GRABIX: CUMULATIVE GAIN LOSS

CUMULATIVE GAIN/LOSS REPORT

The Cumulative Gain/Loss report allows you to view an aggregate of gains and losses for a particular program or segment of a program over time. You can access the Cumulative G/L Report in the Program Name Based Analysis.

TO GENERATE A REPORT, first make necessary selections using drop-downs for Market, Viewing Source, Demographic, Program, Time Period, Program or Project.

Once your selections are made, click the Retrieve Data button. A program list appears with details about each program.

After program(s) are retrieved, check the box to the left of the desired program(s). Use the Select All button, at the top right, to select all programs quickly. To remove programs you do not want to work with, uncheck the box next to program name and click the Clear Results button. Only programs with a checked box will be available for analysis. With your finalized program(s) list, click the Cumulative G/L Report button on the left-hand side. Selections need to be for the same station, program length and demographic.
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CUMULATIVE GAIN/LOSS CHART

- View the list of programs and the cumulative rating gains and losses

Click the Data button to the left of the ratings graph to download an Excel spreadsheet with data including the detailed output of the gains/losses.

NOTE – All viewing below .005 is included in Other.

The Cumulative Gain/Loss report can also be accessed from the graph selections page by clicking the Cumulative button.
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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