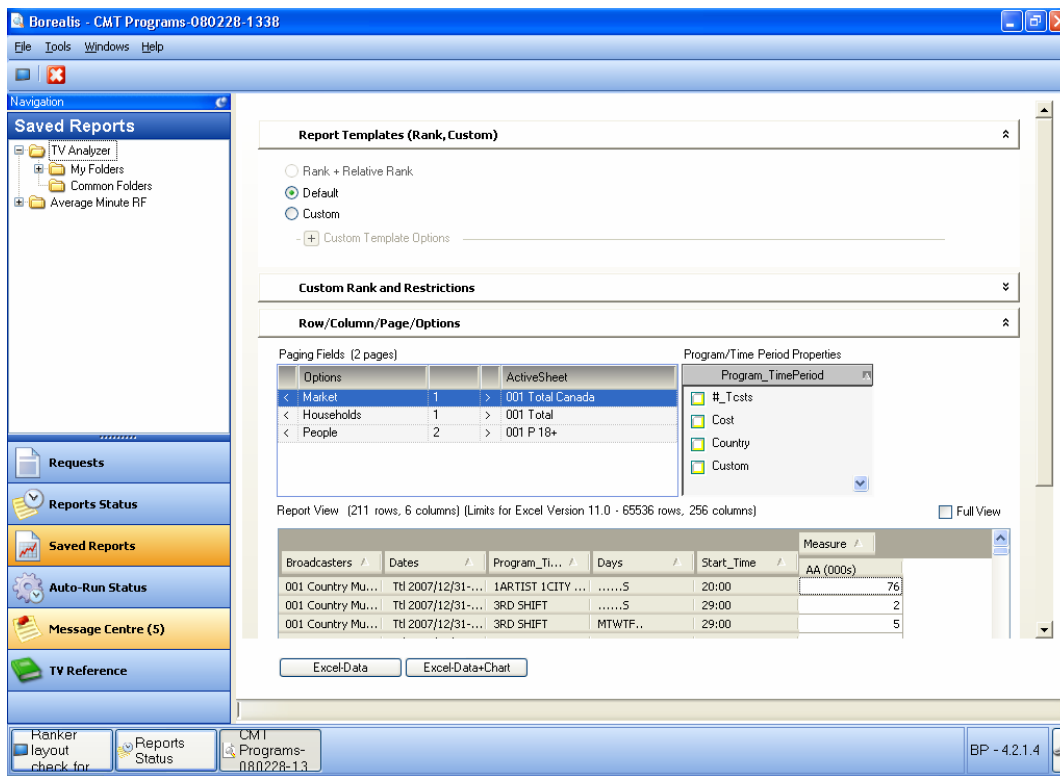


Creating a Custom Table and Template

Borealis allows you to set up custom tables and templates by selecting the way the data is shown in the rows and columns. The content can be filtered and sorted and, headers and footers can be customized, including adding custom logos. New templates can be saved for future use.

The layout screen is divided into the following sections:

- Report Templates—here you can apply previously saved templates to your report or save a new template.
- Custom Rank and Restrictions—use this template for rank reports.
- Row/Column/Page/Options—this section shows an example of how your completed table will look.
- Custom Header—choose the detail you would like to see in your header and customize your footer.
- Custom Options—change the rating decimal point or view the audience estimates in hundreds.



Tips for Setting up the Table

When working with reports, it is easiest to set up a table after you have extracted the report. Once extracted the details of your report, including the selected markets, stations, demos etc. will be shown.

In the Row/Column/Page/Options section of the screen you can define rows and columns from the items found in the Paging Fields area and place them in the Report View area.

Parameters must be dropped directly into the shaded row or column area. Move the cursor to the 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 **⊗** shape, disallowing the connection until it is directly within the shaded area.

Software Tips

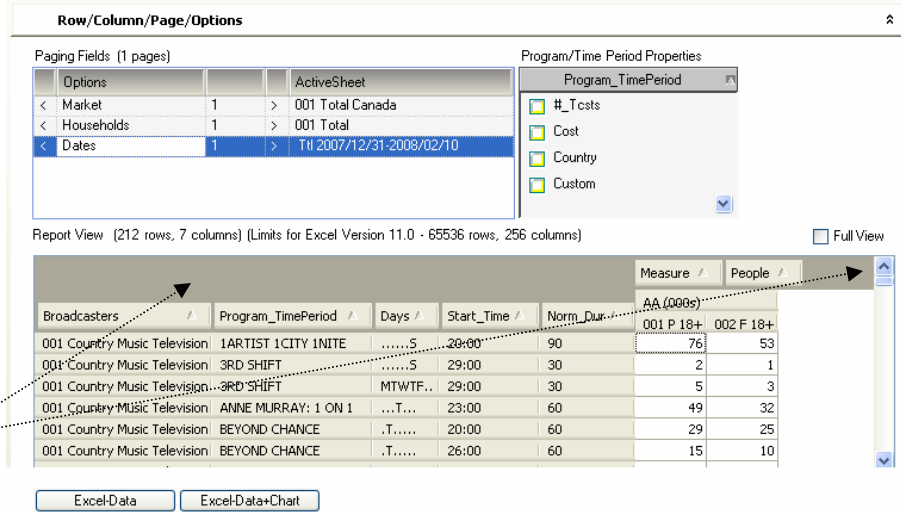
How to set up and save a custom template.

The great thing about Borealis is that the report will open up in the **NMR Default Template** with broadcasters, dates, and program details in the rows and measures in the columns. So, you're already half way there to setting up your report.

Moving options from pages to rows or columns

Move options from your paging fields by clicking on the option (ie. Market), hold down the left mouse and let go of the left mouse when the selection is over the grey area of either the rows or columns.

Tip: move the mouse slowly.



Sorting within the table

The table is sorted by the data in the first column—in this case Broadcasters. You can rearrange the columns in your table by clicking on the header and dragging it to a different position. For example, you can click on Program_TimePeriod to have the table sort by program. Click and drag the column headings to modify the order of your columns.

Saving Templates

Report templates can be saved for use in future reports.

In the Report Templates area go to 'Save Layout as Template To:' and click on My Folder or Common Folders. Enter a name for the template and click on the save button.

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

Paging Fields

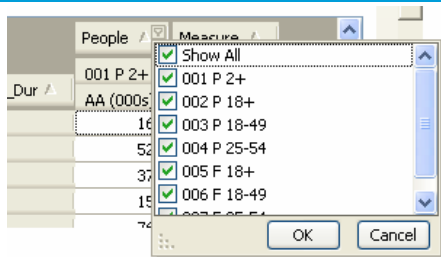
Any parameters not included in your table will remain as a paging field and be listed as a subtitle on the top of your report.

The number beside paging fields title indicates how many worksheets will be included in your Excel File.

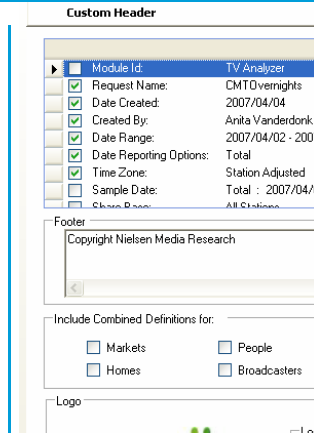
Program/Time Period Properties

This area allows you to select the program/time period details: # of telecasts, country, days, end date, episode title, genre, normal duration, start time, among others.

The order in which you select the properties is the order they will appear in your table.



Clicking the small grey down arrow on any option within the table will show all your selections. For example, for people you can choose to see all the demographics or only P2+ and P18+. This choice is also available in the paging fields.



From the Custom Header box, check the information that you wish to include on your report. You can rename the information found in the header detail or description areas, by clicking to highlight the selection and typing in your change.

If your request includes combined definitions, and you would like your report output to detail its content, check the appropriate boxes. This information will be added to the footer.