




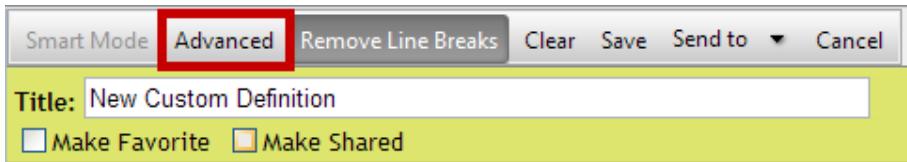
Software Tip

Exclusive Audience

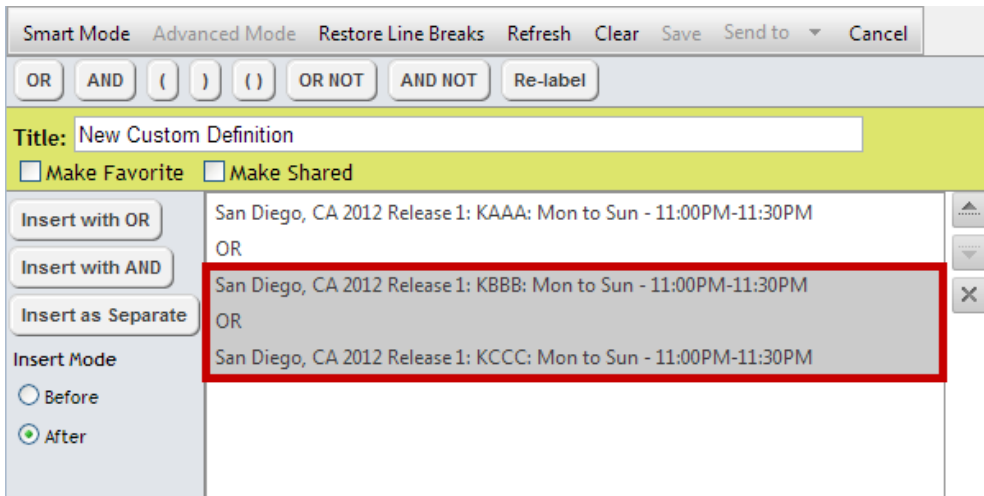
Build a custom definition of people who are exclusive viewers of your station or a specific daypart on your station.

In this example, we want to know how many viewers watch only KAAA late news, exclusive of competing late newscasts.

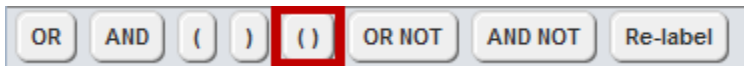
- 1.) Open **Custom Definitions** from the PRIME Lingo **Tools** menu or use the  icon in Report Builder.
- 2.) Click the **Advanced** tab on the top of the Custom Definitions Manager window.



- 3.) Choose the stations or dayparts you would like to include and exclude from your exclusive audience by using the drag-and-drop feature or right-clicking and choosing **Add to Custom Definition**. The Custom Definition Manager will default to insert **OR** between each daypart.
- 4.) Hold down the Control key, highlight the dayparts you want to group together consisting of the programs the viewers ARE NOT watching. In this example, we will group KBBB and KCCC late news dayparts.

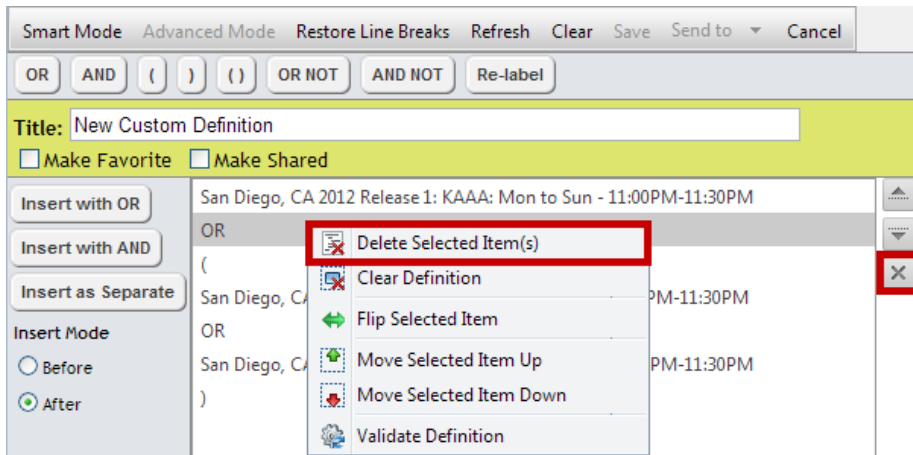


- 5.) Click the open and close parenthesis button to create the KBBB and KCCC grouping.

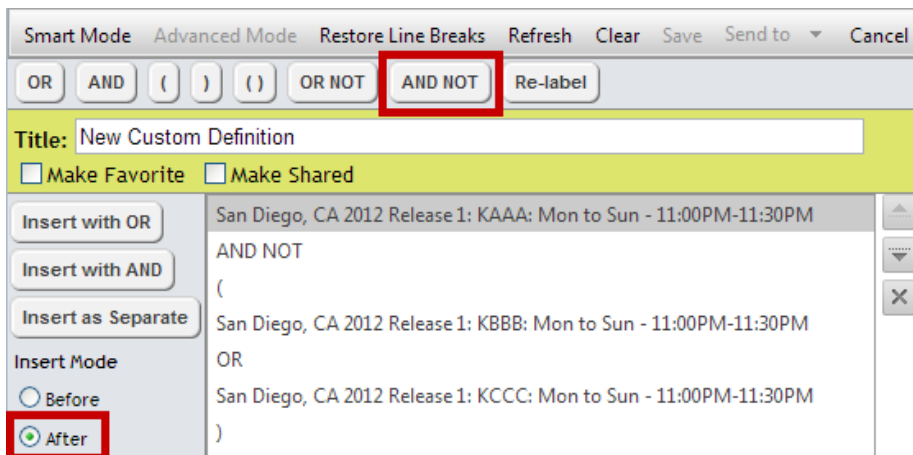


Exclusive Audience

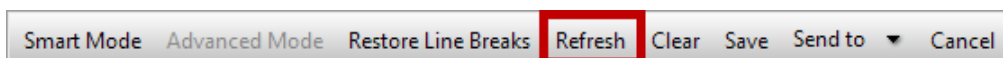
- 6.) Highlight the word **OR** after the station you wish to be "exclusive". Right-click and choose **Delete Selected Item(s)** or click the **X** on the right side of the Definitions box.



- 7.) Highlight the station you wish to be "exclusive". Make sure your **Insert Mode** is set to **After** and click the **AND NOT** button.



- 8.) Click the **Refresh** button and the software will recalculate the **Target Respondent Count** below. You can verify that you have a reliable respondent level for your Custom Definition.



Target Respondent Count: 125 

Custom Definition:
 San Diego, CA 2012 Release 1: KAAA: Mon to Sun - 11:00PM-11:30PM AND NOT (San Diego, CA 2012 Release 1: KBBB: Mon to Sun - 11:00PM-11:30PM OR San Diego, CA 2012 Release 1: KCCC: Mon to Sun - 11:00PM-11:30PM)

Exclusive Audience

- 9.) Give your Custom Definition a title and click **Save**.
- Click **Send To** report and choose to make this Custom Definition a base, row or column in your report.
 - Check **Make Favorite** to easily access this Custom Definition in the future.
 - Check **Make Shared** to allow others to use this Custom Definition.

The screenshot shows the Nielsen Prime Lingo interface. At the top, there are several tabs: "Smart Mode", "Advanced Mode", "Restore Line Breaks", "Refresh", "Clear", "Save", "Send to", and "Cancel". Below these tabs is a row of buttons: "OR", "AND", "(", ")", "()", "OR NOT", "AND NOT", and "Re-label". The "Send to" dropdown menu is open, showing three options: "Bases", "Columns", and "Rows". Below the buttons, there is a "Title:" field with the text "KAAA Late News Exclusive Viewers". At the bottom, there are two checkboxes: "Make Favorite" and "Make Shared", both of which are currently unchecked.