



KSA eTAM FAQs

General eTAM FAQs

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GENERAL eTAM FAQs

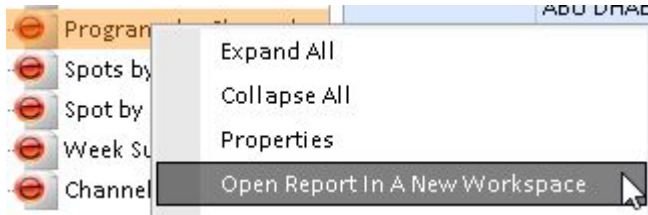
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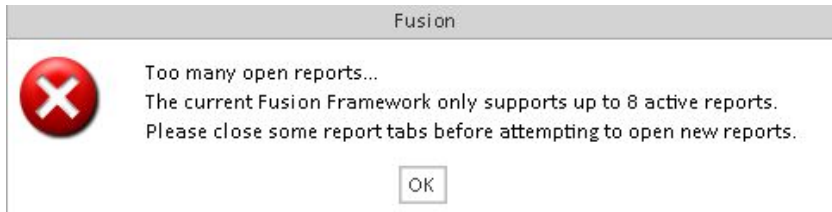
Can a user work on 2 reports simultaneously?

Yes, a user may create 2+ reports simultaneously.

To add additional report tabs within eTAM, click on the report → right click → Open Report in A New Workspace



You may add up to eight report tabs in eTAM which will appear as separate tabs at the bottom of your screen. Once the maximum number of reports have been opened, the following message will appear:

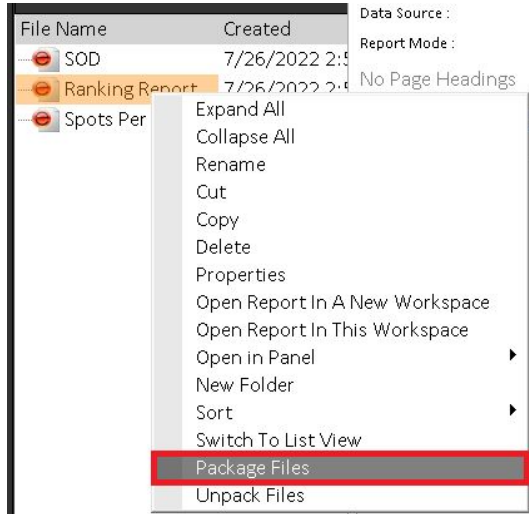


Also, a user may have more than one instance of Fusion/eTAM open

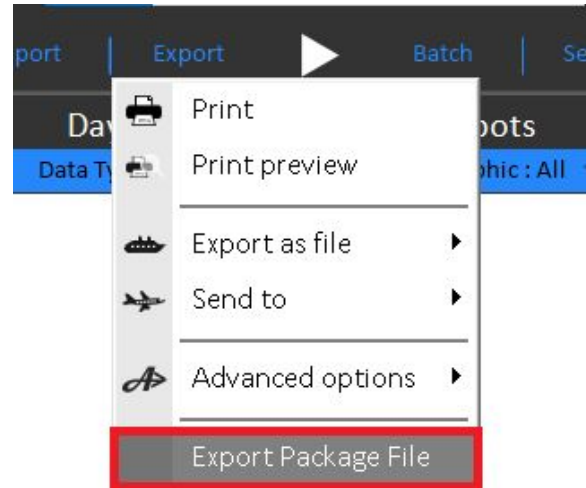
In a team, who can export reports?

All users are able to export eTAM reports, this is called a Package file. User files can be 'packaged' to export in one of two ways:

1. Right click on the file in the User directory and click on Package file



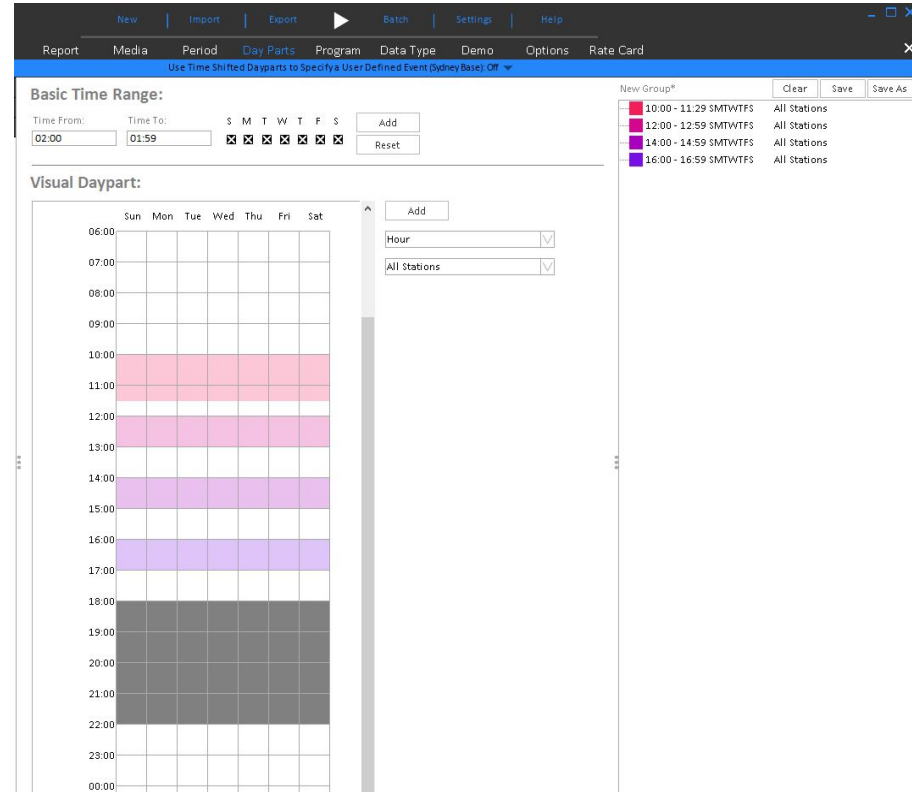
2. While the file is open, click on Export (on the main menu bar), Export Package file



What's the difference between the grey and red areas in day parts?

When you highlight dayparts within the Visual Daypart grid, but have not yet added them to your selection they will appear grey

As soon as highlighted dayparts are added to the selection, they appear red.
Each new selection will show as a slightly different colour in the grid.



What are the red/blue/black dates in the “period” filter?

Red dates are not yet available.

Black dates are consolidated.

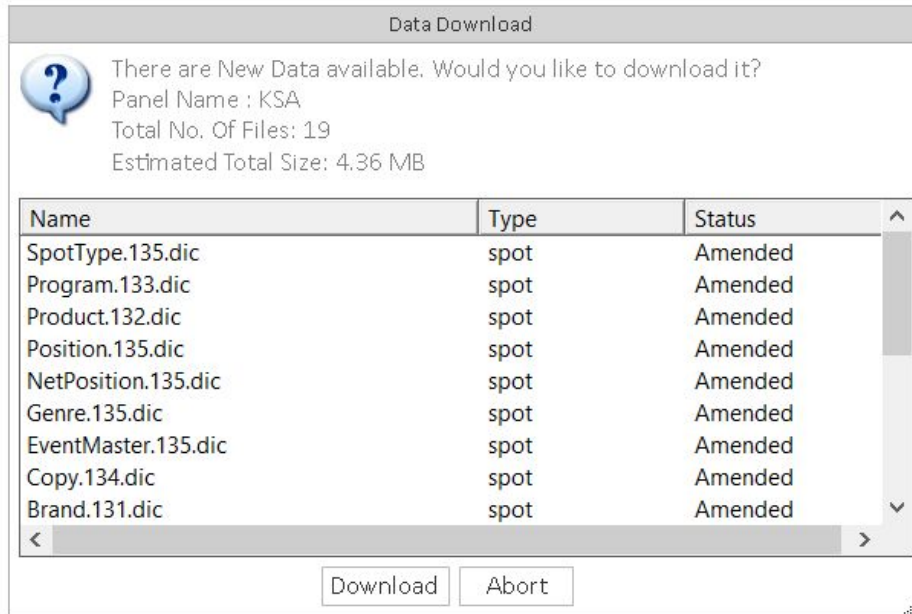
Blue dates* indicate that the available Overnight data is partial; audience is up to a day behind, while Programs and Spots are a couple of days behind.

			26	19	20	21	22	23	24	25
			27	26	27	28	29	30	01	02
			28	03	04	05	06	07	08	09
			29	10	11	12	13	14	15	16
			30	17	18	19	20	21	22	23

Available Data	
Type	Last Available Date
Programs	15/07/2022
Audience	17/07/2022
Spot	15/07/2022

When and how does the data get updated?

For each update there will be a message sent to each user through the eTAM software, a pop up that asks for the eTAM software to proceed and download the latest available data.



What's the difference between the timeshift viewing options?

Live+7	Viewing within 7 days after airing time
Live + VOSDAL	Viewing live broadcast + Viewing on the same day as live
Live	Viewing live broadcast
Time Shift	Viewing after live broadcast - Viewing within 0-7 days after airing time
VOSDAL	Viewed on the same day as live

What's an aqz file?

This is the format for any packaged files from the eTAM Software, when you package files for reports to be used by different users or when you unpackage files, they come in .aqz format.

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How to create a new report?

After you click **Launch Fusion**, on the top of the screen click **New**. Keep your cursor placed until an arrow appears. **Click the arrow**, then:

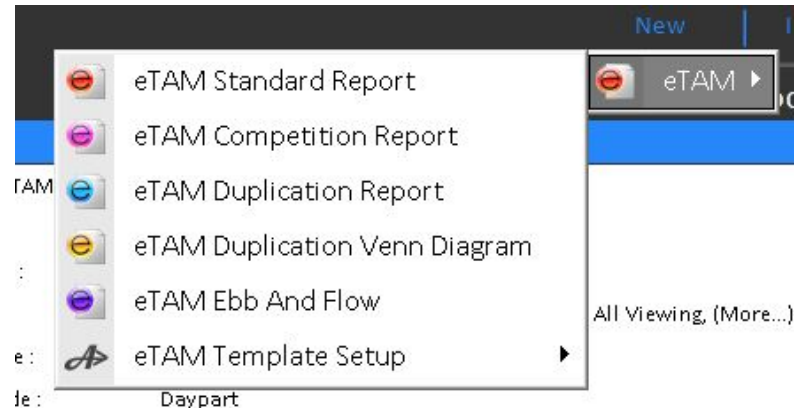
For a **Standard Report** → click **eTAM Standard Report**

For a **Competition Report** → click **eTAM Competition Report**

For a **Duplication Report** → click **eTAM Duplication Report**

For a **Duplication Venn Diagram Report** → click **eTAM Duplication Venn Diagram Report**.

For an **Ebb & Flow** report → click **eTAM Ebb & Flow Report**.



What is the blue bar under the play button?

It's the progress bar which shows how quickly the software is processing the data report.



How to select more than 1 cell?

To select multiple cells, click **Ctrl + left click** on the desired cells.

To select all the report cells, click on any cell, then click **Ctrl + A**.

How to rank a column?

Right click on any cell in the column you'd like to rank → Rank this level.

How to push the “rank” column to the left?

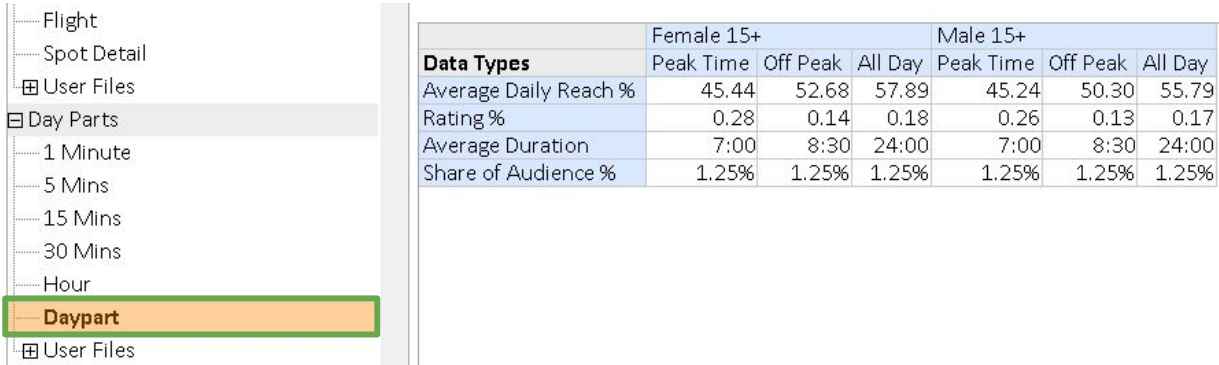
Right click on the Rank column → Ranking → Display Rank Count Left

How to reverse my last step and create a new selection?

There is no 'undo' function in eTAM

To reverse your last step, deselect or drag and drop the item you wish to remove from the Layout Assets menu on the left hand side; or you may go on the filter of the item you wish to remove and deselect it, then reselect the item you want to add instead.

A) Reversing a last step by double-clicking on the option the user wants to remove



The screenshot shows the eTAM interface. On the left, a vertical menu lists options: Flight, Spot Detail, User Files, Day Parts, 1 Minute, 5 Mins, 15 Mins, 30 Mins, Hour, Daypart (highlighted in orange), and User Files. On the right, a data table is displayed with the following structure:

	Female 15+			Male 15+		
Data Types	Peak Time	Off Peak	All Day	Peak Time	Off Peak	All Day
Average Daily Reach %	45.44	52.68	57.89	45.24	50.30	55.79
Rating %	0.28	0.14	0.18	0.26	0.13	0.17
Average Duration	7:00	8:30	24:00	7:00	8:30	24:00
Share of Audience %	1.25%	1.25%	1.25%	1.25%	1.25%	1.25%

How to reverse my last step and create a new selection?

A) Reversing a last step by dragging the option the user wants to remove and dropping it outside of the report

The screenshot shows a reporting interface. On the left is a sidebar with a tree view containing the following items: Flight, Spot Detail, User Files, Day Parts (expanded), 1 Minute, 5 Mins, 15 Mins, 30 Mins, Hour, Daypart (bolded), and User Files. On the right is a table with the following structure:

	Female 15+	Male 15+
Data Types	<Daypart>	<Daypart>
Average Daily Reach %		
Rating %		
Average Duration		
Share of Audience %		

A green arrow originates from the '<Daypart>' row in the table and points to a 'Daypart (Delete this item)' option in the left sidebar. The 'Daypart' option is preceded by a green checkmark.

How to reverse my last step and create a new selection?

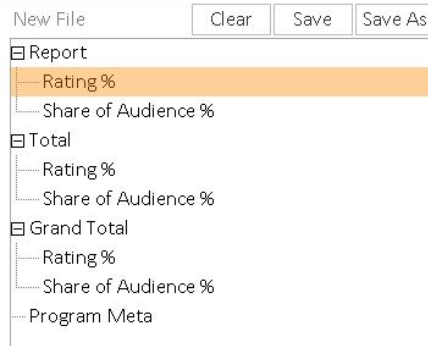
B) Reversing a last step by un-checking the option the user wants to remove, then selecting the option the user wants to add instead.

1) Selection to be removed

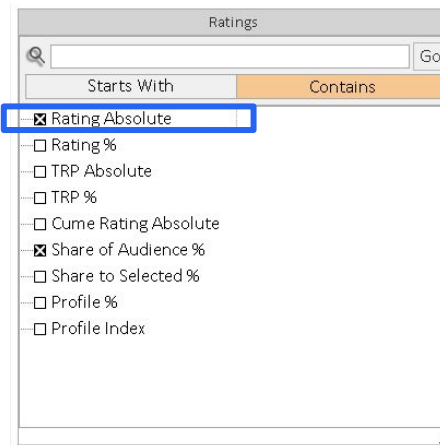


Removing "Rating %"

2) Selection before

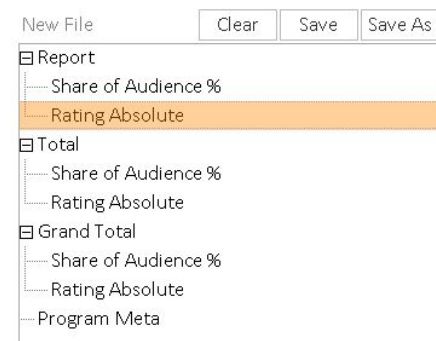


3) Un-click the x to deselect "Rating %" Click on the x to select "Rating Absolute"



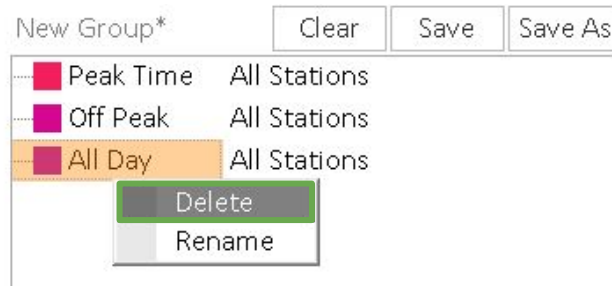
Adding "Rating Absolute"

4) Selection after



How to reverse my last step and create a new selection?

C) Reversing a last step by deleting the option the user wants to remove, then selecting the option the user wants to add instead.

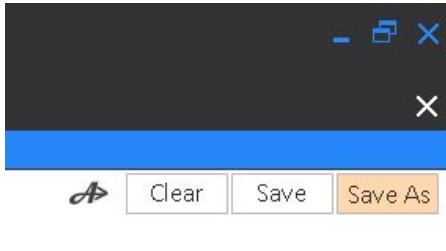


How to save a report?

Once the report has been created, follow these **steps** to save it:

- **Click “Save” or “Save As”**, located in the far right corner of the Report tab.
- This defaults to the User Directory within the File and Asset Manager column, on the left of the Report tab → **Name the file and hit Enter**

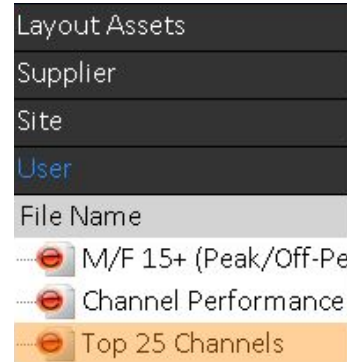
1) Click “Save” or “Save As”



2) Type report name



3) Report is saved and can be found under “User” in “Layout Assets” on the left-hand corner of the screen.

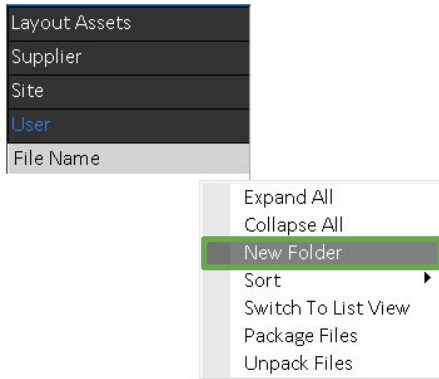


How to save a report?

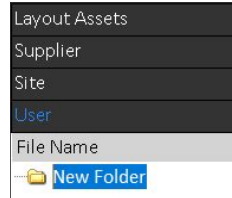
eTAM does not automatically group files together, so if, for example, you want to **group saved files** for a client:

- **Right Click** in the **User Directory** → **New Folder** → **Name** the folder (eg. XXX) → Hit **Enter**
- **Click and drag all the saved files into the New folder** to group together

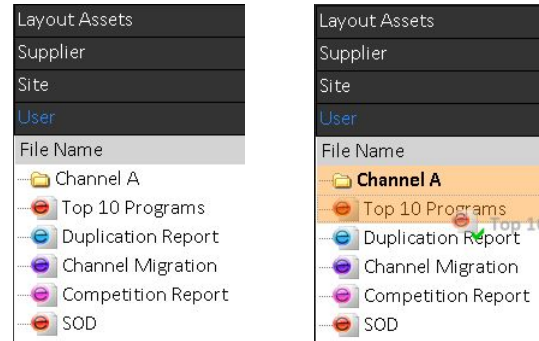
1) User → Right Click → New Folder



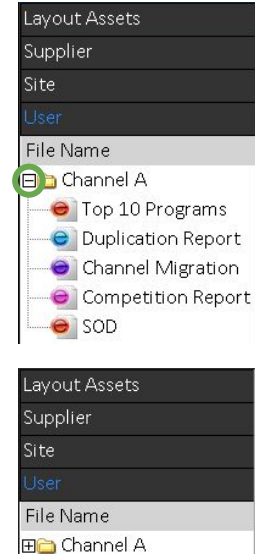
2) Type Folder Name



3) Drag reports into folder



4) Click the "-" icon to decompress folder



Can the play button be automated?

Yes, the play button can be automated to automatically update your report after selecting data types.

To automate your play button, follow the these steps:

- 1) Right click the **Play Button**
- 2) Click on **“Enable to Auto Run”**
- 3) To reverse that, right click the Play Button and click on **“Disable Auto Run”**



How to change hotspots colors?

How to change hotspots colors [here](#)

Why is the user not seeing updated data in a report after selecting data types, spots, dayparts, etc?

After selecting the data type you would like to run in a report, return to your report and go onto the **Layout Assets** menu on the left side of the screen, go to the **data type category** you selected, then click **as selected** or drag and drop as selected onto your report, lastly click the **play button** to showcase the data selected.

Steps:

Report Page → Layout Assets Menu → Data type category (i.e. Media, Period, Day Parts, Program, Spots, Data Type, Demo) → As selected (Double-click or drag and drop onto report) → Play Button on the top of your screen

Is the correct layout asset displayed in the report to show the data?

One common eTAM user error is not dragging and dropping or double-clicking the correct selection from the **Layout Assets** (on the left-hand side of your screen).

If you started by selecting certain channels from the **Media** filter on the top-middle of your screen, be sure to then scroll down your **Layout Assets** menu and drag and drop or double-click **As Selected** under **Media**. However, if you want to select all channels, from the **Layout Assets** menu, drag and drop or double-click **Channel** under **Media**.

What are the 3 ways to batch a report?

Users can save a set of reports to be run simultaneously (batched), these can be run in **one of three ways**:

1. **Manual** – open the batch and click run
 - a. Advantages: simple to understand and no additional permissions required
 - b. Disadvantage: no scheduling

2. **Scheduled date and time** – user will set a date and time (once off or ongoing) that the batch schedule will run at
 - a. Advantage: ability to schedule
 - b. Disadvantages: based on date and time, not when data is available, requires access to Task scheduler, will not run if PC is off

3. **Data Trigger** – allows a user to trigger a batch to run automatically when the new data is available
 - a. Advantages: Supports a priority queue, will run if the users machine is off
 - b. Disadvantages: more complex to set up, requires a production level server to host the service.

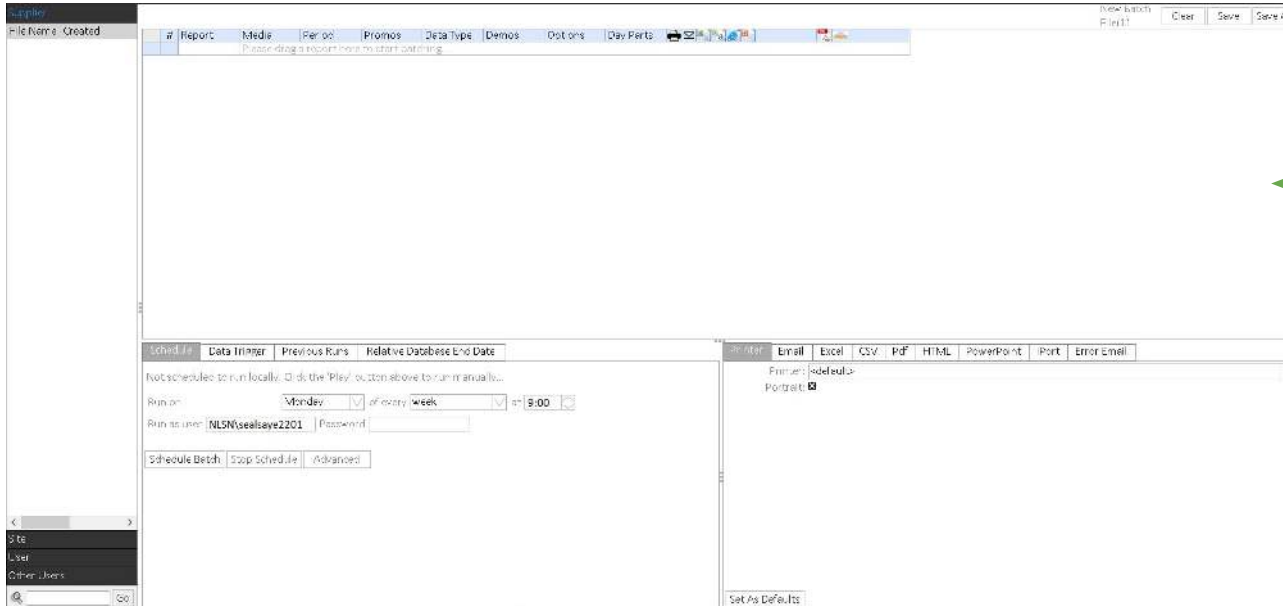
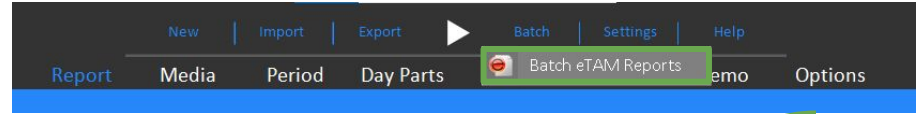
How to use the Batch feature manually?

1) Save your report (any saved report can be batched)

→ Click **Batch** on the top of your screen

→ **Batch eTAM Reports**

1) Click batch → Batch eTAM Reports



Batch tab opens

How to use the Batch feature manually?

- 2) Click **Report** on the top of your screen
- 3) From the left hand side, **select the report you want to batch** and drag and drop onto the designated area
- 4) **Select the format** you'd like to batch your report as (i.e. PDF, Excel, etc..) by ticking the designated box

The screenshot displays the TAM Nielsen software interface. At the top, a navigation bar includes 'New', 'Import', 'Export', 'Batch', 'Settings', and 'Help'. Below this, a secondary menu bar contains 'Batch', 'Report', 'Media', 'Period', 'Program', 'Promos', 'Data Type', 'Demos', 'Options', and 'Day Parts'. The 'Media' menu item is highlighted with a green box and labeled with a green '2'. On the left side, a sidebar menu shows 'Supplier', 'Site', 'User', and 'File Name'. Under 'File Name', several reports are listed: 'Top 10 Programs', 'Duplication Report', 'Channel Migration', 'Competition Report', and 'SOD'. The 'SOD' report is highlighted with a green box and labeled with a green '3'. A green arrow points from the 'SOD' report in the sidebar to the 'SOD' row in the main table. The main table has columns for '# Report', 'Media', 'Period', 'Program', 'Promos', 'Data Type', 'Demos', 'Options', 'Day Parts', and various icons. The 'SOD' row is highlighted with a green box and labeled with a green '4'. The 'SOD' row has a checked box in the 'Media' column and a checked box in the 'Options' column.

#	Report	Media	Period	Program	Promos	Data Type	Demos	Options	Day Parts	Print	Mail	Excel	Word	PDF	Other
<input checked="" type="checkbox"/>	1 Top 10 Programs		✓	✓		✓		✓		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	2 Duplication Report									<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	3 Channel Migration									<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	4 Channel Migration									<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	5 Competition Report									<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	6 SOD	✓	✓			✓		✓		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How to use the Batch feature manually?

- 5) On the bottom right of the screen, **select your format**
- 6) Click the 3 dots button next to **Export Path**
- 7) **Select the folder** at which you want to save your Report to or create a new folder
- 8) Repeat step 5, 6 & 7 when selecting more than one format in step 4.

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Printer	Email	Excel	CSV	Pdf	HTML	PowerPoint	iPort	Error Email
---------	-------	-------	-----	------------	------	------------	-------	-------------

Export Path: C:\Users\sealsaye2201\Desktop\Channel A\

File Name: [mod]_[reportname]

Overwrite Existing:

Fit to Pages Wide

Fit to Pages Tall

6

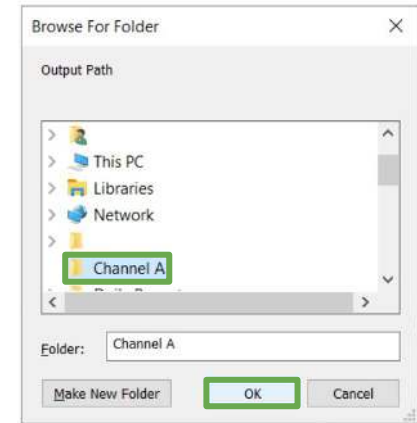
8

Printer	Email	Excel	CSV	Pdf	HTML	PowerPoint	iPort	Error Email
---------	-------	-------	------------	-----	------	------------	-------	-------------

Export Path: C:\Users\sealsaye2201\Desktop\Channel A\

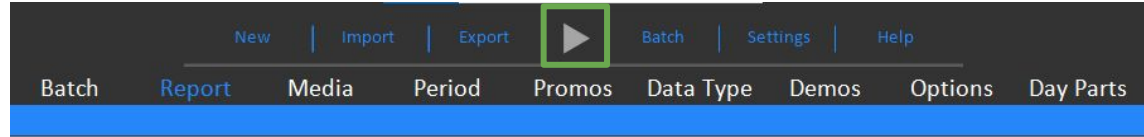
File Name: [mod]_[reportname]

Overwrite Existing:



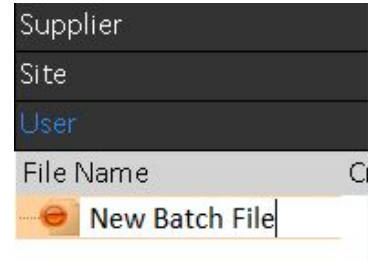
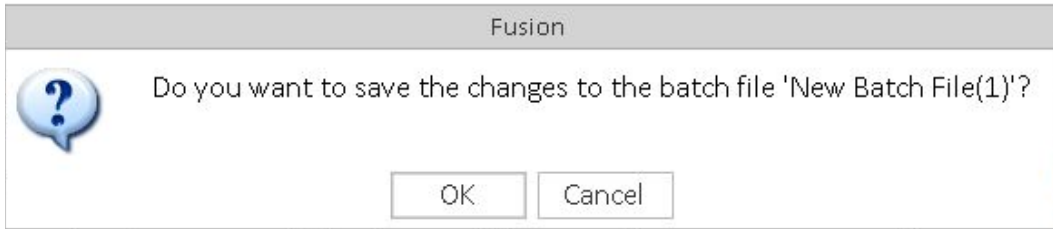
How to use the Batch feature manually?

9) Click the **Play button**



9

10) Save your Batch file for later use and name










10

How to use the Batch feature manually?

10) Find the reports in the selected folder (In this example → Channel A)

11



Channel A				
Search Channel A				
Name	Date modified	Type	Size	
 eTAM_Channel Migration	8/8/2022 12:15 PM	Adobe Acrobat D...	243 KB	
 eTAM_Competition Report	8/8/2022 12:16 PM	Microsoft Excel Co...	24 KB	
 eTAM_Competition Report	8/8/2022 12:16 PM	Adobe Acrobat D...	281 KB	
 eTAM_Duplication Report	8/8/2022 12:15 PM	Adobe Acrobat D...	108 KB	
 eTAM_SOD	8/8/2022 12:16 PM	Microsoft Excel Co...	71 KB	
 eTAM_SOD	8/8/2022 12:16 PM	Adobe Acrobat D...	837 KB	
 eTAM_Top 10 Programs	8/8/2022 12:15 PM	Adobe Acrobat D...	119 KB	

How to use the Batch feature - scheduled run (daily/weekly/at a specific time)

In order to set a scheduled for batched reports to run, the user must have admin access from the user's IT department

Schedule	Data Trigger	Previous Runs	Relative Database End Date		
Not scheduled to run locally. Click the 'Play' button above to run manually...					
Run on	Monday	of every	week	at	9:00
Run as user	insert username	Password			
Schedule Batch	Stop Schedule	Advanced			

How to use the Batch feature - scheduled run (daily/weekly/at a specific time) Cont.

Once admin rights have been confirmed, the user will:

- Change the **“Run on”** section to when the schedule needs to be run (eg. weekly, on a Monday at 9am - as per screenshot above).
- The **“Run as user”** section requires the **user’s computer login and password**.
- Click on the **Schedule Batch button**.

Why did I get a “low sample size error”?

Your demographic selection may have been too narrow.

You may proceed with your report; however be aware that smaller sample sizes are prone to greater levels of variance from day to day or week to week.

We would suggest including a broader demographic to your analysis to reduce ratings variance.

How to remove a column/row on the report from Layout Assets?

Simply click on the column or row you want to remove and drag it off the report page, or go onto layout assets and double click the corresponding filter.

However, to remove one item out of a selection (i.e. If you have previously selected 4 data types and only want 2 of them to show, go onto the data types filter on the top-middle of the screen, then deselect the unwanted data types from the secondary “blue” menu bar.

Before: Channels were added to the report

Channel	Data Types	Total Individuals	Saudi 15+	Arab Expats 15+	Saudi 4-14	Saudi 4-14
NATIONAL GEOGRAPHIC ABU DHABI	Rating Absolute	18,863	10,449	4,361	2,911	602
	Unduplicated Reach %	1.85	2.04	2.31	0.74	2.21
	TRP %	133.57	143.43	138.77	127.54	95.61
SAUDI QURAAAN	Rating Absolute	94,679	36,885	27,063	11,357	4,754
	Unduplicated Reach %	5.18	4.79	6.25	4.23	5.60
	TRP %	670.45	506.29	861.25	497.54	676.01
ZEE ALWAN	Rating Absolute	67,200	23,230	22,030	7,110	8,290
	Unduplicated Reach %	2.93	1.98	3.41	2.85	5.35
	TRP %	475.85	318.86	701.06	311.48	1,178.81

After: Channels have been removed from the report by double-clicking “Channels” from layout assets

Data Types	Total Individuals	Saudi 15+	Arab Expats 15+	Saudi 4-14	Saudi 4-14
Rating Absolute	60,247	23,521	17,818	7,126	4,549
Unduplicated Reach %	9.25	8.25	11.00	7.21	13.03
TRP %	1,279.88	968.58	1,701.08	936.56	1,940.43

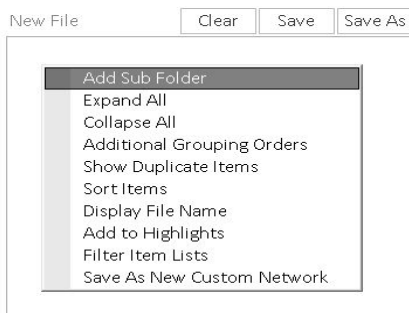
How to save a data selection (Custom Group)?

Within each eTAM tab, the user has the ability to save custom groups. For Example: Creating a Media Group

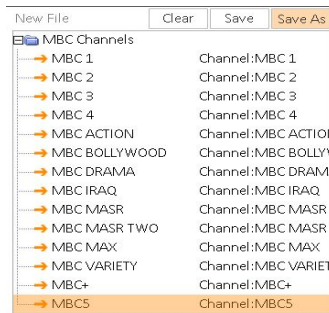
Steps:

- 1) On the **Selected panel, Right click** and **select “Add Sub Folder”**
- 2) Give the folder a **name** and hit **Enter** (eg. Network Group A)
- 3) In the **Channel category**, select all the **Channels** to be included in the new group
- 4) **Click “Save” or “Save As”**, located in the far right corner of the Report tab.
- 5) This defaults to the User Directory within the File and Asset Manager column, on the left of the Report tab → **Name the file and hit Enter.**

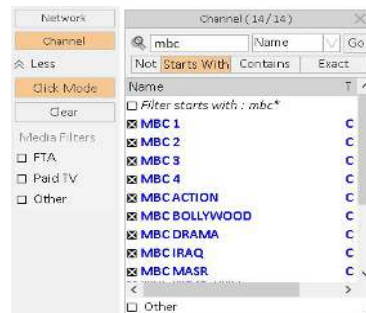
Add a subfolder



Name folder “MBC Channels, select the channels from the media tab, then click “Save as”



Name the file and hit enter



How to save a data selection (Custom Group)?

This custom group can be used in future analyses.

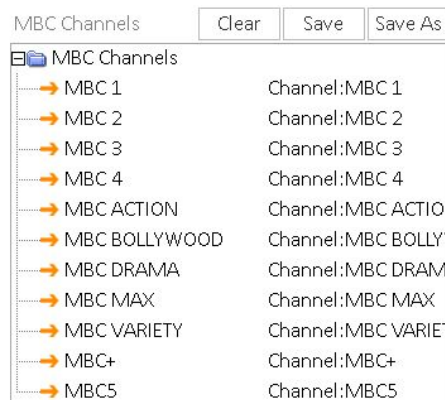
If it needs to be updated, the user needs to only update it once, all reports utilising the custom group will automatically update as well.

A



If the user updated their selected folder (i.e. removing or adding channels.) In this example, 3 channels were removed. The user then click "Save" to update their selected folder.

B

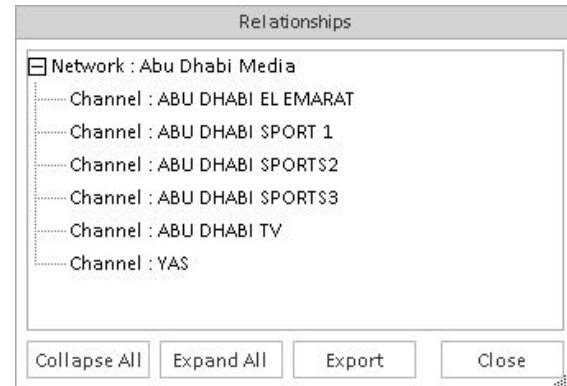
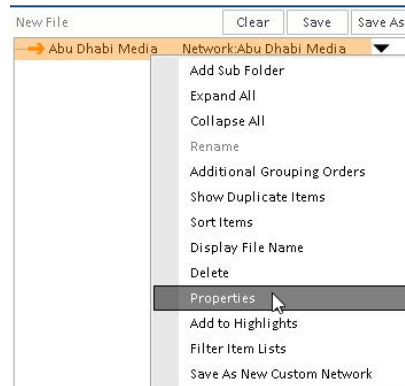


All the reports utilising the "MBC Channels" folder as their media source, will automatically update to reflect the latest selection (Reports will reflect the removal of the 3 channels)

How to check what is included in a Saved or Custom Group?

To check what has been saved within a folder, follow these **steps**:

- **Select the folder** (for example: Stand Alone Channel within the Network category in the Media tab)
- **Right click on the group** in the Selected pane → **Properties**
- This will open the **“Relationships” pane**, which will show all the items contained within the group



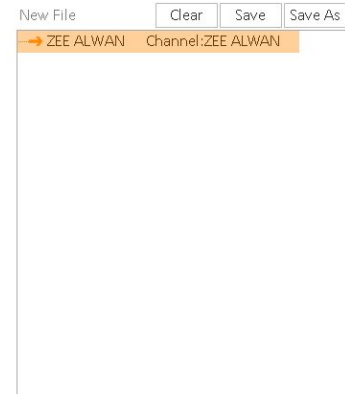
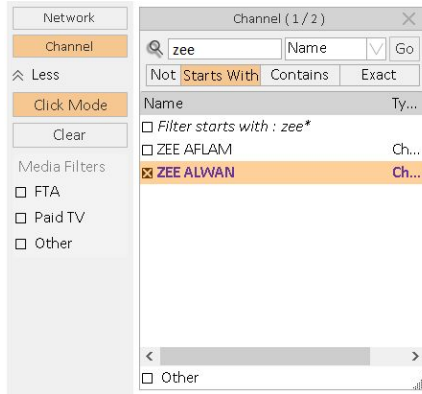
How to select/deselecting specific channels in a report?

To deselect/select certain channels in a report, follow the following steps:

- Click on **Media**, then **manually tick-off the channels** you'd like to deselect/select then **save**.
- **Or click on Media**, then **manually drag and drop the channels** you'd like to deselect/select **from the right side** of the screen then **save**.

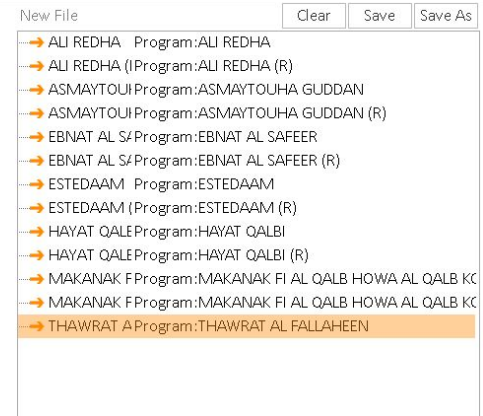
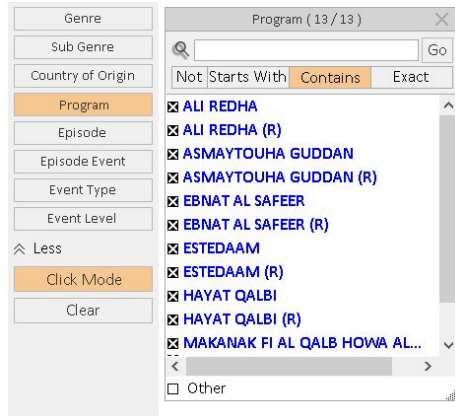
How to exclude programs?

1) Click Media → Select Channel



How to exclude programs?

2) **Click Program** → **Select programs** (In this example → Right click → Select All)



How to exclude programs?

3) Excluding programs - Option A

- Highlight program you want to exclude and drag off the panel (**Ctrl + Left click to highlight the programs to be excluded then drag off the panel**)
- This examples excludes the Reruns (R)

New File		Clear	Save	Save As
→ ALI REDHA	Program:ALI REDHA			
→ ALI REDHA (R)	Program:ALI REDHA (R)			
→ ASMAYTOUHA GUDDAN	Program:ASMAYTOUHA GUDDAN			
→ ASMAYTOUHA GUDDAN (R)	Program:ASMAYTOUHA GUDDAN (R)			
→ EBNAT AL SAFEER	Program:EBNAT AL SAFEER			
→ EBNAT AL SAFEER (R)	Program:EBNAT AL SAFEER (R)			
→ ESTEDAAM	Program:ESTEDAAM			
→ ESTEDAAM (R)	Program:ESTEDAAM (R)			
→ HAYAT QALBI	Program:HAYAT QALBI			
→ HAYAT QALBI (R)	Program:HAYAT QALBI (R)			
→ MAKANAK FI AL QALB HOWA AL QALB	Program:MAKANAK FI AL QALB HOWA AL QALB			
→ MAKANAK FI AL QALB HOWA AL QALB (R)	Program:MAKANAK FI AL QALB HOWA AL QALB (R)			
→ THAWRAT AL FALLAHEEN	Program:THAWRAT AL FALLAHEEN			

New File		Clear	Save	Save As
→ ALI REDHA	Program:ALI REDHA			
→ ASMAYTOUHA GUDDAN	Program:ASMAYTOUHA GUDDAN			
→ EBNAT AL SAFEER	Program:EBNAT AL SAFEER			
→ ESTEDAAM	Program:ESTEDAAM			
→ HAYAT QALBI	Program:HAYAT QALBI			
→ MAKANAK FI AL QALB HOWA AL QALB	Program:MAKANAK FI AL QALB HOWA AL QALB			
→ THAWRAT AL FALLAHEEN	Program:THAWRAT AL FALLAHEEN			

How to exclude programs?

3) Excluding programs - Option B

- Type reference to 'not' & 'contain' the (R)
- Deselect programs by unticking the boxes or right-click → Select None

The image illustrates the process of excluding programs in a software interface. It shows two screenshots of a program selection window. The left screenshot shows 13 programs selected, and the right screenshot shows 6 programs selected after filtering. A green arrow points from the left window to the right window. Below, a 'New File' dialog shows a list of programs with arrows pointing to the 'Save As' button, indicating the next step in the process.

Genre
Sub Genre
Country of Origin
Program
Episode
Episode Event
Event Type
Event Level
Less
Click Mode
Clear

Program (13 / 7)

Search (R) Go

Not Starts With Contains Exact

Filter not containing : *(R)*

- ALI REDHA
- ASMAYTOUHA GUDDAN
- EBNAT AL SAFEER
- ESTEDAAM
- HAYAT QALBI
- MAKANAK FI AL QALB HOWA AL QALB...
- THAWRAT AL FALLAHEEN

Other

Genre
Sub Genre
Country of Origin
Program
Episode
Episode Event
Event Type
Event Level
Less
Click Mode
Clear

Program (6 / 7)

Search (R) Go

Not Starts With Contains Exact

Filter not containing : *(R)*

- ALI REDHA
- ASMAYTOUHA GUDDAN
- EBNAT AL SAFEER
- ESTEDAAM
- HAYAT QALBI
- MAKANAK FI AL QALB HOWA AL QALB...
- THAWRAT AL FALLAHEEN

Other

New File

Clear Save Save As

- ALI REDHA (R) Program:ALI REDHA (R)
- ASMAYTOUHA GUDDAN (R) Program:ASMAYTOUHA GUDDAN (R)
- EBNAT AL SAFEER (R) Program:EBNAT AL SAFEER (R)
- ESTEDAAM (R) Program:ESTEDAAM (R)
- HAYAT QALBI (R) Program:HAYAT QALBI (R)
- MAKANAK FI AL QALB HOWA AL QALB Program:MAKANAK FI AL QALB HOWA

How to remove report heading from export?

There are two ways to action this:

(1) Exporting as a .csv file

- Go to Export > Advanced Options and select 'Export CSV using Raw Format'.
- Then go to Export > Export as file > Select 'Excel CSV (.csv)

(2) Removing headings and exporting as .xls/.xlsx file

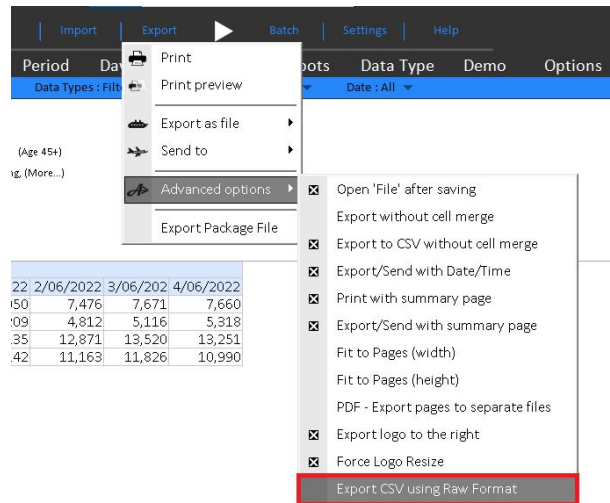
- Right click on the report headings section > click on 'Hide Selected/All Headings' depending on requirements
- This will remove them from the display. Then **save the report** and export in the normal way.

Standard eTAM Report : Age per Day (Rating Absolute)
 Period : 5/29/2022 - 6/4/2022
 Data Types : Rating Absolute, (Age 4-14), (Age 15-24), (Age 25-44), (Age 45+)
 Options : With Guests, Viewing >= 1mins C, Live+7, TV, All Viewing, (More...)

Data Source : [redacted]
 Report Mode : [redacted]
 No Page Hea [redacted]

Demographi	Unhide All Headings	/05/2022	1/06/2022	2/06/2022	3/06/2022	4/06/2022
Age 4-14		8,747	6,950	7,476	7,671	7,660
Age 15-24		5,682	5,209	4,812	5,116	5,318
Age 25-44		15,571	14,135	12,871	13,520	13,251
Age 45+		11,796	11,577	11,510	11,142	11,163

(2)



(1)

How to rank for regular programs?

Create regular program ranking - Layout:

1) On the “Period” tab, select a period.



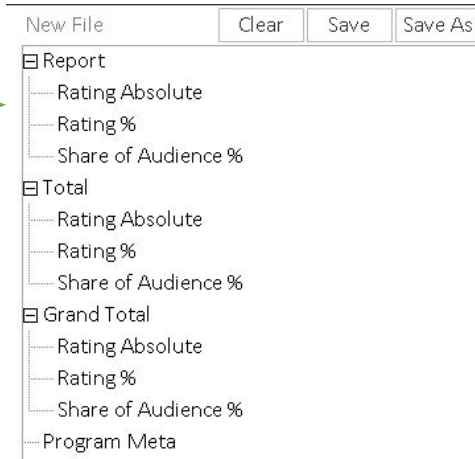
2) You may either go on the “Media” tab to select a channel or more in order to see the ranking of programs for specific channels, or skip this step to look at all channels. In this example, we skip the step to see the top 25 programs across all channels.

3) On the “Data Type” tab, select your data types.



In this example we select:

- (a) Rating Absolute
- (b) Rating %
- (c) Share of Audience %



How to rank for regular programs?

3) Go on the “Report” tab and drag “Programs” and “Data Type” from Layout Assets into the report, then click Play.

The screenshot shows a Nielsen reporting interface. At the top, there are tabs for 'Program Name', 'Event Count', 'Min Max Time To Air', and 'Data Types'. Below these is a search bar and buttons for 'Clear', 'Save', and 'Save As'. The main area displays a table with the following columns: Program Name, Event Count, Min Max Time To Air, Rating Absolute (Total Individuals), Rating % (Total Individuals), and Share of Audience % (Total Individuals). The table lists various programs such as '3D ART', 'A MONSTER CALLS', 'ABBY HATCHER', etc., with their respective metrics.

Program Name	Event Count	Min Max Time To Air	Rating Absolute (Total Individuals)	Rating % (Total Individuals)	Share of Audience % (Total Individuals)
3D ART	18	03:26:41 - 08:57:28	17,553	0.09	2.15%
A MONSTER CALLS	14	24:02:35 - 25:55:47	14,875	0.07	0.61%
ABBY HATCHER	6	11:30:38 - 11:54:36	125,516	0.62	9.87%
ABU AL MALAYEEN	8	21:30:17 - 22:01:59	395,107	1.94	9.79%
ACTION MAN WALEED	10	23:00:09 - 24:53:46	155,860	0.77	5.00%
ACTION MAN WALEED (R)	21	03:00:00 - 16:30:36	37,681	0.19	1.89%
ACTION ZONE	2	25:05:18 - 25:30:38	111,916	0.55	5.29%
AL AKHDAR - MBC 1	8	20:59:52 - 21:30:16	489,111	2.41	12.29%
AL MEERATH	6	13:00:14 - 19:30:35	449,579	2.21	13.03%
AL MEERATH (R)	18	07:35:11 - 26:30:35	122,007	0.60	8.49%
AL PRINCE	10	23:00:04 - 24:00:36	28,522	0.47	2.59%
AL PRINCE (R)	20	07:00:15 - 16:00:38	51,956	0.26	3.17%
AL ROUH AL ASHIGA	10	20:00:30 - 20:55:08	177,144	0.87	4.75%
AL ROUH AL ASHIGA (R)	20	08:56:21 - 26:24:22	56,942	0.28	4.77%
ALL I SEE IS YOU	13	25:30:39 - 26:59:59	66,675	0.33	4.00%
AMILA SRRYYA	10	22:00:40 - 23:00:08	203,029	1.00	5.24%
AMILA SRRYYA (R)	20	06:05:06 - 14:55:48	50,241	0.25	3.16%
ARDH AL HOB	10	13:00:57 - 14:00:06	8,123	0.04	0.36%
ARDH AL HOB (R)	10	08:33:44 - 09:25:26	13,313	0.07	2.21%
ATOMIC BLONDE	2	21:13:43 - 21:24:46	67,174	0.33	1.70%
ATOMIC PUPPET	10	06:30:53 - 21:13:42	92,620	0.46	4.27%
BILLY'S CLUES AND YOU	6	10:30:16 - 10:54:11	75,195	0.37	8.49%
BURNHOUSE'S TRUTH OR DARE	10	03:00:00 - 04:00:35	98,834	0.49	6.98%
BOY AND DRAGON	40	03:28:08 - 25:59:38	80,225	0.39	3.96%
BUTTERBEAN'S CAFE	12	07:30:19 - 13:53:53	122,724	0.60	8.34%
CHEF	14	16:35:38 - 19:00:16	48,199	0.24	1.66%
CHRISTUS' WORLD OF SHOPPING	86	03:00:00 - 26:59:51	11,435	0.06	0.56%
CLEO AND CUCULIN MARATHON	10	09:00:02 - 09:30:55	27,594	0.14	4.60%
DADDY'S HOME 2	14	10:01:17 - 11:40:26	15,978	0.08	1.69%
DEER SQUAD	12	09:29:40 - 11:25:18	43,841	0.21	5.16%
DEMOLITION	14	19:00:20 - 20:59:15	27,921	0.14	0.78%
DRETT AW MA DRETT	10	18:45:22 - 25:02:58	16,570	0.08	0.49%

How to rank for regular programs?

4) Right-click the data type name → Ranking → Rank Column (Top 'x' Items) → Type 25 → OK

5) Go back to the report → Right-click the data type name → Ranking → Display Rank Left Count

6) Repeat on the desired data type. As the report will show the rank per one data type at a time.

The screenshot displays a Nielsen software interface. On the left, a table lists various programs with columns for Program Name, Event Count, and Min Max Time. A context menu is open over the table, with 'Ranking' selected. A sub-menu is visible, showing 'Rank Column (Top 'x' Items)' as the active option. Overlaid on the right is a dialog box titled 'Rank Column (Top 'x' Items)'. The dialog contains a text input field with the number '25', a dropdown arrow, and an 'All' checkbox. Below the input field are two buttons: 'OK' and 'Cancel'.

Program Name	Event Count	Min Max Time	Ranking % (Total Individuals)	Share of Audience % (Total Individuals)
3D ART	18	03:26:41-03:26:41	0.09	2.15%
A MONSTER CALLS	14	24:02:35-24:02:35	0.07	0.63%
ABBY HATCHER	6	11:30:38-11:30:38	0.52	9.67%
ABUL AL MALAYEEN	8	21:30:17-21:30:17	1.94	9.79%
ACTION MA' WALEED	10	29:00:09-29:00:09	0.77	5.00%
ACTION MA' WALEED (R)	21	03:00:00-03:00:00	0.19	
ACTION ZONE	2	25:05:18-25:05:18	0.55	
AL RAHBAR - MBC 1	8	20:59:52-20:59:52	2.41	
AL MEERATH	6	19:00:14-19:00:14	2.21	
AL MEERATH (R)	18	07:35:11-07:35:11	0.60	
AL PRINCE	10	23:00:04-23:00:04	0.47	
AL PRINCE (R)	20	07:00:15-07:00:15	0.47	
AL ROUH AL ASHIDA	10	20:00:30-20:00:30		
AL ROUH AL ASHIDA (R)	20	08:56:21-08:56:21		
ALL I SEE IS YOU	13	23:30:39-23:30:39		
AMILA SIRRIYYA	10	22:00:40-22:00:40		
AMILA SIRRIYYA (R)	20	06:05:06-06:05:06		
ARDH AL HOB	10	13:00:57-13:00:57		
ARDH AL HOB (R)	10	08:33:44-08:33:44		
ATOMIC BLONDE	2	21:13:43-21:13:43	0.04	
ATOMIC PUPPET	10	06:30:53-06:30:53	0.46	
BLUE'S CUES AND YOU	6	10:30:16-10:30:16	0.37	
BULLYHOUSE'S TRUTH OR DARE	10	03:00:00-03:00:00	0.49	
BOY AND DRAGON	40	03:28:08-03:28:08	0.39	3.96%
BUTTERBEAN'S CAPE	12	07:30:13-07:30:13	0.60	8.34%
CHEF	14	16:35:38-16:35:38	0.24	1.66%
CITRUS WORLD OF SHOPPING	96	03:00:00-26:59:51	11.435	0.06
CLEO AND CLEO IN MARRATHON	10	03:00:02-03:00:55	27.594	0.14
DADDY'S HOME 2	14	10:01:17-11:40:26	15.978	0.08
DEER SOLDAD	12	08:29:40-11:25:16	43.341	0.21
DEMOLITION	14	13:00:20-20:59:15	27.921	0.14
DREET AW MA DREET	10	18:45:22-25:02:59	16.370	0.08

How to rank for regular programs?

6) Repeat on the desired data type. As the report will show the rank per one data type at a time.

Program Name	Event Count	Min	Max	Time To Air	Rating Absolute (Total Individuals)	Rating % (Total Individuals)	Share of Audience % (Total Individuals)
NAFS AL HANEEN	10	17:55:50			31,435	2.47	16.32%
AL AKHBAR - MBC 1	8	20:59:52			35,111	2.41	17.29%
AL MEERATH	6	19:00:14			49,579	2.21	13.03%
ABU AL MALAYEEN	8	21:30:17			35,107	1.94	9.79%
MOHAMED ALI ROAD	10	23:05:49			31,532	1.83	11.96%
FALAK TAYYEB	12	20:05:17			34,089	1.79	9.66%
GIZERET GHAMAM	10	17:01:31			37,728	1.71	12.53%
KASR ADHM	10	16:00:17			38,254	1.57	11.41%
GHANNILI BIL JAW	10	22:02:00			33,922	1.45	7.64%
GROSHA AND MR B	4	14:00:35			23,064	1.34	11.03%
HABIBATI MAN TAKOUN	10	19:00:17			38,827	1.27	7.47%
WIFI (R)	8	13:32:29			31,377	1.20	10.06%
STILETTO	10	21:00:16			22,444	0.98	5.73%
JANNAT HALI	10	21:00:51			22,973	0.94	5.26%
LI AJLIKI MAHMA KAN	10	20:55:09			210,973	1.94	5.26%
AMILA SIRRIYYA	10	22:00:40			205,980	1.01	5.15%
HAMED HILOU	10	19:30:36			238,029	0.96	5.24%
PAW PATROL	6	12:30:04			193,879	0.94	5.37%
TASALI AHLA ALAM	6	17:00:12			191,550	0.94	10.61%
NAFS AL HANEEN (R)	20	05:00:10			178,975	0.88	6.45%
AL ROUH AL ASHIQA	10	20:00:30			177,377	0.87	10.82%
MOHAMED ALI ROAD (R)	20	08:05:31			177,144	0.87	6.75%
PARASITE	14	22:55:58			171,818	0.84	10.96%
ACTION MA' WALEED	10	23:00:09			158,840	0.77	5.30%
TAWASOL	8	13:00:23			155,429	0.76	5.67%

Rank	Program Name	Event Count	Min	Max	Time To Air	Rating Absolute (Total Individuals)	Rating % (Total Individuals)	Share of Audience % (Total Individuals)
1	NAFS AL HANEEN	10	17:55:50	19:00:13		501,402	2.47	16.32%
2	AL AKHBAR - MBC 1	8	20:59:52	21:30:16		453,111	2.41	12.29%
3	AL MEERATH	6	19:00:14	19:30:35		448,579	2.21	13.03%
4	ABU AL MALAYEEN	8	21:30:17	22:01:59		395,107	1.94	9.79%
5	MOHAMED ALI ROAD	10	23:05:49	24:00:05		381,532	1.98	11.96%
6	FALAK TAYYEB	12	20:05:17	20:59:51		364,089	1.79	9.66%
7	GIZERET GHAMAM	10	17:01:31	17:55:49		347,723	1.71	12.53%
8	KASR ADHM	10	16:00:17	17:01:30		318,254	1.57	11.41%
9	GHANNILI BIL JAW	10	22:02:00	23:05:48		293,922	1.45	7.64%
10	GROSHA AND MR B	4	14:00:35	14:24:24		272,064	1.34	11.03%
11	HABIBATI MAN TAKOUN	10	19:00:17	20:00:29		258,827	1.27	7.47%
12	WIFI (R)	8	13:32:29	14:05:35		244,377	1.20	10.06%
13	STILETTO	10	21:00:16	22:05:07		229,732	1.13	5.73%
14	JANNAT HALI	10	21:00:51	22:00:39		210,973	1.04	5.26%
15	LI AJLIKI MAHMA KAN	10	20:55:09	22:00:21		205,980	1.01	5.15%
16	AMILA SIRRIYYA	10	22:00:40	23:00:03		203,029	0.96	5.24%
17	HAMED HILOU	10	19:30:36	20:05:16		193,879	0.94	5.37%
18	PAW PATROL	6	12:30:04	13:54:11		191,550	0.94	10.61%
19	TASALI AHLA ALAM	6	17:00:12	17:27:42		178,975	0.88	6.45%
20	NAFS AL HANEEN (R)	20	05:00:10	15:00:22		177,377	0.87	10.82%
21	AL ROUH AL ASHIQA	10	20:00:30	20:55:08		177,144	0.87	6.75%
22	MOHAMED ALI ROAD (R)	20	08:05:31	16:00:16		171,818	0.84	10.96%
23	PARASITE	14	22:55:58	23:05:17		158,700	0.78	5.30%
24	ACTION MA' WALEED	10	23:00:09	24:33:48		158,840	0.77	5.00%
25	TAWASOL	8	13:00:23	20:05:42		155,429	0.76	5.67%

How to rank for regular programs?

Optional Steps:

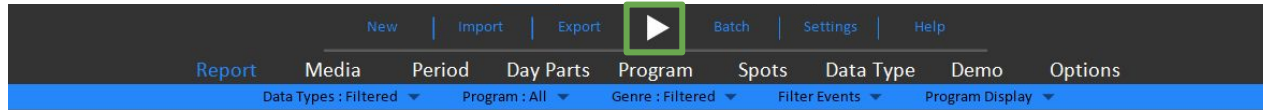
- Drag GENRE to heading section in layout to create 'Genre' field in blue menu filter.
- Blue menu: In 'Genre' filter, deselect genres not required for 'regular' ranking eg: Sports. Then click the Play button.

The screenshot displays the Nielsen eTAM software interface. The top navigation bar includes 'Data Types: Filtered', 'Program: All', 'Filter Events', and 'Program Display'. The left sidebar shows 'Layout Assets' with 'Programs' expanded, and 'Genre' selected. The main area shows report configuration: 'Standard eTAM Report: New File*', 'Period: 10/17/2022', 'Data Types: Rating Absolute (Total Individuals), Rating % (Total Individuals), Share of Audience % (Total Individuals)', 'Options: Without Guests, Viewing >= 1mins C, Live+7, TV, All Viewing, (More...)', 'Data Source: KSA TAM', and 'Report Mode: Program (Program touches the daypart)'. A green arrow points from the 'Genre' field in the sidebar to the 'Genre: Filtered' dropdown in the report configuration. Below this, a 'Genre' filter menu is open, listing 'All', 'ADVERTISING', 'CHILDREN', 'ENTERTAINMENT', 'INFORMATION', 'MOVIES', 'SERIES', and 'SPORTS'. The 'SPORTS' option is unchecked, while others are checked. A green arrow points from the 'SPORTS' option to the 'Play' button in the top navigation bar. At the bottom, a table header is visible with columns: 'Program Name', 'Event Count', 'Min Max Time To Air', 'Rating Absolute (Total Individuals)', and 'Share of Audience % (Total Individuals)'.

How to rank for regular programs?

Optional Steps:

- Click the Play button



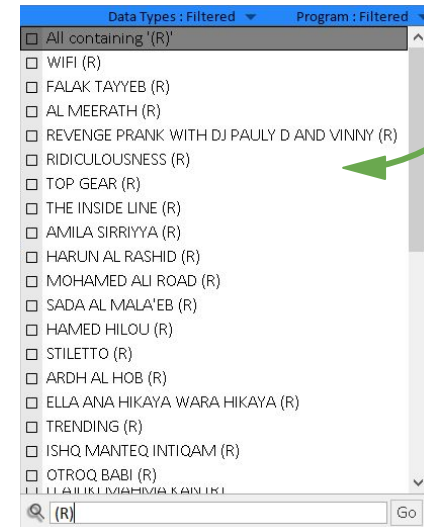
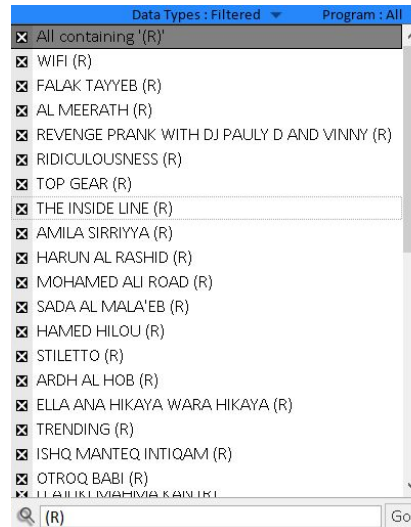
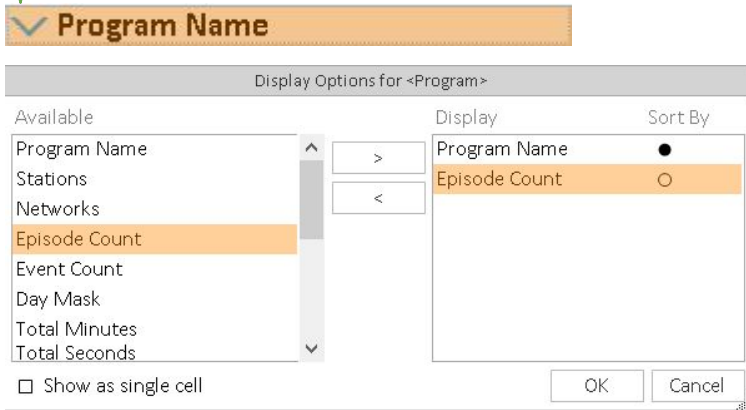
The screenshot shows a software interface with a menu bar at the top containing 'New', 'Import', 'Export', 'Batch', 'Settings', and 'Help'. Below the menu bar is a navigation bar with 'Report', 'Media', 'Period', 'Day Parts', 'Program', 'Spots', 'Data Type', 'Demo', and 'Options'. Underneath the navigation bar are filters: 'Data Types : Filtered', 'Program : All', 'Genre : Filtered', 'Filter Events', and 'Program Display'. The main area contains a table with 25 rows of program data.

Rank	Program Name	Event Count	Min Max Time To Air	Rating Absolute (Total Individuals)	Rating % (Total Individuals)	Share of Audience % (Total Individuals)
1	NAFS AL HANEEN	10	17:55:50 - 19:00:13	501,405	2.47	16.32%
2	AL AKHBAR - MBC 1	8	20:59:52 - 21:30:16	489,111	2.41	12.29%
3	AL MEERATH	6	19:00:14 - 19:30:35	449,579	2.21	13.03%
4	ABU AL MALAYEEN	8	21:30:17 - 22:01:59	395,107	1.94	9.79%
5	MOHAMED ALI ROAD	10	23:05:49 - 24:00:05	391,532	1.93	11.96%
6	FALAK TAYYEB	12	20:05:17 - 20:59:51	364,089	1.79	9.66%
7	GIZEERET GHAMAM	10	17:01:31 - 17:55:49	347,723	1.71	12.53%
8	KASR ADHM	10	16:00:17 - 17:01:30	318,264	1.57	11.41%
9	GHANNILI BIL JAW	10	22:02:00 - 23:05:48	293,922	1.45	7.64%
10	GROSHA AND MR B	4	14:00:35 - 14:24:24	272,064	1.34	11.09%
11	HABIBATI MAN TAKOUN	10	19:00:17 - 20:00:29	258,827	1.27	7.47%
12	WIFI (R)	8	13:32:29 - 14:05:35	244,377	1.20	10.06%
13	STILETTO	10	21:00:16 - 22:05:07	229,732	1.13	5.73%
14	JANNAT HALI	10	21:00:51 - 22:00:39	210,973	1.04	5.26%
15	LI AJLIKI MAHMA KAN	10	20:55:09 - 22:00:21	205,980	1.01	5.15%
16	AMILA SIRRIYYA	10	22:00:40 - 23:00:03	203,029	1.00	5.24%
17	HAMED HILOU	10	19:30:36 - 20:05:16	193,879	0.95	5.79%
18	PAW PATROL	6	12:30:04 - 12:54:11	191,550	0.94	10.61%
19	TASALI AHLA ALAM	6	17:00:12 - 17:27:42	178,975	0.88	6.46%
20	NAFS AL HANEEN (R)	20	05:00:10 - 15:00:22	177,377	0.87	10.82%
21	AL ROUH AL ASHIQA	10	20:00:30 - 20:55:08	177,144	0.87	4.75%
22	MOHAMED ALI ROAD (R)	20	08:05:31 - 16:00:16	171,818	0.84	10.36%
23	PARASITE	14	22:55:58 - 25:05:17	157,700	0.78	5.30%
24	TAWASOL	8	13:00:23 - 20:05:42	155,423	0.76	5.67%
25	SABAH AL KHAIR YA ARAB	14	11:00:06 - 13:00:52	143,567	0.71	10.25%

How to rank for regular programs?

Optional Steps:


- From programs, In Item Properties (Hold the left-click on programs), remove Event Count and Medium time and replace with Episode Count.
- Blue menu: In “Program” filter, type in descriptions you want excluded, eg: (R), and deselect “all containing.”



How to rank for regular programs?

Optional Steps:

- Click the Play button to show the top 25 programs excluding Reruns or (R)

New Import Export  Batch Settings Help								
Report	Media	Period	Day Parts	Program	Spots	Data Type	Demo	Options
Program : All		Data Types : Filtered	Genre : Filtered	Filter Events	Program Display			
Rank	Program Name	Event Count	Rating Absolute (Total Individuals)	Rating % (Total Individuals)	Share of Audience % (Total Individuals)			
1	NAFS AL HANEEN	10	501,405	2.47	16.32%			
2	AL AKHBAR - MBC 1	8	489,111	2.41	12.29%			
3	AL MEERATH	6	449,579	2.21	13.03%			
4	ABU AL MALAYEEN	8	395,107	1.94	9.79%			
5	MOHAMED ALI ROAD	10	391,532	1.93	11.96%			
6	FALAK TAYYEB	12	364,089	1.79	9.66%			
7	GIZERET GHAMAM	10	347,723	1.71	12.53%			
8	KASR ADHM	10	318,264	1.57	11.41%			
9	GHANNILI BIL JAW	10	293,922	1.45	7.64%			
10	GROSHA AND MR B	4	272,064	1.34	11.09%			
11	HABIBATI MAN TAKOUN	10	258,827	1.27	7.47%			
12	STILETTO	10	229,732	1.13	5.73%			
13	JANNAT HALI	10	210,973	1.04	5.26%			
14	LI AJLIKI MAHMA KAN	10	205,980	1.01	5.15%			
15	AMILA SIRRIYYA	10	203,029	1.00	5.24%			
16	HAMED HILOU	10	193,879	0.95	5.57%			
17	PAW PATROL	6	191,550	0.94	10.61%			
18	TASALI AHLA ALAM	6	178,975	0.88	6.46%			
19	AL ROUH AL ASHIQA	10	177,144	0.87	4.75%			
20	PARASITE	14	157,700	0.78	5.30%			
21	TAWASOL	8	155,423	0.76	5.67%			
22	SABAH AL KHAIR YA ARAB	14	143,567	0.71	10.25%			
23	ISHQ MANTEQ INTIQAM	10	133,311	0.66	3.55%			
24	ABBY HATCHER	6	125,316	0.62	9.87%			
25	ELLA ANA HIKAYA WARAA HIKAYA	10	124,105	0.61	3.20%			

How to change eTAM settings?

Please watch the following video tutorial on how to change eTAM settings [\(TBC\)](#)

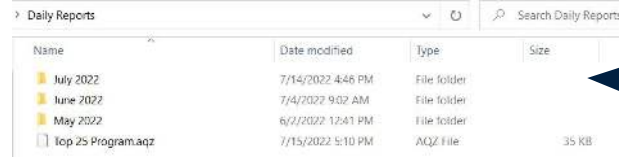
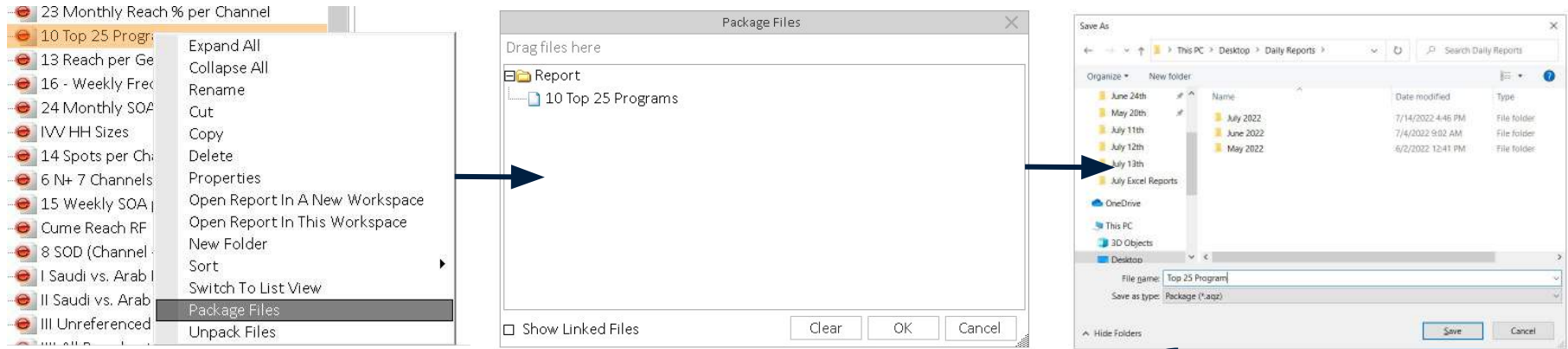
How to use the options filter?

Please watch the following video tutorial on how to use the options filter [\(TBC\)](#) **since this video will most likely be part of (Explaining Filters (i.e. Media, Period, DayParts Programs, Spots, Data Type, Demo, Options))**

How to export an aqz file?

In the left of your screen, under layout assets “User” you will find the reports you have saved.

Right click on the report you want to export as an aqz file → Package Files → OK → Select the location to save your report and type the file name → Save → OK

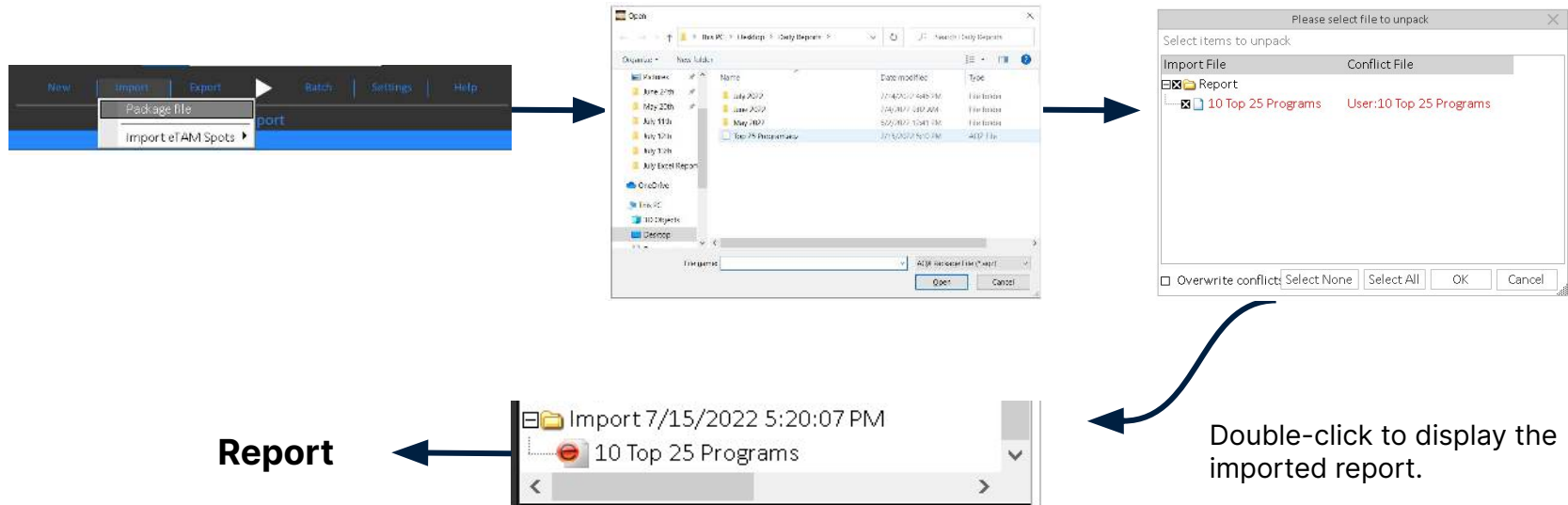


Aqz file saved in your designated folder. Ready to be sent to another user to import or for you to import later.

How to import an aqz file?

On the top middle of your screen, click the Import filter → click on Package file → select the aqz folder you want to open → Open → OK → OK

Go to layout assets, User to find your last imported aqz → Double click to open



Double-click to display the imported report.

Technical eTAM FAQs

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What are the Filenames and Paths names for batched reports?

Batched reports can have reference names applied to filename and paths. [Here are the parameters to use:](#)

[jfolder] = Fusion L&J folder e.g. '...\LandsberryAndJames'
[ymd] = Date in YYYYMMDD format
[date] = Date in short format (from locale) eg. 12/01/10
[Date] = Date in long format (from locale) eg. Monday 12 January 2010
[year] = Year eg. '2009'
[month] = Month eg. '01'
[dom] = Day of month eg. '31'
[qtr] = Quarter of year (1-4) eg. '3'
[time] = Time in HHMMSS format
[hour] = Hour eg. '15'
[min] = Minute eg. '35'
[dow] = Day of week (Short) eg. Mon,Tues,Wed, etc.
[Dow] = Day of week (Long) eg. Monday, Tuesday, Wednesday, etc.
[mth] = Month name (Short) eg. Jan,Feb,Mar, etc.
[Mth] = Month name (Long) eg. January,February,March, etc.

[reportname] = Report Name
[reportid] = Current Report GUID
[batchname] = Batch Name
[batchid] = Batch GUID
[user] = Current user name eg. 'Jasbir'
[userid] = Current users GUID
[mod] = Module eg. AQX, A2, BZ, etc.
[ini#<NAME>] = Replace with value from FusionSystem.ini in the section [Batch]/<NAME>
[env#<NAME>] = Replace with value from environment variable <NAME>
[server] = This machines name
[smtp] = The SMTP server as set by the FusionSystemManager.exe into FusionSystem.ini
[domain] = The network domain for this machine
[ReportDate] = The date string taken from the report zone from the processed report
[Dictionary] = The name of the Dictionary file used (if any)

Note:

Report Date provides the date of the report, rather than when it was produced, eg: Batch ran 1 September 2022, however Report Date was 31 October 2022

