

Find the top programs using Program Rank

A Top Program report can be used in the planning stage of media campaigns to provide a big-picture view of network time periods. It can also be used to reveal the most popular programs among particular demographics, and it is a good first step before moving on to other reports that can help fine-tune your plan.

The Top Program report can also be used as a promotional tool, showing where networks stack against competitors among key demographics.

Microsoft Excel - Relative Rank1-071220-1133.xls

Date Range: 2006/08/28 - 2006/12/17

Market: Total Canada
Households: Total
Dates: Ttl 2006/08/28-2006/12/17

Broadcasters	Program_TimePeriod	#_Tcsts	Start_Date	End_Date	Days	Start_Time	Norm_Dur	People		Measure	
								AA (000s)	Rank	AA (000s)	Rank
14 Showcase	CSI: CRIME SCENE INVS	64	8/28/2006	12/1 4/2006	MTWT...	23:01	60	65	1	45	58
15 Slice	PROJECT RUNWAY	15	9/4/2006	12/1 1/2006	M.....	22:00	60	60	2	15	219
16 HGTV	HOUSE HUNTERS	16	8/30/2006	12/1 3/2006	..W....	22:00	30	60	3	19	176
17 Space	BATTLESTAR GALACTICA	9	10/1 4/2006	12/1 6/2006S.	21:00	60	59	4	124	4
18 Discovery	CANADAS WORST DRIVER	8	10/16/2006	12/4/2006	M.....	22:00	60	59	5	86	13
19 Showcase	L-WORD III	12	9/28/2006	12/1 4/2006	..T....	22:00	62	58	6	49	49
20 HGTV	PROPERTY VIRGINS	9	10/4/2006	12/1 3/2006	..W....	21:00	30	56	7	17	194
21 TSN	NHL HOCKEY	28	10/4/2006	12/1 5/2006	..TWTF..	19:30	150	55	8	177	2
22 Country Music Television	REBA	16	9/2/2006	12/1 6/2006S.	21:30	30	54	9	26	139
23 HGTV	BUY ME	16	8/30/2006	12/1 3/2006	..W....	22:30	30	53	10	20	169
24 TSN	AUTO:NASCAR-NEXTEL	6	9/9/2006	11/1 9/2006SS	19:00	236	52	11	120	6
25 Showcase	RESCUE ME	16	8/29/2006	12/1 2/2006	T.....	22:00	61	52	12	80	16
26 Country Music Television	REBA	16	9/2/2006	12/1 6/2006S.	21:00	30	51	13	26	142
27 HGTV	HOLMES ON HOMES	16	9/3/2006	12/1 7/2006S.	22:00	60	51	14	50	48
28 Showcase	WEEDS	16	8/30/2006	12/1 3/2006	..W....	22:00	40	49	15	84	14
29 HGTV	LOCATION, LOCATION	14	8/30/2006	12/1 3/2006	..W....	21:30	30	46	16	12	281
30 Showcase	CSI MIAMI I	4	11/25/2006	12/1 6/2006S.	22:00	60	45	17	35	92
31 Discovery	MYTHBUSTERS MARATHON	5	12/3/2006	12/3/2006S	18:00	60	44	18	104	10
32 TSN	CFL FOOTBALL	19	9/1/2006	10/28/2006	...FSS	15:00	185	43	19	94	11
33 Discovery	MYTH BUSTERS	10	9/10/2006	12/1 7/2006S	22:00	60	42	20	111	7

Borealis uses a template to produce a rank report which can include relative rank. It is ranked in order from highest audience to the smallest audience.

The demo, markets, households and even the dates can be easily changed by going to the Report Status screen and right-clicking on the report. (This is explained in more detail on the back of this sheet.)

The Rank Report above examines the top programs on select specialty channels during the fall season. In this report, *CSI* on Showcase had the highest audience amongst females 18-49 with 65,000 viewers; this program only ranked 58 among men 18-49.

This top program report shows the differences in viewing preferences between male and female viewers.

Software Tips How to generate a top program report

Title

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

Dates

Using the Weeks tab, select the weeks. Click **Total** under Reporting Options to average audience across all weeks.

Markets

Identify the market(s) 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 broadcasters to include in your report. You can select broadcasters by going to the appropriate folder in the Standard tab, or quickly search for broadcasters using the Find tab.

To speed processing, select only broadcasts that may have programs in the top 100.

Programs

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

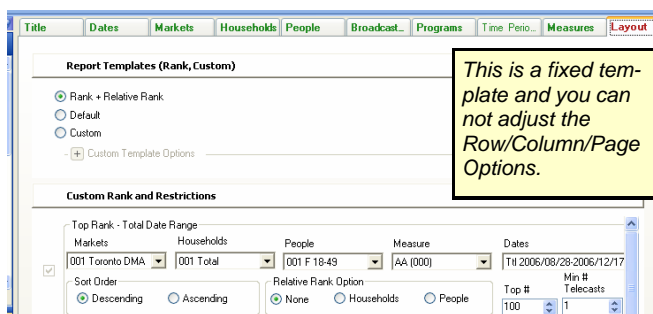
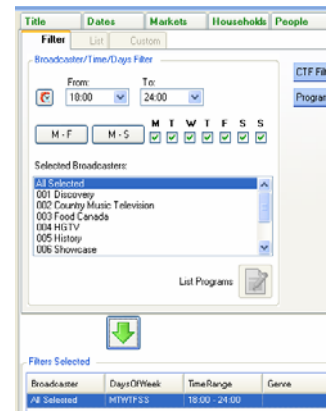
This example examines all programs on the selected networks Monday-Sunday 6pm to midnight.

Measures

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

Layout

Select Rank + Relative Rank as the report template. You can now set your criteria under the Custom Rank and Restrictions area.



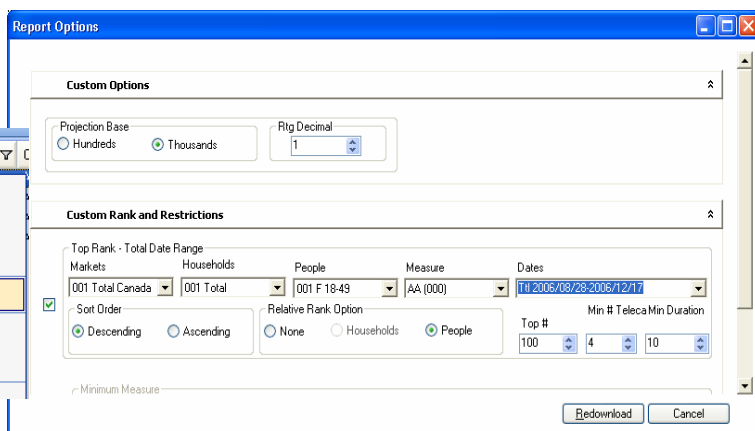
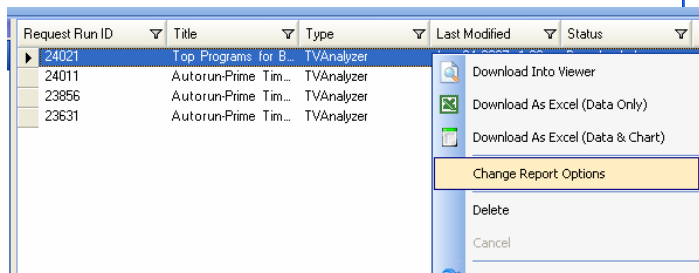
Submit

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

Go to the **Report Status** screen. Double click on your request to have it automatically downloaded into Excel.

Making Changes to the Rank Report

It is not necessary to re-run the report to adjust the rank criteria.



Right-click on your request on the **Report Status** screen and select **Change Report Options** from the menu. After selecting **Change Report Options**, click on **Custom Rank and Restrictions**.

Use the pull-down menus to select the market, homes, people, measures and/or dates. Limit the number of programs listed in your report by adjusting the **Top #**. Eliminate atypical programming from your ranking by adjusting the **Minimum Duration** qualifier and **Minimum # of Telecasts**.