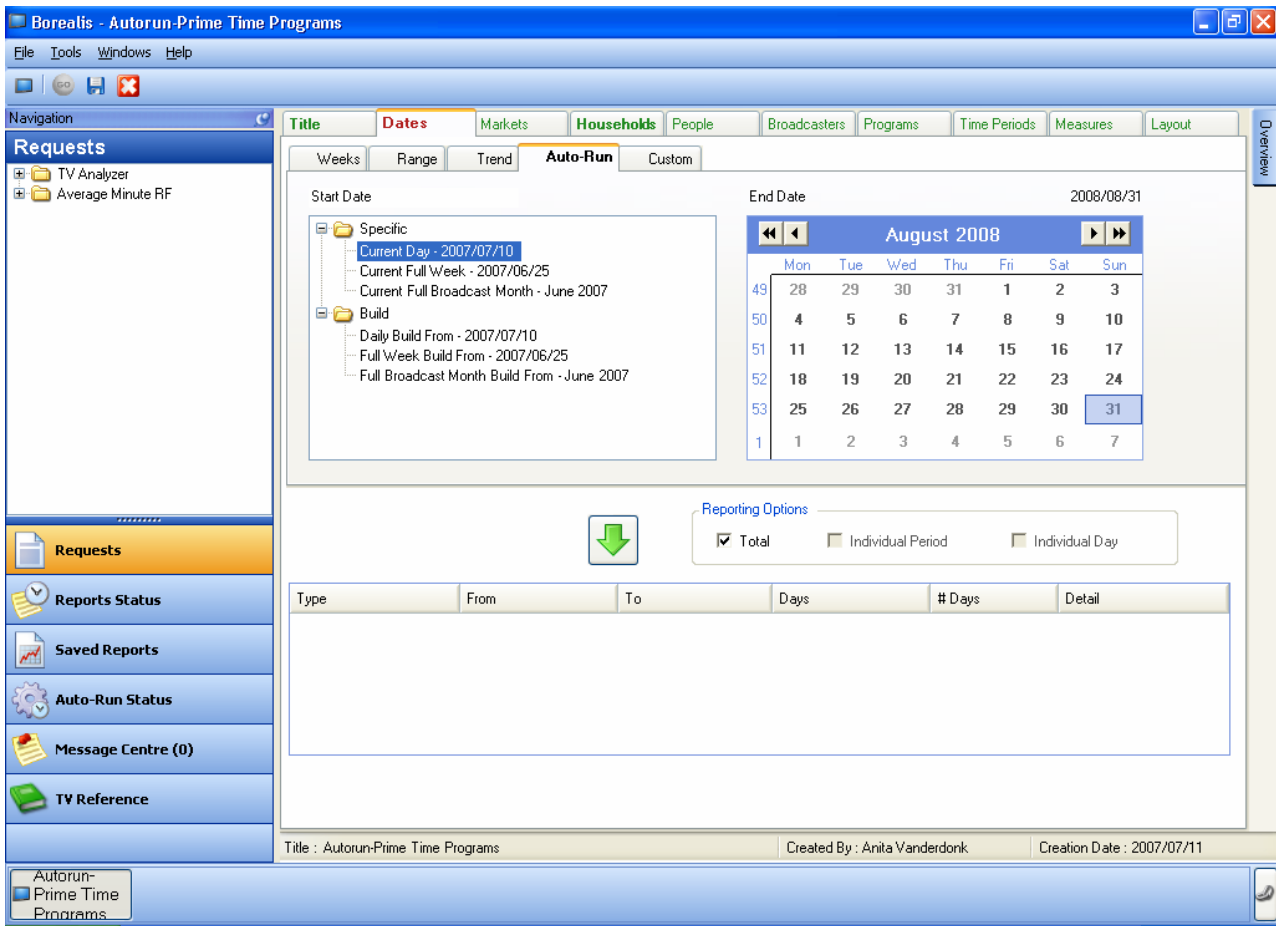


Track the daily audiences using the Auto-Run feature.

You can set up a report in Borealis that will automatically process as soon as the overnight or daily information is available, and even send you an email to let you know when the report is ready.

This tip will take you through the steps for creating a report that will track prime time programs on several networks on a daily basis.



To set up an Auto-run report, set the report parameters as you normally would, but select the date from the Auto-run tab within the Dates tab.

There are two types of Auto-runs:

- **Specific**—runs one day, week or month of data. The current day data is based on the overnights while the current week and current month data is based on the confirmed data.

- **Build**—allows users to instantly append a request by day, full week or full month. As each new segment becomes available, your requests are automatically recalculated, to provide you with immediate trend results.

Auto-run reports start with the most recent available data and end on the date selected in the calendar on the right of the Dates tab.

Automatically Track Prime Time Programs

Title

Name the report—this is the name the file will be saved under and the name that will appear on the Report Status screen.

Dates

To create a report that will process with the Overnight data, select current day within the Specific folder within the Auto-run tab. Select the end date from the calendar on the right and use the green arrow to send the dates to the selected area at the bottom of the page. (See the graphic on the first page of this tip.)

Markets

Identify the market you wish to analyze. More than one market can be selected. Click on the green arrow to move the market to the selected box.

Households

The default in this tab is Total, but you can select any other household break from this tab. You can access single or multi-tiered definitions. Hold down the CTRL key to combine selections. A window will prompt you to name the custom household definition.

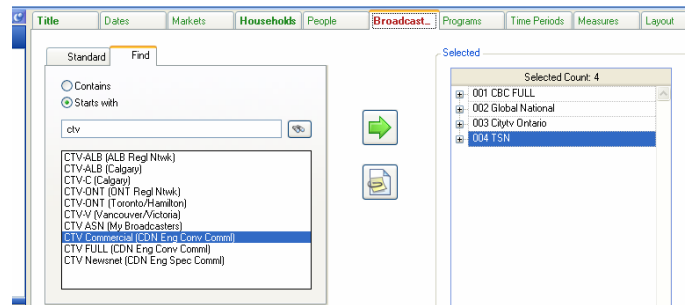
People

Select your demographics by clicking and highlighting the age breaks. If more than one age break is selected, click on the green arrow to send each age break over individually, or click on the paper clip to group the age breaks together.

Broadcasters

Select the broadcasters to include in your report. You can select broadcasters by going to the appropriate folder in the Standard tab,

or quickly search for broadcasters using the Find tab. Use the green arrow to send the broadcasters over to the selected area. Within the selected area, click on any broadcaster to change the order of appearance.

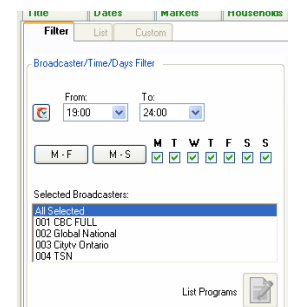


Programs

To track prime time programs, select the times from 19:00 to 23:00. By default, Monday to Sunday are all selected.

Measures

Select AA(000) or RTG (%) from the average audience folder. Use the green arrow to send to the selected area.



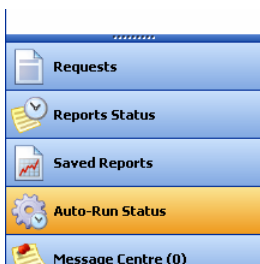
Submit

The GO button on the button bar (top left of the screen) will now be green—click this button to submit the report.

You will be prompted to save the report. Make sure you click on Email Notification so that Borealis can notify you as soon as the Auto-run has completed.

Go to the Report Status screen to open the report.

Managing Auto-runs



Auto-runs will continue to process until the end date specified.

From the Navigator Panel on the left side of the screen click on Auto-Run Status.

The Auto-Run Status window contains a list of all the active Auto-runs. Right click on any Auto-run to delete the run or put it on hold.