
<td>EXIT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAAY</td>
<td></td>
<td>Los Angeles</td>
<td>PA</td>
<td>A</td>
<td>Y</td>
<td></td>
<td>TWF</td>
<td>05/10/2012</td>
<td>5205/09/2013</td>
<td>3:00 PM</td>
<td>60</td>
<td>1</td>
<td>Monday</td>
<td>1</td>
<td>EXIT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WBBY</td>
<td></td>
<td>Chicago</td>
<td>CE</td>
<td>A</td>
<td>Y</td>
<td></td>
<td>TWF</td>
<td>05/10/2012</td>
<td>5205/09/2013</td>
<td>3:00 PM</td>
<td>60</td>
<td>1</td>
<td>Monday</td>
<td>1</td>
<td>EXIT</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
LINEUP MAINTENANCE

After you have modified the existing entries in your lineup click the Add button at the bottom of the screen. This will give you a blank row to add in the new entry.

Type in your call letter, uncheck the Perm column, and type in "S" for Saturday. Change the effective date of the programs actual airing on Saturday instead of the start date of the week in question.

When you are done check off the Ready To Release (RTR) column and click the Save button at the bottom of the page.

When you have finished entering all of your changes, run Internal Lineup Check. This will change the new records to Ready To Extract (RTE) and Nielsen will collect the information at the next Extract.

CLICK HERE FOR INSTRUCTIONS ON HOW TO PERFORM AN INTERNAL LINEUP CHECK
GUIDE: QUICK START

LINEUP MAINTENANCE

A STATION FOR A M-F PROGRAM IS ADDING A SECOND TELECAST PERMANENTLY, CREATING A MULTI-TELECAST STATION.

EXAMPLE

Your program airs on WAAY, M-F at 11:30pm. Beginning Monday, 7/15/13, WAAY will also air your program in the 3pm time slot. They will have 2 airings.

1. Click the Add button at the bottom of the screen.

   This creates a blank row for you to enter changes.

2. Type the call letters and add in the start date and time in the appropriate columns. Move your cursor out of that row. The system will automatically mark the record with the status of Worksheet (WRK).
LINEUP MAINTENANCE

Check the Ready To Release (RTR) column for the new entry and then click on the save button at the bottom of the page.

You will receive the Multi-Airing Confirmation message stating that the system will create 2 Perm records for that week. Click OK.

You will need to run an Internal Lineup Check. Once that is complete the new record will change to Ready To Extract (RTE).

CLICK HERE FOR INSTRUCTIONS ON HOW TO PERFORM AN INTERNAL LINEUP CHECK
# Lineup Maintenance

## Making Changes to a Once a Week Program

A station for a once per week program is changing days one time only (OTO).

**Example**

Your program normally airs on KDDY on Saturdays at 6am. For the week of 7/14/13, your program will air Sunday, 7/21/13 at 7pm as a one time only event.

<table>
<thead>
<tr>
<th>Call Letter-/Group</th>
<th>Rank</th>
<th>Market</th>
<th>TZ</th>
<th>All</th>
<th>M</th>
<th>M</th>
<th>Perm</th>
<th>Days</th>
<th>Start/Air Date</th>
<th># of Wks</th>
<th>Start Time</th>
<th>Dur</th>
<th>MOP</th>
<th>Air #</th>
<th>CVT</th>
<th>Multi Brtr #</th>
<th>Cash Only</th>
<th>Status</th>
<th>RTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>WQPY</td>
<td>4</td>
<td>Phila</td>
<td>PA</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>----f--</td>
<td>09/05/2013</td>
<td>507000000</td>
<td>4:05 AM</td>
<td>30</td>
<td>1</td>
<td>Sunday</td>
<td>1</td>
<td>EXT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NDDY</td>
<td></td>
<td>Dallas</td>
<td>TX</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>----5--</td>
<td>05/01/2013</td>
<td>507000000</td>
<td>6:00 AM</td>
<td>30</td>
<td>1</td>
<td>Sunday</td>
<td>1</td>
<td>EXT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KSFO</td>
<td></td>
<td>San Fr</td>
<td>CA</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>----SU-</td>
<td>05/05/2013</td>
<td>180500000</td>
<td>4:10 PM</td>
<td>30</td>
<td>1</td>
<td>Sunday</td>
<td>1</td>
<td>EXT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To make the change, uncheck the **Perm** column.

<table>
<thead>
<tr>
<th>Call Letter-/Group</th>
<th>Rank</th>
<th>Market</th>
<th>TZ</th>
<th>All</th>
<th>M</th>
<th>M</th>
<th>Perm</th>
<th>Days</th>
<th>Start/Air Date</th>
<th># of Wks</th>
<th>Start Time</th>
<th>Dur</th>
<th>MOP</th>
<th>Air #</th>
<th>CVT</th>
<th>Multi Brtr #</th>
<th>Cash Only</th>
<th>Status</th>
<th>RTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>WQPY</td>
<td>4</td>
<td>Phila</td>
<td>PA</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>----f--</td>
<td>09/05/2013</td>
<td>507000000</td>
<td>4:05 AM</td>
<td>30</td>
<td>1</td>
<td>Sunday</td>
<td>1</td>
<td>EXT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NDDY</td>
<td></td>
<td>Dallas</td>
<td>TX</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>----5--</td>
<td>07/07/2013</td>
<td>180700000</td>
<td>4:10 PM</td>
<td>30</td>
<td>1</td>
<td>Sunday</td>
<td>1</td>
<td>EXT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KSFO</td>
<td></td>
<td>San Fr</td>
<td>CA</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>----SU-</td>
<td>05/05/2013</td>
<td>180500000</td>
<td>4:10 PM</td>
<td>30</td>
<td>1</td>
<td>Sunday</td>
<td>1</td>
<td>EXT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Type over the existing Perm record with the one time only day (Sunday), airdate (7/21/13) and time (7pm). The date entered must be the date of the program’s actual airing rather than the start date of the week in question.
Move your cursor out of that row. The system will automatically create the off records. The new entry and the off records will be marked with a status of Worksheet (WRK). Once you have finished entering in all your changes mark them Ready To Release (RTR) and run the Internal Lineup Check. The status will change to Ready to Extract (RTE).

<table>
<thead>
<tr>
<th>Lineup List</th>
<th>Lineup: 12 of 300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call Letter/-Group</td>
<td>Rank</td>
</tr>
<tr>
<td>KSPY</td>
<td>4</td>
</tr>
<tr>
<td>KDDY</td>
<td>6</td>
</tr>
<tr>
<td>KSDO</td>
<td>6</td>
</tr>
<tr>
<td>KSDO</td>
<td>6</td>
</tr>
</tbody>
</table>
**GUIDE: QUICK START**

**LINEUP MAINTENANCE**

A STATION FOR A ONCE PER WEEK PROGRAM IS ADDING A TELECAST DAY ONE TIME ONLY. CREATING A MULTI-TELECAST STATION.

**EXAMPLE**

Your program airs on WWDC Saturday at 4am. For the week of 7/15/13 there will be a one time only additional airing of the program on Thursday, 7/18/13 at 6pm on WLLY. Your program will air twice in one week.

Begin making this change by clicking on the **Add** button.

**DO NOT TYPE OVER THE ORIGINAL ENTRY SINCE THAT STAYS THE SAME THIS WEEK.**

This creates a blank row for you to enter changes. Type in the new information for the call letters, OTO airdate, and time of the additional airing.

<table>
<thead>
<tr>
<th>Lineup List</th>
<th>Lineup : 15 of 300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call Letter/Group</td>
<td>Rank</td>
</tr>
<tr>
<td>KGFO</td>
<td>PA</td>
</tr>
<tr>
<td>WLLY</td>
<td>PA</td>
</tr>
<tr>
<td>WVDC</td>
<td>PA</td>
</tr>
</tbody>
</table>

The date entered must be the date of the program’s actual airing rather than the start date of the week in question.
Move your cursor out of that row. Check off the **RTR** column and click on the save button. The **Multi-Airing Confirmation** screen will come up and show the two **OTO** airings that will be transmitted to Nielsen for that week. Click the **OK** button.

![Multi-Airing Confirmation](image)

Once you have finished entering all of your changes, run Internal Lineup check and the status column will change to **Ready To Extract (RTE)**.

**CLICK HERE FOR INSTRUCTIONS ON HOW TO PERFORM AN INTERNAL LINEUP CHECK**
GUIDE: QUICK START

LINEUP MAINTENANCE

A STATION FOR A ONCE PER WEEK PROGRAM IS ADDING A TELECAST DAY ON A PERMANENT BASIS. CREATING A MULTI-TELECAST STATION

EXAMPLE
Your program airs on WSTL Saturday at 2:30am. Starting the week of 7/15/13, there will be an additional airing of the program on Sunday at 1pm.

<table>
<thead>
<tr>
<th>Call Letter/Group</th>
<th>Rank</th>
<th>Market</th>
<th>TZ</th>
<th>Affiliation</th>
<th>MM</th>
<th>Perm</th>
<th>Days</th>
<th>Off</th>
<th>Start/Air Date</th>
<th># of Wks</th>
<th>End Date</th>
<th>Start Time</th>
<th>Dur</th>
<th>MOP</th>
<th>Air #</th>
<th>CVT</th>
<th>Multi Brtr #</th>
<th>Cash Only</th>
<th>Status</th>
<th>RTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSTL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-----</td>
<td></td>
<td>05/03/2012</td>
<td></td>
<td>5309/09/2013</td>
<td>2:30 AM</td>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WFOX</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-----</td>
<td></td>
<td>05/03/2012</td>
<td></td>
<td>5309/09/2013</td>
<td>3:05 AM</td>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Begin making this change by clicking on the Add button. DO NOT TYPE OVER THE ORIGINAL ENTRY SINCE THAT STAYS THE SAME THIS WEEK.

Add  Delete  Save  Cancel  Close

This creates a blank row for you to enter changes.
**GUIDE: QUICK START**

**LINEUP MAINTENANCE**

Type in the new information for the Perm airing including call letters, day, airdate and time.

<table>
<thead>
<tr>
<th>Call Letter/Group</th>
<th>Rank</th>
<th>Market</th>
<th>T2</th>
<th>Affil</th>
<th>Perm</th>
<th>Days</th>
<th>Off</th>
<th>Start/Air Date</th>
<th># of Wks</th>
<th>End Date</th>
<th>Start Time</th>
<th>Dur</th>
<th>MOP</th>
<th>Air</th>
<th>CVT</th>
<th>Multi Brtr</th>
<th>Cash Only</th>
<th>Status</th>
<th>RTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGSTL</td>
<td>21</td>
<td>St. Louis</td>
<td>CE</td>
<td>A</td>
<td>Y</td>
<td>□</td>
<td>□</td>
<td>09/09/2013</td>
<td>5305</td>
<td>3:05 AM</td>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WGSTL</td>
<td>21</td>
<td>St. Louis</td>
<td>CE</td>
<td>A</td>
<td>Y</td>
<td>□</td>
<td>□</td>
<td>07/19/2013</td>
<td>5309</td>
<td>1:00 PM</td>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WGSTL</td>
<td>21</td>
<td>Portland, OR</td>
<td>PA</td>
<td>A</td>
<td>Y</td>
<td>□</td>
<td>□</td>
<td>05/09/2013</td>
<td>5305</td>
<td>3:05 AM</td>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Move your cursor out of that row. Check off the RTR column and click on the save button. The Multi-Airing Confirmation screen will come up and show the two OTO airings that will be transmitted to Nielsen for that week. Click the OK button.

The system will create 2 perm records.

<table>
<thead>
<tr>
<th>Call Letter/Group</th>
<th>Rank</th>
<th>Market</th>
<th>T2</th>
<th>Affil</th>
<th>Perm</th>
<th>Days</th>
<th>Off</th>
<th>Start/Air Date</th>
<th># of Wks</th>
<th>End Date</th>
<th>Start Time</th>
<th>Dur</th>
<th>MOP</th>
<th>Air</th>
<th>CVT</th>
<th>Multi Brtr</th>
<th>Cash Only</th>
<th>Status</th>
<th>RTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGSTL</td>
<td>21</td>
<td>St. Louis</td>
<td>CE</td>
<td>A</td>
<td>Y</td>
<td>□</td>
<td>□</td>
<td>07/15/2013</td>
<td>5309</td>
<td>2:30 AM</td>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WGSTL</td>
<td>21</td>
<td>St. Louis</td>
<td>CE</td>
<td>A</td>
<td>Y</td>
<td>□</td>
<td>□</td>
<td>07/15/2013</td>
<td>5309</td>
<td>1:00 PM</td>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WGSTL</td>
<td>21</td>
<td>Portland, OR</td>
<td>PA</td>
<td>A</td>
<td>Y</td>
<td>□</td>
<td>□</td>
<td>05/09/2013</td>
<td>5305</td>
<td>3:05 AM</td>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WGSTL</td>
<td>21</td>
<td>Pittsburgh</td>
<td>PA</td>
<td>C</td>
<td>Y</td>
<td>□</td>
<td>□</td>
<td>05/03/2013</td>
<td>5305</td>
<td>5:30 AM</td>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Once you have finished entering all of your changes, run Internal Lineup Check and the status column will change to Ready To Extract (RTE).

**CLICK HERE FOR INSTRUCTIONS ON HOW TO PERFORM AN INTERNAL LINEUP CHECK**
LINEUP MAINTENANCE

A STATION FOR A ONCE PER WEEK PROGRAM IS CHANGING DAYS PERMANENTLY.

EXAMPLE

Station WLLY normally airs your program on Sundays at 12pm. Beginning the week of 7/15/13, WLLY will move your program from Sunday at 12pm to Thursday at 6pm permanently.

<table>
<thead>
<tr>
<th>Call Letter/Group</th>
<th>Rank</th>
<th>Market</th>
<th>TZ</th>
<th>Aff</th>
<th>MM</th>
<th>Perm</th>
<th>Days</th>
<th>Off</th>
<th>Start/End Date</th>
<th># of Wks</th>
<th>End Date</th>
<th>Start Time</th>
<th>Dur</th>
<th>MOP</th>
<th>Air #</th>
<th>CVT</th>
<th>Multi Brtr #</th>
<th>Cash Only</th>
<th>Status</th>
<th>RTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>KSFO</td>
<td>5700</td>
<td>BOS</td>
<td>CA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>05/06/2013</td>
<td></td>
<td>1800/06/2013</td>
<td>02:00 PM</td>
<td>30</td>
<td>1</td>
<td>Tuesday</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WLLY</td>
<td>7710</td>
<td>BOSTON</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>05/07/2013</td>
<td></td>
<td>1800/07/2013</td>
<td>02:00 PM</td>
<td>30</td>
<td>1</td>
<td>Sunday</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WWDC</td>
<td>7720</td>
<td>WASH</td>
<td>DC</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>05/08/2013</td>
<td></td>
<td>1800/08/2013</td>
<td>02:00 AM</td>
<td>30</td>
<td>1</td>
<td>Sunday</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To make the change, type over the perm record with the new day, effective date and time in the appropriate columns.

<table>
<thead>
<tr>
<th>Call Letter/Group</th>
<th>Rank</th>
<th>Market</th>
<th>TZ</th>
<th>Aff</th>
<th>MM</th>
<th>Perm</th>
<th>Days</th>
<th>Off</th>
<th>Start/End Date</th>
<th># of Wks</th>
<th>End Date</th>
<th>Start Time</th>
<th>Dur</th>
<th>MOP</th>
<th>Air #</th>
<th>CVT</th>
<th>Multi Brtr #</th>
<th>Cash Only</th>
<th>Status</th>
<th>RTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>KSFO</td>
<td>5700</td>
<td>BOS</td>
<td>CA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>05/06/2013</td>
<td></td>
<td>1800/06/2013</td>
<td>02:00 PM</td>
<td>30</td>
<td>1</td>
<td>Tuesday</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WLLY</td>
<td>7710</td>
<td>BOSTON</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>07/15/2013</td>
<td></td>
<td>1800/07/2013</td>
<td>02:00 PM</td>
<td>30</td>
<td>1</td>
<td>Sunday</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WWDC</td>
<td>7720</td>
<td>WASH</td>
<td>DC</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>09/01/2013</td>
<td></td>
<td>1800/08/2013</td>
<td>02:00 AM</td>
<td>30</td>
<td>1</td>
<td>Sunday</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Move your cursor off that row and the system will create the off record.

The status column will change the status of these records to Updated Extracted Record (UPE). Check off these entries Ready To Extract (RTE). Once you have finished entering all of your changes, run Internal Lineup Check and the status column will change to Ready To Extract (RTE).

CLICK HERE FOR INSTRUCTIONS ON HOW TO PERFORM AN INTERNAL LINEUP CHECK
COMMON REPORTS

METERED MARKET ADDS
lets you see additional airings Nielsen has picked up that you do not currently have in your lineup in the Metered Markets. It is up to each client to either add these to their Lineups or not.

STATION LIST
lets you see all the markets, stations, days, and times that were verified for your program each week.

DISCREPANCY REPORT
lets you see side by side what you have in your lineup and what you actually got credit for each week.

LINEUP REPORT
lets you analyze your lineups. A lineup is a list of station/outlets that air a specific event. Each station/outlet airing for a specific program is referred to as a lineup entry. The following tabs let you narrow the scope of your reports so you can get just the information you want.

BASIC OPTIONS
This tab lets you produce a report for a specific date range with lineup entries that were changed within that date range. You use the Report Title Lines and Report Footer Lines on this tab to create headers and footers to identify your report.

SCHEDULES
This tab lets you add schedules to the report.

STATIONS/OUTLETS
This tab lets you add specific stations/outlets to the report. You can also specify station and lineup characteristics, as well as add station print options and airing frequency.

MARKETS
This tab lets you add specific markets to your report and specify market characteristics and print options.
INTERNAL LINEUP CHECK

RELEASING LINEUPS TO NIELSEN
To release your lineup to Nielsen, you must complete any changes. You must then mark your schedule, report order and lineup as Ready To Release (RTR). Finally, you must perform an Internal Lineup Check.

An Internal Lineup Check compares entries in your program lineups to the changes you requested to ensure no duplication exists in stations, dates, times and programs.

To run the INTERNAL LINEUP CHECK, select Utilites from the menu bar at the top of the page, then choose Internal Lineup Check. (The process may run for a few minutes.)

If you get the Conflict Check box, click OK. This means you do not have any conflicts and the program entries that have been marked Ready To Release (RTR) have been moved to Ready To Extract (RTE).
CONFLICT REPORT

If you get a conflict report, you will need to clear the conflicts before the content can be released to Nielsen. The programs printed in red indicate the stations and programs that changes were made to. The changes will need to be checked to make sure they are correct. If they are then changes will need to be made to the programs printed in black within that program’s lineup. Conflicts will only show up within the client’s programs.

INTERNAL LINEUP CHECK - CONFLICTS

<table>
<thead>
<tr>
<th>Call Letter</th>
<th>Pending Clearance</th>
<th>Market Rank</th>
<th>Market Name</th>
<th>Client Name</th>
<th>Schedule Name</th>
<th>Time</th>
<th>Duration</th>
<th>Days</th>
<th>Start Date</th>
<th>End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAAY</td>
<td>N</td>
<td>1</td>
<td>Anytown</td>
<td>20TH</td>
<td>THAT 80S SHOW-MF-SYN(AT)</td>
<td>3:00PM</td>
<td>30</td>
<td>MTRW-----</td>
<td>06/26/2012</td>
<td>09/09/2012</td>
</tr>
<tr>
<td>WBBY</td>
<td>N</td>
<td>8</td>
<td>WBBY National</td>
<td>20TH</td>
<td>FAMILY QUARREL</td>
<td>3:00PM</td>
<td>30</td>
<td>MTRW-----</td>
<td>12/12/2012</td>
<td>09/09/2012</td>
</tr>
<tr>
<td>WCCY</td>
<td>N</td>
<td>23</td>
<td>MyTown</td>
<td>20TH</td>
<td>SOMETHING SUNNY-WK-SYN(AT)</td>
<td>12:30AM</td>
<td>30</td>
<td>F-----</td>
<td>07/03/2012</td>
<td>09/16/2012</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>AMERICAN FATHER-MF-SYN(AT)</td>
<td>5:30PM</td>
<td>30</td>
<td>MTRW-----</td>
<td>10/24/2011</td>
<td>09/02/2012</td>
</tr>
</tbody>
</table>

***Records in Conflict are shown in Red

Once you have made the appropriate changes you will have to rerun the Internal Lineup Check.

Repeat this process until you get the Conflict Check box. Once you get this box all the lineups that were marked Ready To Release (RTR) will be changed to Ready To Extract (RTE) and will be picked up by Nielsen during the next extract.
INPUT LINEUP TOOLS

CALL LETTER LOOKUP

Select Utilities under the menu at the top of the page and select Reference.

You can then type in the criteria you want to search for and then click Search at the bottom of the Search Criteria section. You can search by Call Letter, Market, City, State, Time Zone, etc.

To find out additional information about a specific station’s call letters, click on View Details at the bottom of the results section.
An example of details is shown below.

| **Station/Outlet Details** |

<table>
<thead>
<tr>
<th><strong>Call Letters</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FCC</strong></td>
</tr>
<tr>
<td><strong>Client</strong></td>
</tr>
<tr>
<td><strong>Nielsen</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Market Information</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name</strong></td>
</tr>
<tr>
<td><strong>Rank</strong></td>
</tr>
<tr>
<td><strong>Sample</strong></td>
</tr>
<tr>
<td><strong>Start Date</strong></td>
</tr>
<tr>
<td><strong>End Date</strong></td>
</tr>
</tbody>
</table>

| **Name** | WAAY |
| **Short Name** | WAAY-DT1 |
| **Description** | WAAY Digital Signal |
| **City** | Anytown |
| **State** | US |
| **Time Zone** | EA |
| **Display Major** | 6 |
| **Display Minor** | 1 |
| **Low Power** | Y |
| **Parent/Satellite** | N |
| **Super Station** | Y |
| **Observes Daylight Savings** | Y |
| **Sinodal** | N |
| **Headend Affiliate Feed Carried** | Y |
| ** Syndex** | N |
| **Digital Service Carried** | N |
| **Delay Type** | |

### Relationships

<table>
<thead>
<tr>
<th><strong>Relationship Type</strong></th>
<th><strong>CallLetters/Group</strong></th>
<th><strong>Station Start Date</strong></th>
<th><strong>Station End Date</strong></th>
<th><strong>Relation Start Date</strong></th>
<th><strong>Relation End Date</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Multicast</td>
<td>RA-TV</td>
<td>06/20/2013</td>
<td>12/31/2078</td>
<td>09/26/2011</td>
<td>12/31/2078</td>
</tr>
<tr>
<td>Multicast</td>
<td>LA-TV</td>
<td>02/09/2012</td>
<td>12/31/2078</td>
<td>09/26/2011</td>
<td>12/31/2078</td>
</tr>
</tbody>
</table>
INPUT LINEUP TOOLS

MASS CHANGE

From your program’s Station Lineup page, click the Show Options button in the upper right-hand corner. Select Mass Change to access the Mass Change window.

Mass Change is a typical find and replace function. Use the mass change function to change, copy, or remove multiple entries. You can also use this function to set multiple entries to “Off” status. There are no restrictions on changes you can make to entries you have not transmitted, but certain rules apply when you change transmitted entries using the mass change function.

When you use the Mass Changes window, the system applies the updates you specify on the Change tab to the entries that match all the selection criteria you specify on the Find tab. If you don’t specify values on the Find tab, the system applies the changes to all untransmitted entries in the current view of the window.

FIND TAB

Use the Find tab to enter current information for the program or group you wish to find.

EXAMPLE - To change the start time of a program airing on Saturday at 8:00pm, click in Start Time field and enter 8:00pm. This will list all the telecasts that air at 8:00PM. Click the Change tab.
GUIDE: QUICK START

INPUT LINEUP TOOLS

CHANGE TAB
When you are done making your changes, click OK.
You will see changes reflected in your program lineup.
INPUT LINEUP TOOLS

CUSTOM STATION GROUP

Custom Station Groups can be used to help populate your program lineups.

NOTE – Unlike the Station Affiliates group maintained by Nielsen, any updates or changes to Custom Group members must be made by client.

TO CREATE CUSTOM STATION GROUPS

1.) From the Utilities menu, click Custom Group. The Custom Group Selection page displays.

2.) Click New. The Custom Group Details pop-up window displays.
GUIDE: QUICK START

INPUT LINEUP TOOLS

3.) In the Custom Group Name text box, type a name for your custom group.

![Custom Group Details](image)

4.) Click Add. A blank highlighted row displays in the Custom Group Members table.

5.) In the Call Letter View field, type the call letter for the station you want to add to the group and press the Tab key.
   The row displays with the station information. Note – If you don’t know the station call letters or wish to select from a list, type the first call letter in the Call Letter View field and then click Tab. A list of available stations displays from which you can select a station. After you select a station, click OK to return to the Custom Group Details window.

6.) Click Add. The new station displays in the Custom Group Members table.

7.) Repeat steps 4-6 until you have added all the required stations to your custom group.

8.) Click Save and then click Close to return to the Custom Group Selection page.

TO ADD THE CUSTOM STATION GROUP TO YOUR LINEUP

1.) From your program’s lineup page select Show Options in the upper right-hand corner.

2.) Select Copy Custom Group.

3.) The Custom Group pop-up box will appear. Select your Custom Group from the drop-down, and then click on OK.
ABOUT NIELSEN

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

For more information, visit www.nielsen.com.

Copyright © 2013 The Nielsen Company. All rights reserved. Nielsen and the Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C. Other product and service names are trademarks or registered trademarks of their respective companies.