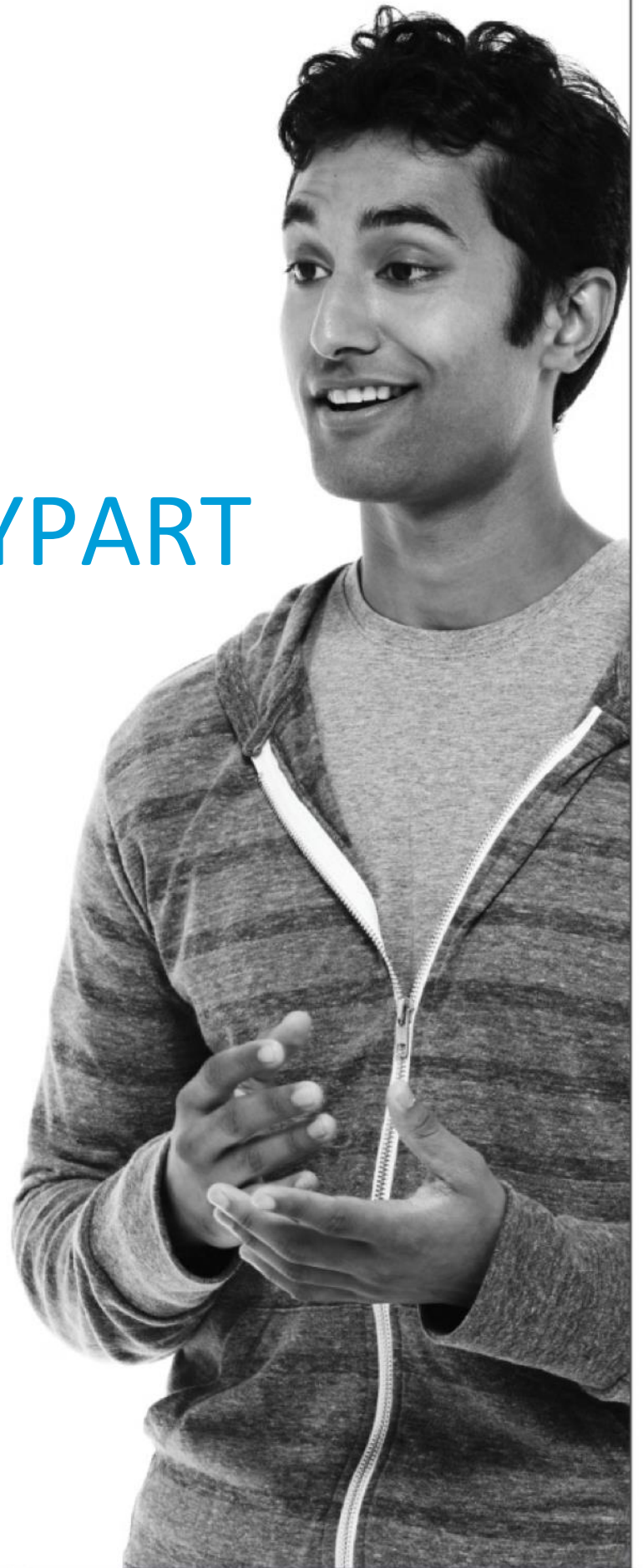


nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

NPOWER: STRICT DAYPART

TRAINING GUIDE



Strict Daypart vs. Daypart Overruns

Program ratings by **Strict Daypart** are ratings based only on the program minutes within the selected custom daypart.

Program ratings by **Daypart Overruns** are ratings based on program minutes that fall outside of the custom daypart but are still part of the program.

EXAMPLE

If the custom daypart 8pm – 11pm is selected and the program ends at 11:20pm, Strict Daypart reports the program ratings between 8pm – 11pm. Choosing Daypart Overruns will report the program rating from 11pm – 11:20pm – the 20 minutes past your custom daypart.

Note: Strict daypart is based on average minute data and is not applicable to commercial data stream selections.

Strict Daypart in the Ratings Analysis Program Report

Create a Custom Daypart and use the span option.

- 1.) In the Program section of the report template, create a Custom Daypart and choose **Span the defined daypart**.

Please note: Both standard dayparts and custom dayparts with other options (Start, End) can be selected with strict daypart, but to match standard Strict Daypart Definitions, or to match Galaxy Explorer, a custom daypart with SPAN should be used.

Custom Program Daypart Groups - this is only to create custom program daypart groups

Select Dayparts

All M-F
 M T W R F S Su

08 00 AM 11 00 AM
 PM PM

Include all programs that:

Start within defined daypart
 End within defined daypart
 Span the defined daypart

Groups for Dayparts

Current Selections:

- ▶ M,T,W,R,F,S,Su 8:00 PM - 11:00 PM (Span the defined daypart)

- 2.) Save it as a group so that it will display on the program filter page in the Custom Daypart section.

Custom Program Daypart Groups - this is only to create custom program daypart groups

Select Dayparts

Groups for Dayparts

- ▼ Mon-Sun 8-11PM Span
 - ▶ M,T,W,R,F,S,Su 8:00 PM - 11:00 PM (Span the defined daypart)

Current Selections:

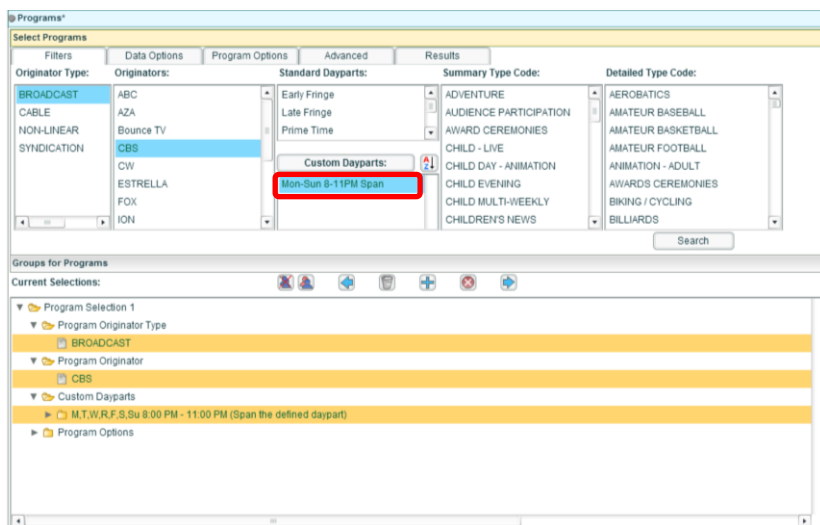
- ▶ M,T,W,R,F,S,Su 8:00 PM - 11:00 PM (Span the defined daypart)

Please Enter a Group Name

Mon-Sun 8-11PM Span

OK Cancel

- 3.) Add the Custom Daypart to Current Selections along with the originator/programs.
 - a) Originator Type: Broadcast
 - b) Originator: CBS
 - c) Custom Daypart: Mon-Sun 8-11PM Span
 - d) Click the + button to move the selections to the Current Selections screen on the bottom.



- 4.) In the Report Segment section of the report template, select the report segment level(s) of choice and then check off the Additional Options for **Custom Daypart** and **Strict Daypart**.

Note: If running a Standard Daypart such as Prime Time, select **Standard Daypart** and **Strict Daypart** in Report Segment section. Standard Daypart with Strict Daypart will not match Galaxy Explorer Strict Daypart because standard dayparts only include programs that start within the daypart.

Report Segment*

Select Report Segment

Report Segment	Type Codes	Additional Options	Non-Linear Options
<input type="checkbox"/> Program Selection	<input type="checkbox"/> Internal Type 1	<input type="checkbox"/> Normal Duration	<input type="radio"/> Total Flight
<input checked="" type="checkbox"/> Originator	<input type="checkbox"/> Internal Type 2	<input type="checkbox"/> Day Of Week	<input type="radio"/> Flight by Month
<input type="checkbox"/> Program	<input type="checkbox"/> Internal Type 3	<input type="checkbox"/> Break on Premiere	<input type="radio"/> Flight by Week
<input type="checkbox"/> Program Trackage	<input type="checkbox"/> Summary Type Code	<input type="checkbox"/> Standard Daypart	
<input type="checkbox"/> Program Episode	<input type="checkbox"/> Detailed Type Code	<input checked="" type="checkbox"/> Custom Daypart	
<input type="checkbox"/> Telecast		<input checked="" type="checkbox"/> Strict Daypart	
<input type="checkbox"/> Minute		<input type="checkbox"/> Daypart Overruns	
<input type="checkbox"/> Syndicated AT Segments			

* Report Segment selections without a daypart selected will need to be edited once Strict Daypart is applied.
Average by the following: Custom Daypart, Originator

Current Selections:

- Originator
 - Custom Daypart
 - Originator
 - Strict Daypart
 - Strict Daypart

- 5.) Select all other specifications and submit the report.

Note: If Additional Options of **Custom Daypart** and **Strict Daypart** are not selected, the report will not be submitted.

Unable to Submit.

Strict Daypart Report Segment Selection, can be processed only if Standard/Custom Daypart Selected in Report Segment.

OK

Strict Daypart Differences in National Reporting Applications

Systems	NPOWER/ Marketbreaks	Nielsen National TV View (NNTV)	Galaxy Explorer
Data Set	Respondent	Building Block	Building Block
Data Granularity	Minute-Level	Quarter-Hour Level	Quarter-Hour Level
Prelim Live+3	Available in most current stream once additional TSV is released	Available in most current stream once additional TSV is released	NA
Dayparts	Offers standard and custom dayparts with the ability to apply Strict Daypart methodology for Program reports, including use of Daypart Overruns.	Offers standard and custom dayparts with the ability to apply Strict Daypart methodology for Program and Overnight Program reports, including use of Daypart Overruns.	Offers standard and custom dayparts, with the ability to apply Strict Daypart methodology. Strict Daypart logic in Galaxy was hard coded to include programs airing within the selected daypart.
Span Daypart to Match Galaxy Explorer	The Strict Daypart report may not match the Galaxy Explorer report, because in NP/MB you can define the parameters of the daypart in more detail than in Galaxy Explorer. In NP/MB, to match a Strict Daypart report as in Galaxy Explorer, create a Custom Daypart and choose Span the defined daypart.	The Strict Daypart report may not match the Galaxy Explorer report, because in NNTV you can define the parameters of the daypart in more detail than in Galaxy Explorer. In NNTV, to match a Strict Daypart report as in Galaxy Explorer, on the Program Selection page > Filters tab, click Add/Edit dayparts, and then select the Span daypart option.	NA – Span daypart is the default and only logic in Galaxy Explorer.
Durations for Complex Programming	Strict Daypart duration (includes pre- and post-overrun options) between NPOWER & GE does not match due to rounding logic for Complex Programs.	Strict Daypart duration (includes pre- and post-overrun options) between NNTV & GE does not match due to rounding logic for Complex Programs.	Strict Daypart duration (includes pre- and post-overrun options) between NPOWER & GE does not match due to rounding logic for Complex Programs.

ABOUT NIELSEN

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