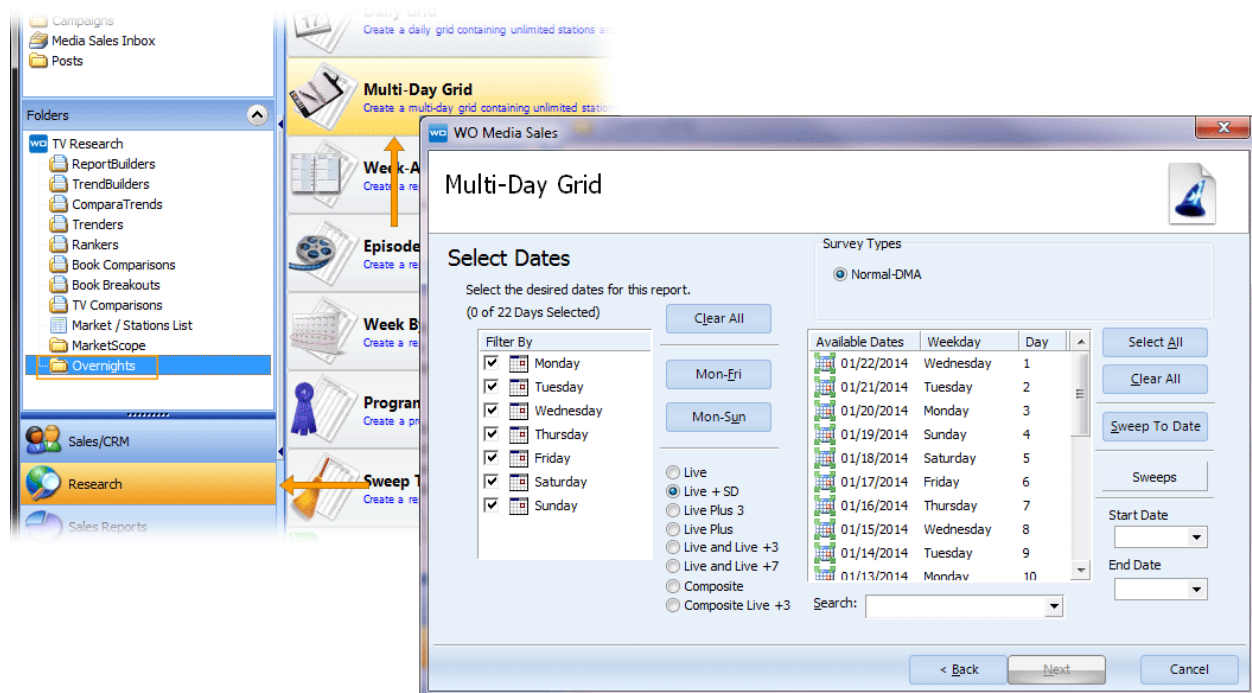


Multi-Day Grid

Open *WO Media Sales* and click on the **Research** bar at the bottom left of the navigation pane. Your selections under “Folders” will change. Select **Overnights**, and you’ll see the bars for **Overnight Modules**.

Select **Multi-Day Grid**.



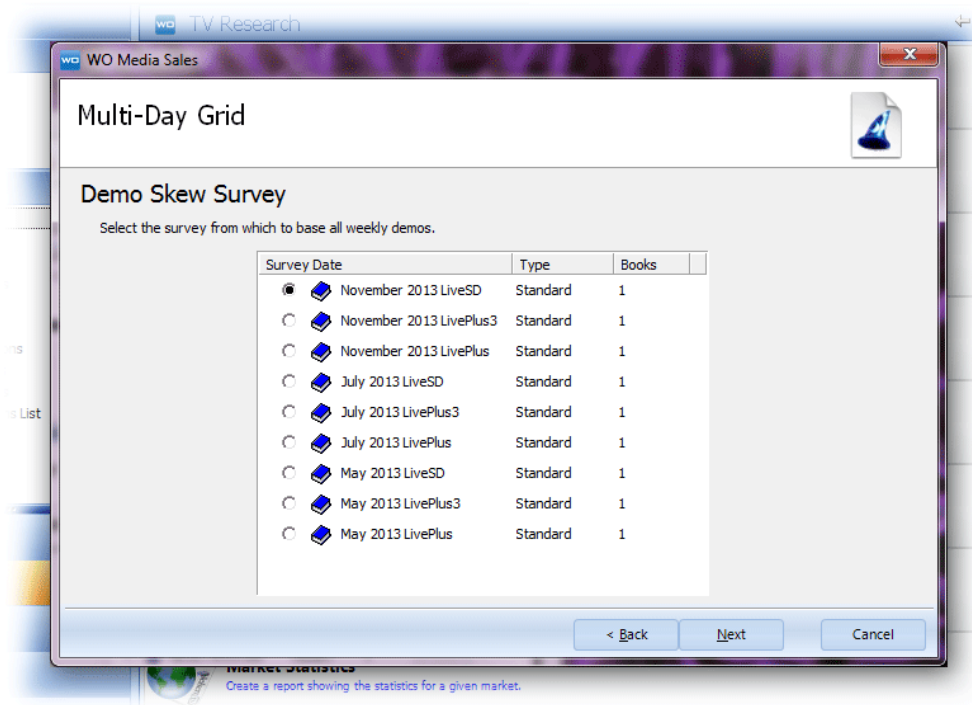
You’ll see the Select Dates dialog. Begin by selecting only the days you need from the first column. Next, choose from the possible data streams.

You have several ways to select your dates:

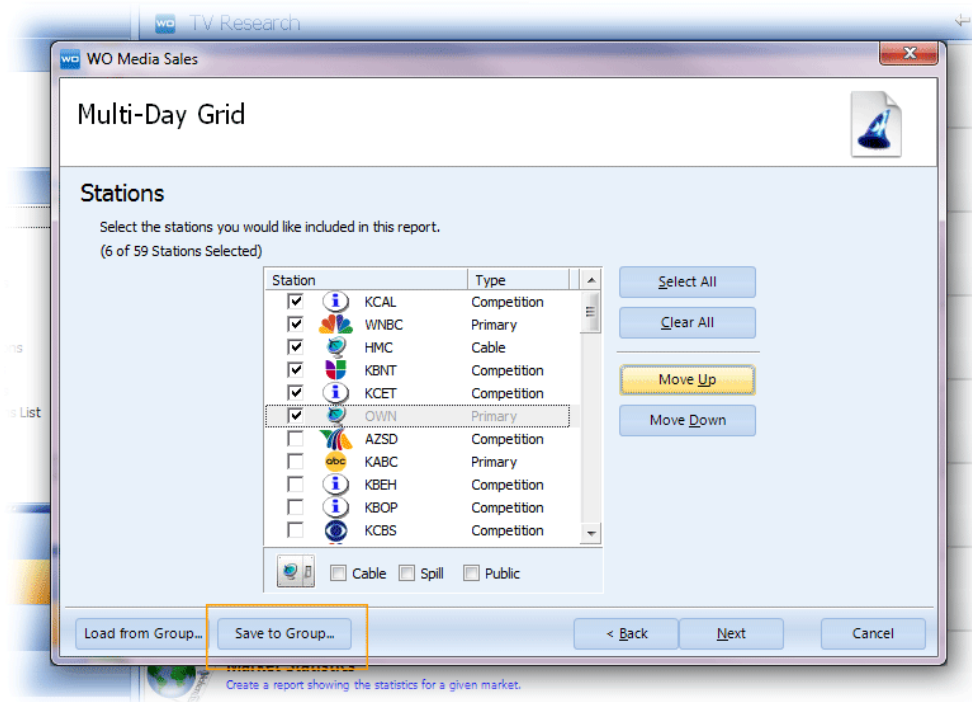
- One day, or a contiguous number of days can be selected from the list; just click and drag. You can also use your shift or control key to help choose specific days.
- Type the Start and End dates, or use the drop-down calendars.
- Click the **Sweeps** button, and you’ll get a menu of all the Nielsen months available at your station.
- The **Sweep To Date** button gives you all overnights in the current Nielsen month.
- And, you can search for a date by typing it in the search bar below the list of days.

When you have the dates you need, click **Next**.

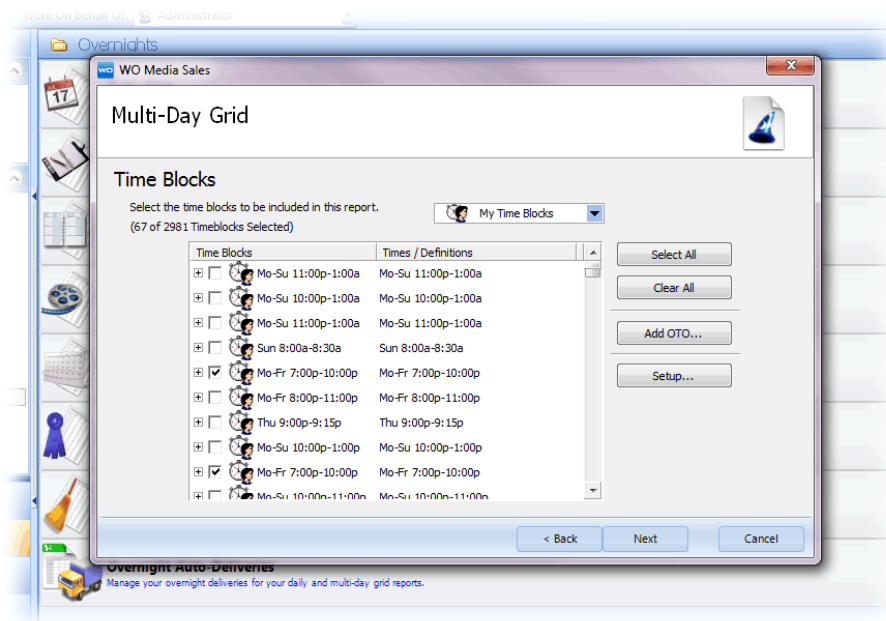
If you aren't in an LPM market, you'll need to choose a Demo Skew Survey.



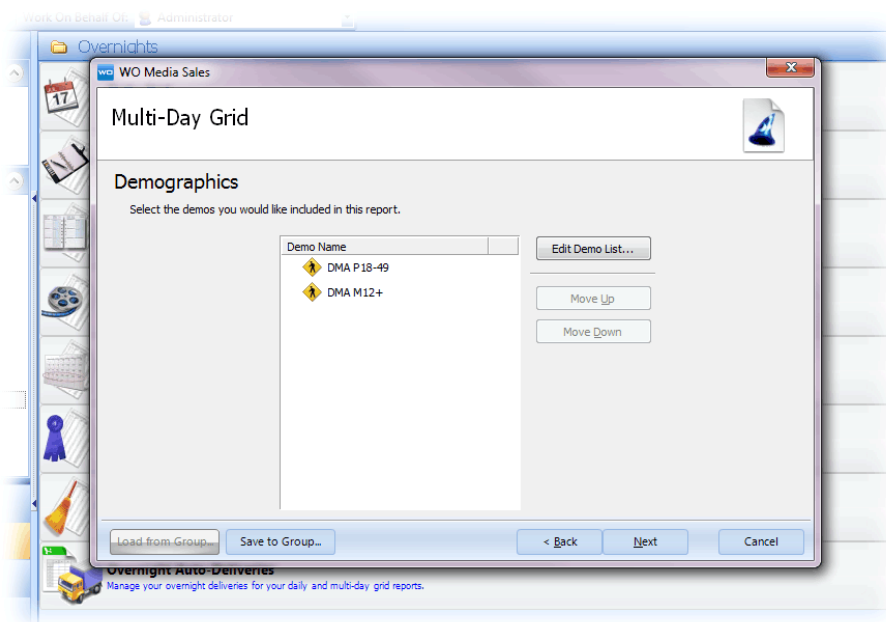
Click **Next** again, and you'll see the Stations dialog. Tag a station to select it. You can also click on the station's call letters and move it up or down to get the order you want in your report. Notice that you can save stations to a group to reload for the next report.



You can add Time Blocks, but these are unlike the time blocks in other parts of *WO Media Sales*. They appear as Time Period averages at the end of your report. The body of Multi-Day Grid is sign on-sign off unless you edit the time once inside the report.



Click **Next** and you can select the demos you want or edit the Demo list.



When you are satisfied with your selections, click **Next** one more time.

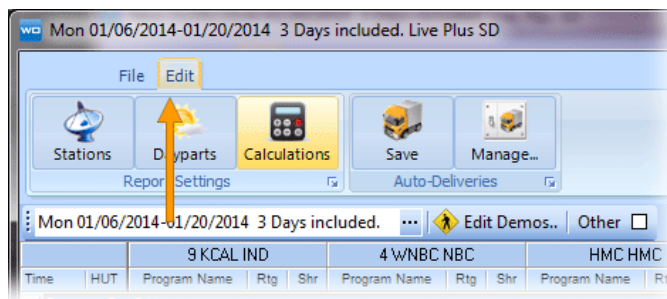
Give your report a **Title** and add your name as **Author**.

Click **Finished** and you'll see the report:

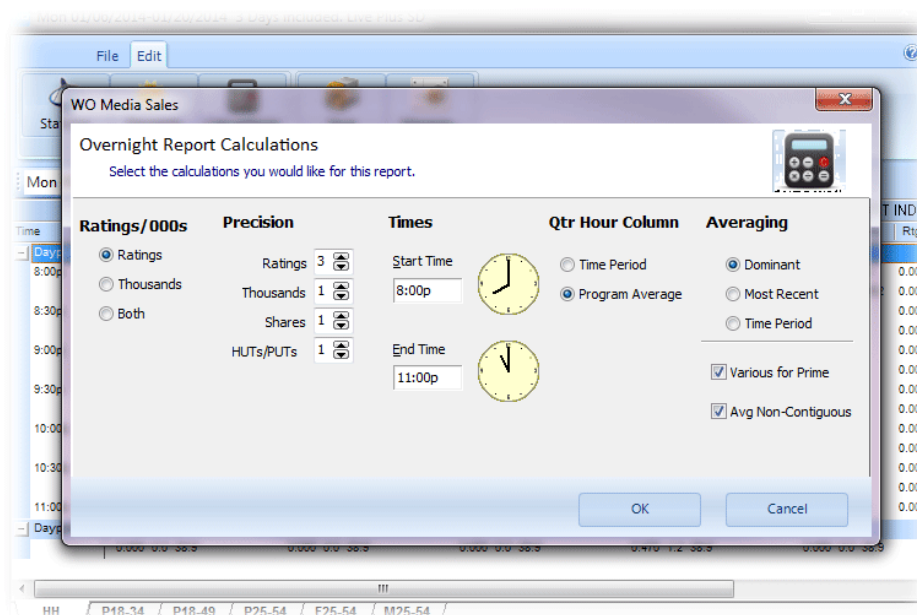
- Notice that demos are displayed as tabs at the bottom- toggle among them to view.
- Click the three dots (ellipses- ...) button beside the days you've chosen, and you can change your choice of days entirely. Notice also that you can see the number of days included.
- Time and Time period HUTs are in the first two columns- numbers are displayed for each quarter hour.
- Under the program title you'll see PAV for the entire program: rating, share, HUT and thousands if you are displaying thousands.
- Then, after the title column, you'll see the columns for Rating, Share, and Thousands (if you're showing thousands) for each quarter hour.
- Add or change Demos using the **Edit Demos** button.

Time	HUT	Program Name	Rtg	Shr	Thousands
6:30a	9.1	3.8 39.3 9.7 #19	3.5	38.4	1.7 17.1 9.7 #19
7:00a	12.6	12.1 3.0 24.9 11.9 #19	3.6	28.7	1.4 11.9 #19
7:30a	11.7	11.7	3.4	27.8	2.1 17.2 CBS THS MRNG-2
8:00a	11.9	11.9	2.8	23.2	1.5 12.4
8:30a	11.7	11.7	2.4	20.8	1.4 11.8
9:00a	11.8	11.8	2.3	19.1	1.2 10.5
9:30a	10.4	10.4	2.1	19.0	0.8 7.9
10:00a	10.5	10.5	2.0	18.2	0.8 7.5
10:30a	10.0	10.0	1.3	13.2	0.4 4.2 10.4 #20

There are many ways to vary this information. Click the **Edit** tab at the top of the screen, then the **Calculations** button:



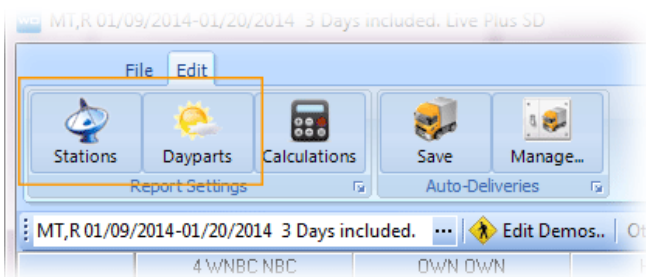
You'll see the Overnight Report Calculations dialog.



In this dialog you can change the display of **Ratings/000s**. Under **Precision**, change the decimal places displayed. You can change the start and end times under **Times** and choose to show either **Time Period** or **PAV** under **Qtr Hour**.

Look at the choices under **Averaging**. If various programming ran in the time period over the days or weeks you've selected, you can choose to display the **Dominant** program (the program which ran most often), the **Most Recent** program(s), or choose **Time Period**, which will show a straight average of that quarter hour regardless of the title. Check **Various for Prime** programming, **Average Non-Contiguous** programming or both.

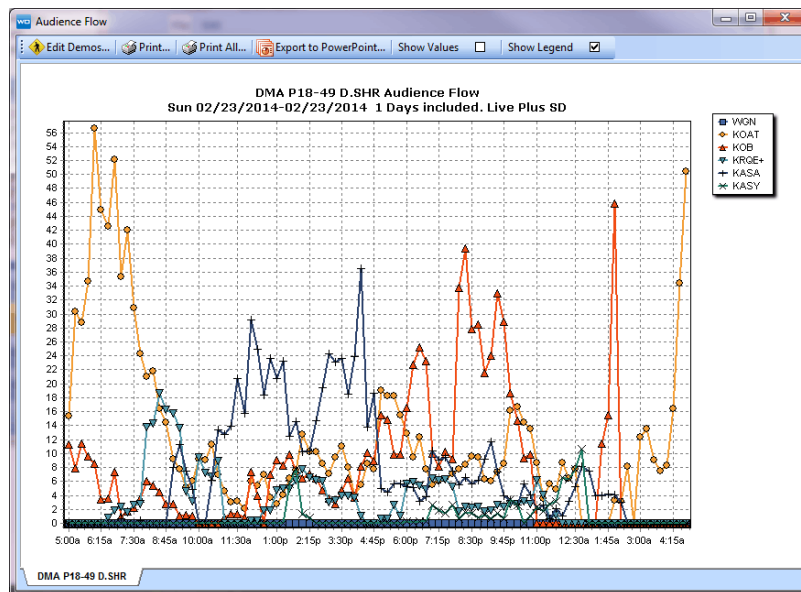
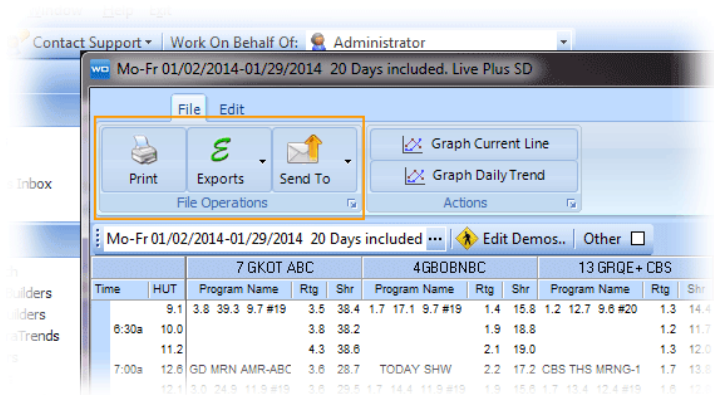
Click **OK** to apply any changes.



Still in the **Edit** tab, Report Settings, you can also change the **Stations** you're pulling, and add or change any **Daypart** averages.

To finish up, select the **File** tab. Choose **Print** for a copy of the report. The **Send To** button offers the ability to email the report in Excel, HTML, or Text format.

Drop down the menu under **Exports** to export as an Excel, HTML, XML or Text file. You can even create an Audience Flow chart.



Please call or email with any questions or concerns.

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