

## Weekly Program Trend Report

Did you know that a program trend report could answer the following questions?

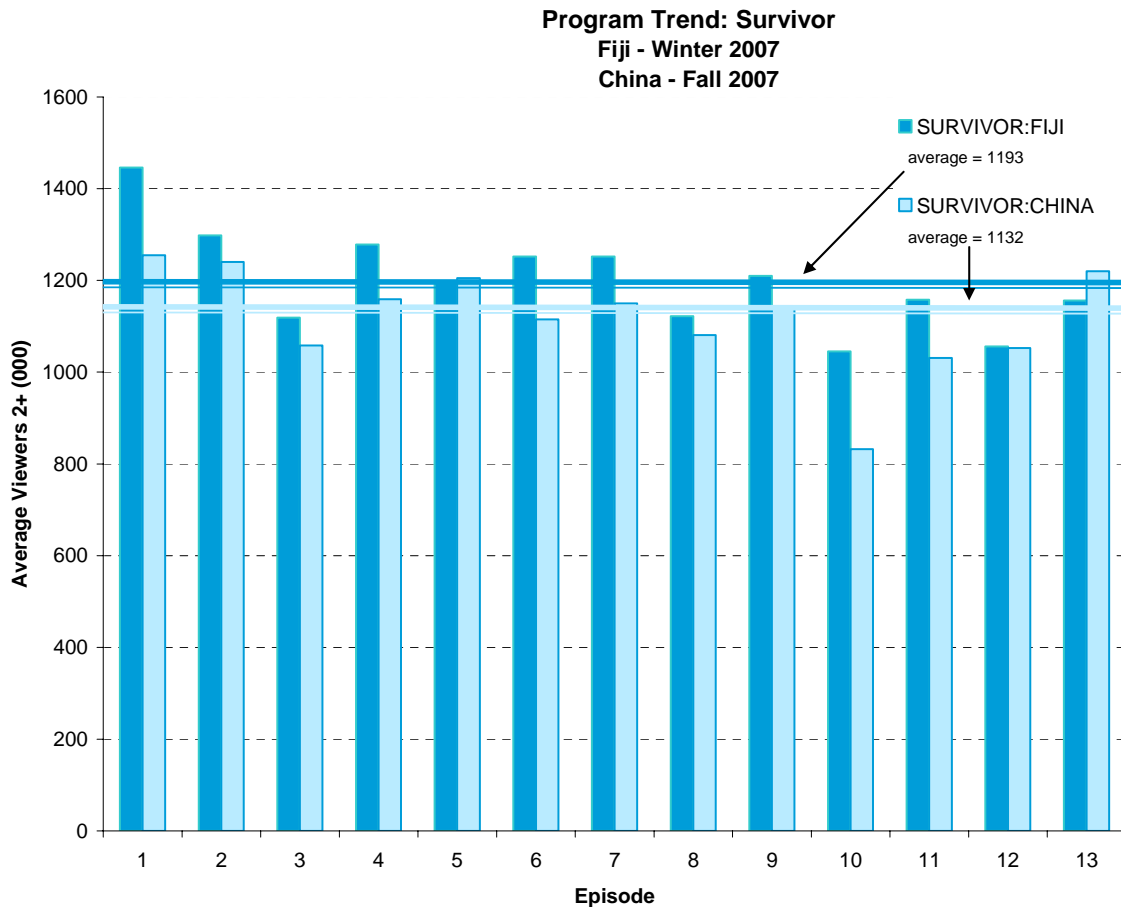
Is the program retaining its audience over multiple weeks?

How did the program perform this fall versus last fall? Is there a difference in viewing between the fall and spring seasons?

For a sports game; do the teams have an effect on audience levels?

Has a change in format for a news program resulted in a change in viewership?

Was the move from Tuesday night to Thursday night good for the program? What about a time slot change?



In the Survivor example, we can see that audiences for Survivor: Fiji were consistently higher than Survivor: China.

Audiences for both broadcasts started out strong, remained strong until the last few weeks and then

dropped off a bit. Episode 10 attracted the fewest viewers for both broadcasts.

As with many of the other Survivor broadcasts—the final episode attracted a large number of viewers.

# Software Tips

## How to generate a weekly trend report

On all tabs, use the green arrows to send criteria to the Selected box.



### Custom

On the Markets, Households, People and Broadcasters tabs you have the option of creating your own custom definitions. Hold down the CTRL key to combine selections, and use the lower green arrow to add to the custom folders.

If you know the name of the program try entering it in the program filter box prior to clicking on the List Program button. This will return the program list much quicker.

### 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 that the program aired. Click Individual Period to depict the audiences for each episode separately.

You can also select Total to see how the average audience across all weeks.

### Markets

Identify the market(s) you wish to analyze.

### 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.

### 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.

### Programs

Click on the List Program button.

List Programs



Highlight the program and add to the selected box.

Clicking the plus sign beside the program name will show all episodes within the weeks you have chosen.

### Measures

Select AA(000) or RTG (%) from the average audience folder.

### 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.

### Downloading the Report

Go to the Report Status screen when the report is complete. Double click on the report name to open it up in the Layout view.

The default template will be shown. Be sure to move People to a column if you have selected more than one demographic.

Please refer to the *Creating a Template* tip sheet for help with setting up your table.

Broadcaster	Program Name	N Days	N Time Range	Program C
Global National	SURVIVOR:CHINA	...T..S	20:00 - 21:00	4441549
Global National	SURVIVOR:CHINA/REUNI	.....S	22:00 - 23:00	4432121
Global National	SURVIVOR:COOK ISL.	...T..S	20:00 - 21:00	1235025
Global National	SURVIVOR:COOK/REUNIO	.....S	22:00 - 23:00	1279688
Global National	SURVIVOR:FIJI	..WT..S	20:00 - 21:00	1422015

Broadcaster	Program Name	Days	Time Range	Date	G
Global National	SURVIVOR:FIJI	...T...	20:00 - 21:00	02/08/2007	G
Global National	SURVIVOR:FIJI	...T...	20:00 - 21:00	02/15/2007	G
Global National	SURVIVOR:FIJI	...T...	20:00 - 21:00	02/22/2007	G