BUILDING AND MODIFYING DASHBOARD WIDGETS

RANKER

PROGRAM & DAYPART

NLTV DASHBOARD
NLTV DASHBOARDS – RANKER

NLTV Dashboards offer a variety of reporting options to help users capture local Time Period & Program data.

The **Ranker** module will provide users insight into the following questions:

- How can I quickly look at program (or daypart) ratings for my station & competition?
- How can I trend my local programming (or dayparts) on a weekly, monthly, quarterly basis?
- How can I add more than one date, data source, or demo to my Ranker dashboard?

To access your NLTV Dashboards, go to [answers.nielsen.com](http://answers.nielsen.com) and select NLTV Dashboards in the My Tools menu.

**NLTV Dashboards – Dashboard Pane:**

- **Set as Favorite** – Dashboard set as Favorite will be run when NLTV Dashboard is opened.
- **Set As Default** – Dashboard Set as Default will be the first dashboard to be opened upon launch NLTV Dashboard
- **Edit** – Edit existing or saved reports
- **Export** – Export completed Dashboards from Dashboard manager or Dashboard screen.
- **Open** – Open any saved Dashboards
- **Create New** – Create new customized NLTV Dashboards
- **Create a Copy** – Create a copy of opened NLTV Dashboard
NLTV DASHBOARDS – RANKER

To create a new Dashboard, users can select the ‘Create New’ option in the Dashboard pane. This will open up the filters to begin creating customized NLTV Dashboards using the Report Widget and Edit Filter features.

1. On the Dashboard pane, Click the ‘Create New’ icon to open up the Dashboard Content screen.

2. Drag and Drop the ‘Ranker’ widget into your content area.

3. Once added, rename your Dashboard.

4. Once widget is added, users can begin to edit widget filters by selecting the ‘Edit Filters’ Option in upper right corner of widget.

NLTV Dashboards – Filters:

- **Edit Filters** – Create/Modify data in widget using this option
- **Duplicate** – Copy all widget specs to new NLTV Dashboard
- **Remove** – Delete widget from Dashboard
- **Quick Filters** – Create/modify widget after adding data to Dashboard.
- **Link to Page** – Link your data to existing Dashboard
The ‘Edit Dashboard Widget’ for the Ranker widget will give users the ability to build and modify their widget. Below are the filters available to build your Ranker Dashboard.

**Analysis Type** – Users can select to run either a Program or Daypart Ranker analysis

**Data Source** – Users can select to use the standard currency, impact data or both.

**Calendar** – Select daily, weekly, or monthly date ranges by clicking the Calendar header, the Calendar icon, or the Ellipsis. Users can also check what data is available by clicking the ‘Availability’ button.

**Markets** – Will default to users local market (note – multi-market users will be able to toggle between different markets by using the Market dropdown).

**Characteristics** – Default will be Total DMA. Users will also have access to Hispanic, African American and Cable characteristic depending on market availability.

**Demographics** – Standard Nielsen demos will be available. Users can also add custom demographics.

**Viewing Sources** – A list of Broadcast & Cable viewing sources that have a cume of 2.5 or higher.

**Dayparts** – Total Day default. Can run Widget using any custom or standard daypart.

**Metrics** – Defaults to RTG% & SHR %

**Data Streams** – Live, Live+SD, Live+3 & Live+7 available

**Programs** – When Program Analysis is selected, user can search for any program within the selected Date, Times, and Viewing Sources.

Click **Apply** to save the changes to your Ranker dashboard
NLTV DASHBOARDS – PROGRAM SEARCH

In the filters feature, users will have the ability to search for programs using the ‘Programs’ screen at bottom of filter list.

PROGRAM SEARCH SCREEN

- **Search**: Search for program using letters ‘Contained’, ‘Starts With’ or is an ‘Exact Match’ of the Program title
- **Program Search**: Users can search for any program title by entering in 2-3 (or more) characters in this area. If left blank, the search will display all programs that aired on selected affiliates and dates selected.
- **Show By**: Allows the user to display episode titles if available for the returned program.
- **Program Screen**: Displays all programs in user defined search. This allows the user to display episode titles (if available) for the returned program.

***Note: Trackage names are only available for cable networks and will automatically be displayed if available.***

- **Selected Programs**: Displays all selected Programs
- **Options**: - Save a Program list (Save as Selected), Remove all or Selected Programs, or Reset/Set your Program defaults in this section. Any saved Program list can be found under the ‘Saved Selection’ option in the category window, or by clicking on the ellipsis (…) on the Edit Dashboard Widget screen.
- **Clear**: Clears all selected programs & filters

When done making selections, click ‘Apply’ to add selected Programs to your Dashboard.
NLTV DASHBOARDS – RANKER

NLTV DASHBOARDS – DAYPART SEARCH

In the filters feature, users will have the ability to add as many dayparts as they would like to their Audience Composition widget. Will allow users to search for or create their own dayparts.

DAYPART SELECTION SCREEN

- **Quick Search**: Search for any of the available dayparts using this feature.
- **Daypart Type**: Select All or Standard Dayparts
- **Daypart Screen**: Select any of the 37 pre-created dayparts to your widget.
- **Selected Dayparts**: Displays all selected Dayparts
- **Add Custom**: Using this feature, users can create their own daypart in the selected dayparts area. To create Custom daypart, users can click on daypart
- **Options**: Save a Daypart list (Save as Selected), Remove all or Selected Dayparts, or Reset/Set your daypart defaults in this section. Any saved Dayparts list can be found under the ‘Saved Selection’ option in the category window, or by clicking on the ellipsis (…) in the Edit Dashboard Widget screen.
- **Clear**: Clears all selected dayparts & filters

When done making selections, click ‘Apply’ to add selected Dayparts to your Dashboard.
NLTV DASHBOARDS – RANKER

Once users have selected all of the parameters on ‘Edit Dashboard Widget’ page, click ‘Apply’ to preview your selections before Applying Data to your dashboard.

- After applying changes to Dashboard, Users can edit their Dashboard before saving (Apply To Dashboard)
- Scroll through the widget to review selections. If changes were made, users must click ‘Apply’ to update the widget.
- After finalizing widget, click the ‘Apply To Dashboard’ button in top right corner of screen
- After clicking ‘Apply to Dashboard’ button, users can choose to change their widget on the fly using the Edit Widget button ( ).

- After applying widget to dashboard, Users will now have the ability to toggle to any data set in the selected Quick Filters.
- Quick Filters can be toggled on/off to user specification
- With the new Quick Filters added to widget, users can now adjust their Daypart/Program Ranker. Use the dropdown to edit the selected Filters in your dashboard.
Users can edit these filters in the Edit Dashboard screen, or after they Save their Dashboard.

The Quick Filters allows a user to add multiple selections within the Edit Dashboard screen.

Once the data has been updated in Ranker widget, users will have a variety of Sorting options to help format their dashboard.

Sorting Options Include:

- **Sort Ascending**: Sort your selected column in Ascending order (A-Z)
- **Sort Descending**: Sort your selected column in Descending order (Z-A)
- **Remove From Sort**: Remove sort from selected report filter
- **Columns**: Adjust the columns (add/remove) in your widget.
- **Sorting Options**: Opens the Advanced Sorting pop-out

After saving your widget, it will take you to the Dashboard home-screen. If Quick Filters were added, you can toggle between any of the additional filters added in.
NLTV DASHBOARDS – RANKER

Advanced Sorting allows for enhanced customization of Ranker Widgets.

**Advanced Sorting Options:**

- **Sorting Order:** Select Ascending order (A-Z) or Descending order (Z-A) or None in your selected metric.
- **Sorting Type:**
  - **Sort by Page** – Sort by selected metric or demo.
  - **Sort By Dimension** – Sort by Viewing Sources, Title, Date or Start Time
- **Show Only:** Limit the amount of rows in your widget (ex: Top 10, Top 25, up to Top 100).

In the Ranker grid mode, users can change how they view their data. Users can select 4 different charting options for the selected Program ranker.
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NLTV DASHBOARDS – CHARTING OPTIONS IN RANKER WIDGET

Choose between Column, Line, Pie & Bar charts for the selected Daypart or Program Ranker. The charting options will also carry over any Quick Filters that have been added to dashboard.

Column Chart

Line Chart

Pie Chart

Bar Chart
ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen’s Watch segment provides media and advertising clients with Nielsen Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry’s only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world’s population. For more information, visit www.nielsen.com.