



# myEVENTS

FREQUENTLY ASKED QUESTIONS  
UNWIRED NETWORKS

2014

nielsen  
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AN UNCOMMON SENSE  
OF THE CONSUMER™

## COMMON QUESTIONS

### WHEN DO MY LINEUPS HAVE TO BE IN?

Because the lineups for Unwired Networks are basically schedules of commercial time, there is no deadline for submission. However there is a requirement that lineups not be submitted sooner than 3 weeks after the measurement week. This is so that the Live+7 day data are available for retrocoded processing.

### 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.

### CAN I ORDER C3 RATINGS ON UNWIRED LINEUPS?

No. The “C3” or Average Commercial Minute rating statistic is applicable to programs only. Unwired advertiser schedules are not associated with a single program title. Unwired Networks may order an optional data stream, Live+3, which should be indicated in the Special Instructions Box on the Report Order.

## CREATING PROGRAMS

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

You have 25 characters to create your Program Reportable Name including letters, and any spaces and characters. The Program Reportable Name should reflect the Daypart, Brand or Advertiser schedule.

### HOW MANY CHARACTERS DO I HAVE FOR AN EPISODE TITLE?

You have 25 characters for your Episode Title.

### WHERE DO I FIND A LIST OF PROGRAM TYPES?

Because the Unwired Network schedule can be in multiple programs, the Summary Program Type is U for Unclassified.

### HOW CAN I SEARCH FOR A PROGRAM THAT I CREATED?

Using the Search Criteria section on the top half of the page, you can search for complete program reportable names or you can type the first few letters of a program reportable name to search.

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

## WORKING WITH LINEUPS

### HOW DO I DELETE A LINEUP?

You cannot delete a lineup. All Unwired lineups begin processing as soon as they are received. If a client wishes to cancel measurement of a Schedule and Lineup, they should contact their client service representative.

### 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. If your lineup has already been extracted, it is too late to include it.

### HOW CAN I DELETE AN ENTRY FROM MY LINEUP?

If the Lineup has not yet been extracted you can right click and delete the entry. If your lineup has already been extracted, it is too late to make any adjustments to the lineup.

### IS THERE A WAY TO COPY MY PROGRAM LINEUPS FROM ONE WEEK TO THE NEXT?

If your schedules have similar clearance days and times, clients can use the Station List and Convert it to a Lineup. We suggest contacting the Nielsen Solutions Center at 1-800-423-4511 for instructions.

### 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 Line-up Check. This will let you know if you have any conflicts with your existing Lineups. 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).

## REPROCESSING

### HOW DO I SUBMIT A REPROCESSING REQUEST?

Due to the nature of the Unwired Network business, reprocessing is not applicable. Retrocoded audience estimates are produced after the fact, and not verified by Nielsen. Should a re-run of data be necessary, it should be submitted as a brand new order and lineup.



## ABOUT NIELSEN

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

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

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