



**Borealis**<sup>TM</sup>  
(Blended Panel Edition)

Total Program RF

Instructions  
(For use with the Getting Started Manual)

June 16, 2008

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# Introduction

Total Program RF is now available in Borealis™ (Blended Panel Edition).

The new module calculates the following values, based on the Total Duration of the selected program/time periods:

- cumulative unduplicated reach
- average frequency
- frequency distribution

This module is used to determine when a program's reach capability plateaus, or measure program loyalty by evaluating the number of episodes a viewer watches. This module is NOT to be used for Spot or GRP schedule Reach/Frequency analysis (use Average Minute RF for these types of analyses).

Average minute ratings are based on the telecast date sample, Reach is based on mid-point or custom defined sample date, and Reach x Frequency does NOT equal GRPs as reach is based on the total duration of the defined program/time period and reach qualification. Reach always excludes short-term guests and VCR adjustment. This is similar to the calculations found in the Total Program RF module in Nielsen's Media Advisor application.

Some additional RF features found in Borealis include:

- Request RF output by one of the following date range options: Total, Weekly, Monthly, and Quarterly
- Customize the output of the Summary Content, Reported Columns and Frequency Distribution tables
- Segment RF schedules by Individual or Combined reporting of broadcasters and programs.

# Creating Requests

While most procedures used in the selection of parameter definitions are similar between Total Program RF and TV Analyzer, this chapter explains the differences between the two modules. To review full detail procedures, refer to the Borealis Getting Started Manual.

## To open a new Total Program RF request:

- From the Toolbar menu, click File, New Request, Total Program RF

or

- Double-click the Total Program RF icon 

or

- From the Request Navigation, open the sub-folders in the Total Program RF Folder, right-click and select New Request

## Defining the Request Parameters

For any request, you must name the request, and then select the Dates, Markets\*, Households\*, People\*, Broadcasters\*, Programs\* and Time Periods\*.

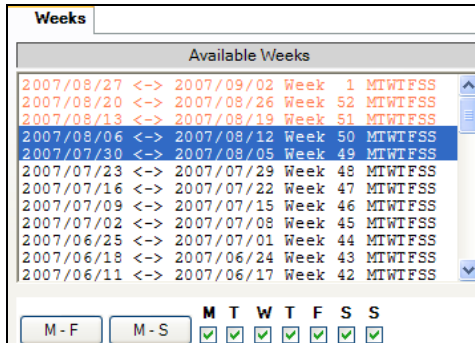
\*Follow the procedures outlined in the Getting Started Manual: TV Analyzer to define Markets, Households, People, Broadcasters, Programs and Time Periods.

The Measures tab does not appear in Total Program RF. Users customize the inclusion of Guest, VCR adjustment, and PVR playback (with same and 1 to 7 day options) from the Layout tab (see Creating Report Layout for details).

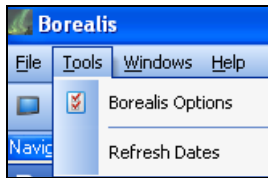
Only 1 Market can be selected in a single request. The ability to combine both Broadcasters and Time Periods, and access to Custom definitions on the Market, Broadcaster, Program and Time Period tabs are disabled in Total Program RF. Program segmentation by Half Hour and/or Minute is also not available.

# Dates

The Weeks tab is the only option available to define dates in Total Program RF.



1. Scroll up/down the list of Available Weeks, and click to highlight a single week, click and drag for contiguous weeks, or hold the CTRL key to highlight non-contiguous weeks.
2. To restrict the request to certain days of the week, click the M-S button to remove all checkmarks, and then click to check in the specific days of the week to be included.
3. Use the M-F button to automatically check all five days, and M-S button to select/de-select all seven.



Preliminary/Partial week data is indicated in red and lists available days. From the Tools option on the Toolbar Menu, users can click Refresh Dates to automatically update the Available Weeks list on the Weeks Tab with any new day posting.

1. To select your date definition, choose your weeks and then click the green down arrow to transfer to the selected area.
2. The Reporting Options area is restricted to Individual Day.

Users can generate RF results by Total date range, Week, Month, or Quarter through the Period options available on the Layout tab: Report Segment & Detail area. See Creating Report Layout for details.



3. The sample date is used in the starting point calculation of Reach. The default date is the mid-day for the selected period. To adjust the sample date forward/backward by day, click on the arrow buttons OR use the drop down arrow to display a calendar and go to desired date.

TIP: When running multiple requests to analyze reach build by adding weeks, remember to maintain the sample date value used in the initial request to maintain the same panel base.

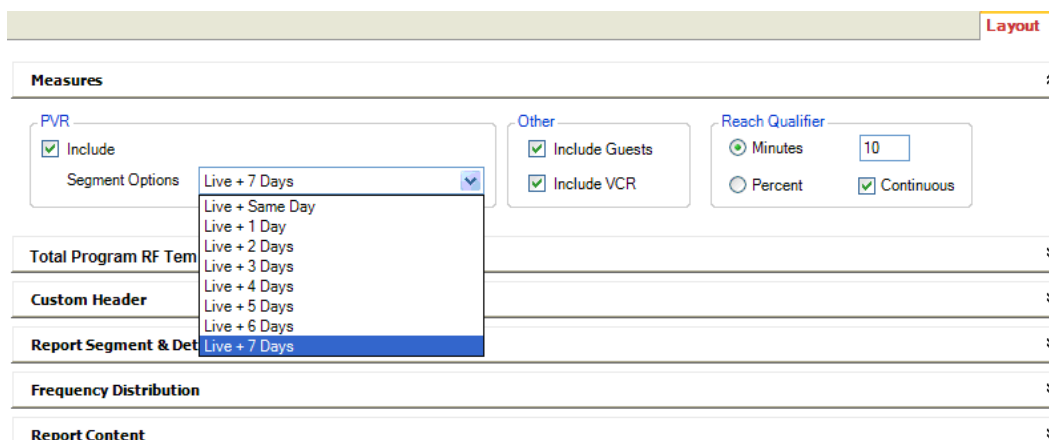
# Creating Report Layout

The Layout tab is used to define the report specifications, prior to submitting a request. Users have the ability to include or exclude PVR playback (by precise number of days), both Guests and VCR values for Average Minute Audience results, as well as restrict results based on Reach Qualification. Multiple RF reports can be generated within a single request, reporting against user defined frequency distribution values. Expanded filter options allow for the customization of both summary content as well as column detail. Header and Footer adjustment, along with the ability to add custom logos and adjust font type and size is also available. Rating decimal precision can also be defined from this window. Templates, incorporating all defined layout parameters can be saved to either My Folders or Common Folders for multiple user access.

The layout tab consists of the following customization areas:

- Measures
- Total Program RF Report Templates
- Custom Header
- Report Segmentation & Detail
- Frequency Distribution
- Report Content
- Report View

Click on the area bar or use the open  and close  buttons to display and define the options within each area.



The screenshot shows the 'Layout' tab interface. The 'Measures' section is expanded, revealing several configuration options:

- PVR:** Includes a checked 'Include' box and a 'Segment Options' dropdown menu currently set to 'Live + 7 Days'. The dropdown menu is open, showing options: 'Live + Same Day', 'Live + 1 Day', 'Live + 2 Days', 'Live + 3 Days', 'Live + 4 Days', 'Live + 5 Days', 'Live + 6 Days', and 'Live + 7 Days'.
- Other:** Includes checked boxes for 'Include Guests' and 'Include VCR'.
- Reach Qualifier:** Includes a radio button for 'Minutes' (selected) with a value of '10' in a text box, and a checked box for 'Continuous'. There is also an unselected 'Percent' radio button.

Below these options are several collapsed sections: 'Total Program RF Tem', 'Custom Header', 'Report Segment & Det', 'Frequency Distribution', and 'Report Content', each with a downward arrow icon.

## Measures

Borealis Blended defaults to include 7-day PVR for AA and Reach, and Guests/VCR for AA values. To exclude any of these, remove the checkmark from the appropriate box. To alter the number of playback days to be included, click the drop down arrow in the PVR Segment Options area, and highlight your desired choice.

## Reach Qualifier

The default for Reach Qualifier is 1 minute. Adjust this, based on Minutes or Percent by making selection and typing in the appropriate value in the box. Check **Continuous** if the defined reach condition is to be based on consecutive minutes by telecast or individual day. *Note: For multi-day definitions, a viewer will be included in Reach if they have met the defined reach condition for "at least" one of the days (not the entire duration of the multi-day definition).*

# Total Program RF Report Templates

**Total Program RF Report Templates**

Default

Custom

Custom Template Options

Open Templates From

My Folders

Common Folders

Save Layout as Template To

My Folders

Common Folders

Type Filename Here

You can choose to use the supplied Default template or a previously saved custom template by bulleting in the appropriate option.

1. To open a previously saved template, bullet the appropriate folder, and use the drop-down box to select the desired template from the Open Templates From area.

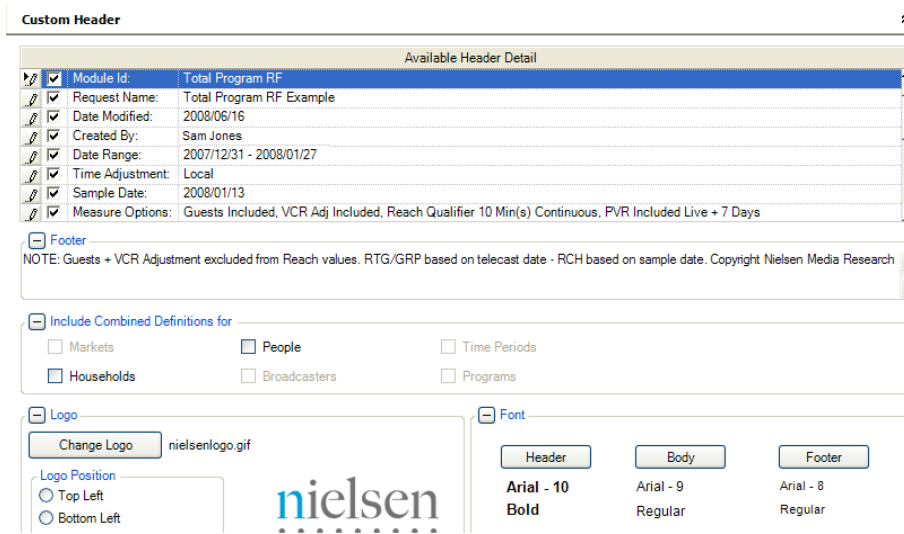
When saving templates, the software will not maintain any specific request detail, just the format defined on this window.

2. Once selected, the template parameters are displayed throughout the customization areas. Users can modify and resave it as a new template. In the Save Layout as Template To: area, bullet in the folder (My Folders or Common Folders) to save to, type in the name of the template and click Save. A confirmation message will pop-up when you save a template by the same name as one that exists under the selected folder.

Sub-folders cannot be created under these folders.

## Custom Header

You can customize the appearance of your report, and add a logo as well as standard text to the footer of your reports.



**Custom Header**

**Available Header Detail**

<input checked="" type="checkbox"/>	Module Id:	Total Program RF
<input checked="" type="checkbox"/>	Request Name:	Total Program RF Example
<input checked="" type="checkbox"/>	Date Modified:	2008/06/16
<input checked="" type="checkbox"/>	Created By:	Sam Jones
<input checked="" type="checkbox"/>	Date Range:	2007/12/31 - 2008/01/27
<input checked="" type="checkbox"/>	Time Adjustment:	Local
<input checked="" type="checkbox"/>	Sample Date:	2008/01/13
<input checked="" type="checkbox"/>	Measure Options:	Guests Included, VCR Adj Included, Reach Qualifier 10 Min(s) Continuous, PVR Included Live + 7 Days

**Footer**

NOTE: Guests + VCR Adjustment excluded from Reach values. RTG/GRP based on telecast date - RCH based on sample date. Copyright Nielsen Media Research

**Include Combined Definitions for**

Markets  People  Time Periods  
 Households  Broadcasters  Programs

**Logo**

Change Logo nielsenlogo.gif

Logo Position  
 Top Left  
 Bottom Left

**Font**

Header	Body	Footer
Arial - 10 Bold	Arial - 9 Regular	Arial - 8 Regular

### Available Header Detail

1. From this box, check in the information that you wish to include on your report. Use the scroll bar to move up/down the option list. To remove a selection, click on the checkbox to remove the checkmark.

The information will appear in the order as shown in this list.

2. Users can rename the information found in the header description (right side) areas, by clicking to highlight selection, and typing in your change.

### Footer

1. The footer defaults to adding calculation rules and The Nielsen Company copyright line. Users can add additional text by typing into this box. To remove information, use the backspace key to delete single characters, or highlight the detail to remove and use the Delete key.
2. If your request includes combined People or Household definitions, and you would like your report to detail its content, check in the appropriate parameter boxes. This information will be added to the footer.

### Logo and Font

You can add your company or client's logo, as well as customize the fonts used within the header, body, and footer of the report. See the Borealis Getting Started Manual for details.

## Report Segmentation & Detail

You can request multiple RF reports within a single request by using the drop down arrow and selecting “All Individual” for defined Broadcaster and/or Program. The “All Combined” option reports all defined segments within the definition in a single RF report.

Use the drop down arrow and highlight to select your desired Period definition. Options include: Total Date Range, Weekly, Monthly, and Quarterly. If a full period segment is not available, an asterisk will be added to the name of that definition.

Separate worksheets are generated by Broadcaster if “All Individual” is selected and by Period if Weekly, Monthly, or Quarterly is chosen. The All Individual Program option reports each Program RF result on the same worksheet.

To report only the Summary Content (see Report section below) of each RF report, select Summary as your Detail option. The software defaults to Full Detail, providing spot level information.

Users can customize the reported rating decimal value, by using the up/down arrows on the Decimal box. The default = 0, the maximum available value = 3.

## Frequency Distribution

Users can customize the Frequency Distribution information to be included in each RF report, (in a similar manner to Media Advisor). Grid Option allows you to select the data type to be used in the Frequency Distribution area found at the right of the report detail. Results can appear as % of Reach, Ratings, or Projection (000s).

The Increments option (not available if Grid Option = None) defines each of the 10 Frequency Distribution segments that will appear on your report. Group By = multiples of, Start Value = the first listed segment value, and End Value = last segment value. For example, Group By 1 and Start Value 1 will result in listing 1+, 2+, 3+...10+ columns.

Exclusive Distribution Values can also be included on your RF output by check marking in the appropriate selections. Specific = those who saw only the specific Increment Value while Specific+ = those who saw the amount or more of the specific Increment Value. The following example charts appear in the Report View for further clarification:

Exclusive Distribution: Specific

Frequency	Reach (000)	Demo UE %	Reach %
1	415	1.3	66.3
2	129	0.4	20.6
3	62	0.2	9.8
4	6	0	1
5	0	0	0
6	14	0	2.3
Total	626	1.9	100.0

Exclusive Distribution: Specific+

Frequency+	Reach (000)+	Demo UE %+	Cum-Rch %
1+	626	2	100
2+	210	0.7	33.7
3+	82	0.3	13.1
4+	20	0.1	3.2
5+	14	0	2.2
6+	14	0	2.2

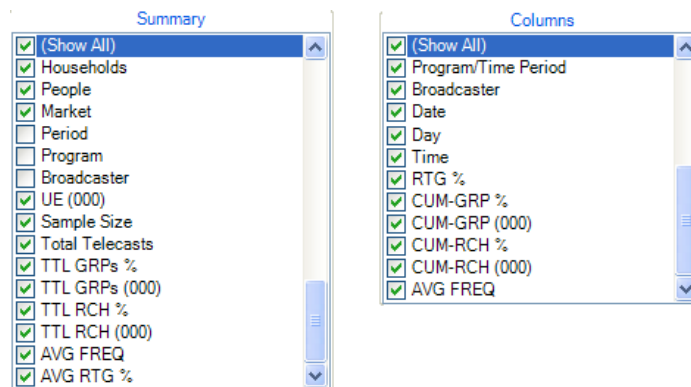
## Report Content

Summary Content detail of each RF report, as well as the reported columns, can be customized by placing a checkmark in the desired items. Use the scroll bar to move up/down the selection list to view all options. Click the Show All checkbox to fill in all items, or click again to remove all checkmarks.

Summary Content options include: Households, People, Market, Period\*, Program\*, Broadcaster\*, UE (000), Sample Size, Total Telecasts, TTL GRP %, TTL GRP (000), TTL RCH %, TTL RCH (000), AVG FREQ, AVG RTG %.


\* Program, and/or Broadcaster definitions appear in the Summary area only when "All Individual" segmentation option selected. Period definition will be included in Summary area if Weekly, Monthly or Quarterly is chosen.

Report Column options include: Program/Time Period, Broadcaster, Date, Day, Time, RTG %, CUM-GRP %, CUM-GRP (000), CUM-RCH %, CUM-RCH (000), AVG FREQ




The Summary rows and Report Columns are in a fixed order – as shown in the lists above.

## Report View

The application defaults to not show the Full View of the report; to open this, simply click on the  button at the right of Report View to see your layout selections.

# Submitting Requests

You must submit your request to be processed on the Borealis server, which will review the request details and layout and create a report based on these specifications. Once all parameter and layout definitions are confirmed, click the **Go**  icon. Users must then verify the folder where the request information will be saved.

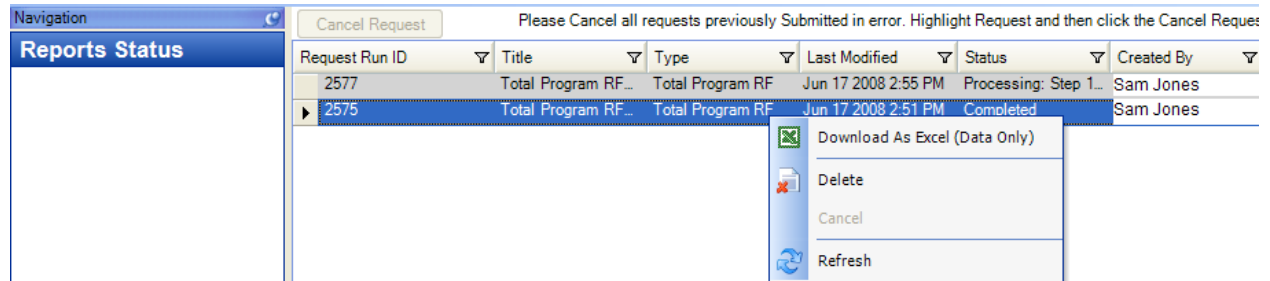
The processed file will be downloaded to this location within the Saved Reports area.

Users can also request email notification as to when the processing has been completed and the report is ready for download. Follow the detail instructions outlined in the Borealis Getting Started manual.

TIP: For large requests, use the Submit for Off Hour Processing button when possible.

## Checking Report Status and Downloading Reports

After creating and submitting a request, check the report status window to ensure the report has completed processing and then download the completed report. Click the Reports Status bar on the Navigation area to retrieve the Reports Status window:



Refer to the *Borealis Getting Started* manual for detail navigation tips

Download a report by double-clicking on, or highlighting the selection then right-click mouse button and select Download as Excel (Data Only). (Downloading into Viewer is not available in Total Program RF). The right-click options also include the ability to delete an item from the Reports Status tab or to update (Refresh) the information contained in the Status column.

Completed and Downloaded Reports will be deleted as they age beyond 5-days old. Users should download report results to their local machine or network if they need to be retained beyond 5 days.

# Report Index Page

**Module Id:** Total Program RF  
**Request Name:** Total Program RF Example  
**Date Range:** 2007/12/31 - 2008/01/27  
**Time Adjustment:** Local  
**Sample Date:** 2008/01/13  
**Measure Options:** Guests Included, VCR Adj Included, Reach Qualifier 1 Min(s), PVR Included Live + 7 Days

## Total Program RF Index Page

Market	Broadcaster	Date		Households	People	Program	Page #
Toronto DMA	CTV-ONT	2007/12/31 - 2008/01/27	<a href="#">View Report</a>	Total	P 18-49	ALL COMBINED	1
Toronto DMA	CTV-ONT	2007/12/31 - 2008/01/27	<a href="#">View Report</a>	Total	P 25-54	ALL COMBINED	1
Toronto DMA	CTV-ONT	2007/12/31 - 2008/01/27	<a href="#">View Report</a>	TC - HH Inc \$100K+	P 18-49	ALL COMBINED	1
Toronto DMA	CTV-ONT	2007/12/31 - 2008/01/27	<a href="#">View Report</a>	TC - HH Inc \$100K+	P 25-54	ALL COMBINED	1
Toronto DMA	GLBL-ONT	2007/12/31 - 2008/01/27	<a href="#">View Report</a>	Total	P 18-49	ALL COMBINED	2
Toronto DMA	GLBL-ONT	2007/12/31 - 2008/01/27	<a href="#">View Report</a>	Total	P 25-54	ALL COMBINED	2
Toronto DMA	GLBL-ONT	2007/12/31 - 2008/01/27	<a href="#">View Report</a>	TC - HH Inc \$100K+	P 18-49	ALL COMBINED	2
Toronto DMA	GLBL-ONT	2007/12/31 - 2008/01/27	<a href="#">View Report</a>	TC - HH Inc \$100K+	P 25-54	ALL COMBINED	2

NOTE: Guests + VCR Adjustment excluded from Reach values. RTG/GRP based on telecast date - RCH based on sample date.  
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An Index Page is provided when a request includes an "All Individual" Broadcaster or Program/Time Period definition, or the Period selection is anything other than Total; outlining the content of each worksheet, along with a View Report link to directly go to the selected report area. A separate worksheet is created for each selected Household definition, as well as each "All Individual" Broadcaster and/or "non-Total" Period.

## Things to Remember

1. Ensure that you have set up your Layout in advance of submitting your request, and use the Save Templates option to eliminate customization duplication efforts.
2. Maintain the same sample date as used in the initial request when analyzing reach build results if running multiple requests and adding weeks.
3. Submit large requests using the **Submit for Off Air Processing** to allow your request to process without any other heavy user conflict; as it should speed up result delivery.
4. Immediately select **Cancel** to stop any requests that have been previously submitted in error.

# Report Example



Module Id: Total Program RF  
Request Name: CSI Miami Loyalty Analysis

Households: Total  
People: P 25-54  
Market: Toronto DMA  
UE (000): 3364  
Sample Size: 667  
Total Telecasts: 8  
TTL GRPs %: 61.3  
TTL GRPs (000): 2063  
TTL RCH %: 37.2  
TTL RCH (000): 1251  
AVG FREQ: 2.6  
AVG RTG %: 7.7

The 8 telecasts of CSI Miami reached 37.2% of all P25-54 in the Toronto DMA (or 1,251,000)

On average, each viewer watched 2.6 telecasts. The average rating for this program was 7.7

Program/Time Period	Broadcaster	Date	Day	Time	RTG %	CUM-GRP %	CUM-GRP (000)	CUM-RCH %	CUM-RCH (000)	AVG FREQ	Cumulative Frequency Distribution (% Reach)							
											1+	2+	3+	4+	5+	6+	7+	8+
C.S.I. MIAMI	CTV-ONT	2007/09/24	M.....	22:00	8.9	8.9	299	13.1	442	1	100	0	0	0	0	0	0	0
C.S.I. MIAMI	CTV-ONT	2007/10/01	M.....	22:02	6.6	15.5	521	18.3	616	1.3	100	26.6	0	0	0	0	0	0
C.S.I. MIAMI	CTV-ONT	2007/10/08	M.....	22:00	7.8	23.3	783	22.6	762	1.5	100	40.7	12.9	0	0	0	0	0
C.S.I. MIAMI	CTV-ONT	2007/10/15	M.....	22:00	7	30.2	1017	27	907	1.7	100	44.4	20.1	6.2	0	0	0	0
C.S.I. MIAMI	CTV-ONT	2007/10/22	M.....	22:00	7.6	37.9	1274	31.2	1048	1.9	100	49.6	24.2	12.7	3.2	0	0	0
C.S.I. MIAMI	CTV-ONT	2007/10/29	M.....	22:00	6.3	44.2	1487	33	1110	2.1	100	57.7	30.3	17.5	6.4	1.7	0	0
C.S.I. MIAMI	CTV-ONT	2007/11/05	M.....	22:00	8.3	52.5	1768	35.3	1188	2.3	100	58.5	35.5	22.1	11.9	4.8	1.6	0
C.S.I. MIAMI	CTV-ONT	2007/11/12	M.....	22:00	8.8	61.3	2063	37.2	1251	2.6	100	59.6	40.3	24.6	17.5	8.2	4.2	1.5

Exclusive Total Frequency Distribution

Frequency	Reach (000)	Demo UE %	Reach %
1	505	15	40.4
2	242	7.2	19.3
3	196	5.8	15.7
4	88	2.6	7.1
5	117	3.5	9.3
6	51	1.5	4.1
7	33	1	2.6
8	19	0.6	1.5

117,000 P25-54 (representing 9.3% of those reached and 3.5% of the Demographic universe) saw 5 telecasts

Exclusive+ Total Frequency Distribution

Frequency +	Reach (000)+	Demo UE %+	Cum-Rch %
1+	1251	37.2	100
2+	745	22.2	59.6
3+	504	15	40.3
4+	308	9.1	24.6
5+	219	6.5	17.5
6+	103	3.1	8.2
7+	52	1.5	4.2
8+	19	0.6	1.5

291,000 P25-54 (representing 17.5% of those reached and 6.5% of the Demographic universe) saw 5 or more telecasts

Of all the P25-54 reached, 40.3% watched 3 or more telecasts of CSI Miami

NOTE: Guests + VCR Adjustment excluded from Reach values. RTG/GRP based on telecast date - RCH based on sample date.  
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# Row & Column Definitions

## **Average Frequency – AVG FREQ**

The average number of telecasts a person viewed for all selected Program/Time Periods within a request.

## **Average Rating – AVG RTG%**

The sum of each telecast Rating % achievement divided by the number of telecasts within a request.

## **Cumulative Gross Rating Points – CUM-GRP% or CUM-GRP (000)**

The GRP build across the Program/Time period list with each telecast addition, expressed as the percent (%) or value (000) of the universe.

## **Cumulative Reach – CUM-RCH% or CUM-RCH (000)**

The reach build across the Program/Time period list with each telecast addition, expressed as the percent (%) or value (000) of those viewers exposed to the schedule.

## **Gross Rating Points (GRPs)**

The sum of ratings achieved for the target demographic, achieved by the scheduled spots without regard to multiple exposures.

## **Rating % - RTG %**

The estimated percent of all persons tuned to a specific station or program.

## **Sample**

The number of panel members used to estimate the audience achievements; using Daily panel viewing/weights for Rating/GRP and sample date weights for Reach calculations.

## **Total GRPs - TTL GRP % or TTL GRP (000)**

The sum of the Average Minute Rating % for all selected Program/Time Periods within a request, expressed as a percent of the chosen Market/Demographic, or in thousands.

## **Total Reach – TTL RCH % or TTL RCH (000)**

The cumulative unduplicated reach achieved for all selected Program/Time Periods within a request, expressed as a percent of the chosen Market/Demographic, or in thousands.

## **Total Telecasts**

The total number of telecasts contained with the request. NOTE: A multi-day time period has a telecast value of one for each selected week.

## **UE (000)**

The estimated population for the selected Market/Demographic; expressed in thousands.