



NPOWER

UPLOAD SCHEDULES

2014

nielsen
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OF THE CONSUMER™



NPOWER: UPLOAD SCHEDULES

UPLOAD SCHEDULES

Upload schedules from other software applications into NPOWER to be used in Reach and Frequency reports.

REQUIRED UPLOAD SCHEDULE FORMAT

An Excel file with the data to be uploaded is required. NPOWER requires a specific format, so you may need to modify your file. Remember, your schedule **will not** upload, if you attempt to upload a file in an incompatible format or without the required headers.

PROGRAM FORMAT

program_date

Format: MM/DD/YYYY or MM/DD/YY

Example: 07/07/2011

program_time

Format: 12HR or 24HR

Example: 7:24 PM or 19:24

program_originator_type

Format: Program Originator Type Identical to how it's listed in NPOWER (case sensitive)

program_originator

Format: Program Originator Name Identical to how it's listed in NPOWER (case sensitive)

program_name

Format: Valid program name, Identical to how it's listed in NPOWER (not case sensitive)

program_duration

Format: Duration of the Schedule Unit as a whole number

Example: 15

program_mop

Format: Start of the Schedule Unit as a Whole Number

Example: 1

OPTIONAL COLUMNS

program_schedule_name

Format: Any Schedule Name but only Alpha-numeric characters are allowed

PROGRAM EXAMPLE

program_name	program_originator	program_date	program_time	program_duration	program_mop	program_originator_type
MENTALIST, THE	CBS	07/07/2011	10:00 PM	60	1	BROADCAST
FINDING BIGFOOT	ANIMAL PLANET	07/05/2011	9:00 PM	60	1	CABLE

TIME PERIOD FORMAT

tp_date

Format: MM/DD/YYYY

Example: 12/05/2005

tp_time

Format: 12HR or 24HR

Example: 7:24 PM or 19:24

tp_vs_name

Format: Viewing Source Name identical to how it's listed in NPOWER (case sensitive)

tp_vs_type

Format: Relevant Viewing Source Type Name identical to how it's listed in NPOWER (case sensitive)

tp_duration

Format: Duration as a whole number

Example: 1

TIME PERIOD EXAMPLE

tp_date	tp_time	tp_vs_name	tp_vs_type	tp_duration
11/1/2010	7:53 PM	ABC Affiliates	Broadcast	1
11/2/2010	8:41 PM	BRVO	Ad Supported Cable Orig	1

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Once the format modifications are complete, save the file as a tab-delimited text (.txt) file and compress it into a .ZIP archive. Double-click **R&F Upload Schedule** to open the Upload Schedule window.



Provide a Report Name, select a Sample from the drop-down, click Browse and select the .ZIP file you want to upload. Click **Submit**.

- Pictured at right, is an example of a successful upload message indicating your schedule is now available for your use.
- You can monitor the upload progress on the screen, where you will be notified if there are any errors with the file.
- The number of records uploaded should match the number of rows in your zip file.

The screenshot shows the Nielsen National TV Toolbox interface. The header includes the Nielsen logo and 'National TV Toolbox'. The main content area displays a 'Submitted' message: 'Submitted Time Period Schedule - 100% File Processed Normally - 58 records.' Below this, the 'R&F Upload Schedule' form is visible, showing the following fields and controls:

- Report Name:
- Shared:
- Sample: (dropdown menu)
- File:
- Buttons:

At the bottom of the window, a red message states: 'This page must be closed after each upload list is complete.'

Close the Upload schedule window to return to the NPOWER home page.

Click **Refresh** on your NPOWER homepage to see your updated schedule within the Reach and Frequency Upload Schedule section. Use the schedule the same as you would any other Reach and Frequency Schedule in NPOWER.



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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