TV Research Booklook

1. BookLook Overview

The Spot TV BookLook program is a research tool for analyzing Nielsen Spot TV ratings data. This research can be done at any time during your workflow. All BookLook inquiries are displayed on the screen with an option to print a hard-copy.

1. To open Spot TV BookLook, type `booklook` in the Search box at the top of the navigation tree.
2. Select **Booklook** from the list. The BookLook request window opens.

2. BookLook Request

1. In the **Market** field, define the market in which you are pulling research data.
2. In the **Rating Service** field, enter or use the drop-down to select the type of data on which to base the report. Available data types include the following:

Rating Service		
Code	**Sort**	**Description**
N	1000	Nielsen Sweep (Live Plus)
E	1010	Nielsen Sweep (Live + Same day)
M	1100	Nielsen Sweep (Live Only)
3	1150	Nielsen Sweep (LIve+3)
H	1200	Nielsen Hispanic (Live Plus)
T	1210	Nielsen_Hisp_Sweep_(Live_+_Same_Day)
J	1300	Nielsen Hispanic (Live Only)
B	1400	Nielsen Black (Live Plus)

3. In the **Entry Format** field, define the format you want to use to pull research data:

- **Program/Daypart** – To compare each station's performance in a market. The report displays rating/impression data for up to six books across multiple stations and day/time periods. Station/demo data appear as columns and day/time information is listed as rows.

- **Trend -** To analyze rating trends across multiple sweeps periods. This report provides historical rating information across multiple books, stations, and day/time periods. Nielsen books are displayed as columns and day/time information is listed as rows.

- **Ranker** - Ranks the stations in a market against multiple demos across multiple day/time periods within a single sweeps period.

- **List Books -** provides a listing of all Nielsen books available within the OX system.

- **Quick Look** – To determine TV ratings and program information for an exact day/time combination without having to complete all the required fields.

4. (Optional) In the **Client** field, enter a client if using NSI Markets, which applies to spill stations set up for specific clients.

Options

In the **Options** part of this screen, you can select options to specify the data you want to include. These options apply to all of the reports covered in this course.

- In the **Parent & Satellite option** field choose whether to include Nielsen Parent and Satellite stations (**Par/Sat**) or to exclude them and report on Parent Alone (**Part alone**). Leave it at the default to include them here.
- There are 2 options for **Viewing** and **Universe Info Cable/Bcast** fields to display the data: **Hardwired** to only use cable homes as a base or **DMA** to use the entire market. We will leave them all to default.
- Check the **Use Market Adjustment Tables** box to apply ethnic adjustment factors in markets that do not separately measure Hispanic or Black viewers. This field may not be in use at your agency.
- Select **Hispanic** or **Black** in the **Audience** field.
- In the **Cable MSO/Interconnects** field, select **Yes** to include the Interconnects, **No** to exclude them, or **Select** to specify individual systems.
- Select the preferred Nielsen currency to use in the **For Fusion LPM Markets** field dropdown.
- In the **Show two decimal ratings** field, choose **Yes** from the drop-down if you want more decimal precision.
- **Show for List: Hut/Put Impact Data**: This field is only applicable when using the **Entry Format** of **List Books**
  Entry Format: List Books
  . Setting this option to **YES** will force the system to listing only Hut/Put Impact books. Setting this option to **NO** will exclude HUT/PUT Impact books from the listed books.
- **Hybrid Measurement Data?**: This field is only applicable when using the **Entry Format** of **List Books**
  Entry Format: List Books
  . Setting this option to **YES** will force the system to list only books when Hybrid Measurement was in use. Setting this option to **NO** will exclude Hybrid Measurement books from the resulting list.
- If **Use AIUE file to set source of viewing estimates for NCC adjustment?** is set **Y**, the value for **Viewing info – Cable** will be taken from NCC carriage AIUE file and might override specified value in a box.
- If **Use latest NCC files when projecting NCC adjustment for Cable buys?** is set to **Y**, the values to calculate NCC adjustment factor will be taken not from requested book, but from the latest available.

Click **Next** to advance to the request screen where program, station, and demo information is defined.

3. Program/Daypart

The Program/Daypart report shows the programs on each station for the specified dayparts. To request the Program/Daypart format, enter the following:
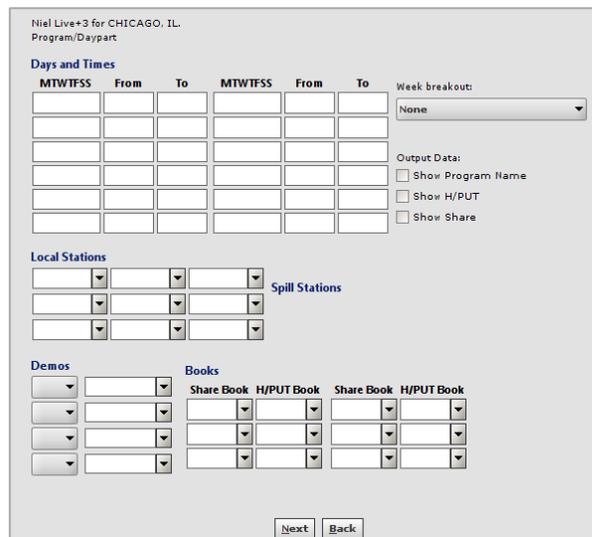
1. In the **Days and Times** field, enter up to 12 time periods to measure on the report.

2. (Optional) In the **Weekend Breakout field**, use the drop-down to select **None** to show the average rating based on multiple weeks, **Show Each Week** to display each week individually, or **Adjust Using HH Rating** to exclude any specials that may skew ratings.

3. (Optional) In the **Output Data** field, check the box to include **Program Name**, **H/PUT**, and **Share** data on the report.

4. (Optional) In the **Local/Spill** Stations field, enter or select up to nine local and spill stations to include on the report or leave these fields blank to include all stations within the market.

5. In the **Demos** field, select **Ratings** or **Impressions** as the type of data to display and enter up to four demographic groups to include on the report.

6. In the **Books** field, enter or select up to six books in the **Share** and **H/PUT Books** field to include on the report.

7. Click **Next** to generate results.

Niel Live+3 for CHICAGO, IL.
Program/Daypart

Share Book	H/PUT Book	WCHU WM35+ RTG	WMAQ WM35+ RTG	WFLD WM35+ RTG	WCPX WM35+ RTG	WWME WM35+ RTG
						M-F 6-9A
APR11	Dem:		1.5	.73	.03	.27
	Pgm:	Prog. N	NBC5 N-	GD DY C	SHEPHER	BEV HLL
						M-F 9A-3P
APR11	Dem:	.11	1.2	.51	.03	.56
	Pgm:	Prog. N	TODAY S	GD DY C	VARIOUS	PERRY M
						M-F 5-8P
APR11	Dem:	.25	2.5	2.3	.89	.33
	Pgm:	Prog. N	NBC5 NW	SIMPSON	WITH-M-	HOGANS
						M-F 8-10P
APR11	Dem:	.18	3.5	2.8	1.3	.17
	Pgm:	Prog. N	VARIOUS	VARIOUS	CRIMINA	BOB NEW
						M-SU 10P-1A
APR11	Dem:	.03	1.9	.37	.97	.39
	Pgm:	Avg7	Avg7	Avg7	Avg7	Avg7
						M-F 3-5P
APR11	Dem:	.06	1.4	.87	.24	.53
	Pgm:	Prog. N	ELLEN	DR. OZ	GHOST-M	RAWHIDE

8. Click **Exit** to return to Program/Daypart request window.

4. Trend

The Trend report shows how a station or program's ratings are changing over the requested period of time. To request the Trend format, enter the following:

Niel Live+3 for CHICAGO, IL.
Trend

Days and Times

MTWTFSS	From	To	MTWTFSS	From	To

Output Data:
☐ Show Program Name
☐ Show H/PUT
☐ Show Share

Local Stations

Spill Stations

Demo

Books

1. In the **Days and Times** field, enter up to 12 time periods to measure on the report.
2. In the **Output Data** field, check the box to **Show Program Name**, **Show H/PUT**, and /or **Show Share** data on the report.
3. (Optional) In the **Local Stations/Spill Stations** field, enter or select up to nine local and spill stations to include on the report or leave these fields blank to include all stations within the market.
4. In the **Demos** field, select **Ratings** or **Impressions** as the type of data to display and enter the demographic group to include on the report.
5. In the **Books** field, enter or select up to six books to include on the report.
6. Click **Next** to generate results.

Nielsen Sweep for CHICAGO, IL.
Trend

Demo:		RAD1849		
Books		JAN/11	MAR/11	APR/11
				M-F 6-9A
WBBM	Demo	.27	.25	.14
	Pgm:	CBS2 AT	CBS2 AT	CBS2 AT
WCIU	Demo	.21	.22	.15
	Pgm:	U&ME-MO	U&ME-MO	U&ME-MO
WCPX	Demo		.01	.02
	Pgm:	SHEPHER	SHEPHER	SHEPHER
WFLD	Demo	.82	.63	.68
	Pgm:	GD DY C	GD DY C	GD DY C
WGN	Demo	1.8	1.8	1.7
	Pgm:	WGN NEW	WGN NEW	WGN NEW
WLS	Demo	1.2	1.1	1.2
	Pgm:	ABC7 NW	ABC7 NW	ABC7 NW
WMAQ	Demo	.83	.79	.91
	Pgm:	NBC5 N-	NBC5 N-	NBC5 N-
WPWR	Demo	.03	.04	.02
	Pgm:	PAID PR	PAID PR	PAID PR
WWME	Demo	.04	.04	.04
	Pgm:	BEV HLL	BEV HLL	BEV HLL
				M-F 9A-3P
WBBM	Demo	.51	.43	.41
	Pgm:	LETS-DE	LETS-DE	LETS-DE
WCIU	Demo	.44	.39	.44
	Pgm:	JUDGE K	JUDGE K	JUDGE K
WCPX	Demo	.04	.01	.01
	Pgm:	PAID PR	AVG. AL	VARIOUS
WFLD	Demo	.37	.22	.22
	Pgm:	GD DY C	GD DY C	GD DY C
WGN	Demo	.94	.74	.77

7. Click **Exit** to return to Trend request window.

5. Ranker

The Ranker shows which programs have the highest ratings. To request the Ranker format, enter the following:

Niel Live+3 for CHICAGO, IL.
Ranker

Demos

AD18+				

Book

MAR11

Days and Times

MTWTFSS	From	To	Days	From	To
XXXXX	6A	9A	XXXXX	9A	3P
XXXXX	3P	5P	XXXXX	5P	8P
XXXXX	8P	10P	XXXXX	10P	1A

Local Stations

WBBM	WGN	WLS	WMAQ	

Leave the stations blank to include all stations in the market.

Options

Include Cable? Yes

Minimum Rating to Qualify: .00   ☐ Adjust demos based on Weekly HH Rating
Maximum programs to display: (blank = all)   ☐ Breakout individual days for M-F shows
Minimum air-weeks for inclusion: include all

1. In the **Demos** field, enter up to four demographic groups to include on the report.
2. In the **Book** field, enter the Nielsen book on which to base the report.
3. In the **Days and Times** field, enter up to 12 time periods to measure on the report.
4. In the **Local Stations** field, enter or select up to nine stations to include on the report or leave these fields blank to include all stations within the market.
5. (Optional) In **Include Cable**, select `Yes` to include, `No` to exclude, or `Only` to only include cable on the ranker.

6. (Optional) In **Minimum Rating to Qualify**, enter a rating that a program or time period must achieve in order to be included on the report.

7. (Optional) In **Adjust Demos based on Weekly HH Rating**, check the box to alter ratings based on an average HH rating. This is used to normalize special programming ratings, which may skew higher based on higher viewing levels.

8. (Optional) In **Maximum Programs to Display**, enter number to set the limit of programs returned on the report, such as top 10, top 25, or top 50 programs.

9. (Optional) In **Breakout Individual Days for M-F Shows**, check the box to view daily ratings for programs that air throughout the week, such as news or talk shows.

10. (Optional) In **Minimum Air-Weeks for Inclusion**, enter a number to set the lowest number of times a program must air to be included on the report. This helps to exclude specials and other programs that would skew the ranker.

11. Click **Next** to generate results.

12. Click **Exit** to return to Ranker request window.

# 6. Saving, Recalling and Exporting Requests

Save and Recall Requests
After your Program/Daypart, Trend or Ranker request screen has been completed, you can save the request by clicking on the **Save** button. To retrieve a saved request, use the **Recall** function.
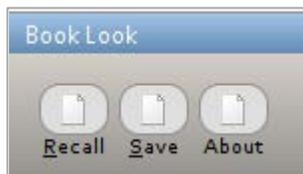
Export Booklook Inquiries
All Booklook inquires can be exported to Excel after the request is generated. To export a request, right-click in the results grid.
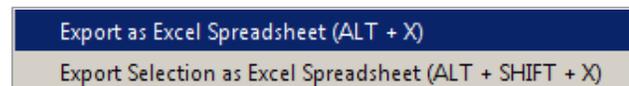
7. List Books

List Books provides a listing of all Nielsen books available in the system for the market selected. To list books:

1. Select **List Books** in the **Entry Format** field.

2. Click **Next.** A list of all books on file appears.

3. Click **Next** to return to BookLook request window.

8. Quick Look

Quick Look allows you to view ratings and program information without having to complete all the required fields. To request a Quick Look:
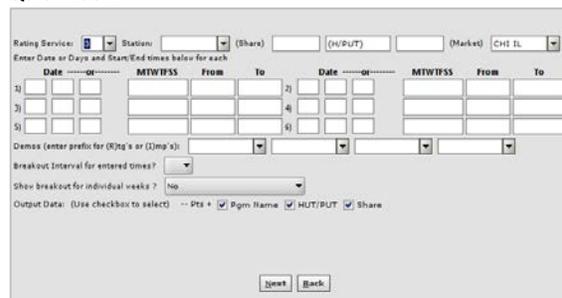
1. In **Rating Service,** enter or use the drop-down to select the type of data on which to base the report.

2. In **Station**, enter or use the drop-down to select a station on which to base the report.

3. In **Share**, enter a share book on which to base the report. This field is required when day information is entered on the Request screen. This field will be ignored if a specific date is entered.

4. Leave the **Market** field plank to auto-populate based on the station. This field must be manually completed for when working with cable and spill stations.

5. In the **Date or MTWTFSS** field, enter or use the drop-down to enter a specific date to include within the report or select specific days to include. A combination of up to six date/day options may be included in a single report.

6. In the **Demo** field, enter R for Ratings or I for Impressions as the type of data to display and enter up to four demo categories to include on the report.

7. (Optional) In **Breakout Interval for Entered Time**, enter or use the drop-down to specify the manner in which to break out time period data. 15, 30, and 60 minute increments are available. This field is not applicable if an exact time is entered.

8. (Optional) In the **Show Breakout for Individual Weeks** field, enter or use the drop-down to select how to break out weekly data: `Adjust Using Weekly HH Ratings`, `Yes`, or `No`. This field is not applicable if an exact date is entered.

9. In **Output Data**, select the information to include in reports: Program Name, HUT/PUT, and Share.

10. Click **Next** to generate results. The QuickLook results window opens.

Share	H/PUT		WBBM
			AD1849
Book	Book		RTG
			M-F 6-9A
FEB11		Dem:	.19
		Shr:	1.8
		H/P:	10.8
		Pgm:	CBS2 AT
			(avg3)
			M-F 9A-3P
FEB11		Dem:	.42
		Shr:	3.3
		H/P:	13.0
		Pgm:	LETS-DE
			M-F 3-6P
FEB11		Dem:	.63
		Shr:	3.7
		H/P:	17.0
		Pgm:	DR. PHI
			(avg3)
			M-F 6-8P
FEB11		Dem:	1.6
		Shr:	5.4
		H/P:	28.9
		Pgm:	CBS2 AT
			(avg3)
			M-F 8-10P

11. Click **Exit** to return to QuickLook request window.