Research 101

ReportBuilder:

1. Go-to report for quick, "down and dirty" ratings research.

2. How did my 5pm news perform compared to other stations in the market last book?

3. What overnight number is that Prime show pulling now that it's moved to a new time slot?

4. Remember – Google is your friend! What did the Super Bowl pull last Feb in A25-54? Google "Super Bowl 2017" to get the exact date it ran and plug that date and time into the **Quick Num**.

5. Another handy tool of R**eportBuilder – Audience Comp**! Does your buyer want to know what percentage of HH's watch your Daytime programming? Pull a **Time Period Block** average for Daytime, right-click and select **Audience Comp**. Select the needed demos and pull a graph showing ratings and/or percentage of demos chosen.

6. Excellent for breaking out weekly **PAV**'s! You can also pull programming (i.e. strip programs) for All Days and get: 1) a M-F Average, 2) Each Individual Day's rating and 3) Individual Days 4-week average for the chosen book.

7. Fast way to pull quarter hour time period numbers (other than pulling an overnight daily grid).

8. Average groups of programs quickly with tag and average programs option.

TrendBuilder:

1. See Trends easily across programming with the ease of adding programming using the **Quick Num**.

2. News Directors love this report and the **Trending** report. Easily view the trends in your newscasts across books and/or overnights.

3. Easy to use! Add programs on-the-fly and show multiple programs easily.

4. Great way to easily view multiple demos across multiple books.

5. Can be viewed as other reports (**Avail, Planner, Trender, Ranker, Book Comparison**).

6. Not useful for viewing exactly what aired each week in a book (use **ReportBuilder** to pull/view weekly **PAV**'s).

7. Clear, concise printouts available in PDF or Excel format.

Tip: When setting up the report, programming information is pulled by the first book chosen.

ComparaTrend:

1. #1 choice for **Book Breakout** reports!

2. Great report for comparing multiple books across multiple stations.

3. Easy to read PDF print out that gives you an easy to discuss, clear picture of your station – and competitors.

4. Shows up and down percentages for ratings and shares, book to book and year to year.

5. Excel exports:

   a. **ComparaTrend** – easy to read, but EACH program exports to a different tab.

   b. **Trend Breakout** – great way to compare ratings between programs and stations, but book to book percentage differences do not export.

   c. **Demo Comparison** – fast way to look at ratings changes from book to book for each program. Also provides a year to year percentage change – but only useful with 1 year to year comparison (i.e.: May16-May17).

Ranker:

1. Your buyer is asking for a report ranking your station as compared to others in your market by **Daypart**? Pull a **Ranker**! Then, group by **Daypart**. VERY easy to read and export out to a file to send to your buyer.

2. Basic understanding of time blocks allows you to rank anything you want.

3. Useful in comparing PRIME programs or sports programs to see a list of programs ranked. Can also condense that list to show only Top 10/Top 50/Top 100.

4. Did I mention easy to read? Also, can be viewed as other reports (take a campaign and turn it into a **Ranker,** and vice versa).

5. With the grouping functionality, easily break a large report into smaller chunks to show that you are top in every time period (i.e. - D**aypart Ranker**. But can be grouped by anything!).

Trending:

1. Use this to create a report comparing multiple dayparts/programs over time and across surveys, and with multiple demos.

2. Great report to use when needing to see current programming AND historical programming!

3. Some find this report useful for **Book Breakouts**.

4. Can be viewed as other reports (**Avail**, **Planner**, **TrendBuilder**, **Ranker**, **Book Comparison**)

5. Exports:

   a. **PDF**

      Standard Trend Report shows the percent change from book to book, but it cannot show more than one demo across a page. This is the only export to show historical program names, if chosen.

      Multi-Demo Trend Report shows numbers changes from book to book with multiple demos across a page, but it does not show percent changes.

      Multi-Demo Standard Report shows numbers changes from book to book with multiple demos across a page and percent changes.

   b. **Excel**

      Single Demo Export shows the percent change from book to book, but it does not show more than one demo in the export.

      Multi-Demo Export shows numbers changes from book to book with percent changes and multiple demos on separate tabs. This is the only export to show historical program names, if chosen.

      Multi-Demo Special shows numbers changes from book to book with multiple demos across a page, but it does not show percent changes.

Book Comparison:

1. Great report to use to compare performance from book to book (year to year). But can ONLY compare two books at a time.

2. Can compare multiple demos and stations.

3. Easy to read exports (PDF and Excel) that are a great "quick view" for a multi-demo and/or multi-station comparison between 2 books. Also includes percent difference between books for each program/demo.

4. Quick and straight forward.

5. This is a good book breakout report for comparisons of multi-demos/stations. Green you're up, red you're down!

6. Want to compare your Prime from year to year? See what aired in May last year compared to May this year? Good report to pull this easily – with proper time blocks/load options!

7. Can be viewed as other reports (**Avail**, **Planner**, **TrendBuilder**, **Ranker**, **Trending**).

Market Statistics:

1. Ever wonder how many HH in your DMA? W25-54? What percentage of the DMA is the cable universe in your market? Cable HH? This is where you get that information.

TV Comparison:

1. Want just a quick "snapshot" of what a specific book aired and the program ratings? Use this report!

2. This report shows one book, multiple demos. Pull by **Time Blocks**, **PAV** or **Time Period**. Good for Early Morning, Daytime, Fringe, Access (not good for Prime).

3. Can only be used with one book at a time.

4. Neat export – shows as a **Program Grid** with stations and demos across the top and days and times down the side.

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