



Nielsen Media Research

Borealis™

Getting Started Manual

May 30, 2008

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NOTES TO READERS

Borealis is Nielsen Media Research's latest web-based Television Audience Measurement application. Utilizing today's state-of-the-art technology, this application offers the ability to process respondent level audience data simultaneously across a National, Regional and Major Market level, for both Program and Time Periods. This Canadian deliverable allows for fast, flexible and precise analysis of rankings, trends, and share achievements across both Canadian English and US Conventional, Specialty and Digital television broadcasters. Audience data is available on an overnight or weekly basis. Information for all broadcasters is sourced exclusively from the Nielsen Media Research People Meter panel for Total Canada, the Atlantic, Quebec, Ontario, Man/Sask, Alberta and BC regions, along with the markets of Toronto, Vancouver, and Calgary. The Montreal and Quebec Francophone market, with audience data sourced from the BBM PPM television panel. The PPM panel monitors viewing of Francophone Households to French Broadcasters in the province of Quebec.

Borealis includes a historical database commencing August 29, 2005, re-constructed with one program name per telecast across all multi-station networks, in order to allow for multiple market analysis across the same program within a single request. Data prior to August 30, 2004 will continue to be available from both the Media Advisor and Media Master Television Audience software. Ongoing People Meter data from August 30, 2004 will also be available in Media Advisor for access within the Duplication, Co-View, N-tiles, Average Minute R/F, Specific Minute R/F, and Total Program R/F modules as well as Media Master.

This document introduces you to *Borealis*. In this guide, you will learn the basics of how to start and use *Borealis*; build and submit report definitions; work with completed reports and use some of the additional features provided in this software.

Finding Information

For questions regarding *Borealis*, call your Nielsen Media Research Representative at (905) 475-9595, or send an e-mail message to CAHelpDesk@NielsenMedia.com.

GENERAL REQUIREMENTS

To achieve the best performance when using *Borealis*, each PC should meet the recommended requirements listed below.

Browser

Microsoft Internet Explorer 6 SP1 or later

Operating Systems

Microsoft Windows 2000 Professional with SP4

Microsoft Windows XP Professional with SP2

CPU

800 MHz Pentium processor or faster

Memory

256 MB RAM or more

Screen Resolution

1024 x 768 with 16 bit colour

How to check your settings

- To check your version of **Microsoft Office**, open Excel, Help, About Microsoft Excel
- To check your current version of **Internet Explorer**, go to Help, About Internet Explorer.

CHAPTER 1: GETTING STARTED

This chapter introduces you to the *Borealis* system, providing an overview on how to start and use the system. This chapter includes the following topics:

- About *Borealis*: Features and Data
- Logging in and out of *Borealis*
- Viewing Update Information from Nielsen Media Research
- Understanding the Window Components

About *Borealis*

Borealis is the next generation of Nielsen Media Research television audience software. It has been designed to allow for maximum flexibility, user friendliness and the potential to grow and expand its capabilities to include additional modules along with the ability to pull in multiple database panels (e.g. Spotwatch, Advertising Expenditures, and Diary Market television audiences). The enhancements include:

- NMR Server host for faster processing, automatic software updates, and the elimination of client database maintenance
- Expanded capacity, eliminating previous parameter limitations
- Auto-run feature to set up and automatically launch continuous report processing
- Multiple Date Range reporting within a single request
- Multiple Market reporting within a single request
- Inclusion of Minute, Half Hour and Total Program audiences
- Upfront/After Layout Design and Template offering
- Ability to save Custom Groups (Dates, Markets, Homes, People, Time Periods, Programs)
- Easy transfer of Requests, Reports and Templates to multiple users within a Company
- Inclusion of Measures previously calculated through RF Tools (e.g. Hours per Capita)
- Built-in Reference Guides and Message Centre

In general, *Borealis* allows you access to the People Meter and PPM Panel respondent level television audience database. It is designed on the premise of providing clients with all available options and then allowing the user to customize the request and extract only the data that is required.

***Borealis* Features**

Requests and Auto-runs

Users can set up and save requests to their own PC or directly to a network for use by other members within their company. The process of completing a request requires making selections from each of the 9 parameter tabs. Requests can be copied, renamed and placed in client-specific sub-directories. Within the software is the capability for automating the processing of your report on a daily, weekly or monthly basis. These automatic runs, can include only current information, or have the most recent audience data appended to previously extracted information for instant creation of trend and average analyses.

Submitting and Downloading Reports

You must submit a request to be processed on the Nielsen Media Research server for *Borealis*. Once a report is generated the user can download into the Report Viewer for row/column/page customization, or go directly to Excel with data in both a worksheet and graphic format.

Templates

Borealis allows you to set up custom templates by selecting the column, row, and page definition parameters to display on your report. Templates can be transferred from an individual's PC to the network for use by multiple individuals, and can be modified and re-saved under a different template name.

Customize

The Customize function, found on the Dates, Markets, Households, People, Broadcasters, Program, and Time Period parameter tabs, allows you to combine multiple parameter definitions to create your own custom group. These groups can be saved in the application for use across future requests, and can be placed on an individual's PC or on the network.

Message Centre and TV Reference

The **Message Centre** and **TV Reference** areas contain information provided by Nielsen Media Research to keep you up to date with the latest on *Borealis*, and links to reference files including things such as Universe Estimates, Station lists, CTF Codes, TV terms etc.

Software Updates

For new software releases and updates, *Borealis* provides an automatic application synchronization process. Rather than having to reinstall or update the application software yourself, *Borealis* automates the process to make sure you are using the latest version at all times.

Pre-processed Time Period Data

To reduce processing time in *Borealis*, a procedure is in place eliminating the need to calculate each individual Time Period request from scratch. Every day, Nielsen Media Research produces a half-hour by half-hour Average Minute Audience "pre-processed" database for all 19 summarized Broadcaster Groups + all reportable individual broadcasters within CDN Eng Conv Comml, CDN Eng Spec Comml, Ontario + Alberta Regional Networks, plus all available local stations. The following geography and "total household" standard demographics are included:

- Total Canada, Ontario, Toronto DMA, Alberta, Calgary DMA, Vancouver DMA
- P2+, C2-11, T12-17, Persons/Males/Females 18+, 18-24, 18-34, 18-49, 25-54, 55+


All client requests containing these pre-processed AA 000s will simply retrieve these audience results. *NOTE: This applies to the following measures: AA 000s, AA RTG %, AA SHR %, AA Profile %, AA Skew Index, HUT/PVT 000, HUT/PVT %, Avg Age, and HRS Per Capita.*

Borealis Television Audience Data

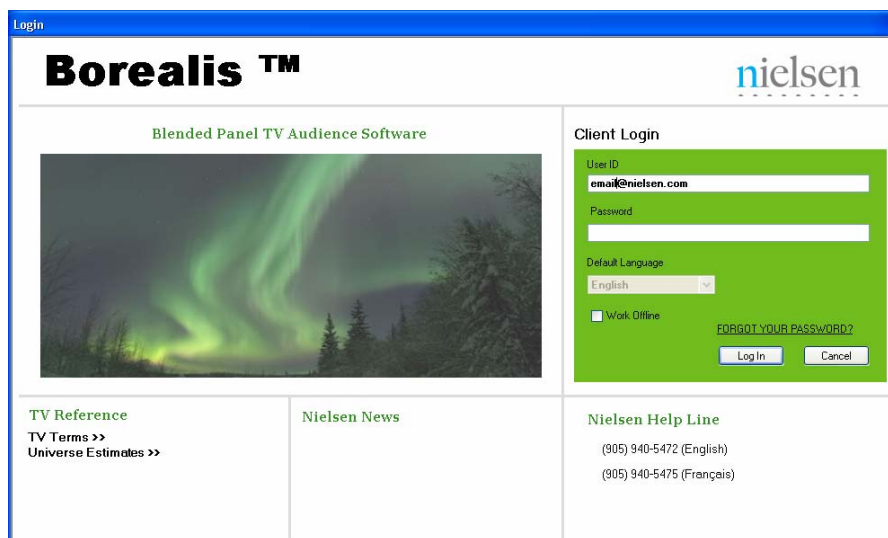
The BBM Nielsen Media Research Mark II People Meter data is the television audience source for English Broadcasters across Canada, utilizing overnight data or weekly "live" data, along with the inclusion of extended viewing resulting from both Time Shifting and Personal Video Recording (PVR). *NOTE: PVR information is available effective January 1, 2007.* The software allows users the ability to analyze audience results with or without Guests, VCR adjustment, or PVR playback. This data is held at the viewer-minute level.

The Quebec French market is sourced from BBM PPM information. *NOTE: PVR information will be available effective August 28, 2006, and will not contain Guest differentiation and/or VCR adjustment calculations.*

Logging Into and Exiting *Borealis*

 <p>Name: Borealis™ Version: 1.0.15.0 Publisher: Nielsen Media Research</p> <p><input type="button" value="Install"/></p>	<p>Clients are responsible for installing and setting up <i>Borealis</i> at their company once provided with a User ID and Password to log into the application. The application can be downloaded from http://nmr001mrkint00.enterprisenet.org/Borealis Click on the Install button and follow the details outlined on the installation screens.</p>
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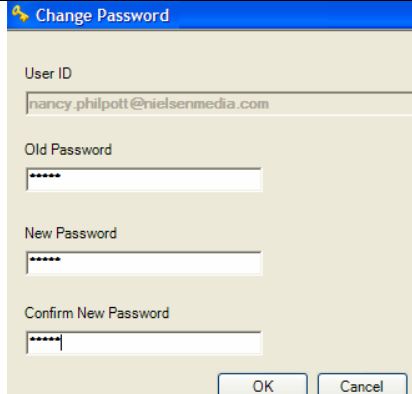
Once installation is complete, launch *Borealis* from your desktop icon.



Type in your User ID and initial Password, then click the **Log In** button to enter the software.

Change Password

To change your password for easier recognition, select **File, Change Password**, from the Toolbar Menu. *NOTE: You can work with Borealis and not be connected to the server by checking **Work Offline**. In this mode, you will be unable to access Program Lists, submit or download reports. You can, however, work with downloaded reports, build templates and define non-program specific requests.*

	<h3>Changing Your Password</h3> <p>Type your old password in the Old Password box. Type your new password in the New Password box and again in the Confirm New Password box.</p> <p>Once completed, click OK.</p> <p><i>NOTE: If you have forgotten your password, click Forgot Your Password? to have the application send you an e-mail that provides you with a new password.</i></p>
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Viewing Update Information from Nielsen Media Research

The **Message Centre** Pane contains reference information provided by Nielsen Media Research to keep you up to date with the latest on *Borealis*. Nielsen Media Research posts messages that you can read, print or copy. These messages include:

- News from Nielsen Media Research
- Posting of Data Availability
- Provide information about the latest *Borealis* releases
- Document frequently asked questions
- List reference information about Operational Interruptions and Technical Requirements



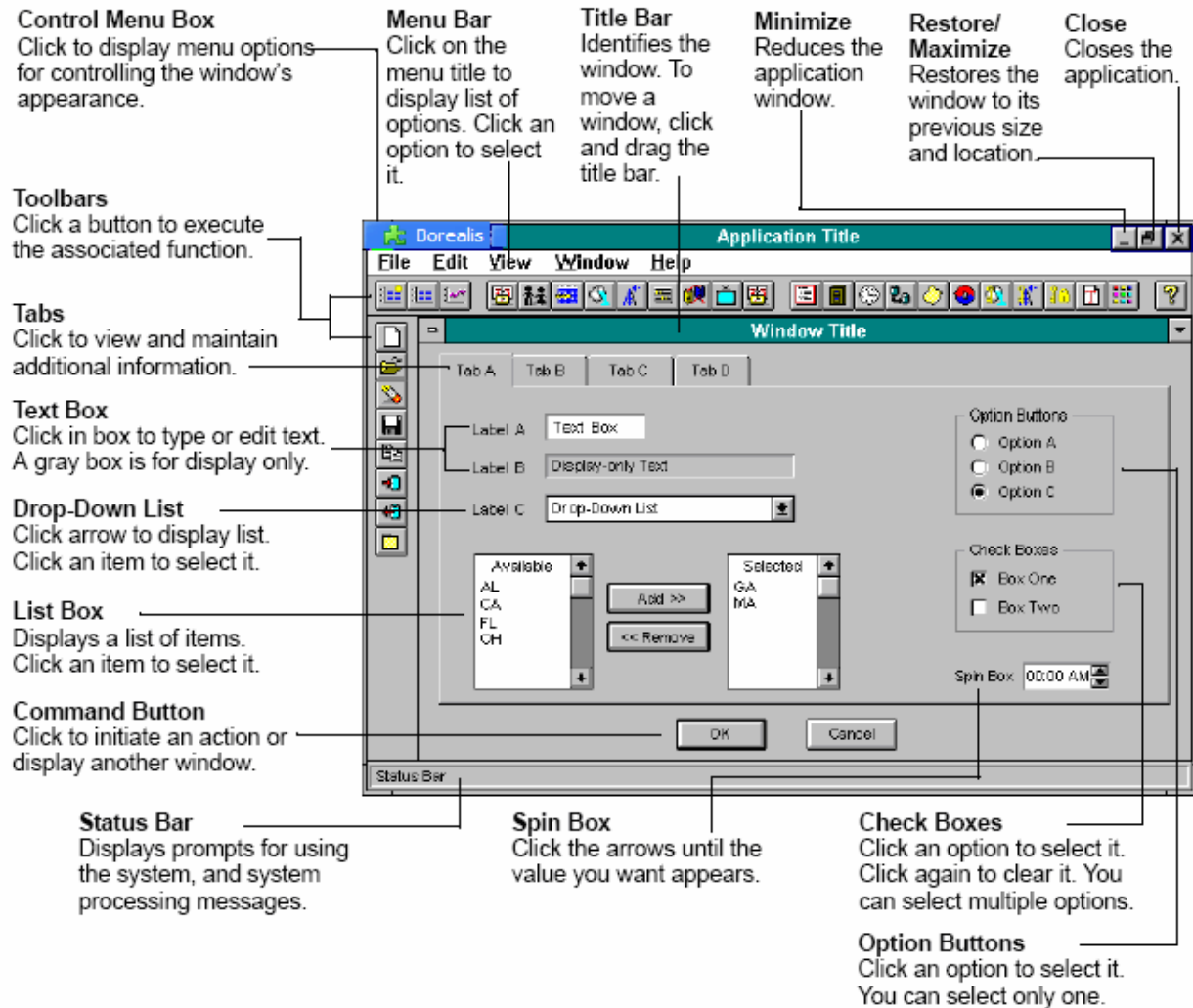
1. Highlight your selection from the Message Centre option area. The message viewer window opens and displays all posted information. Double-click on an item to display the message in the box below.
2. Using the right-click options on the message detail, you can print directly from this screen.

The **TV Reference** Pane contains links to information posted on the Nielsen Media Research website, relating to the Television Industry. Simply highlight your selection to display the information in the TV reference tab. Click on the appropriate links to download the documentation.

Understanding the Windows Components

Because *Borealis* is a Windows application, it uses the standard graphical objects or components. You communicate with the system by clicking or selecting these objects with your mouse.

This section describes the components that are common to most *Borealis* windows, such as text boxes, drop-down lists, and command buttons. The following illustration identifies the different window components and how to use them. If you need more detailed information than is provided below, please contact your Nielsen Media Research representative.




TIP: Within this application, to remove a highlighted item or items in a box that does not provide a right mouse-click and Delete option, simply hold the CTRL key and click to deselect.

CHAPTER 2: ORGANIZING YOUR WORKSPACE

This chapter explains the workspace and navigator features provided in *Borealis* and includes the following topics:

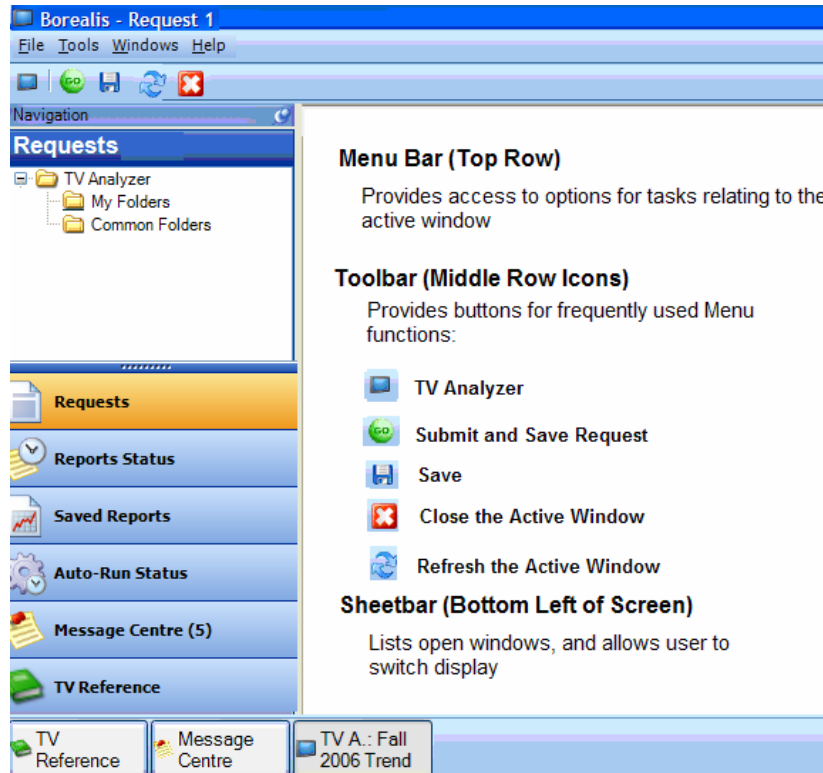
- An Overview of Your Workspace
- The *Borealis* Navigator Window
- Working with Folders and Files
- Adjusting the Windows Display

An Overview of Your Workspace


When you log into the system, the *Borealis* main window opens and automatically displays the navigator window. This window can remain available during your session, or can be “unpinned” by first clicking the “Auto-hide”  button and then any area outside of the window. This feature provides the user with a larger workspace within *Borealis*.

The Navigator panes list all the elements that make up the application. As you select the various bar options, *Borealis* opens the related windows, or sheets, in the display area. The main window includes the navigator panes, the menu bar, the toolbar, the sheetbar, and the display area. As you work with various files or tools, *Borealis* opens the related windows, or sheets, in the display area. The options on the menu bar and the buttons on the toolbar change based on the active window.

By using the menu bar and toolbar, and navigating through the folders and files from the pane, you can access the various tools and windows available in *Borealis*. **TIP:** To view the function of a toolbar button, place your cursor on a button without clicking the button.



The *Borealis* Navigator Window

Use the navigator window to view and work with the *Borealis* folders, files and reports. In the Requests and Reports area, the navigator window displays the hierarchy of your existing folders, called the folder tree. Click the  button to open up the folders within the tree.

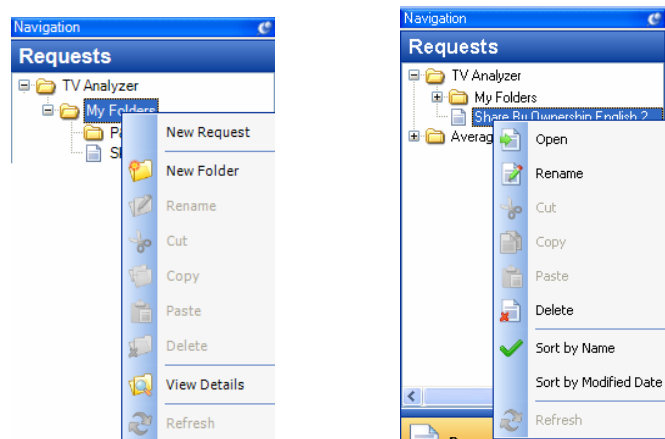
Folders and Sub-Folders

- Click a folder to view its contents and Double-click to expand or collapse a view of existing subfolders.

Files

- Double-click a file to open it

Click the right mouse button on any folder or file to access a pop-up menu options.



TIP: You can resize the navigation display area by positioning your cursor on the vertical edge then holding down the left mouse button and dragging the edge left or right.

Working with Folders and Files on Your Workspace

The software is modeled after Microsoft Office Outlook 2003, with Windows XP file navigation. If you are familiar with this software, you can navigate through and use the folders and files on your workspace.

Your workspace has two central folders that contain the files and tools you can use. **My Folders** contains files that only you can access. **Common Folders** contains files accessible by everyone within your organization. In addition, you can create your own sub-folders in both of these areas to store and organize your files as you create your own requests and download your reports. Windows can be refreshed to display all changes made while maneuvering through the software.

Using the right-click options on Folders and Files, you can perform the following actions:

To...

Create a new request
Create a new sub-folder
Rename a folder or file
Transfer a file from one folder to another
Copy a file from one folder to another
Delete a folder or file

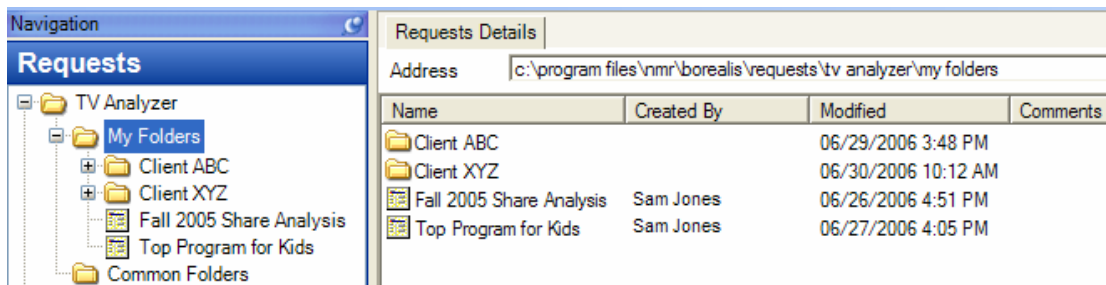
Do This:

Highlight Folder, Select New Request
Highlight Folder, Select New Folder, and name
Highlight Folder/File, Select Rename, and name
Highlight File, Cut, Select new Folder, Paste
Highlight File, Copy, Select new Folder, Paste
Highlight Folder/File, Select Delete, Yes to message

Refresh screen to update with changes

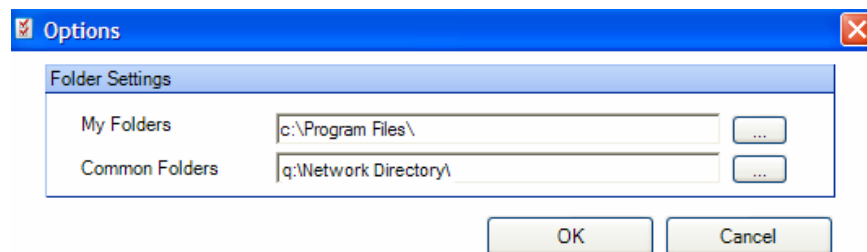
Select Refresh


The **View Details** right-click option found under Folders allows you to quickly view specific details of the files within a specific area:



Folder Settings

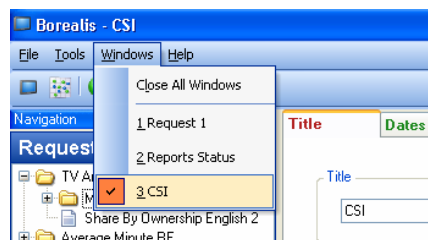
When users initially launch Borealis they are required to define the network directory to where request and report folders should reside, and can also adjust the default folder location on their PC.



TIP: Use the  Browse button to retrieve the “Browse for Folder” screen for easier navigation to your desired location. Once defined, click OK.

Adjusting the Windows Display

When multiple Windows are open simultaneously, users can adjust which window appears in the display area by checking their choice from the **Windows** toolbar option or from the Sheetbar items displayed at the bottom left of the screen.



← Sheetbar

TIP: Right-click on the Sheetbar to close a single window, or use the Windows toolbar option to close all.

CHAPTER 3: CREATING REQUESTS

This chapter explains the process for creating requests. It provides procedures for selecting parameter definitions, setting up report layouts, submitting requests, and downloading completed reports. It also provides overviews for viewing and customizing the *Borealis* data.

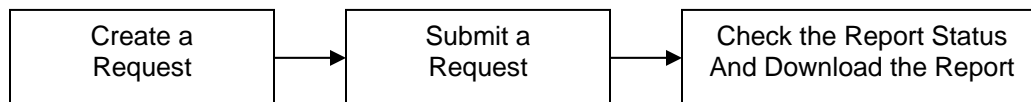
This chapter includes the following topics:

- Request Set Up
- TV Analyzer Module
- Defining the Request Parameters
- Creating Report Layout
- Selection Overview
- Submitting a Request
- Checking Report Status and Downloading Reports

Request Set Up

Borealis must process a request to pull the specific data for each report. A request consists of two parts, the data parameters and the layout. The data parameters are the specific pieces of information with which you want to populate the report, such as markets, broadcasters, programs, measures etc. The layout defines the structure of your report, more specifically the type of information you want to see in the columns versus the rows and pages. After you submit a request, *Borealis* processes it on the Nielsen Media Research server to create the report. After the report is processed, you must download the report, so you can view and work with the requested data.

The following figure shows the process for generating a report.




For information about viewing and working with a completed report, see Chapter 4, “Working with Reports”.

TV Analyzer Module

The **TV Analyzer** module is used to evaluate raw level People Meter Television Audience data for both Programs and Time Periods. This module encompasses the features and capabilities previously found in both the Electronic Book and Creative Targets modules of Media Advisor, and the Media Master software. The type of reports that can be generated from this module include such things as rating and audience achievements and rankings, broadcaster shares, audience profiles, viewing trends, and tuning levels.

To open a new TV Analyzer request:

1. From the Toolbar menu, click **File, New Request, TV Analyzer, OR**
2. Double-click the **TV Analyzer** icon , OR
3. From the **Request** Navigation, open the TV Analyzer Folder (or sub-folder), right-click and select New Request.

Defining the Request Parameters


In order to select data for your report, *Borealis* provides Parameter windows to browse through and select the available data. The type of data you are defining determines the type of Parameter window. For example, when defining your Market(s), *Borealis* displays a simple list of markets from which you can select. However, if you are defining parameters which have more than one method of selection, *Borealis* provides a Parameter window that includes multiple tab or choice options. For example, when defining Dates, you can simply select from a list of weeks, request a trend analysis by week, month, quarter or year, or have the system automatically run a report for every current day, week or month, for a specified period of time.

For any request, you must name the request, and then select the Dates, Markets, Households, People, Broadcasters, Programs and/or Time Periods, Measures. Users can also set up the report layout prior to submitting the request for processing.


General Procedures for Parameter Selection and Maintenance

On the simple parameter windows (markets, households, people, broadcasters), the same procedures are used to select single item definitions, combine definitions for the single request, or save combinations for future use:


To make single item selections:

Double-click a single item, or hold the CTRL key and highlight multiple items, then click the  right arrow to transfer to the Selected area.



To make a combined definition for request (not saved for future use):

Hold the CTRL key, highlight multiple items, click the  paper-clip button, and then type in the name of your combination in the combined item message box.

To make a combined definition and save to your PC or Network:

Hold the CTRL key, highlight multiple items, click the  save custom button, choose to save the definition in either My Folders or Common Folders, and then type in the name of your combination in the combined item message box.

Custom Option:

Click on the  plus sign to open My Folders or Common Folders to view the available custom definitions. Double-click on the item to transfer your selection to the Selected box. *NOTE: Click on the  plus sign in the Selected box to reveal the contents of the combined or custom group.*

Maintenance

Use the right click options on the items in the Custom and Selected box to Rename and/or Delete the item. The Selected box also includes the ability to right click and Delete All.

TIP: Within this application, to remove a highlighted item or items in a box that does not provide a right mouse-click and Delete option, simply hold the CTRL key and click to deselect.

Request Title

Title

Title

Weekly Toronto Top 10 Program Rank

Comments

This report will auto-run every week until the end of 2006

Title : Weekly Toronto Top 10 Program Rank Created By : Creation Date : 11/14/2006

1. From the **Title** tab, type in the name of your request (100 character maximum). The title should be descriptive of the requested data as it will become the file name and be used as the identification for submitting and downloading reports.
2. Users can type additional information into the Comments box for direction or clarification
3. The software automatically dates the request and identifies the author

Dates

To define dates from the Weeks tab:

Weeks Range Trend Auto-Run Custom

Available Weeks

2007/02/19	<->	2007/02/19	Week 26	M.....
2007/02/12	<->	2007/02/18	Week 25	MTWTFSS
2007/02/05	<->	2007/02/11	Week 24	MTWTFSS
2007/01/29	<->	2007/02/04	Week 23	MTWTFSS
2007/01/22	<->	2007/01/28	Week 22	MTWTFSS
2007/01/15	<->	2007/01/21	Week 21	MTWTFSS
2007/01/08	<->	2007/01/14	Week 20	MTWTFSS
2007/01/01	<->	2007/01/07	Week 19	MTWTFSS
2006/12/25	<->	2006/12/31	Week 18	MTWTFSS
2006/12/18	<->	2006/12/24	Week 17	MTWTFSS
2006/12/11	<->	2006/12/17	Week 16	MTWTFSS
2006/12/04	<->	2006/12/10	Week 15	MTWTFSS

M - F M - S M T W T F S S

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.

Borealis

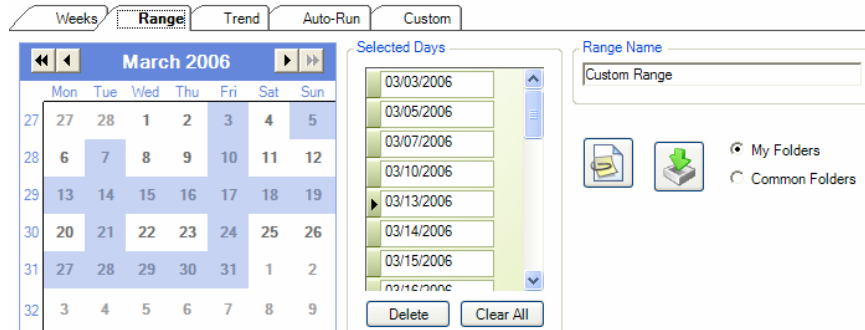
File Tools Windows Help

Borealis Options

Refresh Dates

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.

Define dates from the Range tab:



1. The range option allows users to define the start and end dates of the range, plus the ability to select full weeks or specific days within the selected period.
2. Use the Month or Year forward/backward buttons to adjust the calendar display. *NOTE: Right-click on the month name to either select all calendar days in that month, deselect month, or Clear all selections.*
3. Click on the Week number on the left side of the calendar to highlight a full week.
4. Click on the Day of Week on the top of the calendar to highlight all days in the displayed month.
5. Click on Individual days for single selection. *NOTE: The last day of available data directly precedes the Stop Sign.*
6. All selected days appear on the right side of the screen. Users can highlight a single row, then click Delete to remove selection, or click Clear All to remove all selections.

Creating Custom Dates from the Range tab:

1. Highlight the desired date range from the calendar, and click the combine button.
2. Name the new date combination, bullet in which folder you want to save the new combination to, and click the custom icon.

NOTE: When you click either the combine button or custom icon the definition automatically gets transferred to the Selected Dates box (clicking the green down arrow is not required on this tab).

You can select multiple definitions and have a single request provide results on each definition (individual period) as well as by Individual Day and the Total of the combined custom selections. For first time set up of your Custom definitions, select your Days from the Range tab, provide a Range Name and use the



save custom button to select and place it in either My Folders or Common Folders. Repeat to select all other necessary custom ranges. To access previously saved Custom Date Ranges, simply go to the Custom tab, highlight your choices, and then click the green down arrow to place them in the selection box.

Define dates from the Trend tab:

The screenshot shows the 'Trend' tab in a software interface. It features a 'Period' list on the left with options: Weekly, Monthly, Quarterly, Yearly, and N-Days. The 'Select' section has 'From' and 'To' date pickers. The 'From' date is 2006/08/28 <-> 2006/09/03 Week 1, and the 'To' date is 2006/12/18 <-> 2006/12/24 Week 17. There is a checked box for 'Include Year Ago (available for Time Periods only)'. Below this are three sub-sections: 'Year Ago' with a 'Sample Date' of 2005/10/26 and navigation arrows; 'Last N-Days' with an input field containing '7' and a spinner; and 'Calendar' with radio buttons for 'Broadcast' (selected) and 'Standard'.

1. Users define Dates from the Trend tab for requests where report output requires the need to segment the date range into specific period intervals.
2. Choose one option from the Period box, then use the drop-down arrow box to highlight the period to start **From** and end **To**.
3. To include a year ago comparison, available for Time Periods only, check in the **Include Year Ago** box, and adjust the Year Ago Sample Date using either the drop down or forward/back arrows. *NOTE: The default sample date is the mid-point day of the previous years From/To date range.*
4. If N-Days is selected in the Period box, users must define the number of days to include by typing a value in the **N-Days** box. *NOTE: 7 is the default, and users can click the up/down arrows to adjust this value accordingly.*
5. Currently all periods are based on a **Broadcast** definition. In future, users will have the option to pull data based on **Calendar** month/quarter/yearly definitions.

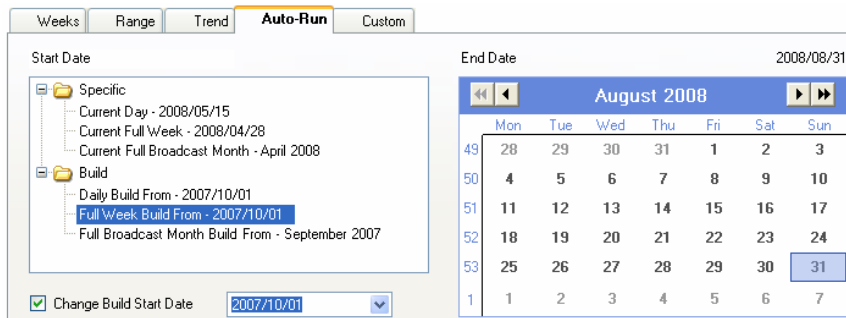
Define dates as an Auto-run

The screenshot shows the 'Auto-Run' tab in a software interface. It features a 'Start Date' section with a tree view of report types: 'Specific' (Current Day - 2007/02/19, Current Full Week - 2007/01/29, Current Full Broadcast Month - January 2007) and 'Build' (Daily Build From - 2007/02/19, Full Week Build From - 2007/01/29, Full Broadcast Month Build From - January 2007). The 'End Date' section shows a calendar for February 2007 with a stop sign on the 19th.

Two types of auto-run reports can be generated; specific or build. Select the desired report type from the Start Date option box, then use the Month or Year forward buttons and click on a specific day to define the date to end report processing. The stop sign on the calendar identifies the most current data available.

- Specific reports provide the most current day, full week or full month audience information.
- The build option 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, based on defined Date Reporting and Measures, to provide you with immediate trend results. Users can back date auto-run requests by checking the **Change Build Start Date** and then using the calendar to

select the desired start date. Remember to use the calendar on the right to define the request End Date.



NOTE: For Program requests, DO NOT define at the telecast level.

Define dates from the Custom Tab

Custom Dates, created from the Range tab, are available for selection under My Folders or Common Folders. Click the appropriate folder and highlight the desired custom date definition. Users can either Rename, or Delete any custom date by right-clicking on an item. **NOTE:** As each definition is highlighted, its contents appear on the right side of the tab

Run Multiple Custom Dates in Single Request

From the Date Range or Custom Tab, you can select multiple definitions and have a single request provide results on each definition (Individual Period) as well as by Individual Day and the Total of the combined custom selections. For first time set up of your Custom definitions select your Days from the

Range tab, provide a Range Name and use the save custom button to select and place it in either My Folders or Common Folders. Repeat to select all other necessary custom ranges. **NOTE:** To access previously saved Custom Date Ranges, simply go to the Custom tab, highlight your choice(s), and then click the green down arrow to place them in the selection box.

Select your Date definition

NOTE: Only one Date Type can be selected in the request for Dates

Sample Date

<

03/30/2006

>

Reporting Options

Total
 Individual Period
 Individual Day

Type	From	To	Days	# Days	Detail
Weeks	03/27/2006	04/02/2006	MTWTFSS	7	

- To select your date definition, choose your weeks from the appropriate tab, then click the green down arrow to transfer to the selected area.
- Users can have multiple date range calculations processed within a single request, by checking their choice(s) within the Reports Options area.

Reporting Option	Date Range used for Calculations
Total	Full Date Range
Individual Period	Date Range Type (e.g. Weeks, Months, Custom Group)
Individual Day	Day

NOTE: Based on the Date type selections, the following Reporting Options are not available:

Date Type	Excluded Report Option
Range	Individual Period
Auto-run Current Day, Week, Month	Individual Period, Individual Day
Auto-run Daily Build	Individual Period
Auto-run Weekly, Monthly Build	Individual Day

In order to properly sort the Date selection within the report layout, the format by option type is as follows:

Example: Aug 28/06 – Dec 31/06 (Wk 1-18)

TAB	Reporting Option	Output
Weeks	Individual Day	20060826 Mon
	Individual Period	20060903 Wk 1 06/07
	Total	Ttl 20060826 - 20061231
Trend: Monthly	Individual Period	20060924 Sep 06
Trend: Quarterly	Individual Period	20061127 Q1 Sep-Nov 06/07
Auto-run	Current Day	20060826 Mon
	Current Full Week	20060903 Wk 1 06/07
	Current Full Month	20060924 Sep 06

- The sample date is used in the calculation of Total reach over multiple days. The default (and mandatory Auto-run) sample 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.

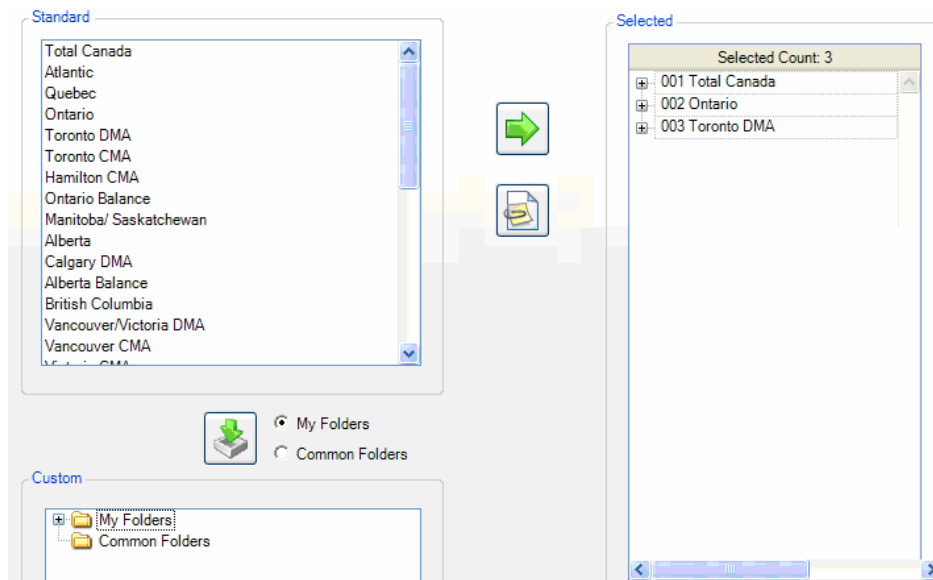
Average Reach Reporting by Date Selection Type and Availability

Borealis provides Average Daily, Average Weekly, Average Monthly and Total Reach values. In situations where date range selection is in conflict with proper reporting of these measures (e.g. not full week or full month), the following output restrictions (results = N/A) are in place:

1. Average Monthly Reach is N/A when date selection is by Range or Custom
2. Average Monthly Reach is N/A when trend selection is Weekly or "N" Days
3. Average Monthly Reach is N/A if any Days (Mon-Sun) are excluded in Weeks tab definition
4. If date range from Weeks tab includes, non-full months, Average Monthly Reach is calculated on results of the full Broadcast Months only.

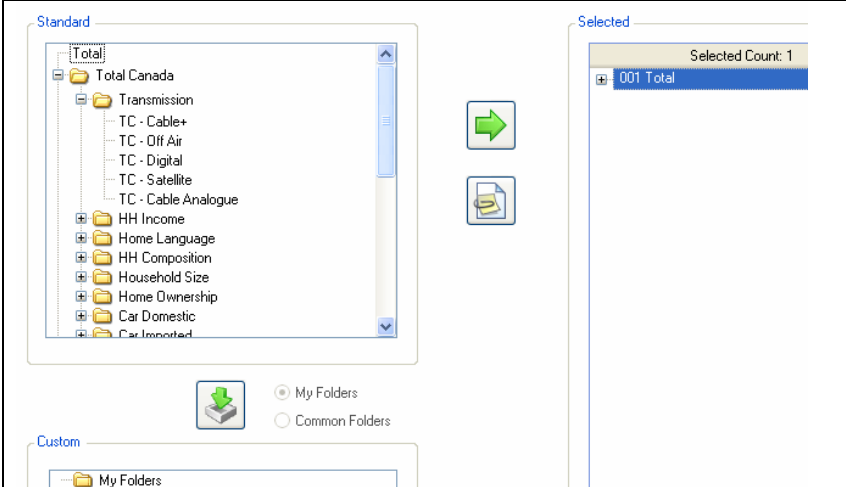
Markets

On the Market tab, the user can select single markets, define a combined market group, and save this group for use in future requests. See *General Procedures for Parameter Selection and Maintenance for details*.



NOTE: Multiple definitions can be selected in the request for Markets.

Households

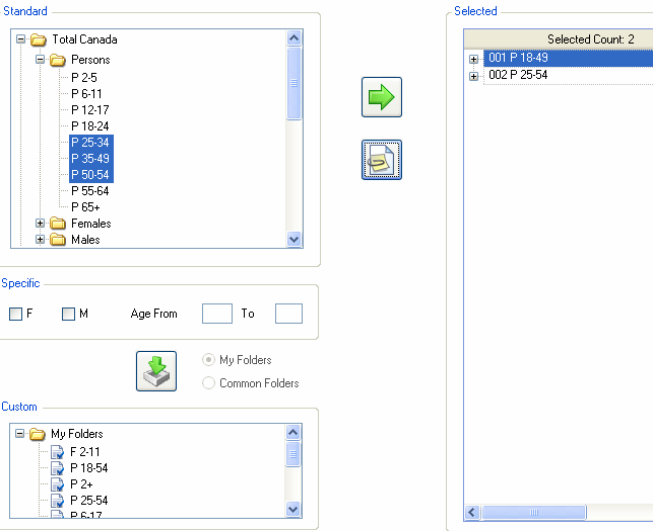
	<p>On the Households tab, the user can select single items, define a combined household group, and save this group for use in future requests.</p> <p><i>NOTE: The software defaults with Total in the Selected box.</i></p> <p><i>Multiple definitions can be selected in the request for Households.</i></p> <p><i>See General Procedures for Parameter Selection and Maintenance for details.</i></p>
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Effective August 27, 2007, PPM became the source for measuring Quebec Francophone viewing to all stations. Previously, it was used only for audience reporting to French broadcasters. The PPM panel and the NMR Mark II People Meter panel were also combined at this time.

Due to the differences between the Mark II and PPM surveys, the household and person characteristics vary by geography. To assist in recognizing availability, the following conventions have been added to the appropriate definitions within the Households and People tabs:

- Total Canada – characteristics measured by both Mark II and PPM surveys
- Quebec French – characteristics measured by PPM only
- Canada Balance- - characteristics measure by Mark II only

People

	<p>Use the Standard box to select from pre-defined mutually exclusive segments by Age, Gender, Education and Employment classifications. Users can combine definitions within folders, as well as across folders.</p> <p>Within a folder, selections operate on an “or” condition (e.g. P18-24 or P25-34). Across folders, selections operate on an “and” condition (e.g. P25-34 and Completed University). The characteristics found within the Education, Occupation, Employment Status and Other folders are associated with Persons 18 years and older.</p> <p>There is no restriction to the number of selections that can be combined; however, as combinations are added, the sample base becomes smaller. Extractions based on samples smaller than 75 (unless averaged over multiple weeks) should be used as guidelines.</p>
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Numeric Identifiers on Selected Items

Within the Selected box, numeric identifiers are added to each parameter, based on the order in which selections are made. These identifiers are used to determine the order of the parameters for Markets, Households, People, and Broadcasters within both the Layout tab, and Report Output.

NOTE: These numbers are removed once the report is exported into Excel. As selected items are deleted within a request, the numeric values of all remaining selection are adjusted accordingly.

Specific Option

Users can define a specific gender/age group from this area by placing a checkmark in the appropriate gender box(es): F for Female, M for Male, and both for Persons, then typing in the desired values in the Age From and To boxes. *NOTE: To have a greater than (>) end age (e.g. P30+), type 99 as the To age.*

Borealis offers the ability to define a specific gender/age and merge it with the education, occupation, employment and other characteristics found in the Standard option area.

Broadcasters

	<p>On this screen, standard groups, national and regional networks, and local stations are made available for selection.</p> <p>Click on the + plus sign to open each definition folder to view the available items.</p> <p>Users can make single item selections, combine broadcasters for an individual request or save the definitions for future use.</p> <p>To ensure there is no duplication, broadcasters can only be combined within National or within Regional or within Local, but not across these folders.</p> <p><i>See General Procedures for Parameter Selection and Maintenance for details.</i></p> <p><i>NOTE: Borealis will automatically update the list for new broadcasters and will inform users of any changes. Notification of effective date issues is not currently included in the application.</i></p>
<p>Broadcasters are colour-coded in this list to provide users with an easy way to identify which ones allow for program only (red), time period only (blue) or both program and time period (black) information.</p>	

The 11 options found under **Groups: All By Country//Source** are mutually exclusive, and include all monitored broadcasters. Their AA sum; however, may exceed the All Stations AA as a result of simultaneous viewing on different sets/stations – where both viewing records may be included in two of the options, but only one is included in the All Station result.

Included under the National, Regional and Local folders are only the available individual broadcasters, segmented by type or geography – and may not represent all broadcasters within its type.

Find Feature

	<p>The search feature on the Broadcaster tab assists in finding a specific broadcaster from any folder found under the Standard list.</p> <p>From the Find tab, choose between “contains” or “starts with” filter, type in your search criteria, then click the Binocular Icon to see your results. The application will locate all occurrences of that text, indicating the folder in which each resides. Single and/or multiple selections, along with the ability to combine and select/save definitions, can be made directly from this screen.</p>
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Effective Dates for Broadcasters


Borealis takes into consideration effective date issues which arise when viewing information is not available for the entire date range selection. For single station broadcasters, all Measure calculations are based solely on those dates where viewing information is available. For Groups and multi-station Networks, audience values are calculated based on the entire date range selection, regardless of any single station effective date issues.

Programs

Users can select the programs to be included in the request from the following criteria options:

Criteria	Available Options
Filter	By Day(s), Time(s), Broadcaster(s), Genre & Country Code Program Name, Indicator, and Telecast Type
List	By Program Code, Telecast, and Combined Program code definitions
Custom	By previously saved combined program code definitions <i>NOTE: Currently not available</i>

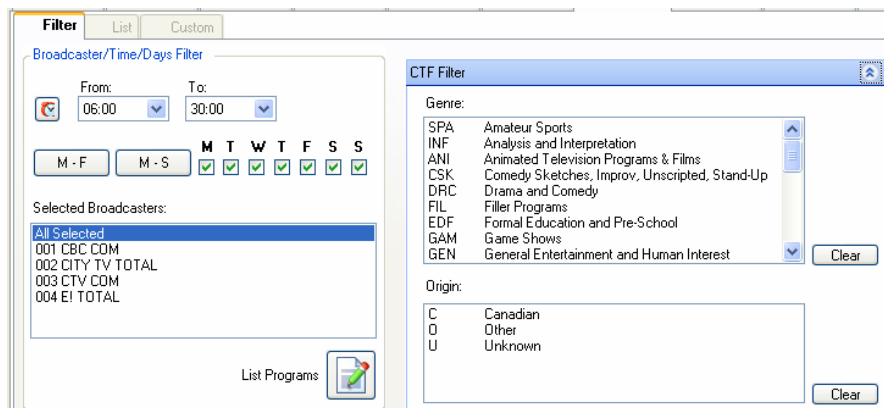
Program List

To quickly access a list of program available on the selected stations during the dates selected, click on the List Programs button. 

NOTE: The list of programs is maintained by Nielsen Media Research and resided on NMR servers. In order to access this list the user must be connected to the Borealis. It is highly recommended that the Filter tab be used prior to requesting a program list in order to reduce the transfer time required to view this information.

Define Programs from the Filter Tab

Use this option if you want your request based on All Programs found within a specified Day/Time/Broadcaster/Type definition. *NOTE: It is not necessary to List Programs and make individual telecast selections.*



Filter the program list using one or more of the following filters:

Day/Time Filter


- Use the From and To drop down boxes to define the Time range of the filter. The software defaults to listing full hour increments. To adjust this display to adjust to 1, 5, 10, 15, 20, 30, or 60 minute values, click the clock icon, and then your selection.
- Click the From: drop down box and highlight your start time. Repeat this step in the To: box to define the end time.
- Use the Day buttons and checkboxes to filter your criteria to specific days of the week. The software defaults to selecting all days. Use the M-S button to remove or re-instate the checks

across all seven days (or M-F to select/de-select Monday through Friday). Check on/off each individual day for further customization. *NOTE: When this filter is used to restrict the Program List, the restriction is at the Telecast (not Program) Level. Program selection by specific day is therefore required by telecast.*

Broadcaster

- The Selected Broadcaster box shows all those selected on the Broadcaster tab. Highlight your choice(s), or click All Selected to automatically choose all.

Genre/Country Code

- To restrict the program list based on a specific Genre or Country CTF code, click on the  plus sign to open each definition folder, scroll up/down the option box and highlight desired selection(s).

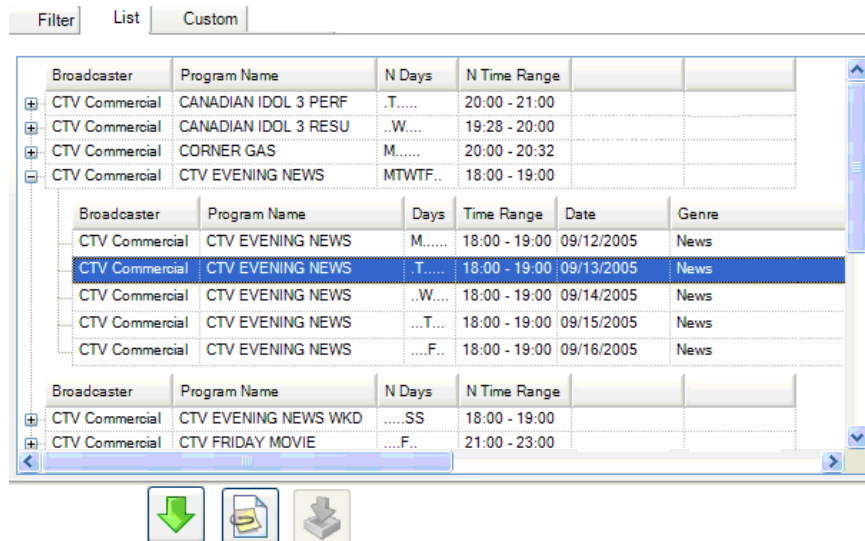
Program Filter


- To restrict the program list based on a specific name, type in the name (partial or full), select to include only programs that Start With or Contains this name. Users can also restrict the programs by Indicator identification by highlighting selection(s).

NOTE: Users can select multiple filter definitions within one request (e.g. M-Su 7-11pm CTV Commercial and M-Su 8-10pm Global National)

TIP: In order to reduce the list of displayed programs, users can filter on a single broadcaster, list and select programs, and then return to the Filter tab to repeat process for another broadcaster.

Define Programs from the List Tab



1. The Program List defaults to show each unique Program (by program code) based on the filter criteria from the Filter tab. Users can make selections from these rows, and include all telecasts within the definition, by highlighting choice(s).
2. Click on the  plus sign to open a program, view its associated telecasts, and highlight individual telecasts from this area.
3. Users can click and drag, or use the Shift key to highlight contiguous rows, and use the CTRL key to highlight non-contiguous items.

- Click on the column heading to have the list sorted in ascending or descending order.
- Use the scroll bars to adjust the display view.

To select your Program definition:

NOTE: Multiple definitions can be selected in the request for Programs within each tab type (Filter or List), but not across types. Click the plus sign to view the details of your Selected Programs.

- To select your program definition, choose your programs from the appropriate tab, then click the green arrow to transfer to the selected area. *NOTE: When accessing the combine program feature, when the user clicks on the paper-clip button and names the combination, it is automatically transferred to the Selected Programs box.*
- Users can have multiple program calculations processed within a single request, by checking their choice(s) within the Selected Programs area.

Reporting Option

Program Duration used for Calculations

Total Program

Full Duration

Program by Half Hour

30 Minute Increments based on 1st minute of program

Program by Minute

Each Individual Minute

- Users can adjust the position of the Selected Program columns by holding the left mouse button down on a column and dragging it to its new location. *NOTE: The column width can also be altered.*

Combining Programs

To combine a program definition for your request (but not saved for future use), highlight your selection(s)

from either the Program OR Telecast row level, click the paper-clip button, and then type in the name of your combination in the combined program message box.

Combined Program Rules

- To combine programs across two different broadcasters (e.g. Citytv Toronto Breakfast TV and ACHN Breakfast TV), users must first create and select this combined broadcaster definition on the Broadcaster tab.

2. Program by Minute and Program by Half Hour selection is not available.
3. Individual Day (Dates Reporting Option), and/or Average Daily Reach will not be reported.
4. Start Time = earliest time found, Start Date = earliest selected date, End Date = last selected date, Normal Duration = sum of telecast minutes across combination, Total Duration = sum of minutes of all telecasts across date range
5. A combined program cannot be created where parameter is from the Program level and any other is from the Telecast level.

Combined Program Calculations

Request	Calculation
Same Broadcaster	AA = Duration Weighted average minute audience across programs Reach = Cumulative unduplicated audience across programs
Different Broadcasters	AA = Sum of each individual broadcaster average minute audience Reach = Cumulative unduplicated audience across all broadcasters

A Quick Note About Program Start and End Times

BBM NMR provides Borealis with Network program line-up based on Eastern Time. As a result, Borealis reports the same Eastern start/end time across all markets for all broadcasters except National English Specialty and Pay network programs.

Program times for local stations are based on their home time zone.

Reporting National Programs based on Local Market Time Single Market Requests Only

Borealis reports the local market times of National English Specialty and Pay network programs when the request contains **only one** of the following DMA or CMA market definitions: Toronto, Calgary, and Vancouver. The following broadcasters are affected by this change:

Aboriginal Television	Food Canada	Much Music	Treehouse
BNN Business News Ntwk	HGTV	Much More Music	TSN
Bravo	History	Outdoor Life	Tvtropolis
CBC Newsworld	M Escape	Playhouse Disney Canada	Vision
CBC Newsworld2	M Excess	Score	W Network
CDN Learning Channel	M Fest	Showcase	Weather
Comedy	M Fun	Slice	YTV
Country Music Television	M More	Space	A&E
CTV Newsnet	MTV	Sportsnet Nat	CNN
Discovery	The Movie Network	Star	Learning Channel
Family		Teletoon E	Peachtree TV
			Spike TV

NOTE: If more than 1 market is selected in the request, the reported times will default to Eastern for all National Network Broadcasters and all selected markets.

Time Periods

Standard Tab

Standard **Specific** Custom

Time Blocks:

- Mon - Sun 6a - 2a
- Mon - Sun 6a - 6a**
- Mon - Sun 6a - 12p
- Mon - Sun 12p - 6p
- Mon - Sun 6p - 7p
- Mon - Sun 6p - 11p
- Mon - Sun 6p - 12a
- Mon - Sun 7p - 8p
- Mon - Sun 7p - 11p**
- Mon - Sun 8p - 11p
- Mon - Sun 11p - 12a**
- Mon - Sun 12a - 2a
- Mon - Sun 2a - 6a
- Mon - Fri 6a - 9a
- Mon - Fri 9a - 12p
- Mon - Fri 12p - 4p
- Mon - Fri 4p - 6p
- Mon - Fri 6p - 7p
- Mon - Fri 6p - 11p

Selected Broadcasters:

- All Selected
- CTV Commercial**
- Global National
- Citytv Ontario

1. Scroll up/down the list of Available Time Blocks, and click to highlight a single item, click and drag for contiguous items, or hold the CTRL key to highlight non-contiguous time blocks.
2. The Selected Broadcaster box shows all those selected on the Broadcaster tab. Highlight your choice(s), or click All Selected to automatically choose all.
3. *NOTE: Time Blocks cannot be combined from this tab (see instructions for Specific tab).*


Define and Combine Time Periods from the Specific Tab

Standard **Specific** Custom

Time Range

From: 19:30 To: 23:00 Inc: 0 Cost: 0

M - F M - S M T W T F S S Add by Day




Combined Broadcasters/Time Periods

Broadcaste	Days	Time Range	Cost
CTV Comm...	MTWTFSS	20:00 - 22:00	0
Global Natio...	MTWTFSS	19:30 - 23:00	0


Selected Broadcasters:

- All Selected
- CTV Commercial**
- Global National
- CTV+GLBL

 My Folders
Common Folders

1. Use the From and To drop down boxes to define the start and end of the Time Range. The software defaults to listing full hour increments. To adjust this display to 1, 5, 10, 15, 20, 30, or 60 minute values, click the clock icon, and then your selection.
2. Click the From: drop down box and highlight your start time. Repeat this step in the To: box to define the end time.
3. Use the Day buttons and checkboxes to define the day(s) to include. The software defaults to selecting all days. Use the M-S button to remove or re-instate the checks across all seven days

(or M-F to select/de-select Monday through Friday). Check on/off each individual day for further customization. *NOTE: Use the Add by Day check box to select a multi-day definition individually by day.*

4. To segment the time block into specific increments, type the value in the Inc. box, or click the up/down arrows to adjust this value by 1.
5. The software includes the option to place a cost against the defined time block. If desired, type in the appropriate value in the Cost: box
6. To combine a time block for use in the current request:
 - Define your 1st time block (including Day/Time/Increment/Cost/Broadcaster), and click the green arrow above the Combined Broadcaster/Time Periods box to transfer it to this area.
 - Repeat the above step for each time block you desire in your combination.
 - Highlight the appropriate time blocks within the Combined box, then click the  paper-clip button to select this definition (but not save it for future use), and name your combination in the combined time period message box.

TIP: Click on the column headings in the Combined Broadcasters/Time Periods to have the list sorted in ascending or descending order for easier selection.

Combined Time Period Rules

1. To combine time periods across two different broadcasters (e.g. CTV + Global), users must first create this combined broadcaster definition on the Broadcaster tab.
2. Individual Day (Dates Reporting Option), and/or Average Daily Reach will not be reported.
3. Start Time = earliest time found, Start Date = earliest selected date, End Date = last selected date, Normal Duration = sum of minutes across entire combination, Total Duration = sum of minutes across entire combination + date range

Combined Time Period Calculations

Request	Calculation
Same Broadcaster	AA = Duration Weighted average minute audience across programs Reach = Cumulative unduplicated audience across programs
Different Broadcasters	AA = Sum of each individual broadcaster average minute audience Reach = Cumulative unduplicated audience across all broadcasters

Selecting Time Period Definitions

Options

Time Zone: Local

Selected Time Periods

GroupName	Cost	Days	Time Range
MTWTFSS 19:00 - 23:00	0	MTWTFSS	19:00 - 23:00

BroadcasterGroupID
CTV Commercial

NOTE: Multiple definitions can be selected in the request for Time Periods across both tab options. Click the + plus sign to view the details of your Selected Time Periods. To expand the selected Broadcasters for a Time Period that has already been selected, you must first delete your original selection, re-define, and then re-submit.

1. To select your time period definition, choose your time periods from the appropriate tab, then click the green arrow to transfer to the selected area.
2. Click on the column headings within the selected area to have the list sorted in ascending or descending order.
3. The **time zone** option allows the user to run a request either on the time of the viewer within a defined market (Local) OR the time of the station airing (Station Adjusted). For station adjusted, when analyzing single or dual feed networks, the defined time will adjust to the different time in each of the regions of Canada, based on the location of the feed station(s) selected. Use the drop down arrow and highlight your Time Zone choice.

? The Help icon displays the following message:

Local time is the normal selection used when running a share of viewing by station or station group, as is based on Household Viewer geography. Station Adjusted time is the normal selection used when using a Time Period definition to match a single or dual feed network's program schedule, and is based on where the Station resides. To evaluate the share of viewing to a "Live" event, the Time Zone option to select should equal the feed of the Network that is airing the event (e.g. Eastern for Discovery – where Eastern = Eastern Standard Time).

Customize the Default Time Zone Settings

Users have the ability to customize the default time period time adjust settings. The default time adjust setting is local, and this can be changed any of the other settings by clicking on the Tools menu and selecting Borealis Options, then Other Settings.

Other Settings

Show Alternate Row Colors

Default Time Period Time Adjust

Local

Local

Station Adjusted

Eastern

Mountain

Central East

Eastern/Pacific


Measures

Use this screen to select the calculations to be performed and the metrics to be included on your report.

The screenshot shows a software interface for selecting measures. On the left, an 'Available' pane displays a tree structure of metrics. The 'Average Audience' folder is expanded, showing sub-items like 'AA (000)', 'AA Rtg %', 'AA Share %', 'AA Skew Index', 'Average Audience Profile %', 'HUT/PVT %', and 'HUT/PVT (000)'. Below this are dropdown menus for 'Reach Qualifier', 'Year Ago Columns', 'Extended Viewing', 'PVR', and 'Others'. At the bottom are checkboxes for 'Include Guests' and 'Include VCR'. A green arrow points from the 'Available' pane to the 'Selected' pane on the right. The 'Selected' pane contains 'AA (000)', 'AA Skew Index', and 'AA Share %'. Below it are dropdown menus for 'Broadcaster Group Share Base' (set to 'All Stations') and 'Profile/Skew Index Base' (set to 'Households' and 'F 25-54').

TIP: Click the  button to open the appropriate option box to make your selection

Available Measures

1. Click on the  plus sign to open each definition folder to view the available items. *NOTE: Based on your previously selected parameters, some Measures options may be grayed out (e.g. Average Monthly Reach if Weekly Trend is selected for Dates).*
2. Double-click on a single item, or hold the CTRL key and highlight multiple items, then click the right arrow to transfer to the Selected area. *NOTE: See Measures & Calculations for definitions of each available option.*



Reach Qualifier

The default for Reach Qualifier is 1 minute. Adjust this, based on Minutes or Percent, then type 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).*

Year Ago Columns

If users select **Include Year Ago** from the Dates Trend tab, the options to calculate this value based on Current Year (CY) Dates as a % Difference or absolute Difference Value is made available. The formula for this = $CY-YA*100/YA$.

Others

Check to include or exclude either Guests or VCR Adjustment from the reported results. *NOTE: Guests are included in all AA values, and single day telecast Reach (not multi-day Reach). VCR is created at the National level by station/minute with a max'm factor of 9.999%. VCR is included in AA and HUT/PVT, but is excluded in Reach.*

PVR Playback

Effective with January 1, 2007 data, television audiences will include PVR (Personal Video Recorder) playback viewing. Borealis provides users the ability to Include/Exclude playback viewing in order to better understand the impact of this extended audience source. The following Industry defined business rules have been added to Borealis for the calculation of playback viewing:

- a. Playback is included in HUT/PVT, with no overlap minute inclusion
- b. There is no maximum value applied to the number of times a person can view the same minute of telecast via PVR in the calculation of Average Audience.
- c. Playback viewing records are included only if the person viewing is “good” (has a weight) on both the live telecast date and the viewed event date – with the telecast weight being used in the calculation of Average Audience. The weight used in the calculation of Reach depends upon the type of reach option requested.
- d. In the calculation of PVR playback for both Average Audience and Reach by Short Term Guests, only playback on the same day as the telecast event is included.
- e. Any “Trick” mode viewing (fast-forward, pause, slow-motion, and rewind) time is not included as part of playback viewing
- f. There is no change to the VCR adjacent calculation. Note that this calculation is applied to “Live” viewing only. Playback records are then added to this audience value.
- g. PVR viewing is included in the consideration of Reach Qualification calculations. For continuous minute qualification, the criteria must be met either from the live or playback viewing event, and not the combination of both.

Extended Viewing (currently N/A)

Extended Viewing is calculated from a multi-station/single market perspective and is available for dual/multi-feed network program data only. It is defined as the viewing contribution in a market derived from a station other than the home market affiliate. Users have the option to include, exclude, or include and segment out viewing from the “home” station versus all other viewed stations in each specified market, by bulleting in their desired choice.

Broadcaster Group Share Base

If Share % is chosen as one of your Measures, users can define the base for this calculation from the drop down option listing all available station group definitions. The system defaults to All Stations as the share base. *NOTE: Network Program Shares, based on their coverage area, are not available from this option.*

Profile/Skew Index Base



If Profile or Skew Index is chosen as one of your Measures, users are required to define the base for this calculation from the drop down option listing of all selected Household and People parameters. The system defaults to the first definition selected from the parameter tabs.

Creating Report Layout

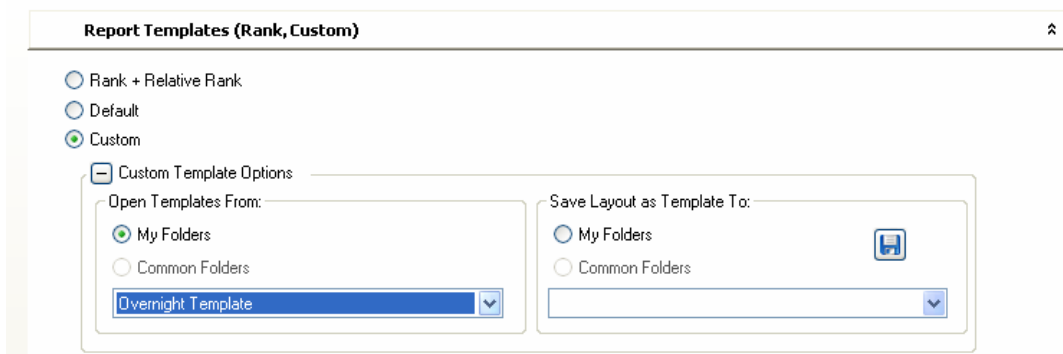
The Layout tab gives you the opportunity, prior to submitting a request, to define the report specifications, based on a previously saved template or new format. Users can filter the content, and position information by row, column and page. Header and Footer adjustment, along with the ability to add custom logos and adjust font type and size is also available. Further customization, in terms of data detail, rank and restrictions can be accessed from this window. New templates can then be saved for future use by the individual or saved to the network for access by multiple users.

The layout tab consists of the following customization areas:

- Report Templates
- Row/Column/Page/Options
- Custom Header
- Custom Options

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

Report Template



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. *NOTE: 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. *NOTE: Sub-folders cannot be created under these folders.*

Row/Column/Page/Options



The screenshot shows the 'Row/Column/Page/Options' window. On the left, 'Paging Fields (2 pages)' shows 'Options' and 'ActiveSheet' tabs. Under 'Options', 'Market' (2) and 'Households' (1) are visible. Under 'ActiveSheet', '002 Toronto DMA' and '001 Total' are visible. On the right, 'Program/Time Period Properties' shows a list of properties: '#_Tcasts', 'Cost', 'Country', and 'Custom'. Below this, 'Report View (28 rows, 7 columns) (Limits for Excel Version 11.0 - 65536 rows, 256 columns)' is shown with a 'Full View' checkbox. The report table has the following data:

Broadcasters	Dates	Program_TimePeriod	Days	Start_Time	Measure	People
001 CTV COM	2008/01/27 Wk 22 07/08	C.S.I.	...T...	21:00	AA (000s)	
					001 P 18-49	002 F 18-49
					184	116
001 CTV COM	2008/02/10 Wk 24 07/08	C.S.I.	...T...	20:00		66
001 CTV COM	Th 2008/01/21-2008/02/24	C.S.I.	...T...	20:00		91
002 CFTO	2008/01/27 Wk 22 07/08	C.S.I.	...T...	21:00		99
002 CFTO	2008/02/10 Wk 24 07/08	C.S.I.	...T...	20:00		52
002 CFTO	Th 2008/01/21-2008/02/24	C.S.I.	...T...	20:00		75

Tip: While you have the choice of setting up the table in the layout view prior to running the report, it is easier to set up the table after the report is completed as the table is populated with data.

1. Choose to define your rows and columns from the items found in the Paging Fields box and place them in the Report View area. Those that remain in the Paging Fields box will become worksheet pages when exported into Excel. The bracketed numbers indicate the amount of items within each option.
2. Parameters must be dropped directly into the dark blue row or column area. Move cursor to selection and hold down the left mouse key; if captured correctly a plus sign will accompany the cursor arrow. As the parameter is dragged to its position, the cursor becomes a circle shape, disallowing connection until it is directly within it. Drop the parameter once the cursor reappears as an arrow by releasing the left mouse button. Fill levels in chronologically.
3. Repositioning row/column order or transferring position (row to column) can take place in the Report View area, by holding down the left mouse key on your selection and dragging it to the desired position.
4. If Programs have been defined in your request, users can include its property detail (e.g. Start Time, Weekday, # Telecasts) as a row by checking in their selection(s). *NOTE: The row order will match your selection order, and cannot be adjusted in the Report View area.*

TIP: Click the Program heading to sort the property options in ascending or descending order. Right-click on the properties box and select **Clear All** to automatically remove checkmarks.

5. Use the forward /backward   arrows to adjust the parameter displayed in the Report View area.
6. Check in the **Full View** box to expand the Report View to include the Header and Footer detail.

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

- Module Id: TV Analyzer
- Request Name: CSI
- Date Modified: 2008/03/12
- Created By: A Brilliant Researcher
- Date Range: 2008/01/21 - 2008/02/24
- Date Reporting Options: Total, Individual Period
- Time Adjust: Local
- Sample Date: Total : 2008/02/07, Ind. Period: mid point of period
- Clear Report: All Stations

Footer

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
- None

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. To remove a selection, click on the checkbox to remove the checkmark. *NOTE: The information will appear in the order as shown in this list.*
2. Users can rename the information found in the header detail (left side) or description (right side) areas, by clicking to highlight selection, and typing in your change.

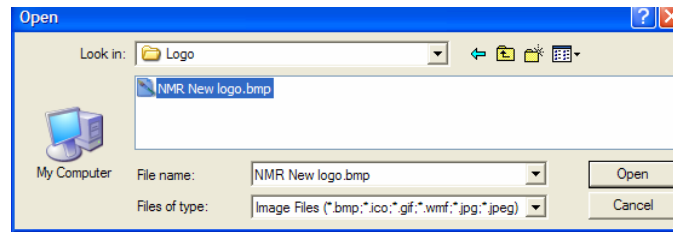
Footer

1. The footer defaults to adding the Nielsen Media Research 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 definitions, and you would like your report output to detail its content, check in the appropriate parameter box or boxes. This information will be added to the footer.

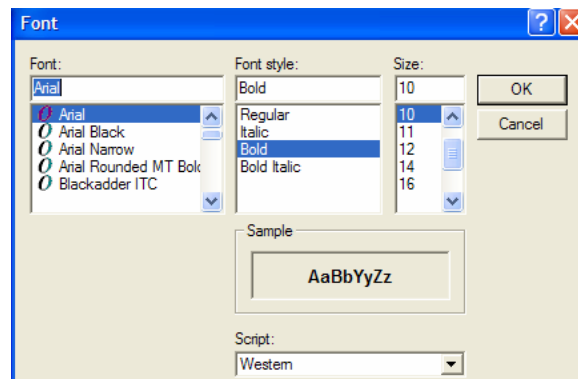
Logo and Font

You can add your company or client's logo, as well as customize the font(s) used within the header, body, and footer of the report. The system defaults to include the Nielsen Media Research logo, with Arial (bold/regular, 8-10 point) font.

To customize the logo, click **Change Logo**, and from the Open box, identify the location and select the image file to use, then click **OK**. Your selection will appear in the display window. Then choose to position the logo at the Top Left or Bottom Left of your report.



To customize the font, click the **Header** button to retrieve the Font option screen. Select the font type, style and size, and then click **OK**. Repeat these steps for the Body and the Footer areas.



Custom Options

You can customize the data content in your report by defining the projection base in Hundreds or Thousands (average minute audience and reach), decimal reporting level for ratings (type in value or use up/down arrow to adjust), and checkmark to limit local station results to appear only in their home market (not currently available).

Custom Options

Projection Base <input type="radio"/> Hundreds <input checked="" type="radio"/> Thousands	Rtg Decimal % 1	Broadcasters <input type="checkbox"/> Local Stations in Home Market Only
---	---------------------------	--

Custom Rank and Restrictions

The custom rank area allows you to set up a program rank report as part of your submitted request criteria, so that report output is modified to only include information based on the defined parameters. This area also allows you to restrict the list of programs and/or time periods based on a specified definition. *NOTE: The defined criteria, from either of these areas, will NOT be listed as part of the Header Detail.*

*NOTE: Only 1 of these custom options can be utilized within a single request.
Value definitions are based on units*

Top Program Rank

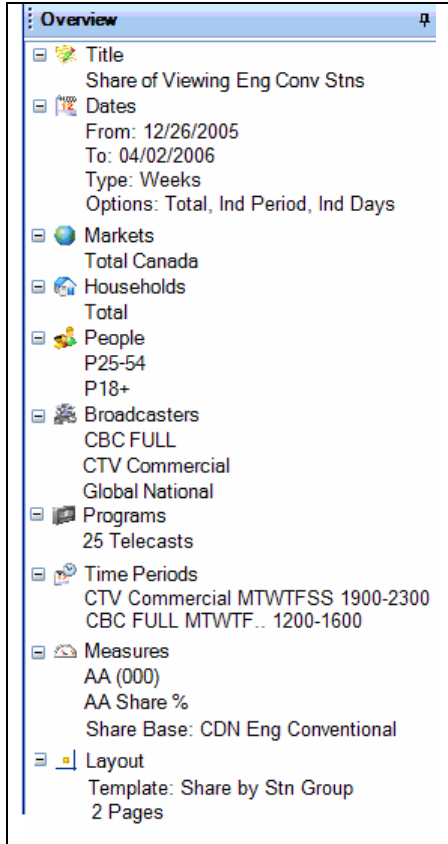


1. Select **Rank + Relative Rank** as your report template.
2. In the **Custom Rank and Restrictions** area use the drop down arrow to select a single item across each of the five available parameter options. *NOTE: Both Programs and/or Time Periods can be included in your request.*
3. If you have more than one household or demographic you can choose to include a relative rank by selecting either households or people under **Relative Rank Option**.
4. The default is to show the top 100 programs – you can change this number by adjusting the value in the **Top #** box.
5. The default for the minimum number of telecasts required in order to be included is 1. Adjust this by typing a value in the **Min # Telecasts** box, or use the up/down arrows to adjust the value by one.
6. The default for the minimum telecast duration required in order to be included is 10 (seconds). Adjust this by typing a value in the **Min Duration** box, or use the up/down arrows to adjust the value by one.

To restrict results based on Minimum Measure

1. Checkmark this area to activate, then use the drop down arrow to select a single item for both People and Measure.
2. Define your Criteria by selecting > greater than, < less than, or = equal to.
3. The default value for the criteria is 1. Adjust this by typing a value in the Value box, or use the up/down arrows to adjust the value by one. *NOTE: Value definitions are based on units.*


Selection Overview

At any time during the parameter selection process, users can review their selections from the Overview window instead of going back to each individual parameter tab.

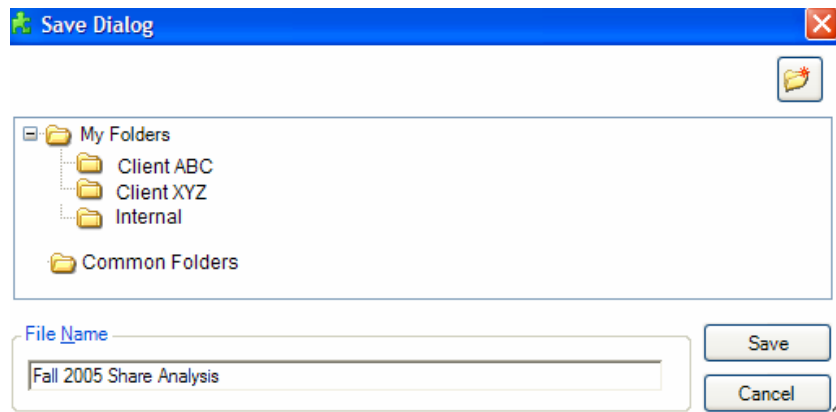
 <p>The screenshot shows the 'Overview' window with a tree-view structure. The root node is 'Overview'. Underneath, there are several categories, each with a minus sign icon to its left. The categories and their sub-items are: 'Title' (Share of Viewing Eng Conv Stns), 'Dates' (From: 12/26/2005, To: 04/02/2006, Type: Weeks, Options: Total, Ind Period, Ind Days), 'Markets' (Total Canada), 'Households' (Total), 'People' (P25-54, P18+), 'Broadcasters' (CBC FULL, CTV Commercial, Global National), 'Programs' (25 Telecasts), 'Time Periods' (CTV Commercial MTWTFSS 1900-2300, CBC FULL MTWTF.. 1200-1600), 'Measures' (AA (000), AA Share %, Share Base: CDN Eng Conventional), and 'Layout' (Template: Share by Strn Group, 2 Pages).</p>	<p>As each parameter is defined, the details are added to the Overview window. This window is found on the left side of the screen, and is hidden from view until the user clicks the Overview button (displayed vertically). This window can remain available during your session by using the “Auto-hide”  button.</p> <p>From this window, users can double-click on a parameter title to open its associated tab for quick review and adjustment.</p> <p>The default for this tree-view display is to have all levels open. Users can click the  minus sign to hide the detail level.</p> <p>Click on the vertical blue bar on the left side of this window, hold down the left mouse button, and drag to the left/right to adjust the width of this window.</p>
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Submitting a Request

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.

NOTE: It is this location, within the Saved Reports area, where the processed file will be downloaded. This screen also appears when using the Save  icon.

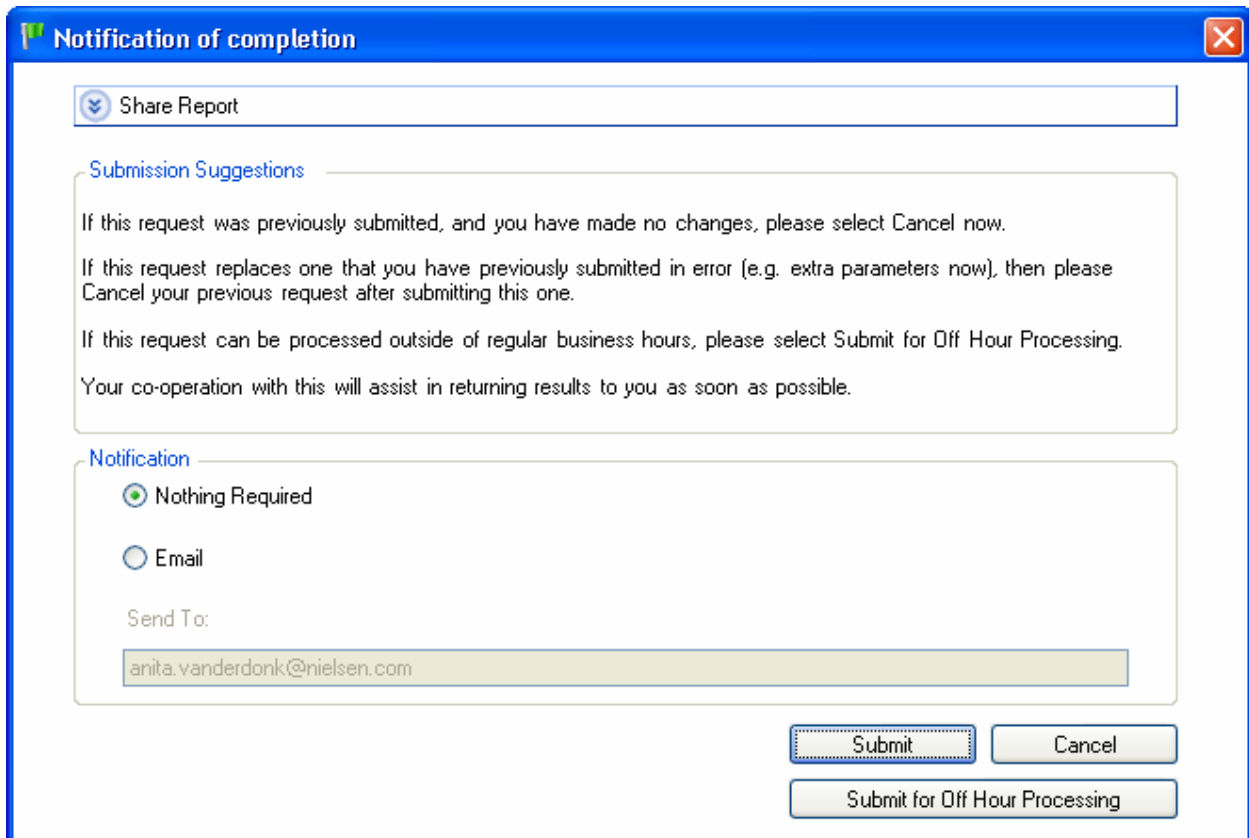


Click on the  plus sign to open the desired folder where you wish to save your request. To create a new sub-folder, highlight the folder where this new item should reside, click the **Create New Folder**  icon, name it, and click OK on the pop-up message.

The file name defaults to the request Title and it is the Title that is displayed on the Report Status screen. Adjust the file name by typing in a new file name (or use the drop down arrow to select from the list of current files found under your selected folder), then click Save. *NOTE: If you have selected an existing file name you must confirm overwrite acceptance.*

Other users within the Company can be given notification by using the **Share Report** feature (click on the  plus sign and checkmark desired names. The report will show up in their Report Status screen where they can download and view.

Users can also request email notification as to when the processing has been completed and the report is ready for download. The default is no notification.



Notification of completion

Share Report

Submission Suggestions

If this request was previously submitted, and you have made no changes, please select Cancel now.

If this request replaces one that you have previously submitted in error (e.g. extra parameters now), then please Cancel your previous request after submitting this one.

If this request can be processed outside of regular business hours, please select Submit for Off Hour Processing.

Your co-operation with this will assist in returning results to you as soon as possible.

Notification

Nothing Required

Email

Send To:

anita.vanderdonk@nielsen.com

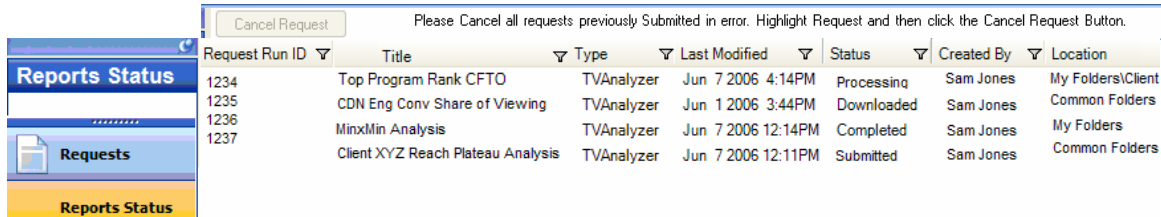
Submit Cancel

Submit for Off Hour Processing

After you have made your selections you can **Submit** the report or choose to have the report run overnight by clicking **Submit for Off Hour Processing**.


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:

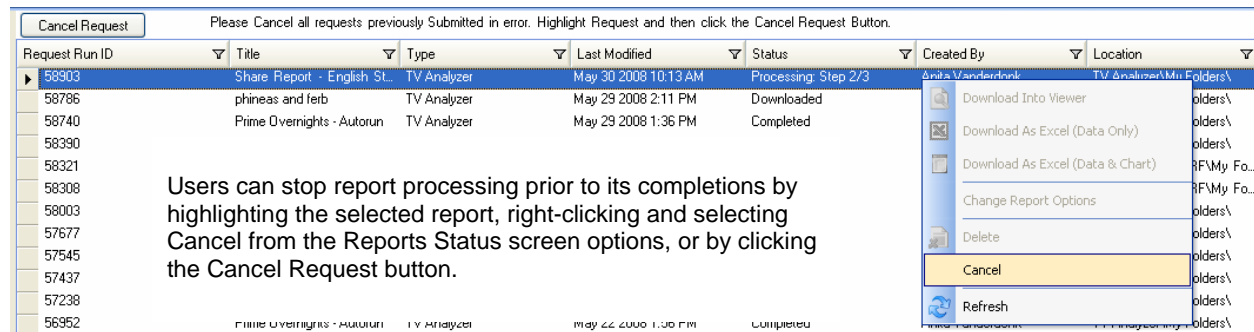


Cancel Request Please Cancel all requests previously Submitted in error. Highlight Request and then click the Cancel Request Button.

Request Run ID	Title	Type	Last Modified	Status	Created By	Location
1234	Top Program Rank CFTO	TVAnalyzer	Jun 7 2006 4:14PM	Processing	Sam Jones	My Folders\Client
1235	CDN Eng Conv Share of Viewing	TVAnalyzer	Jun 1 2006 3:44PM	Downloaded	Sam Jones	Common Folders
1236	Minx/Min Analysis	TVAnalyzer	Jun 7 2006 12:14PM	Completed	Sam Jones	My Folders
1237	Client XYZ Reach Plateau Analysis	TVAnalyzer	Jun 7 2006 12:11PM	Submitted	Sam Jones	Common Folders

For each submitted report, the Reports Status window displays the number, title, and type of request; along with the date and time the last action took place, the process status, the creator of the request, and the location where the request came from and will be downloaded to. You can sort the list of reports by clicking any of the column headers. To filter by column, click the filter  icon to display the option box, then highlight your single selection choice.

Cancel Request Processing



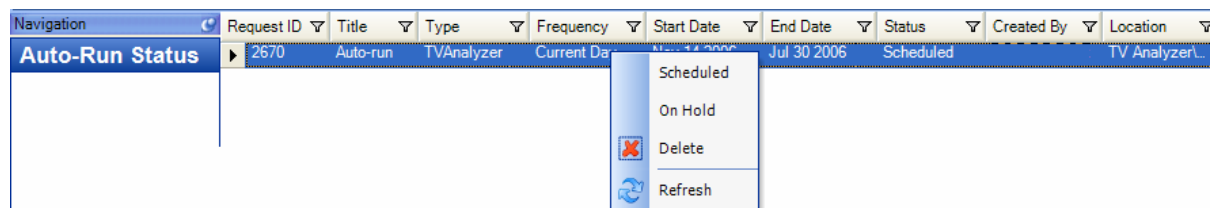
Cancel Request Please Cancel all requests previously Submitted in error. Highlight Request and then click the Cancel Request Button.

Request Run ID	Title	Type	Last Modified	Status	Created By	Location
58903	Share Report - English St...	TV Analyzer	May 30 2008 10:13 AM	Processing Step 2/3	Anda Vanderhook	TV Analyzer\My Folders\
58786	phineas and ferb	TV Analyzer	May 29 2008 2:11 PM	Downloaded		olders\
58740	Prime Overnights - Aatorun	TV Analyzer	May 29 2008 1:36 PM	Completed		olders\
58390						olders\
58321						My Fo...
58308						My Fo...
58003						olders\
57677						olders\
57545						olders\
57437						olders\
57238						olders\
56952	Prime Overnights - Aatorun	TV Analyzer	May 22 2008 1:30 PM	Completed		olders\

Users can stop report processing prior to its completions by highlighting the selected report, right-clicking and selecting **Cancel** from the Reports Status screen options, or by clicking the **Cancel Request** button.

- Download Into Viewer
- Download As Excel (Data Only)
- Download As Excel (Data & Chart)
- Change Report Options
- Delete
- Cancel**
- Refresh

Auto-run Status



Request ID	Title	Type	Frequency	Start Date	End Date	Status	Created By	Location
2670	Auto-run	TVAnalyzer	Current Da...	Nov 14 2006	Jul 30 2006	Scheduled		TV AnalyzerL...

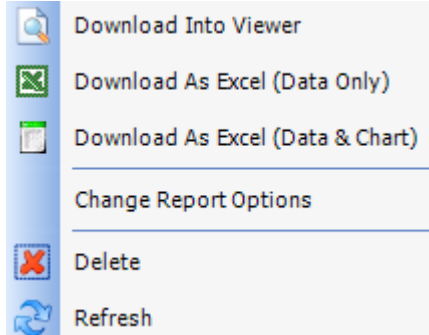
- Scheduled
- On Hold
- Delete
- Refresh

Users can put Auto-run requests **On Hold** or **Delete** them by right-clicking on the window and making the appropriate selection.

How to download a report:

Download a report by highlighting the selection and press the right-click mouse button. You have the choice of downloading into the Layout viewer to filter or re-adjust your row/column/pages, or you can download directly to Excel. The Excel options include import to a data only file, or one which includes a graphic representation of the first generated worksheet.

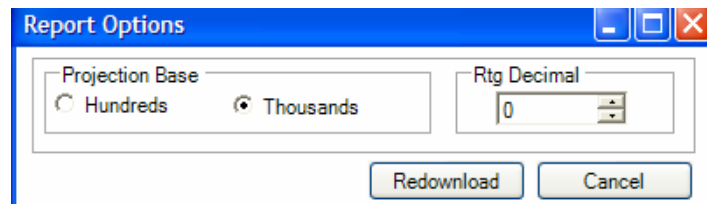
The right-click options also include the ability to delete an item from the Reports Status tab, or to update the information contained in the Status column.



Double-click on the report to download directly into the Layout viewer for regular reports, or directly into Excel for Rank reports.

Completed and Downloaded Reports will be deleted as they age beyond 8-days old. Users should download report results to their local machine or network if they need to be retained beyond 8 days.

Change Report Options



Users can Adjust both the projection base (from thousands to hundreds) as well as the number of decimals for reported ratings from the **Change Report Options** feature. Adjust to desired selections, then click **Redownload**. *NOTE: Report is then automatically adjusted and will appear in the Layout Viewer.*

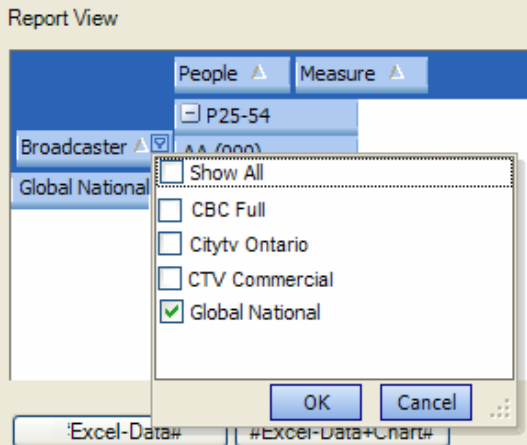
CHAPTER 4: WORKING WITH REPORTS

This chapter provides procedures for working with completed reports and includes the following topics:


- Filtering and Sorting Report Data
- Working with Saved Reports
- Working with Excel (including graphics)



Filtering and Sorting Report Data

The Layout Viewer allows you to customize a downloaded report through the use of both filters and sort capabilities. This flexibility provides the opportunity for you to run a complex request, and export separate segments of the processed information to Excel to produce multiple reports.



To filter your report in the Report View area:

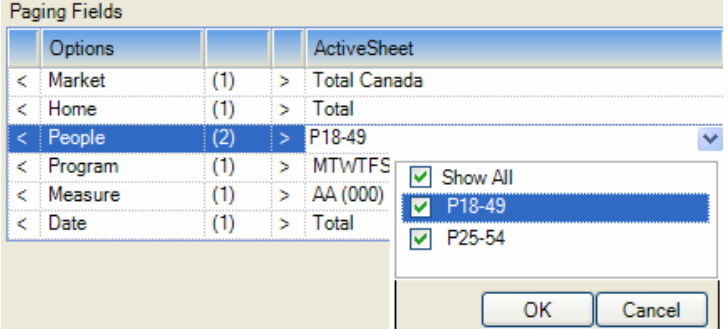
1. Place your cursor on the parameter heading that you wish to filter on, and click the  filter icon to display the option box.
2. The default is to Show All (all boxes checked). To clear checkmarks click the Show All box.
3. Make your filter choice by checking in the appropriate boxes, then **OK** to show the new report in the View area.

For parameter definitions that have multiple items appearing in the Report View area, users can click on the parameter header to sort the information in ascending or descending order. *NOTE: The triangle indicator shows the displayed order: ascending =  arrow up, and descending =  arrow down.*

Filtering can also occur in the Paging Fields box.

Highlight a row, and click on the blue drop down arrow to display the option box.

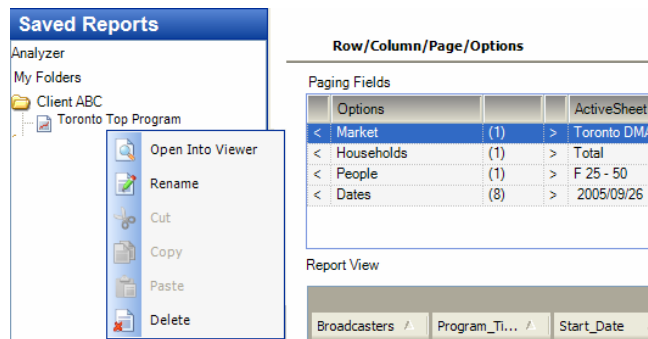
Repeat the steps outlined above to filter on the page parameters.



Working with Saved Reports

Once you have downloaded your report, it will get saved to the same folder path from where the request was submitted (e.g. My Folders\Client ABC sub-folder). *NOTE: If a custom folder was created in the request area, the download process will automatically adjust the Saved Reports tree to replicate this folder path.*

To open a previously saved report, click on the **Saved Reports** navigation bar, open the appropriate folder, and use the right-click mouse button to have it displayed in the Layout viewer.



The right-click option on requests also allows users to rename or delete reports. *NOTE: The only option on folders is to View Details of the requests found within the selected folder.*

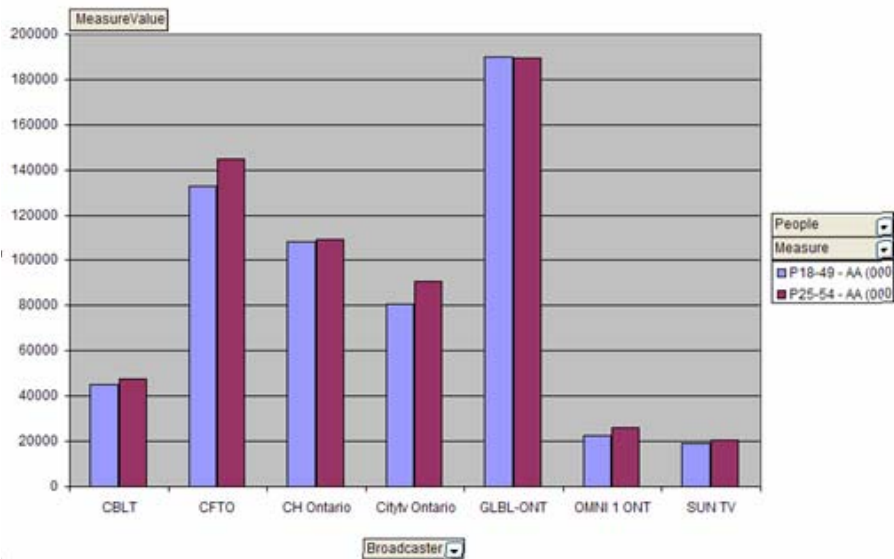
Working with Excel (including graphics)

Borealis provides two option buttons when exporting to Excel: **Excel-Data** which provides data worksheet(s) only, and **Excel-Data+Chart** which provides data worksheet(s), and generates a vertical bar chart depicting the information on each worksheet. When exporting with graphics, the worksheet includes the capability of filtering on rows and column definitions, by clicking the down arrow, and checking the desired criteria. Once defined, the data and graph are automatically adjusted with these changes. To view the chart, click the **Show Chart** button found on each Excel worksheet. If desired, click **Chart** from the Excel Toolbar menu and use the **Chart Type** and **Chart Options** to reformat the graph.

Market	Total Canada	
Home	Total	
Program	MTWTFSS 19:00 - 23:00	
Date	09/19/2005 - 09/25/2005, Total	
MeasureValue	People	Measure
	P18-49	P25-54
Broadcaster	AA (000)	AA (000)
CBLT	45182	47848
CFTO	132597	144748
CH Ontario	108260	109466
Citytv Ontario	80800	90552
GLBL-ONT	190163	189591
OMNI 1 ONT	22435	25997
SUN TV	18947	20375

Show Chart	
<input checked="" type="checkbox"/>	(Show All)
<input checked="" type="checkbox"/>	P18-49
<input checked="" type="checkbox"/>	P25-54

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CHAPTER 5: FORMULAS AND GLOSSARY OF TERMS

This chapter provides the formulas used in the calculation of all available Measures and data results produced by *Borealis*. Also included is a glossary of the terms used in *Borealis* and common within the television and advertising industry.

Formulas

TV Analyzer Measures: Average Minute Audience

LISTING	DEFINITION	DESCRIPTION	FORMULA
AA (000)	Average Minute Audience (000)	Average number of individuals who have seen a specific program or time period	$\text{Weight} * \text{Mins} / \text{Duration}$
AA RTG %	Avg Min Audience Rating %	Average number of individuals who have seen a specific program or time period expressed as a % of the population	$\text{AA}(000) * 100 / \text{UE}(000)$
AA Share %	Share %	Proportion of individuals viewing a specific program or time period compared to the total number of individuals watching TV during the same interval of time	$\text{AA}(000) \times 100 / \text{HUT:PVT (000)}$
AA Profile %	Average Audience Profile %	The ratio between the AA(000) of a secondary to a base target AA(000)	$\text{AA}(000) \text{Stgt} \times 100 / \text{AA}(000) \text{Btgt}$
AA Skew Index	Average Audience Skew Index	The ratio between the AA(000) Profile % and the UE Profile %	$\text{AA Profile \%} \times 100 / \text{UE Profile \%}$
HUT/PVT (000)	Households/Persons using TV (000)	Average number of households/Persons viewing television during a specific program or time period.	$\text{Weight} * \text{Mins} / \text{Duration}$
HUT/PVT %	Households/Persons using TV %	Average number of households/Persons viewing television during a specific program or time period expressed as a % of the population.	$\text{HUT/PVT}(000) \times 100 / \text{UE (000)}$

TV Analyzer Measures: Reach

LISTING	DEFINITION	DESCRIPTION	FORMULA
Avg Dly Rch (000)	Average Daily Reach (000)	Sum of each individual day's unduplicated reach, divided by the total number of telecasts. Weight base = Telecast Day	$\sum \text{Unique Viewer Weights by Day} / \# \text{ of Days}$
Avg Dly Rch %	Average Daily Reach %	The average daily reach expressed as a % of the population.	$\text{Avg Dly Reach (000)} \times 100 / \text{UE (000)}$
Avg Mthly RCH (000)	Average Monthly Reach (000)	Sum of each cumulative monthly unduplicated reach, divided by the total number of months within the request. Weight base = Monthly mid-points	$\sum \text{Unique Viewer Weights by Month} / \# \text{ of Months}$
Avg Mthly RCH %	Average Monthly Reach %	The average monthly reach expressed as a % of the population	$\text{Avg Monthly Reach (000)} \times 100 / \text{UE (000)}$
Avg Wkly Rch (000)	Average Weekly Reach (000)	Sum of each cumulative weekly unduplicated reach, divided by the total number of weeks within the request. Weight base = Weekly Thursdays	$\sum \text{Unique Viewer Weights by Week} / \# \text{ of Weeks}$
Avg Wkly Rch %	Average Weekly Reach %	The average weekly reach expressed as a % of the population	$\text{Avg Wkly Reach (000)} \times 100 / \text{UE (000)}$
TTL RCH (000)	Total Reach (000)	The cumulative unduplicated reach across all telecasts and weeks within the request. Weight base = mid-point day of selected date range	$\sum \text{Unique Viewer Weights across entire date range}$
TTL RCH %	Total Reach %	The total reach expressed as a % of the population	$\text{Total Reach (000)} \times 100 / \text{UE (000)}$

TV Analyzer Measures: Other

LISTING	DEFINITION	DESCRIPTION	FORMULA
UE (000)	Universe Estimate (000)	The total population, based on the requested demographic, market, and home characteristics. Standard UE's based on Stats Cda and NMR estimates, Custom UE's based on NMR "frozen class" panel	
Sample	In-tab count of the request Sample Date	# of "good" homes/people in the sample on the Sample Date of the request. NOTE: If sample <75, value is flagged with asterisk "***"	
Avg Age	Average Age	The average age of a viewer to a specific Program or Time period, based on their weighted viewing minutes	$\frac{\sum \text{Weighted MinsView} * \text{Age}}{\text{Weighted MinsViewed}}$
HRSView per Capita	Average Hours Viewed Per Capita	The average number of minutes viewed to a specific Program or Time period against the population, based on the requested date range expressed in Hours:Minutes	$\text{AA (000)} \times \text{Duration} / \text{UE (000)}$
HRSView per Viewer - Average Daily - Average Weekly - Average Monthly - Total	Average Hours Viewed Per Viewer	The average number of minutes viewed by to a specific Program or Time period against all viewers during the requested reach defined interval, expressed in Hours:Minutes	$\text{AA (000)} \times \text{Duration} / \text{Reach (000)}$
Mins Viewed - Average Daily - Average Weekly - Average Monthly - Total	Minutes Viewed	The average number of minutes viewed, based on the requested date range, to a specific Program or Time Period, expressed in minutes.	$\text{AA (000)} \times \text{Dur} / \text{Reach (000)}$
Ret'n % - Average Daily - Average Weekly - Average Monthly - Total	Retention %	The average number of minutes viewed by defined date range, expressed as a % of the minutes of a specific Program or Time Period	$\text{AA (000)} / \text{Reach (000)}$

Sample Base for Calculating Reach

The People Meter and PPM panels vary from day to day due to reasons such as panel turnover, co-operation concerns or technical issues. Each day, panel members are given a weight based on their representative value of the population. When calculating Average Weekly, Average Monthly or Total reach, a specific date must be used so that each viewer has only one weight value. *Borealis* designates the middle day of the defined parameter date range as the sample base. For example, over a 3-week (21 day) date range, day 11 would be selected as the sample date. Over a 4-week (28 day) period, day 14 would be chosen. If the defined date range consists of non-contiguous days, all days selected are listed chronologically and the middle day is used as the sample date. The telecast date, not the sample date is used in all Average Minute Audience calculations as well as when calculating Average Daily Reach.

Reach Qualification

Reach qualification is based on a single day duration. For example, for M-F 10-11pm daypart, 5 minute qualifier, the Reach value includes only those people who watched 5 or more minutes* on any one of the five days of this time block.

* based on continuous or non-continuous minutes as determined from the qualification selection

Reach Option Availability by Date Range Selection

DATE TYPE	REPORTING OPTIONS	Avg Daily	Avg Wkly	Avg Mthly	Total
Weeks (Full)	Individual Day	X			X
	Individual Period (wks)	X	X		X
	Total	X	X	X*	X
Range	Individual Day	X			X
	Total	X			X
Trend: Weekly (Full)	Individual Day	X			X
	Individual Period (wks)	X	X		X
	Total	X	X	X*	X
Trend: Monthly (Full)	Individual Day	X			X
	Individual Period (mths)	X	X	X	X
	Total	X	X	X	X
Trend: Quarterly (Full)	Individual Day	X			X
	Individual Periods (qtrs)	X	X	X	X
	Total	X	X	X	X
Trend: Yearly (Full)	Individual Day	X			X
	Individual Periods (yrs)	X	X	X	X
	Total	X	X	X	X
Trend: Last N Days	Individual Day	X			X
	Total	X			X
Auto-run: Current Day	Total	X			X
Auto-run: Daily Build From	Total	X	X*	X*	X
Auto-run: Current Week	Total	X	X		X
Auto-run: Week Build From	Total	X	X	X*	X
Auto-run: Current Week	Total	X	X		X
Auto-run: Week Build From	Total	X	X	X*	X
Auto-run: Current Month	Total	X	X	X	X
Auto-run: Month Build From	Total	X	X	X	X

*Full Week/Month only

Overlap Viewing

In situations when there is simultaneous viewing across multiple sets by persons in multi-set homes, the inclusion of this overlapped viewing is determined by the stations being viewed and/or the Measure that is being calculated. The following rules are included in *Borealis*

SITUATION	Overlap Viewing Included
Same station, simultaneous viewing on different sets	No
Different stations, simultaneous viewing on different sets	Yes
Same Program minutes, time-shifted viewing on 2 different stations	Yes
HUT/PVT, simultaneous viewing on different sets/stations	No
Broadcaster Groups, simultaneous viewing on different sets/stations	

VCR Adjustment

VCR adjustment approximates the amount of viewing that would be expected from VCR playback. This factor is calculated as follows: Total Household Viewing Including VCR record divided by Household Viewing excluding VCR record (Live). It is created at the National level by station/minute and restricted to a maximum value of 9.999%. This factor is applied to both household and all demographic audience estimates. VCR adjustment is included in Average Minute Audience and HUT/PVT, but excluded in Reach values.

Guests

Within the Nielsen People Meter panel, there are two different types of guest definitions: long-term and short-term. Long-term guests are defined as persons temporarily living in a household or visiting a household on a regular basis but are not considered a household member (e.g. boarder). The person's viewing can be traced across days since they are assigned a People Meter button and person number. Short-term guests are defined as persons visiting but not residing in a household. Only age, sex and language (French or English) information is available for these individuals, and their viewing cannot be traced across days. As a result, long-term guest viewing is included in both Average Minute Audience and Reach values, while short-term guest viewing is in Average Minute Audience and Daily Reach, but excluded in multi-day reach values.

Universe Estimates and Sum of Weight Factors

For standard demographics, the sum of weights for each person in our sample on any given day will add back to its universe estimate. These universe estimates are based on Statistics Canada Census information and annual estimates. However, for non-standard or multi-tiered demographics (e.g. A30-50 in \$100K+ HHLDS) their sum of weights may vary by day. To ensure that this sum is the same on any given day, a Sum of Weight (SOW) factor is applied to the weights, based on a "frozen class" universe estimate derived from a snapshot of the Nielsen People Meter panel, which are estimated and updated annually. Universe estimates for standard demographics will trend from one year to the next; however, frozen class UEs could result in significant differences from one year to the next due to sample sizes and sample change.

NOTE: Borealis applies sum of weight factors by weighting area, while other Nielsen Media Research software applies a single factor based on the requested market selection.

Network Program Audiences with Varying Duration by Station

There are situations where network programs are broadcast at a different day and/or time across the affiliate stations. When calculating average minute audience, each station's viewing is computed as an individual program, using the actual day/duration the program aired, then summed to provide a network result. *NOTE: The day, time, and duration that will be reported for the network program will be the "normal" or most common across the group.*

Time Zone Adjustment

Six Time Zone options are available in *Borealis* enabling users to define the base used when calculating time period audiences. In general, the option used is dependent upon the type of analysis you wish to run.

Type of Time Period Analysis

Daypart Share
 Program by Individual Network*
 "Live" Program Share

Recommended Time Zone Option

Local
 Station Adjusted
 Feed type of the Base Network
 (e.g. Eastern for Discovery)

* Station adjusted will not match program audiences for multi-feed networks if the program aired on a different day and/or time across an affiliate station

Local time audience is based on the time of the viewer within a defined market, while station adjusted bases its audience on the different time in each of the regions in Canada, by the location of the network's feed station(s).

Example: Program ABC
 Start Time: 3PM

Geography					NFLD	NS/NB/PEI	QUE/ONT	MAN/SASK	SASK	ALTA	BC	
Origin of feed	Type of feed	Networks			Time Zone Option	Time Zones						
					NFLD	ATL	EASTERN	CENTRAL (E)*	CENTRAL (W)*	MOUNTAIN	PACIFIC	
All feeds		All Networks			LOCAL	3:00PM	3:00PM	3:00PM	3:00PM	3:00PM	3:00PM	
Eastern	Single	ARTV Bravo Canal D Canal Savoir Canal Vie CBC Newsworld Country Music Television CTV Newsnet Discovery Evasion Food Canada HGTV Historia LCN Life	M Escape M Excess M Fest M Fun M Move M Pix MTV Much Music Much More Music Musimax Musique Plus Outdoor Life Television Quatre Saisons RDS Réseau de L'Info Score	Series+ Space Sportsnet East Sportsnet Ont Star Super Ecran (1-4) Tele-Quebec Teletoon Fr The Movie Network Treehouse TSN TV5 Vision VRAK Weather Zlele	Station Adjusted** or Eastern	4:30PM	4:00PM	3:00PM	2:00PM	1:00PM	1:00PM	12:00NN
Eastern/Pacific	Dual	Comedy History Family	Teletoon Eng TVTropolis	W Network YTV	Station Adjusted** or Eastern/Pacific	4:30PM	4:00PM	3:00PM	5:00PM	4:00PM	4:00PM	3:00PM
Mountain	Single	CDN Learning Television Sportsnet West		Superchannel	Station Adjusted** Mountain	6:30PM	6:00PM	5:00PM	4:00PM	3:00PM	3:00PM	2:00PM
Pacific	Single	Sportsnet Pacific			Station Adjusted** Pacific	7:30PM	7:00PM	6:00PM	5:00PM	4:00PM	4:00PM	3:00PM
Multi-Affiliates	Multi	CTV CBC	Global National Radio-Canada	Sportsnet National TVA National	Station Adjusted = Local Time by Affiliate = 3:00PM for each Station that falls within the Network***							

*Saskatoon does not adjust for Daylight Savings Time; their times therefore are:
 Central East 1 Hour earlier than Eastern Time (last wknd Oct - 2nd wknd April)
 Central West Equal to Mountain Time (2nd wknd April - last wknd Oct)

**Manitoba picks up Eastern Feed for Showcase. All other western provinces pick up western Feed

** Station Adjusted (for Single/Dual Feed Networks only) = Program Data

***Program Data for Multi-Affiliate Networks cannot be calculated via Time Period + Time Zone options

Glossary of Terms

Affiliate

A broadcast station not owned by a network but airing its programs and commercials.

Analog

A continuous electronic signal that carries information in the form of variable physical values, such as amplitude or frequency modulation (AM or FM); unlike digital signals which are made up of discrete pulses.

Average Minute Audience (AA)

The number of homes or persons tuned to a television program or time-period during an average minute

Back to back

Two commercials which follow immediately after one another.

Barter

Exchanging merchandise, or something other than money, for advertising time

Basic Cable

Channels received by cable subscribers at no extra charge, usually supported by advertising and small per-subscriber fees paid by cable operators.

Billboard

Sponsor identification at the beginning or end of a television show (usually 10 seconds).

Bonus Spot

A commercial given to the advertiser without cost either to make up for undelivered audience (in this case they are called "Make Goods"), or as an inducement to buy additional spots.

Break

The time between two programs or program segments used for announcements, news briefs, credits or commercials.

CAB

Canadian Association of Broadcasters. A trade organization that represents the majority of private radio, television and specialty television services in Canada.

Cable Penetration

The proportion of cable subscriber homes to all television homes in an area, expressed as a percentage.

Call Letters

Letters assigned to broadcast stations by which stations identify themselves.

Census

A complete count of a population or universe.

Channel

A frequency band assigned by the CRTC for TV transmission. Each broadcast television station is permitted to operate on only one channel. Channels are assigned geographically to minimize interference between stations.

Closed Caption (CC)

Visual captioning on a television screen for the hearing impaired that superimposes subtitles on programs. Distributed via Line 21 of the Vertical Blanking Interval, CC requires a decoder to view it.

Clutter

All of the extraneous non-program elements within a given program or time period, e.g., program titles, billboards, station promos, commercials, network identification, local station identification, public service announcements, etc.

Commercial Advertising

Advertising that involves commercial interests rather than advocating a social or political cause

Continuity

Scheduling advertisements to appear at regular intervals over a period of time.

Cost efficiency

For a media schedule, refers to the relative balance of effectively meeting reach and frequency goals at the lowest price.

Cost per inquiry

The cost of getting one person to inquire about your product or service. This is a standard used in direct response advertising.

Cost Per Point

The cost, per 1 percent of a specified audience, of buying advertising space

Cost Per Thousand (CPM)

The cost, per 1000 people reached, of buying advertising space

Coverage Area

The number or percentage of TV households that could receive a program. Coverage reflects the ability to view, not actual viewing.

Cume or Cumulative Audience

The non-duplicated audience for one or a series of TV programs or time-periods. It is expressed as a percentage of a given universe. A household or person is counted once, no matter how many times the telecast has been viewed. This is also known as "reach" or "net reach."

Daypart

The time segments that divide a TV day for ad scheduling purposes.

Delayed Broadcast (DB)

The broadcast by a local station of a network program at a time later than its regularly scheduled network time.

Demographics

Basic objective descriptive classifications of consumers, such as their age, sex, income, education, size of household, ownership of home, etc. This does not include classification by subjective attitudes or opinions of consumers. See *Psychographics*, below.

Designated Market Area (DMA)

A term used by Nielsen Media Research to identify an exclusive geographic area of counties in which the home market television stations hold a dominance of total hours viewed.

Digital Signals

Information transmitted in discrete pulses rather than as continuous signals. Data is represented by a specific sequence of off-on electrical pulses. (See also, Analog)

Digital Video Recorder (DVR)

These devices can be stand-alone devices, such as TiVo® and Replay, or the DVR technology can be

available through the set-top converter box offered through a cable company or satellite service provider. DVRs give the viewer the ability to pause live television viewing and resume it after a short interval, or record it for future playback.

Distant Signal

A television broadcast station signal not defined by the CRTC as "local" to the community in which a cable system is located.

Duplication

The duplicated audience between two programs and/or time-periods, expressed as Reach.

Earned rate

A discounted media rate, based on volume or frequency of media placement

Exposure

Consumers who have seen a television ad, whether or not they paid attention to it.

Flat rate

A media rate that allows for no discounts.

Flighting

A media schedule that involves more advertising at certain times and less advertising during other time periods.

Fragmentation (Audience)

The increasing number of audience subdivisions which, together, constitute total TV usage.

Frequency (Average)

The average number of times households or persons viewed a given program, station or advertisement during a specific time period. This number is derived by dividing the Gross Rating Points (GRP) by the total non-duplicated audience (cume).

Frequency Distribution

The number or percentage of individuals or households that were re-exposed to a program, station or advertisement one time, two times, three times, etc.

Fringe time

A television time period outside of prime time (prime = 6:00pm-11:00pm).

Fusion

Data fusion is the merging of two separate surveys (e.g. TV viewing and product usage) through a statistical matching procedure using common variables that appear in both samples of observations.

Grazing

The act of constantly flipping through TV channels, watching several shows at once, brought on by the ease of remote-control units and the wider viewing selection that cable TV offers.

Gross Audience

The total number of households or individuals in a television audience viewing for two or more time periods within a schedule of spots or programs without regard to duplication.

Gross Impressions

The sum of audiences, in terms of people or households viewing, where there is exposure to the same commercial or program on multiple occasions. Two gross impressions could mean the same person was in the audience on two occasions or that two different people had been exposed only once.

Gross Rating Point (GRP)

The sum of the ratings to one or more programs or commercials, without regard to multiple exposures of the same individuals, in reference to the universe of the considered target.

High Definition Television (HDTV)

An all-digital TV broadcast signal that delivers a high-resolution, wide-screen picture and 6 channels of digital sound. A resolution of 1,080 lines is considered high definition imagery, although 720 lines of progressive scanning has now come to be considered high resolution as well.

Households Using Television (HUT)

The percentage of all television households in a survey area with one or more sets in use during a specific time period.

ID

Station identification during a commercial break in a television program.

Infomercial

A commercial that is very similar in appearance to a news program, talk show, or other non-advertising program content.

Impressions

Number of homes or individuals exposed to an advertisement or group of advertisements.

In-Tab

In a research sample, the number of households or persons supplying useable information for reports or special tabulations. In-tab is usually expressed as a percent of the sample supplying usable information on an average day.

Independent Station

A commercial television broadcast station not affiliated with a network.

Interactive Cable

A cable system capable of two way communications, from home-to-system as well as system-to-home. Also called Two-Way Cable.

Inventory

Commercial spots available on a station.

Lead-In

A program that immediately precedes another program on the same station or network.

Lead-Out

The following program on the same station or network.

Live

Program, news or sporting event running at the same time that the performance or event is taking place.

Local Advertising

Commercials marketed to a local sales area (vs. national) and placed by local or regional advertisers.

Make Good

The commercial time given to advertisers either because an advertisement was preempted or did not receive the exposure that had been agreed to and paid for.

Media strategy

A plan of action by an advertiser for bringing advertising messages to the attention of consumers through the use of appropriate media.

Narrowcasting

Using a broadcast medium to appeal to audiences with special interests, rather than to the mass audience.

National advertising

Advertising which is aimed at a National Market, as opposed to Local Advertising.

Net cost

The costs associated with services rendered by an advertising agency excluding the agency commission.

Network

A national or regional group of affiliated broadcast stations contractually bound to distribute television programs for simultaneous transmission.

Noncommercial advertising

Television advertising that is designed to educate and promote ideas or institutions, e.g., public service announcements.

Non-Response Error

The error in a sample survey resulting from the failure to obtain information from a designated respondent for any reason.

O-&-O Station

A local station owned and operated by a network.

Off-Air

Direct reception of TV signals broadcast over-the-air.

Overnights

Audience information provided to clients the morning following the day or evening of telecast.

Panel

In audience research, a continuing sample of people or households that are measured repeatedly.

Parent Station

A broadcast television station that supplies programming and commercials to another station (satellite station) to expand the coverage of the parent.

Pay Cable

Any of a number of program services for which cable subscribers pay a monthly charge in addition to the basic cable subscription fee.

Pay-Per-View Television

Pay TV for which subscribers pay on a program bases, rather than on a monthly subscription basis.

Penetration

The percentage of households in a given population using a product or receiving a service. For example, the proportion of television households to total households in an area.

People Meter – Mark II

An electronic metering device attached to a TV set to measure tuning status (set on/off, channel, time, and duration of tuning) as well as demographic data (who is watching). Household members and their guests push buttons to identify themselves.

Per inquiry

An agreement between a media representative and an advertiser in which all advertising fees are paid based on a percentage of all money received from an advertiser's sales or inquires.

Persons Viewing Television (PVT)

The percentage of persons viewing television at a given time. May be qualified by demographic group.

Pod

A group of commercials, promos or announcements contained in a television program break.

Preemption

The temporary replacement of one program by another.

Prime Time

Peak evening television viewing time, most often 6-11PM

Promotion

All forms of communication other than advertising that call attention to products and services by adding extra values toward the purchase.

Psychographics

A term that describes consumers or audience members on the basis of psychological characteristics initially determined by standardized tests.

Public Broadcasting Service (PBS)

Distribution network and representative organization of public TV.

Public service advertising (PSA)

Advertising with a central focus on public welfare, and is generally sponsored by a non-profit institution, civic group, religious organization, trade association, or political group.

Pulsing

The use of advertising in regular intervals, as opposed to seasonal patterns.

Qualitative research

A method of advertising research that emphasizes the quality of meaning in consumer perceptions and attitudes; for example, in-depth interviews and focus groups.

Quantitative research

A method of advertising research that emphasizes measurement of incidence of consumer trends within a population.

Quintile

Any of five equal classes or groups within a sample; for example, the heaviest viewing quintile within a sample.

Rate Card

A price list showing rates charged for commercial time.

Rating

Estimated percentage of the universe of TV households (or other specified group) tuned to a program at once. Ratings are expressed as a percent.

Reach

The estimated number of individuals in the audience of a broadcast that is reached at least once during a specific period of time.

Regional Network

Group of broadcast stations interconnected for carriage of programs in a specific province.

Reliability

The degree to which a research sample result conforms with the result that would be obtained if a complete census were taken.

Repeaters

Low powered, localized transmitters which automatically pick up the signal of a parent broadcast station and retransmit the amplified signal on the same channel. Used in remote geographical regions.

Reruns

Programs repeated sometime after their original presentation.

Resolution

Measure of a TV picture's detail. Horizontal lines of resolution are counted across the TV screen (in a test pattern), and vertical lines of resolution are counted from top to bottom.

Run of Schedule (ROS)

An advertising term that refers to a commercial scheduled at the discretion of a station or cable system to run anywhere in the schedule.

Sample

One or more elements (individuals or households) selected from a universe to represent that universe.

Sample Size

The number of households or individuals selected for a research sample.

Sampling Error

The difference between the survey results obtained with a sample, and the results that would be obtained with a complete study of the entire population using the same procedures used for the sample.

Satellite

Synchronous communications satellite orbiting earth from a stationary position 22,300 miles above the equator and transmitting television and other signals.

Satellite Receiver

Equipment (a satellite dish) used to obtain a specific communications satellite signal.

Satellite Station

A television station which transmits programs and commercials received from another station to extend the coverage area of the "parent." It is assigned separate call letters and channel number.

Saturation

Advertising that is heavily concentrated in a short period of time in order to attain maximum reach.

Scrambler

An electronic device that alters a broadcast signal transmission by encryption so it can't be received without a decoder.

Share (of Audience)

Proportion of individuals viewing a specific program or daypart compared to the total number of individuals watching TV during the same interval of time.

Simulcast**Spill-In**

The percent or numbers of households viewing stations originating from an outside market.

Spot television

Time slots in geographic broadcast areas, purchased on a market-to-market basis rather than through a network.

Standard Error

A measure of the margin of error in a survey result attributable to sampling.

Station

A broadcast entity licensed to a market by the CRTC.

Station Break

The time between programs when a local station identifies itself and airs commercials and/or promotional announcements.

Station Count

The number of stations transmitting a program.

Station Totals

The overall audience estimate based on ratings data obtained from counties both within and outside a station's market area.

Superstation

A local TV station whose signal is delivered via satellite to cable systems across the country.

Sweeps

Refers to a time during the Fall, Winter, Spring and Summer, when BBM use diaries to survey local market television viewing.

Syndicated program

A television program that is distributed in more than one market by an organization other than a network.

Target audience

A specified audience or demographic group for which an advertising message is designed

Telecast

A television broadcast

Television Bureau of Advertising (TVB)

Trade association dedicated to promoting the value of local broadcast television.

Television Household

An occupied household having one or more television receivers in use.

Tiering

Combining cable channels, sometimes both basic and pay, to sell at a package price.

Traffic Department

The department at a station or network that keeps track of program logs, schedules commercials, etc.

Turnover

The rate of audience change for a specific program during a specific amount of time.

UHF Stations

Ultra High Frequency. That part of the spectrum used by television channels 14 through 83. This is the 470 to 800 MHz band.

Universe

The total population that is being measured or reported, as defined by a selection of demographic, geographic, and household characteristics.

VCR (Video Cassette Recorder)

A machine attached to a television set used to record TV broadcasts for later viewing or to play pre-recorded video programming.

VHF (Very High Frequency)

Television Channels 2 through 13 (54 to 216 MHz).

VHS (Video Home Systems)

Homevideo format based on half-inch wide video tape housed in a cassette.

Video Compression

Digital technology that compresses video and audio transmissions so that more data can be transmitted. This allows for expansion of broadcast, cable and satellite channels.

Video on Demand (VOD)

A service offered by cable companies which is a means of viewing content that is outside the boundaries of its daily televised offerings. VOD content consists of recently aired television programs and library content (e.g. movies). There are three models of VOD content - free VOD, Pay-Per-View, where the user pays an individual fee per program or event, and subscription VOD, where the user pays a flat fee for access.

Weighted Average

A statistical quantity calculated by multiplying each value in a group by an assigned weight, summing these products and dividing the total by the sum of the weights.

Weighting

A weight is a numerical value assigned to each unit of the sample. Weighting is the process of multiplying the unit data by the unit weight and then summing these weighted values across all units of the sample.

Wired Cable

The household is wired for cable, e.g. receives cable via a wire to the home from a cable headend located in the community.

Zapping

Changing the TV channel by remote control to avoid a commercial.

Zipping

Fast forwarding through commercials when playing back a program on a VCR