

Minute by Minute Report

Minute by Minute audience data looks inside the average minute audience number.



Television audience numbers tend to fluctuate according to certain patterns, depending on the genre. For example, audiences to talk shows and news magazine shows may change according to the popularity of the guest or topic.

Audience to sporting events and awards ceremonies may build or decline as the show progresses toward a climax.

Some programs that maintain a steady audience level throughout their duration.

Knowing the way an audience flows within a program can help you decide how many spots to place within it to maximize the effectiveness of your buy.

You can increase reach by purchasing multiple spots in programs that build audience throughout their duration. You can build frequency by placing multiple spots in programs with steady audiences.

Minute by minute audience data helps you place your buys more strategically.

Software Tips How to generate a minute by minute report

Select your report parameters

 Open a new TV Analyzer Request

Title

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

Dates

Using the Weeks tab, select the weeks. Click **Total** under Reporting Options to average audience across all weeks, or click **Individual Period** to depict audiences separately.

Note: averaging over multiple weeks may remove the detail from the minute by minute report because you will average audiences from several programs. It is best to look at each telecast separately.

Markets

Identify the markets you wish to analyze. Click on the green arrow to move the market to the **Selected** box.

Households

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

People

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

Broadcasters

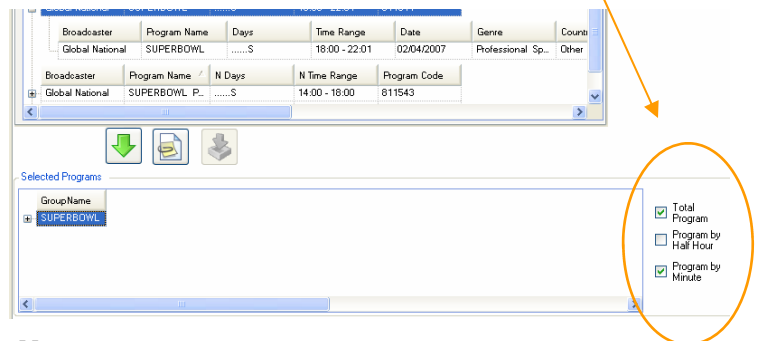
Select the broadcaster to include in your report. You can select broadcasters by going to the appropriate folder in the Standard tab, or quickly search for broadcasters using the Find tab. Use the green arrow to send the broadcasters over to the selected area.

Programs

The programs tab allows you to narrow the scope of your data request, and focus only on the programs you need.

Click the **List Programs** button to get a quick list of available programs.

After you have selected your program click on the box beside **Program by Minute** on the bottom right of the screen.



Measures

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

Submit

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

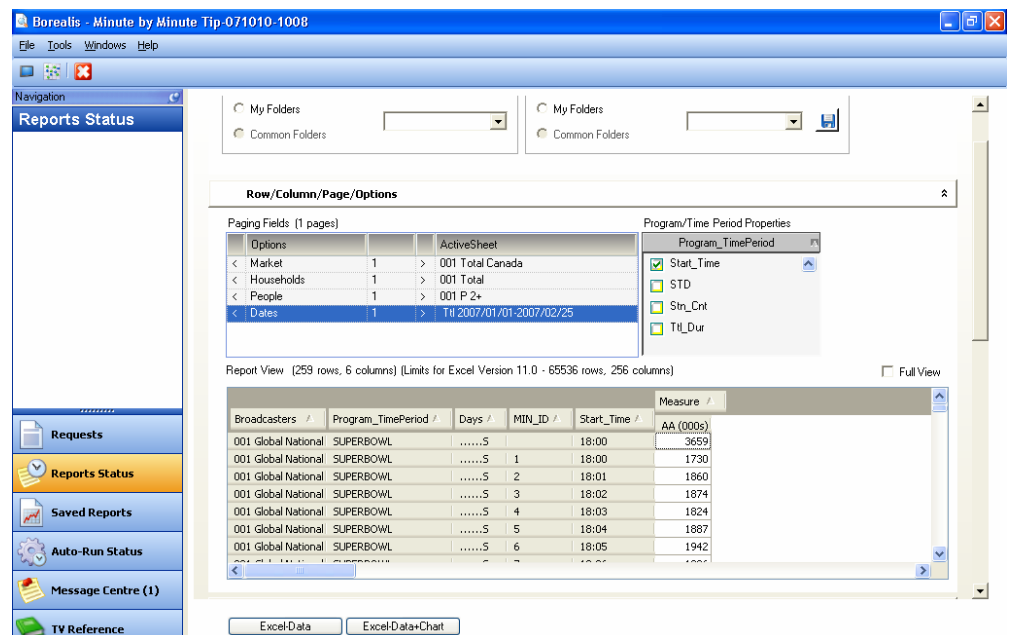
You will be prompted to save the report. Make sure you click on Email Notification so that Borealis can notify you as soon as the request has completed.

Download the Report

Click on **Reports Status** on the left of the screen.

Double click on the report name.

You can now set up the columns and rows in the table. Click the **Excel-Data** button to export the file to Excel.



Broadcasters	Program_TimePeriod	Days	MIN_ID	Start_Time	Measure
001 Global National	SUPERBOWLS		18:00	3659
001 Global National	SUPERBOWLS	1	18:00	1730
001 Global National	SUPERBOWLS	2	18:01	1860
001 Global National	SUPERBOWLS	3	18:02	1874
001 Global National	SUPERBOWLS	4	18:03	1824
001 Global National	SUPERBOWLS	5	18:04	1887
001 Global National	SUPERBOWLS	6	18:05	1942