Nielsen eTAM for Kingdom of Saudi Arabia

Quick Guide

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How To Access The Application

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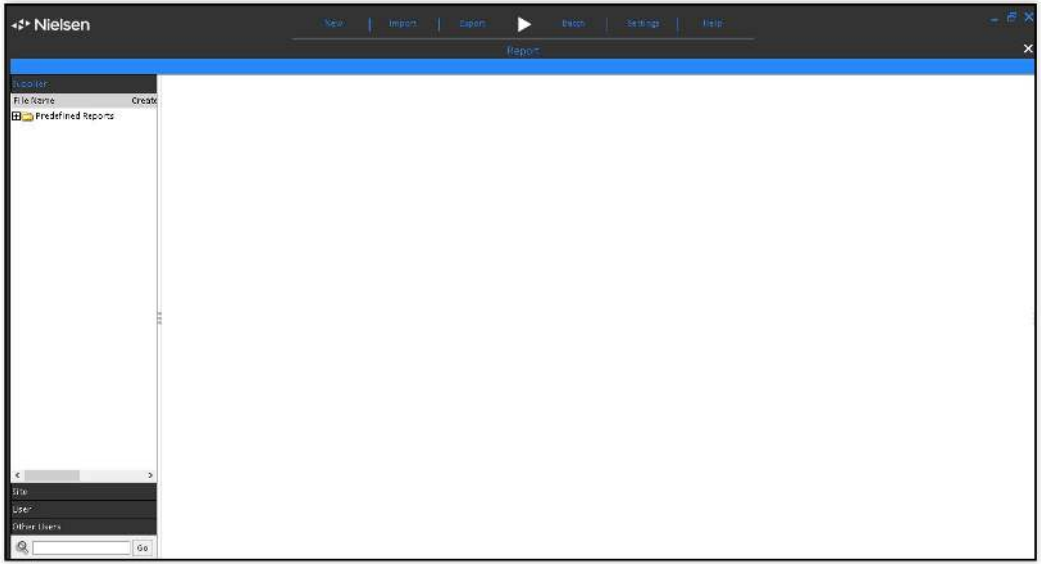
Opening eTAM (as Part of The Fusion Framework)

How To Access The Application

eTAM is installed as a Windows application and it is part of a product suite called **Fusion**, which also include other products like **AdQuest (AQX)** for Ad Intel, **eRAM** for Radio Measurement and **eDAM** for Digital Measurement**.** To open the Fusion framework double click on the “Launch Fusion” shortcut icon on your desktop.

Alternatively you can open eTAM by accessing the related installation folder on your drive and double click on the “**Launch Fusion**” executable.
The application will open (see the main framework interface on the right).



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Report Capabilities

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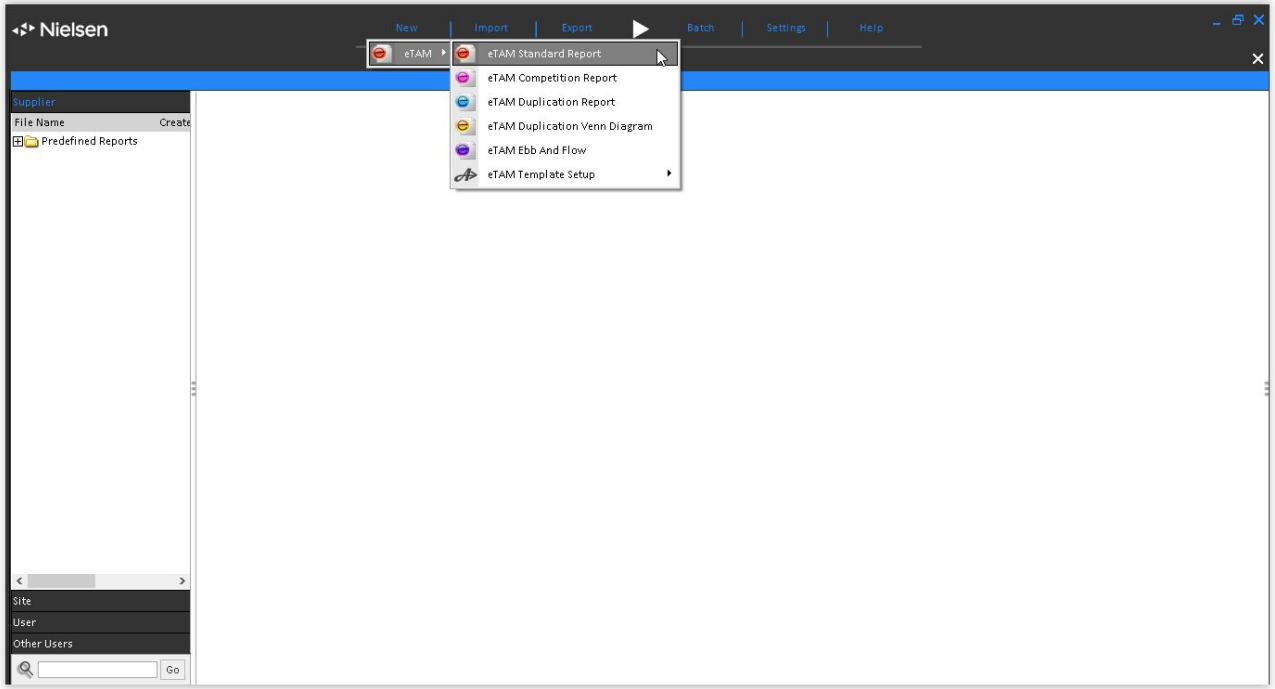
Get Started With A New Report

Report Capabilities



By clicking on the "**New**" menu on the top toolbar you can get started with a new report. Through the "**eTAM Standard Report**" you can obtain the majority of the reports. In addition to that, there are other specific modules for advanced analyses:

- "**eTAM Competition Report**" (audience comparison of a program schedule across different channels)
- "**eTAM Duplication Report**" (grid-based duplication)
- "**eTAM Duplication Venn Diagram**" (a specific simple diagram view)
- "**eTAM Ebb and Flow**" (migration analysis across channels)
- "**eTAM Visual Schedule Builder**" (create future spot schedules)

<u>Note:</u> these reporting templates will be available in the next Release.

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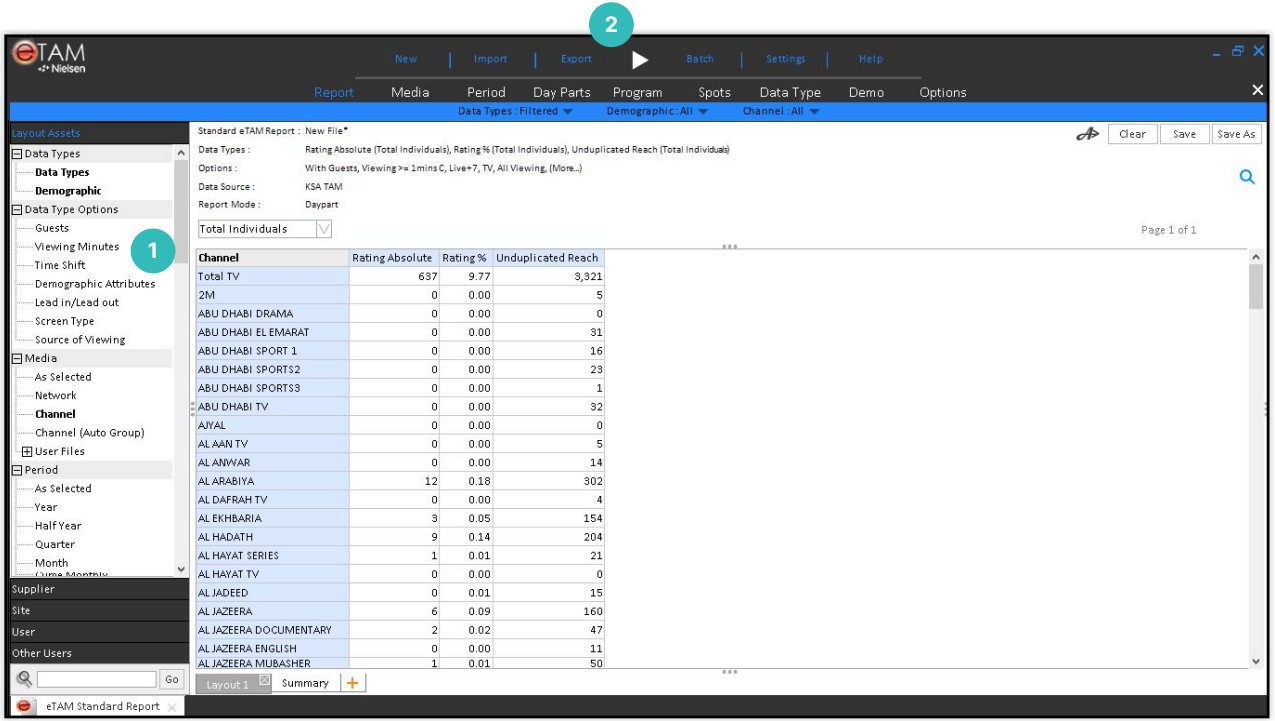
Adjust The Layout Of A New Blank Report

Report Capabilities



1

When you generate a brand new **Standard Report** the grid is empty. You need to add all the required dimensions in order to make the layout meaningful for the purpose of your report. In the example, on the Report tab we can see the “Demographic” dimension, on top the “Data Types” (metrics), while on the side we can see the “Channel” dimensions being dragged.

All the **available dimensions** are available under “**Layout Assets**” on the left and you can place dimensions in rows, column and/or as a page header. You can also start with a simple layout by double clicking on two dimensions: the first will be added on the side, while the second will be placed in column.
To remove a dimension from your report just drag it out or double click on the bolded item in the Layout Assets.

2

To **generate figures,** you trigger the computation by clicking on the “**Run**” button on the main toolbar.

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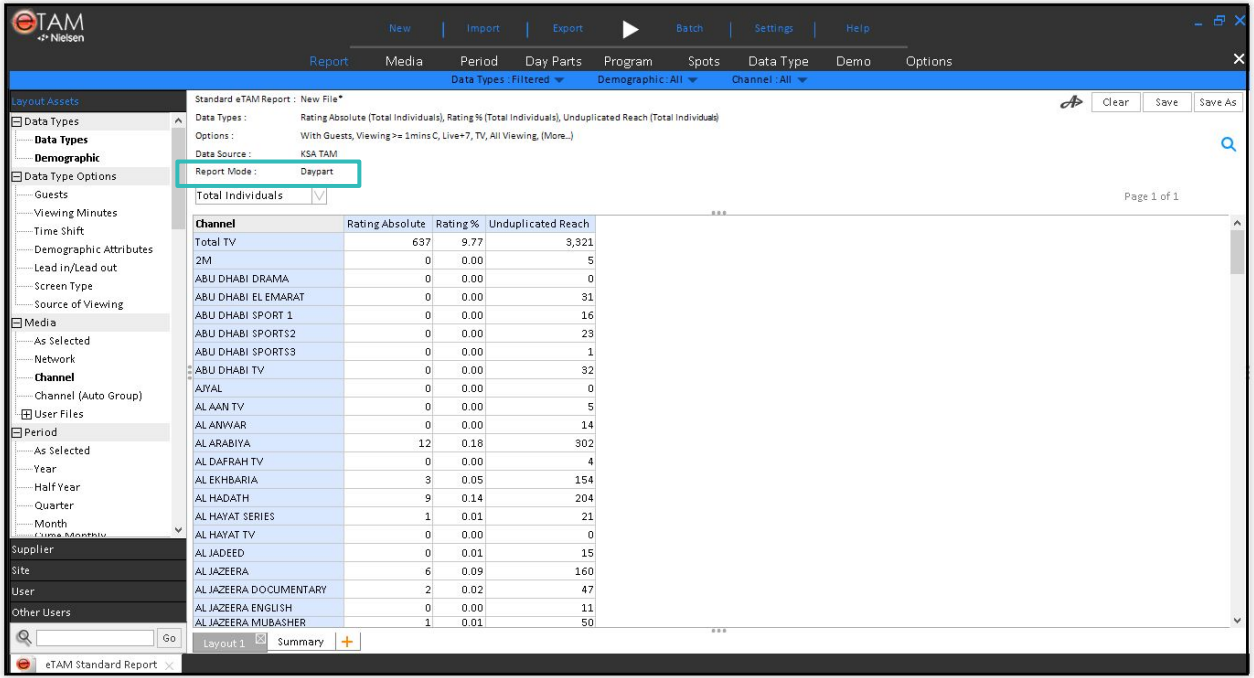
Report Modes

Report Capabilities



HINT: **Spot** takes precedence over **Programs**, which takes precedence over **Dayparts**

The Standard Report allows you to report audiences for channels, dayparts, programs or spots in the same layout and with the same type of user experience. To understand what kind of audiences are reported in a particular layout, pay attention to the "**Report Mode**" indicator present in the report header:

- **"Channels"**
  If a channel dimension is present in the layout, or a channel filter set, or a channel specific data type is used, then channel audiences are displayed
- **"Daypart"**
  If there are no program or spot dimension, filter parameter or data type used, then daypart audiences are displayed.
- **"Program"**
  If a program dimension is present in the layout, or a program filter is set, or a program specific data type is used, and no spot entities are used, then program audiences are displayed.
- **"Spot"**
  If a spot dimension is present in the layout, or a spot filter is set, or a spot specific data type is used, then spot audiences are displayed.

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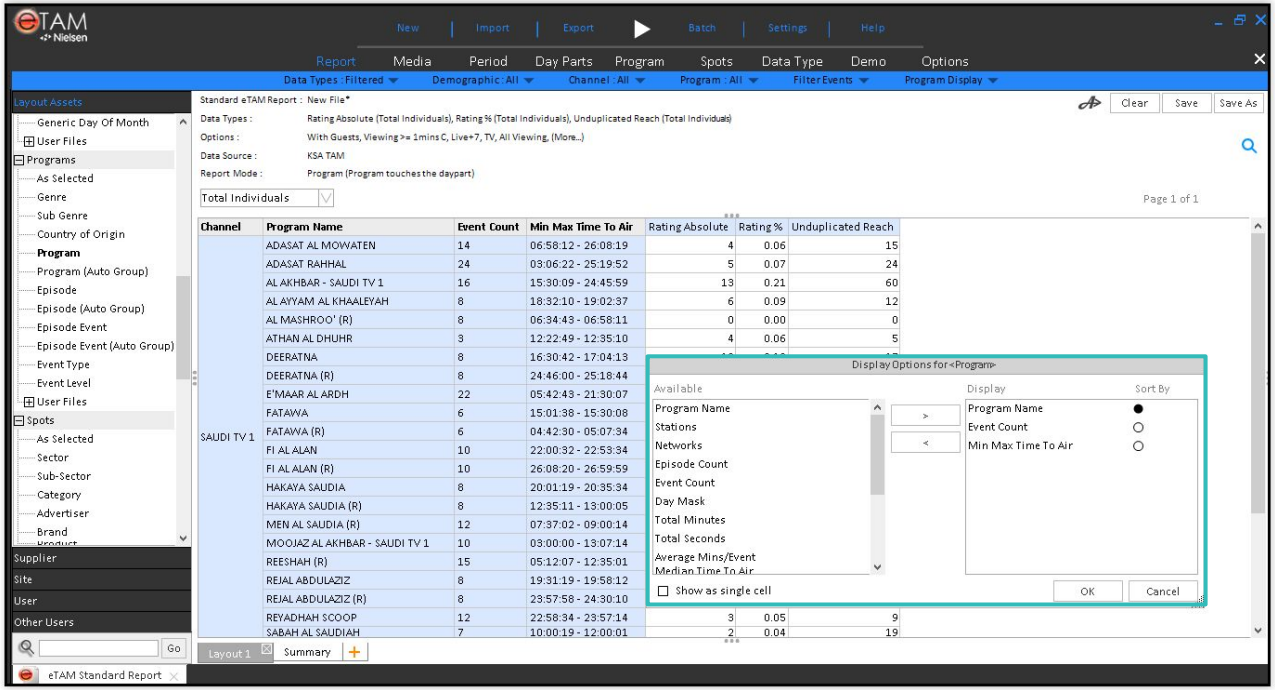
Item Properties

Report Capabilities



Some dimensions allow their appearance to be customised. The Program layout assets can be configured to show the program or episode names, the start and end times, the broadcasting channel, or even the typology or the event type/level.

You can choose to show or hide any of the attribute, or **property**, of the dimension by right clicking on the dimension itself and choosing “Item Properties” from the menu.

From the popup window, select any attribute you would like to display and optionally click on the “Sort by” dot to sort the dimension by that particular attribute (white dot means “unsorted”, **black dot** means “sorted ascending” and **red dot** means “sorted descending”).

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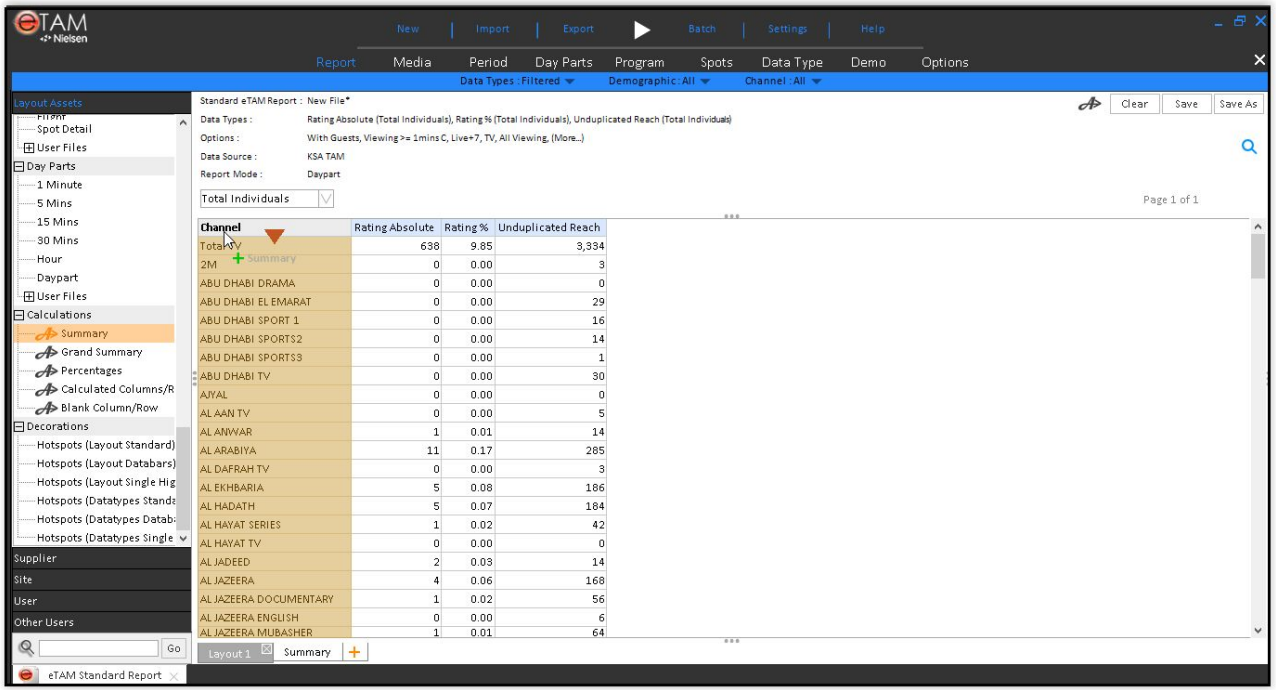
Adding a Summary or a % Share-Of to a Report

Report Capabilities



To add a summary or a % share-of row/column to your report you will need to access the "**Calculations**" section under "**Layout Assets**" on the left. There you have a **Summary** and a **Grand Summary** option, in addition to **Percentages** and other calculated columns. By dragging these dimensions on the grey cell at the top of the report you can decide where to place the column. In the example a Summary row is about to be placed, since the red arrow is indicating a calculation across all rows.

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Adding a Summary and a Grand Summary

Summary & Grand Summary are used to calculate the total/total average of the data types used in the report created.

Channel	Date	Rating Absolute (Total Individuals)	Unduplicated Reach (Total Individuals)
MBC 1	11/10/2022	204,253	3,122,007
	12/10/2022	228,272	3,022,358
	Summary	216,263	4,251,126
SSC1	11/10/2022	58,482	1,115,772
	12/10/2022	4,490	232,270
	Summary	31,486	1,147,866
OSN FAMILY	11/10/2022	358	14,594
	12/10/2022	1,242	48,693
	Summary	800	52,323
SBC	11/10/2022	7,193	379,751
	12/10/2022	7,784	309,193
	Summary	7,488	563,367
Grand Summary		64,009	5,124,631

**The total is not implying a sum, it depends on the data type, either a sum/average/sum of unduplicated people in unduplicated reach for example.

Summary takes into consideration the grouping made by the user in the report layout

Grand Summary is calculated based on the whole report, and does not take into consideration any of the groupings in the layout

Looking at the example, the **summaries** added in the report calculate the total unduplicated reach for **each channel for the two days**, and calculate the average rating for the **two days for each channel**

The **grand summary** takes into account all of the report created. So the rating absolute is the average of **all channels selected for the two days**. The unduplicated reach is the total number of unique people who watched **any of the four channels selected on the two days.** The rating absolute is the overall minute rating for **all four channels for the two days**

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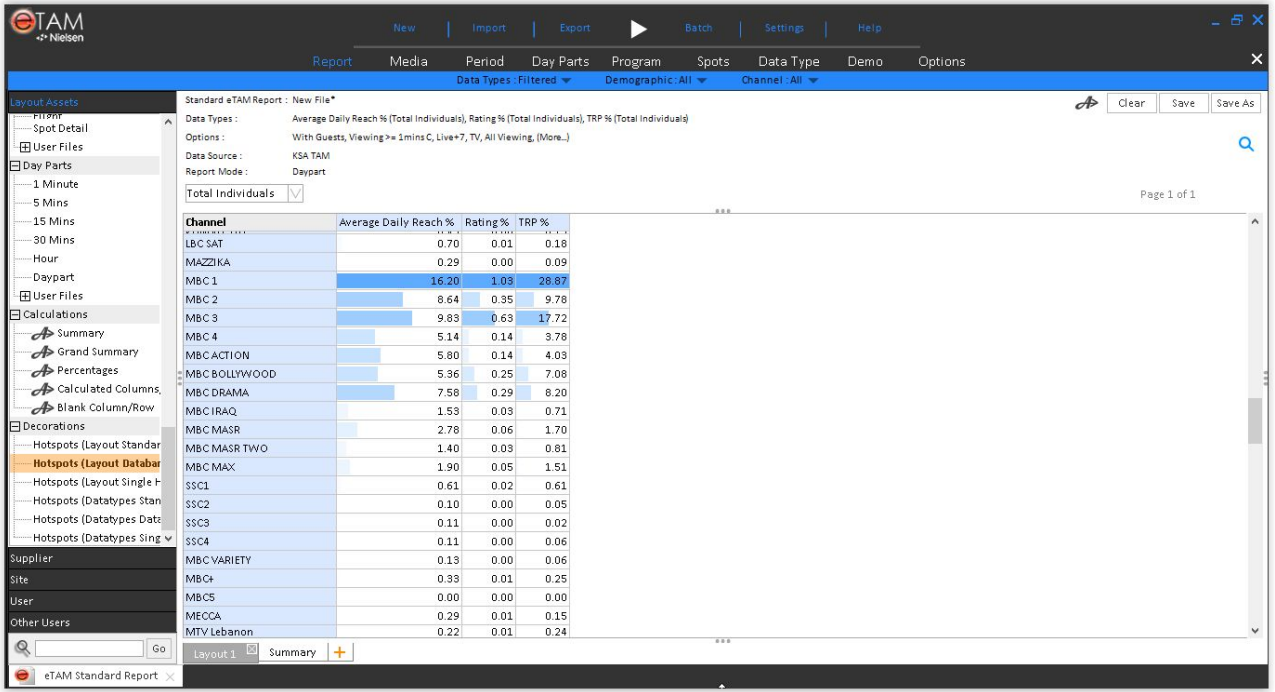
Formatting A Report

Report Capabilities



To change formatting of your report, like colour shading or bars, you need to access the “**Decorations**” section under “**Layout Assets**” on the left. You will be presented with different options. By double-clicking on a specific decoration, this is applied to the report.

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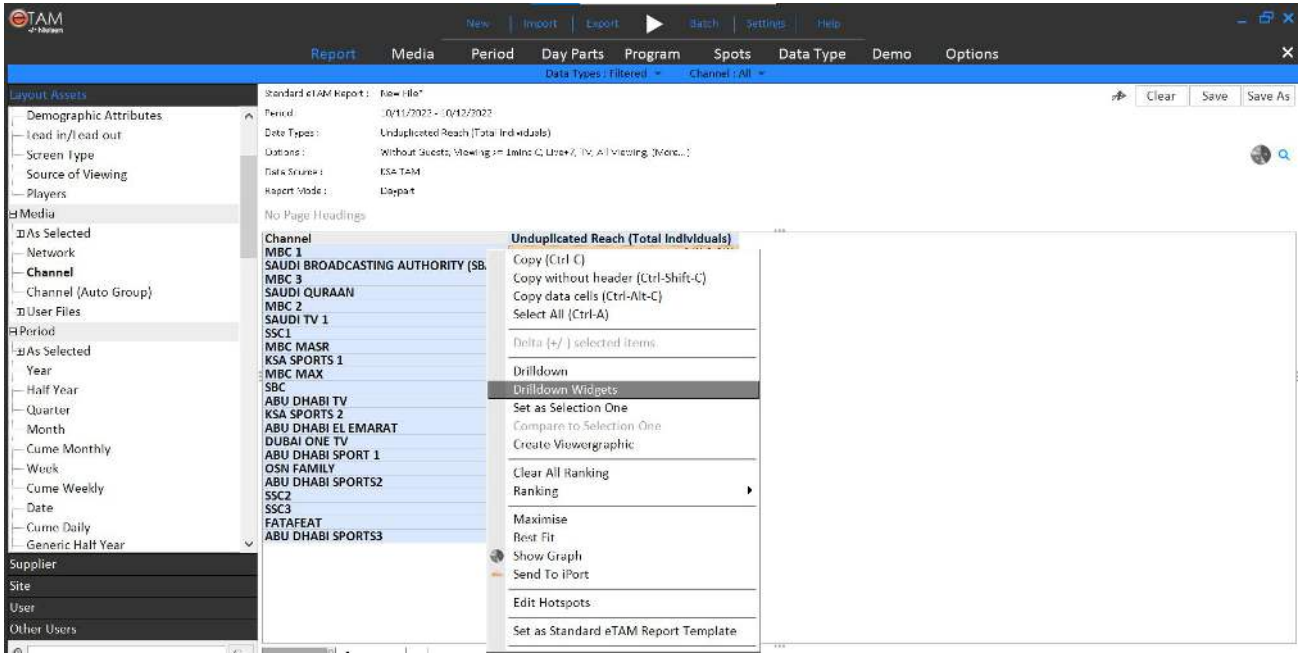
Drill-Down Report

Report Capabilities



You can interact with the grid to generate a **drill-down report based on a cell that you select**.

After you select a cell, right-click and select "**Drilldown widgets**". This will enable you to pick the level of detail you want to analyze.

Alternatively, you can simply double click on a cell. This will trigger a predefined drill-down flow, based on the starting dimension.

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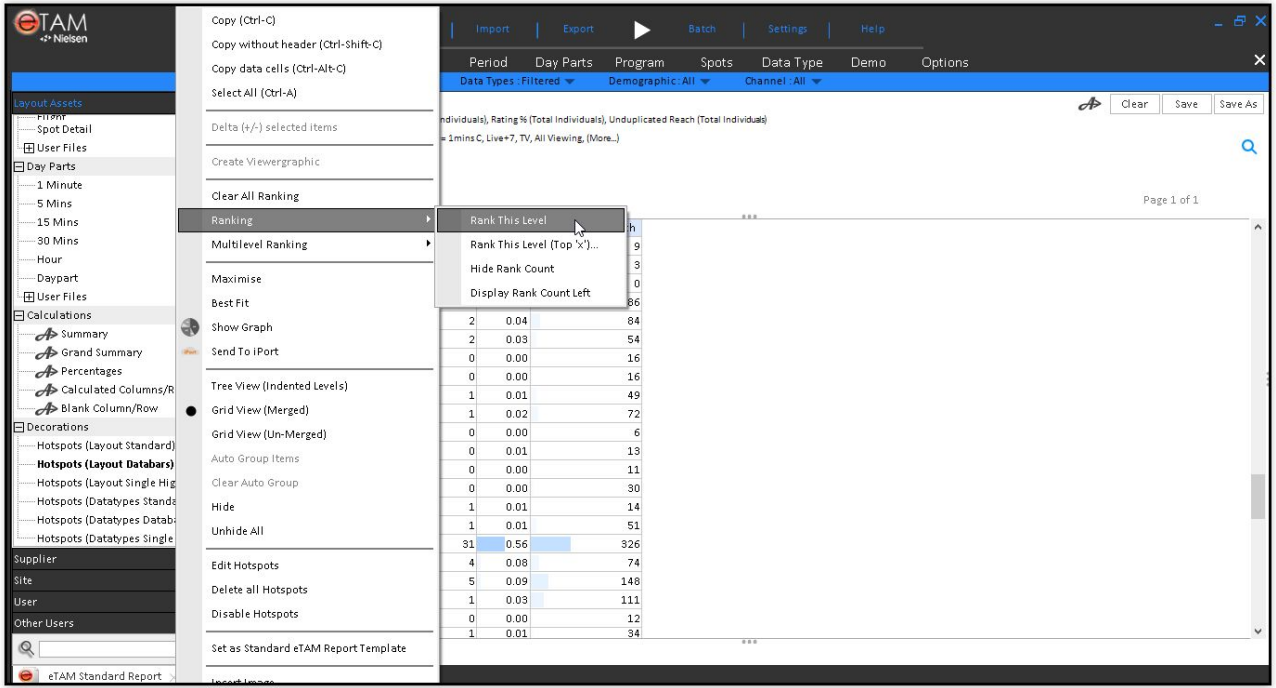
Simple Ranking Report

Report Capabilities



You can run a **simple ranking** report by **clicking on a column header** (where Data Types are in the example), **right click and select "Ranking" → "Rank This Column"**.

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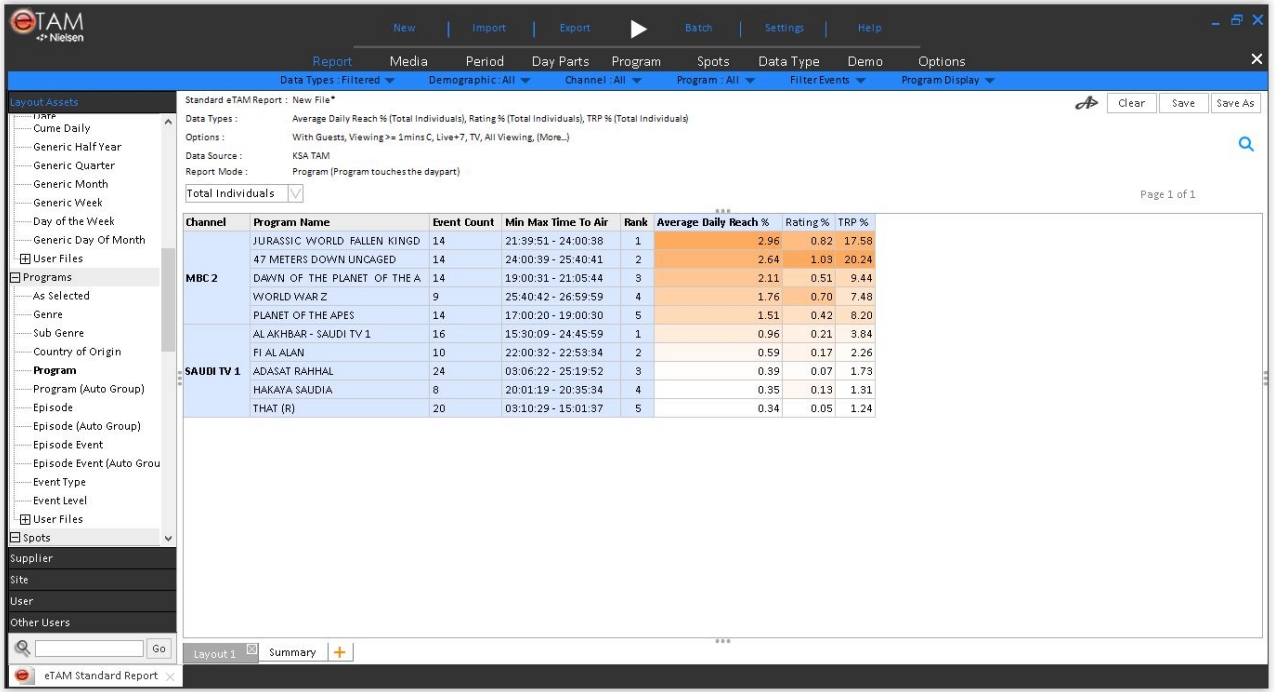
Ranking Report By Level And Top X

Report Capabilities



Channel	Program Name	Event Count	Min Max Time To Air	Rank	Average Daily Reach %	Rating %	TRP %
	JURASSIC WORLD FALLEN KINGD	14	21:39:51 - 24:00:38	1	2.96	0.82	17.58
	47 METERS DOWN UNCAGED	14	24:00:39 - 25:40:41	2	2.64	1.03	20.24
MBC 2	DAWN OF THE PLANET OF THE A	14	19:00:31 - 21:05:44	3	2.11	0.51	9.44
	WORLD WAR Z	9	25:40:42 - 26:59:59	4	1.76	0.70	7.48
	PLANET OF THE APES	14	17:00:20 - 19:00:30	5	1.51	0.42	8.20
	AL AKHBAR - SAUDI TV 1	16	15:30:09 - 24:45:59	1	0.96	0.21	3.84
	FI AL ALAN	10	22:00:32 - 22:53:34	2	0.59	0.17	2.26
SAUDI TV 1	ADASAT RAHHAL	24	03:06:22 - 25:19:52	3	0.39	0.07	1.73
	HAKAYA SAUDIA	8	20:01:19 - 20:35:34	4	0.35	0.13	1.31
	THAT (R)	20	03:10:29 - 15:01:37	5	0.34	0.05	1.24

If there are multiple dimensions presented in the rows, you can then select one of the dimensions contained in the rowinside, right click and select “Ranking” → “**Rank This Level**”. This will create a report where the items are ranked based on the level the ranking was defined on.

Another ranking option is to select a side dimension (or a column if you want this to be applied to the entire report), right click and select “Ranking” → Rank This Level (**Top X**). A window will pop up letting you decide how many items you want to be included in the ranking report for each level.

In the example the ranking was selected at the Channel level, with Top 5 option, so that Programs are ranked for each Channel and only the topmost 5 are shown.

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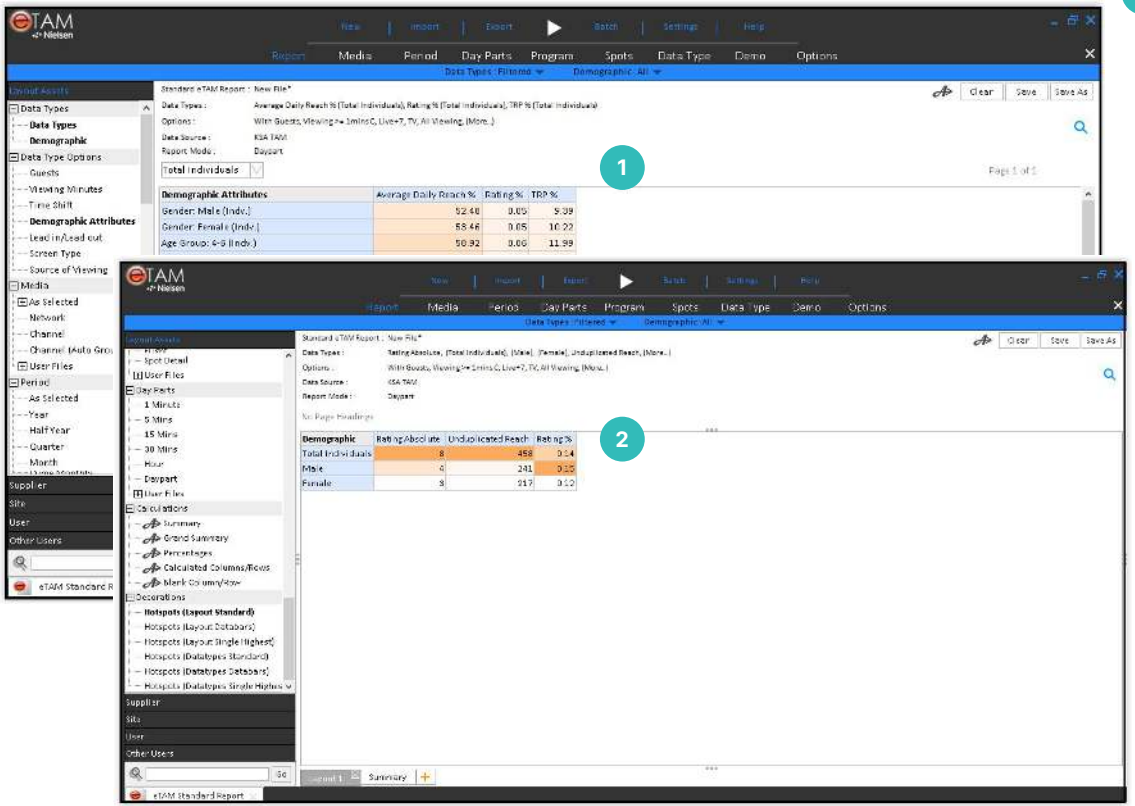
Profile Report

Report Capabilities



1

You can create a profile report by dragging the "**Demographic Attributes**" dimension in the layout, as well as leveraging Data Types like "**Profile %**" - (Profile data type is based on the audience figures).

HINT: For KSA there are a lot of demographics defined, it is advised to limit the number of demographics to show by using the "**Demographic Attributes**" button in the **Options** area, otherwise the report might take a longer time to process.

2

You can also create a profile report by dragging the "**Demographic**" dimension in the layout together with a selection of Targets. In the example we see 3 defined targets (Total Individuals, Males, Females), instead of the elementary elements of the available demographics.

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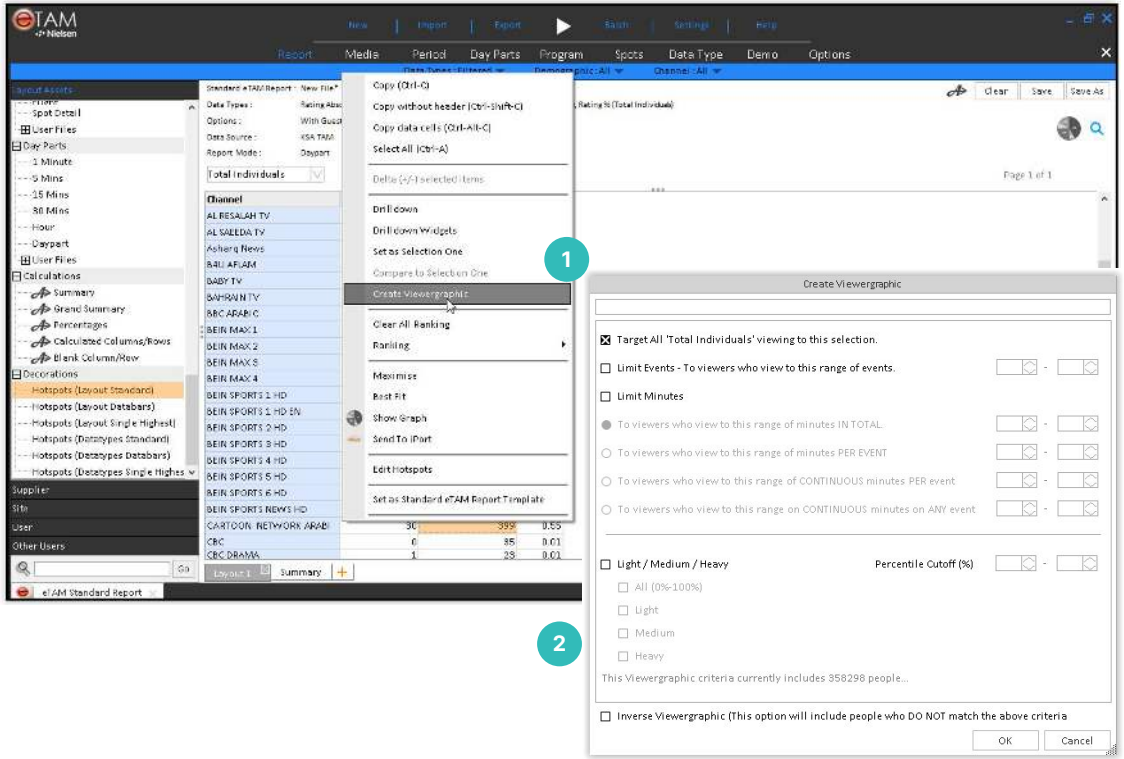
Viewergraphics (Dynamic Targets)

Report Capabilities



1

If you want to create a demographic target composed of a set of individuals who watched specific events (programs, dayparts or spots), it's enough to select the cells corresponding to those events, right click and choose "**Create Viewergraphic (Dynamic Targets)**".

2

This will isolate all and only the individuals that have watched those events. You can further restrict the set by applying filtering criteria on the amount of viewership (either fragmented or consecutive).

Once the Viewergraphic is created, you will find it inside the list of saved demographics in the "Demo" filter, and it can be used as any other standard saved demos.

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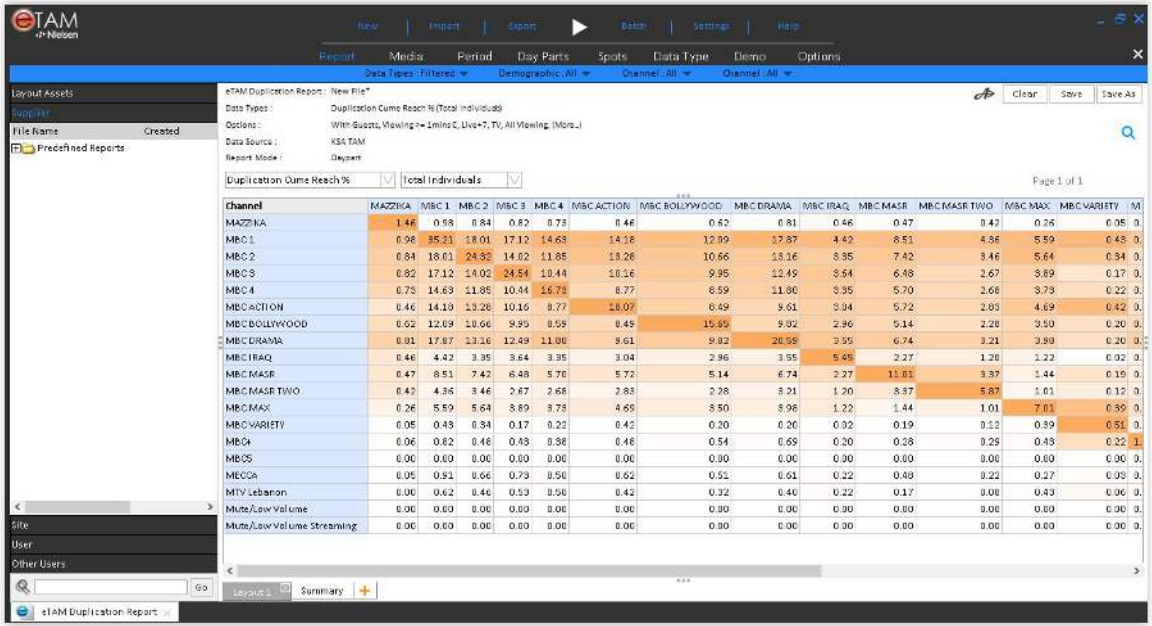
Duplication And Exclusive Reach

Report Capabilities



If you access the "**New**" menu at the top and select "**eTAM Duplication Report**" you can analyze Duplication and Exclusivity through a matrix. It is enough to drag the dimension relative to the elements you have selected both on side and in column.

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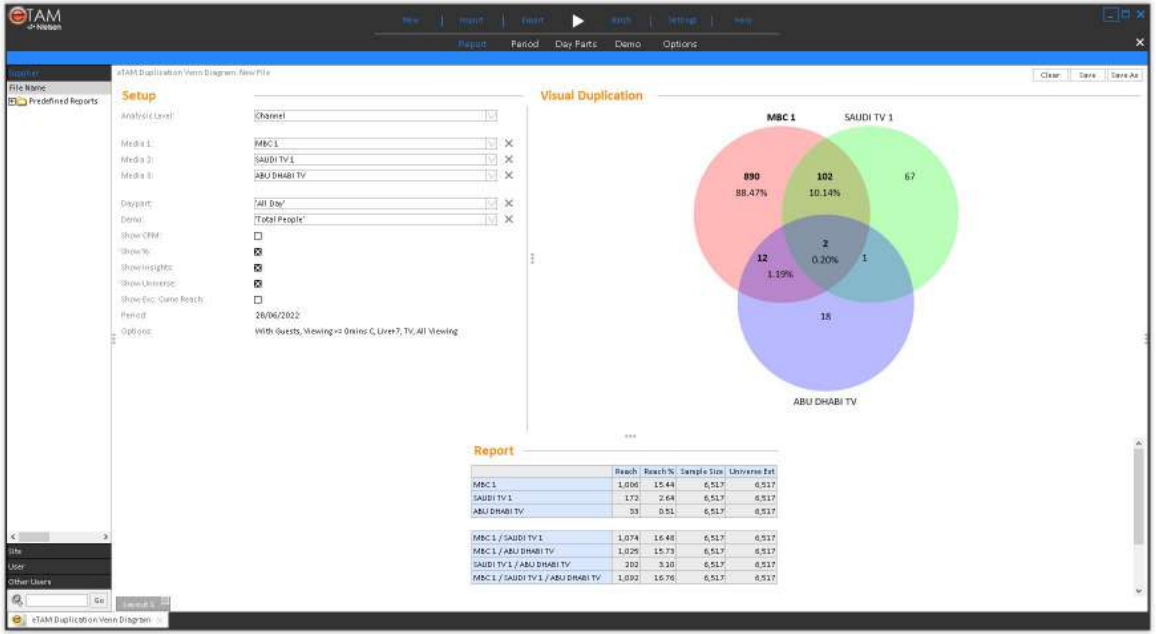
Duplication With a Venn Diagram

Report Capabilities



If you access the "**New**" menu at the top and select "**eTAM Duplication Venn Diagram**" you can analyze overlaps and exclusivity through a Venn Diagram. It is enough to decide which Analysis Level to use, identify 3 elements to compare and define a target.

This a easy-to-use graphical report for general overlap analyses up to 3 elements.

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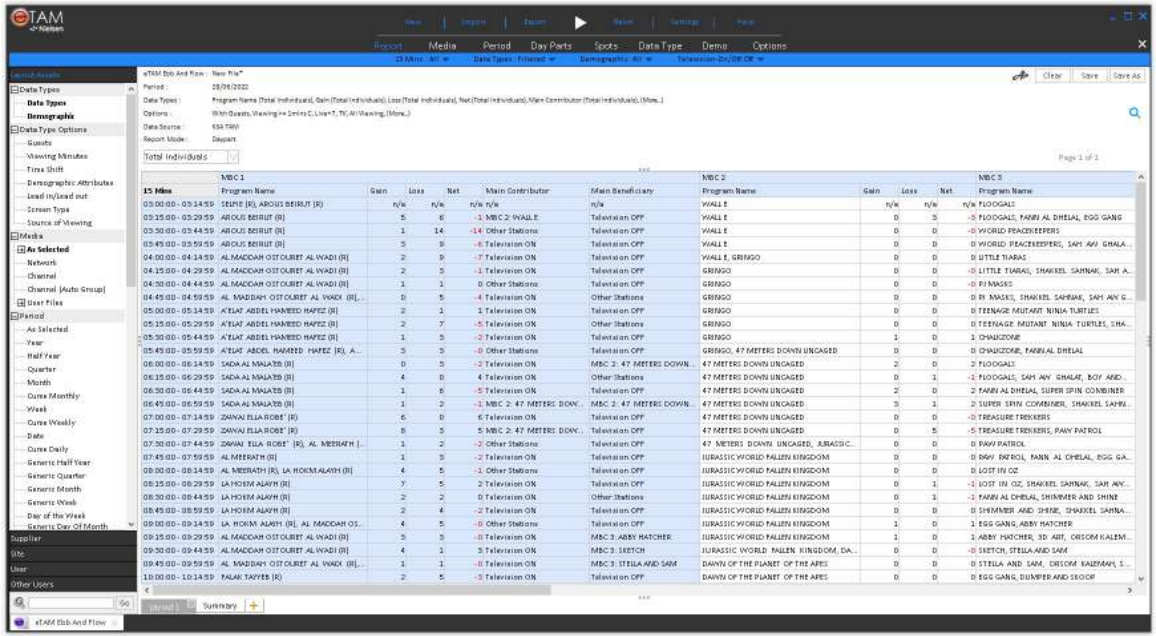
Channel Migration With Ebb & Flow

Report Capabilities



If you access the “**New**” menu at the top and select “**eTAM Ebb And Flow**” you can create a report that displays the migration of audience for a set of dayparts across channels.

Ebb and Flow analysis requires to put a media dimension (for instance, channels) on the top of the report and a daypart dimension on the side.

Remember to choose metrics like “Gain”, “Loss” or “Net” from the Data Type filter in order to get the full picture of the migration across channels: “Gain” represents the audience gained from other channels, “Loss” represent the audience lost to other channels, and “Net” is the difference.

HINT: select a specific set of channels for this analysis, otherwise the report will be slow and most probably unreadable. Also, in order to define the exact reporting order of the channels, drag the **Media | As Selected** dimensions to the top, so that channels are reported in the same order as selected (first channel becomes the pivot)

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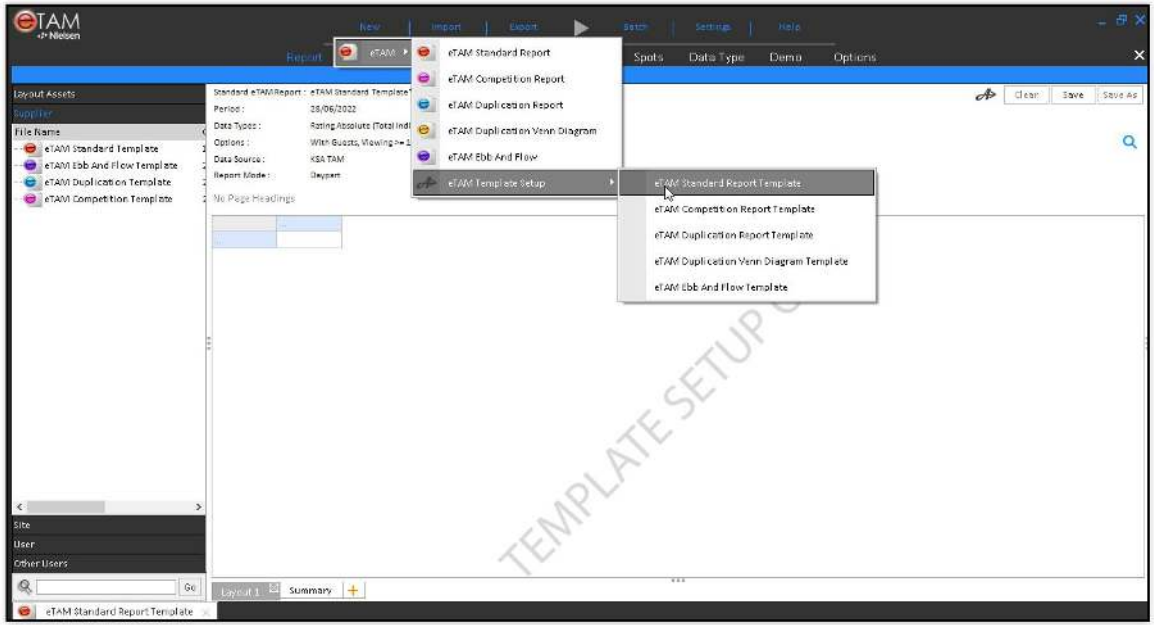
Template Setup
Report Capabilities



You can customise the default appearance and filter selection of new reports by setting up a default template.

Click on the “**New**” menu at the top, then “**eTAM Template Setup**”, then the report type for which you want to define a template.

Apply all required layout changes and filters selections and then click “Save”. The selections you just defined will be used everytime a new report will be created.

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Filters

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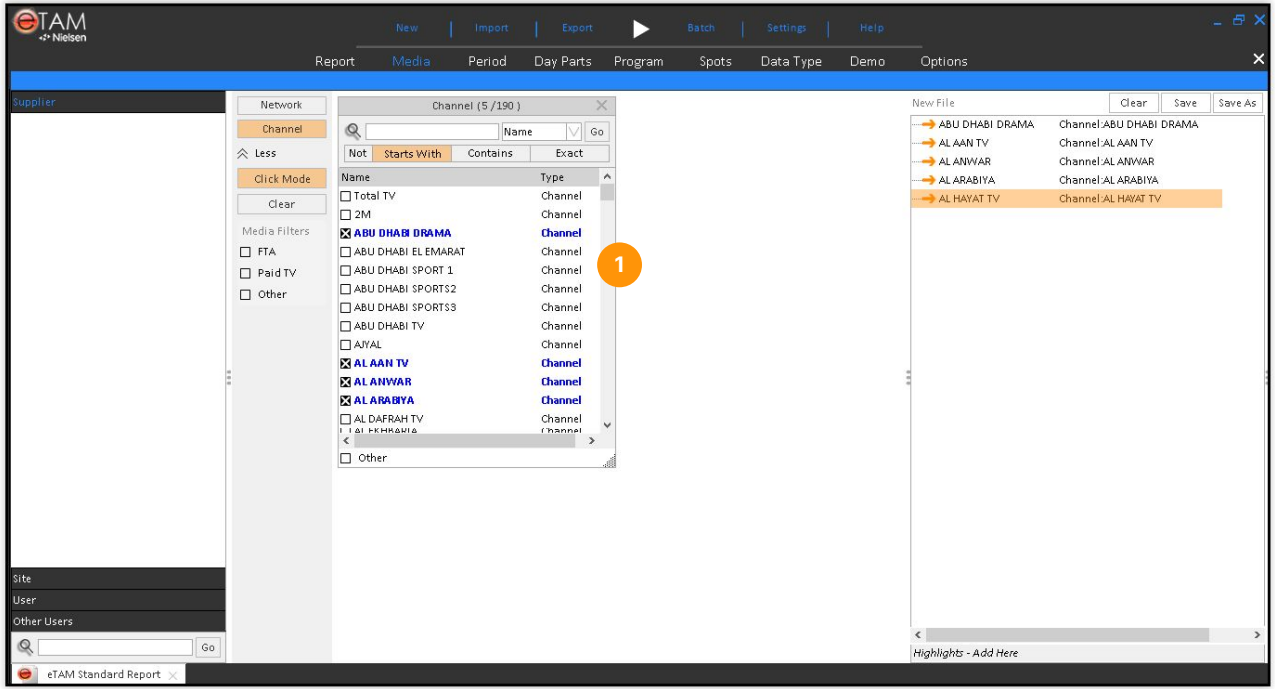
Media
Filters



1

If you access the “**Media**” filter, you can select one or more Channels to be included in your report. Click on the “**Channel**” button to show the Channel layer and click the check boxes to select the required channels.

If no selection is performed, all channels for all markets are automatically shown in the final report.

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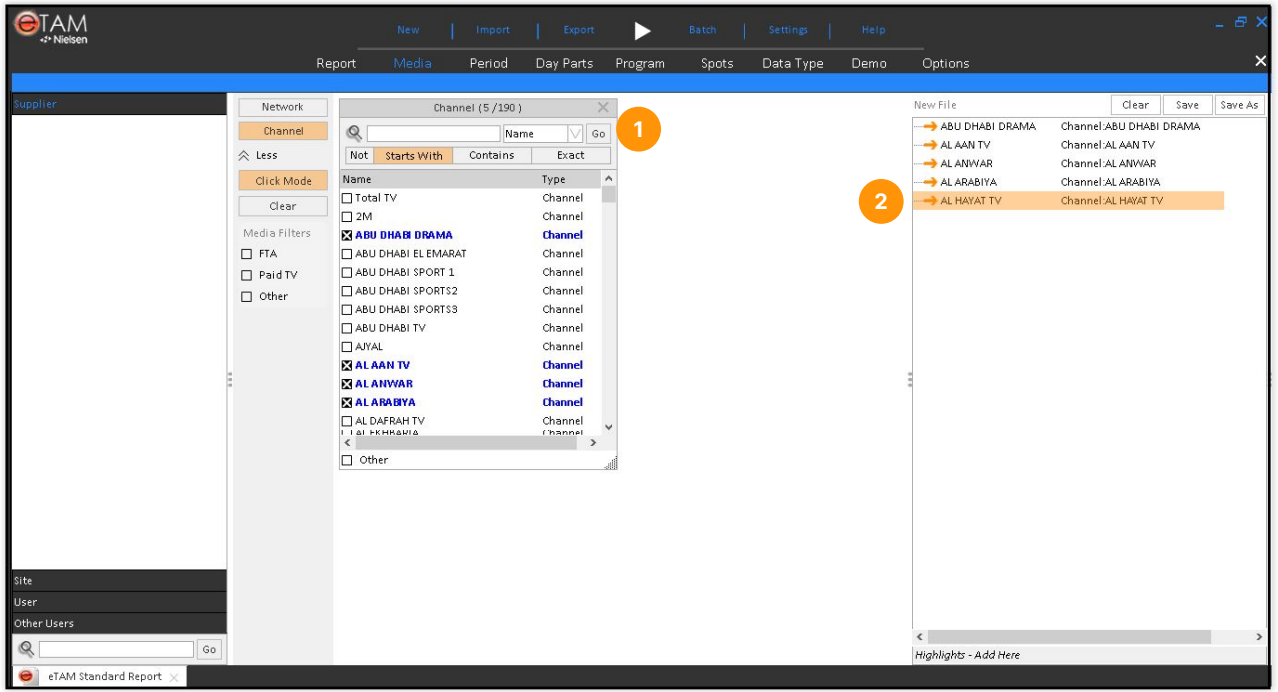
Media
Filters



1

In the displayed list you can either use the scroll bar to look for the items to select or use the **Search** function at the top.

2

A **summary of what is selected** appears on the right. In this section you can also **Save** the filtered items as a group that can easily be reused in multiple reports (the group will be saved under the “User” section on the left).

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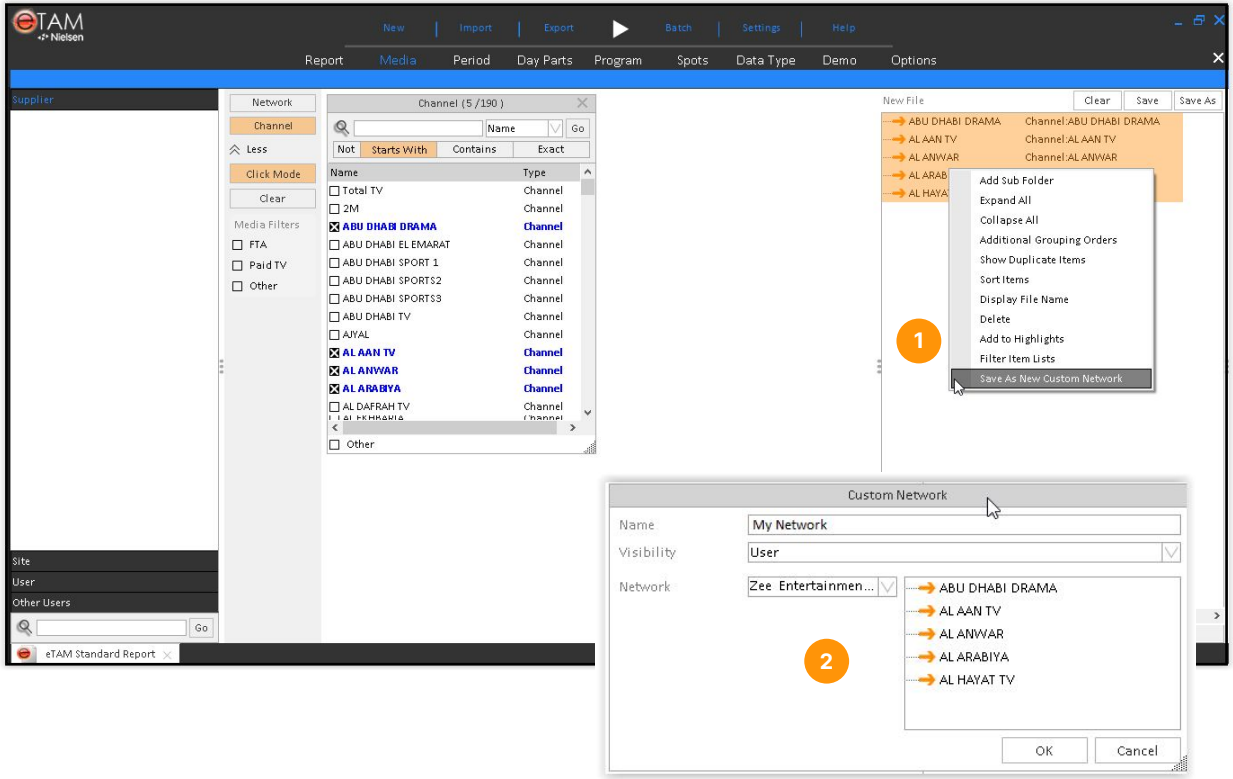
Custom Networks

Filters



1

It is possible to create **custom networks**, i.e. aggregations of elementary channels that behave and look like a single unified channel for all audience calculations, including ratings, reaches, and shares.

Select the channels you want to aggregate together, right click and choose "**Save as New Custom Network**".

2

A window will popup asking for the custom network name, the visibility (at site/shared level or user/private level) and the Market/Type group where it should be saved to. Networks saved at site level will be visible to all users belonging to the same organization (having a shared Fusion installation).

Saved custom networks will be listed in the available channel list and can be selected like all other channels.

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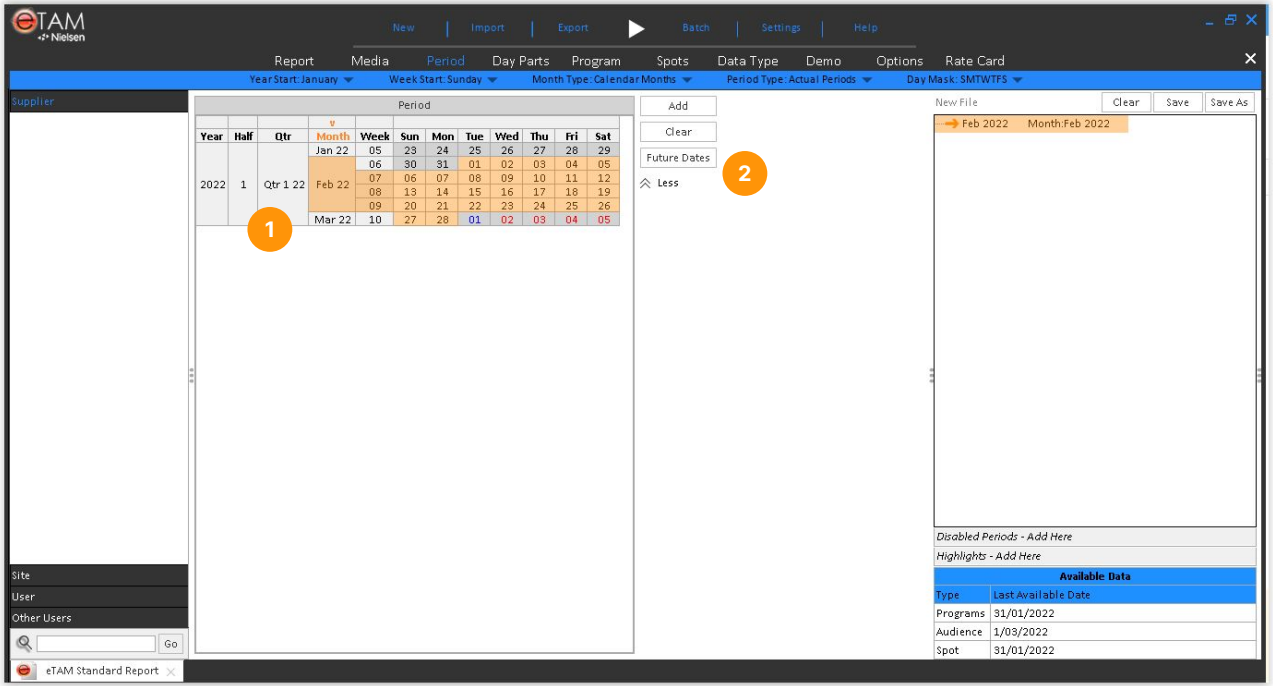
Periods
Filters



1

If you access the "**Period**" filter you can select the days to be included in your report.

Click on one or more days, weeks, months, quarters, years or days of the week on the left hand side and click the "Add" button to activate the selection. The selected days will be displayed on the right side panel. You can also save a group for future use if needed (visible under the "User" section).

2

The option "**Future Dates**" can be used to select weeks in the future so that in the event a report is scheduled in a recurrent way can be automatically updated incrementally depending on the data availability. In this case, future weeks will be displayed in red text.

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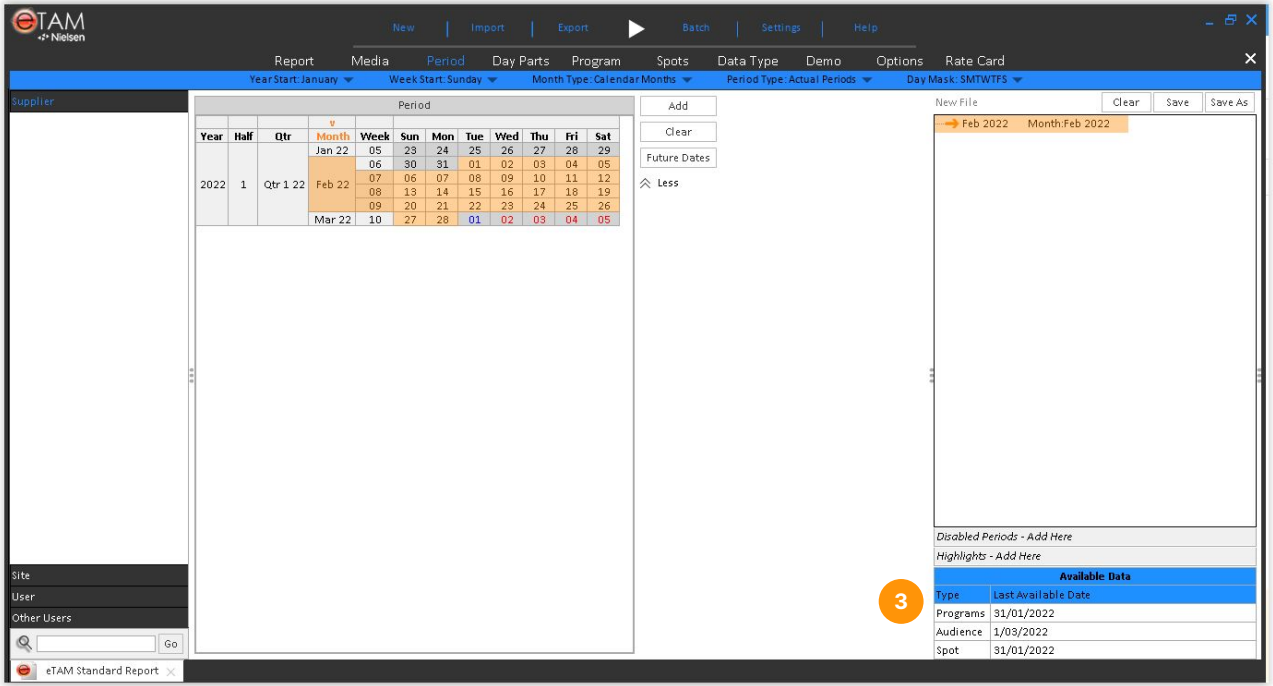
Periods
Filters



3

The “**Available Data**” section displays the most recent date that is available for analysis, for each type of data.

The most recent version of the data files are automatically downloaded by the application as soon as they are required for the specific period of analysis, and stored in a cache on the PC.

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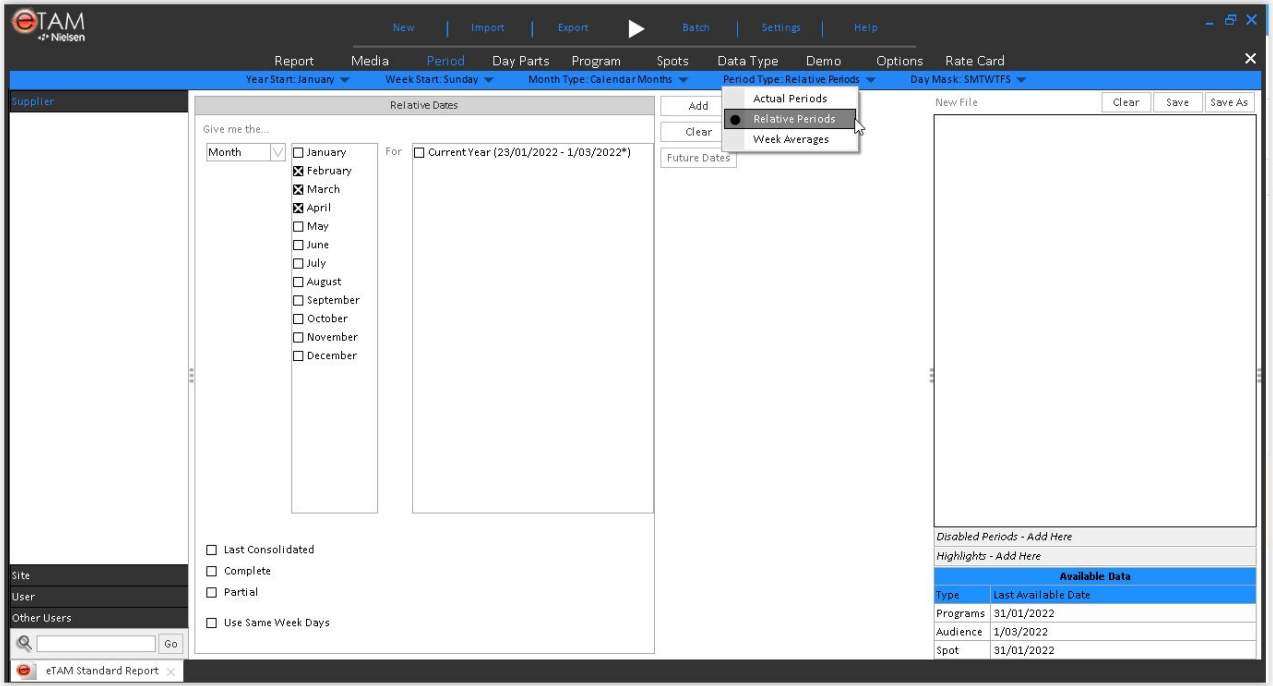
Relative Periods
Filters



By clicking on the “Period Type” option in the sub-filter bar, you can select the “**Relative Periods**” option to define date ranges based on a set of dynamic rules (dependent from the actual date, for instance “latest month” or “year to date”).

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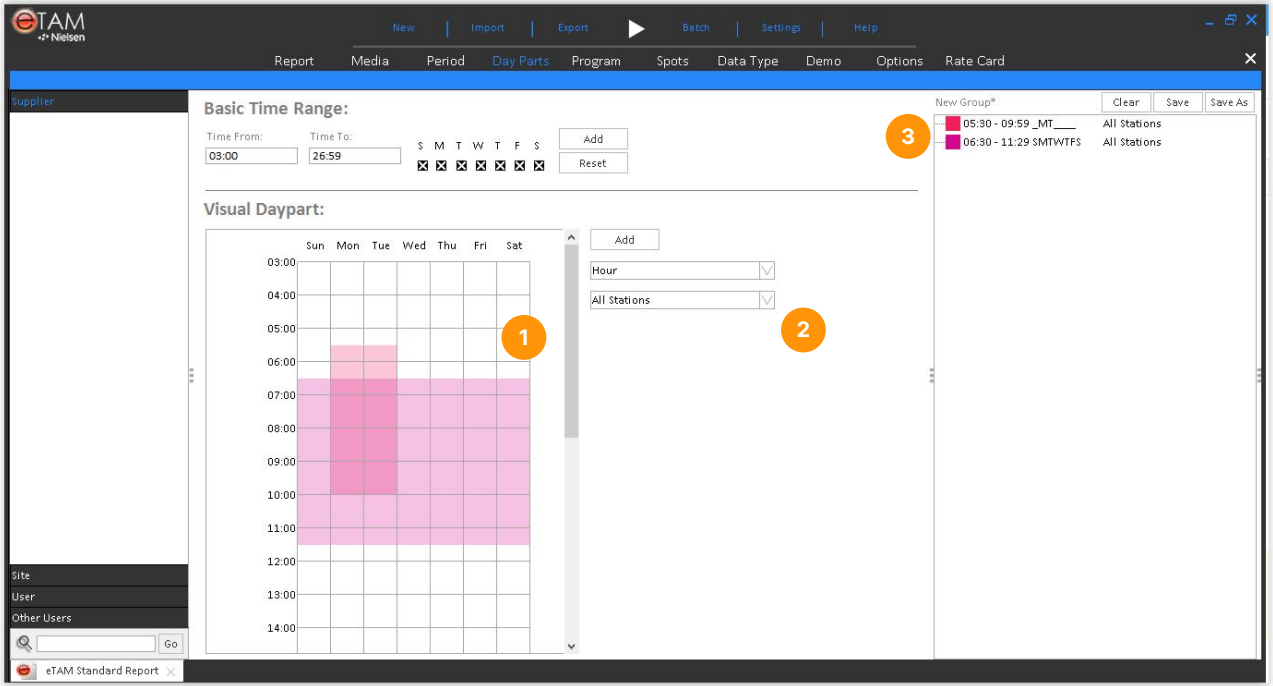
Day Parts
Filters



In the “**Day Parts**” filter, you can select one or more dayparts to be used in the report.

1

You can define custom dayparts, by dragging ranges across time bands and days in the “Visual Daypart” or by typing a range and a set of days in the boxes. Click the “Add” button to confirm.

2

You can limit the definition of a daypart to be applied to a specific set of channels only.

3

You can save a group of day parts for future use if needed (visible under the “User” section).

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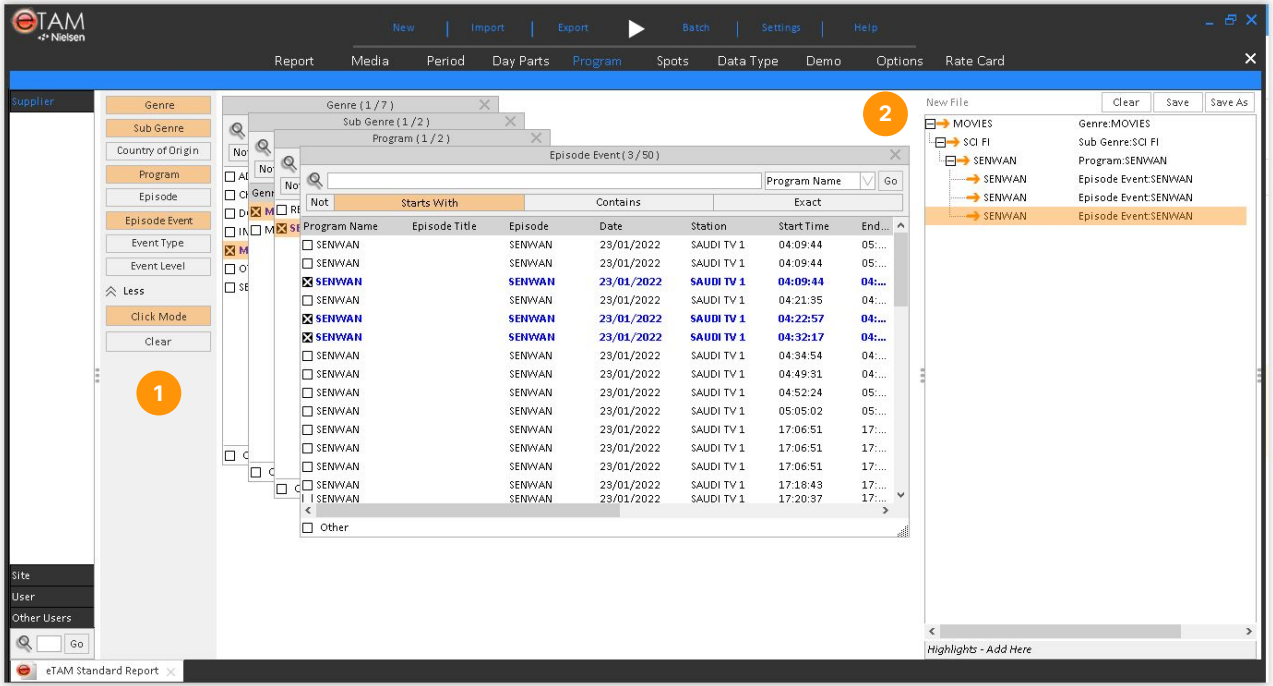
Programs
Filters



1

In the “**Program**” filter it is possible to search for specific programs by name, episode, type, level, typology and any other user field present in the data. Click on the hierarchy level you want to search from select the elements to include in the report by clicking on them.

2

By enabling more than one level and reordering them by drag and drop, it is possible to define a navigation path where each level displays only the elements belonging to the previous level’s selection, to help find what’s needed.
When one or more program entities are selected in this filter, the report mode is automatically switched to “Program” (unless there are also spot entities selected in the Spot filter).

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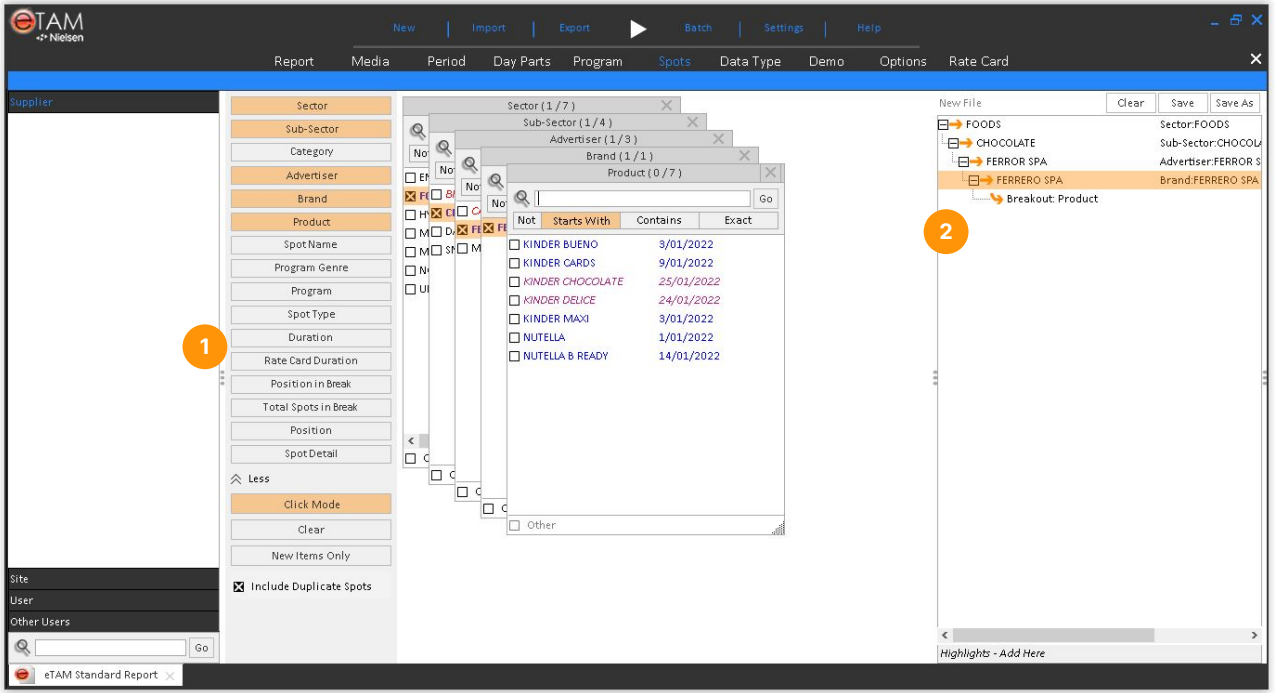
Spots
Filters



1

In the “**Spot**” filter it is possible to search for specific spot by sector, category, advertiser, brand, product and any other user field present in the data. Select the hierarchy level you want to search from and select the elements to include in the report by clicking on them, in the same way as for Programs.

2

Also in this filter, by enabling more than one level and reordering them by drag and drop, it is possible to define a navigation path where each level displays only the elements belonging to the previous level’s selection, to help find what’s needed.

When one or more spot entities are selected in this filter, the report mode is automatically switched to “Spot” (even if there are also program entities selected in the Program filter).

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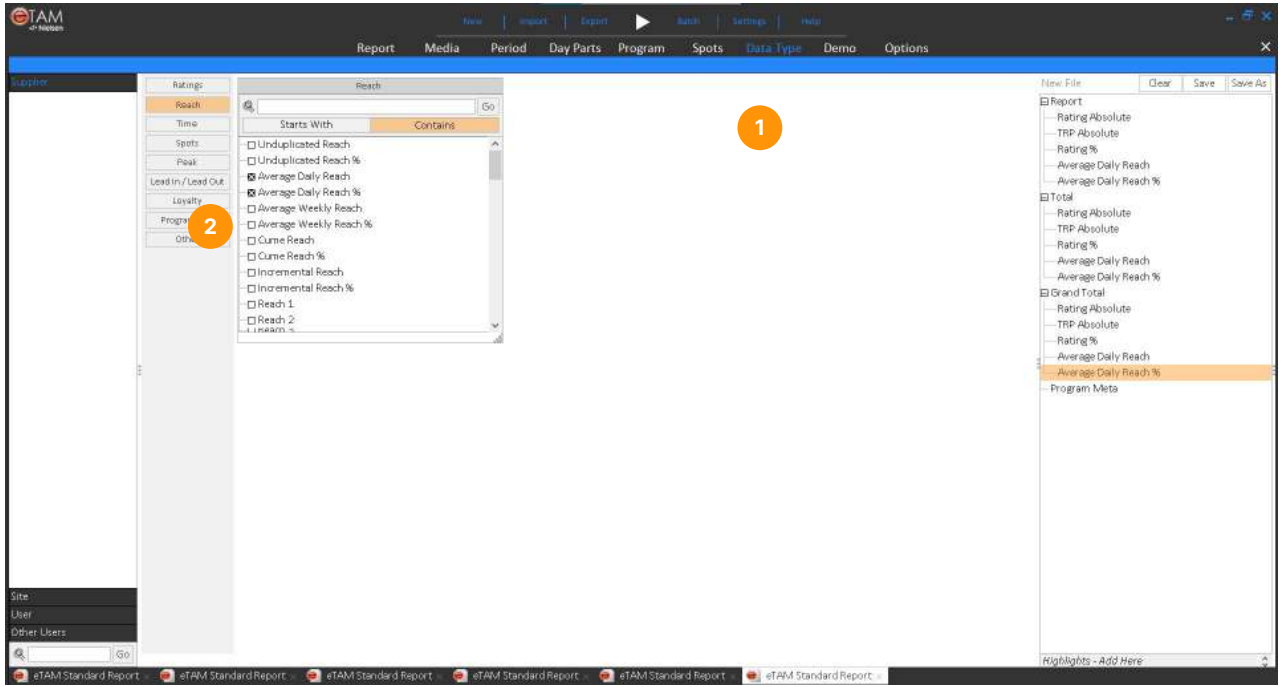
Data Types
Filters



1

If you access the "**Data Type**" filter you can select one or more metrics to be included in your report.

Click the elements you need on the left hand side and and they will be reflected on the right as your selection. Also in this case you can save a group for future use if needed (under "user" section).

2

Data types are classified according to their type (for instance ratings, reach, time, spot ratings, etc.) for easier access. It is also possible, as in all other filters, to search by name.

Some data types can be selected and used as-is (like Ratings Absolute or Reach), others require settings specification before they can be added (like Reach ranges or Loyalty). Reach viewing thresholds are set in the "**Options**" filter, under the "**Viewing Minutes**" section.

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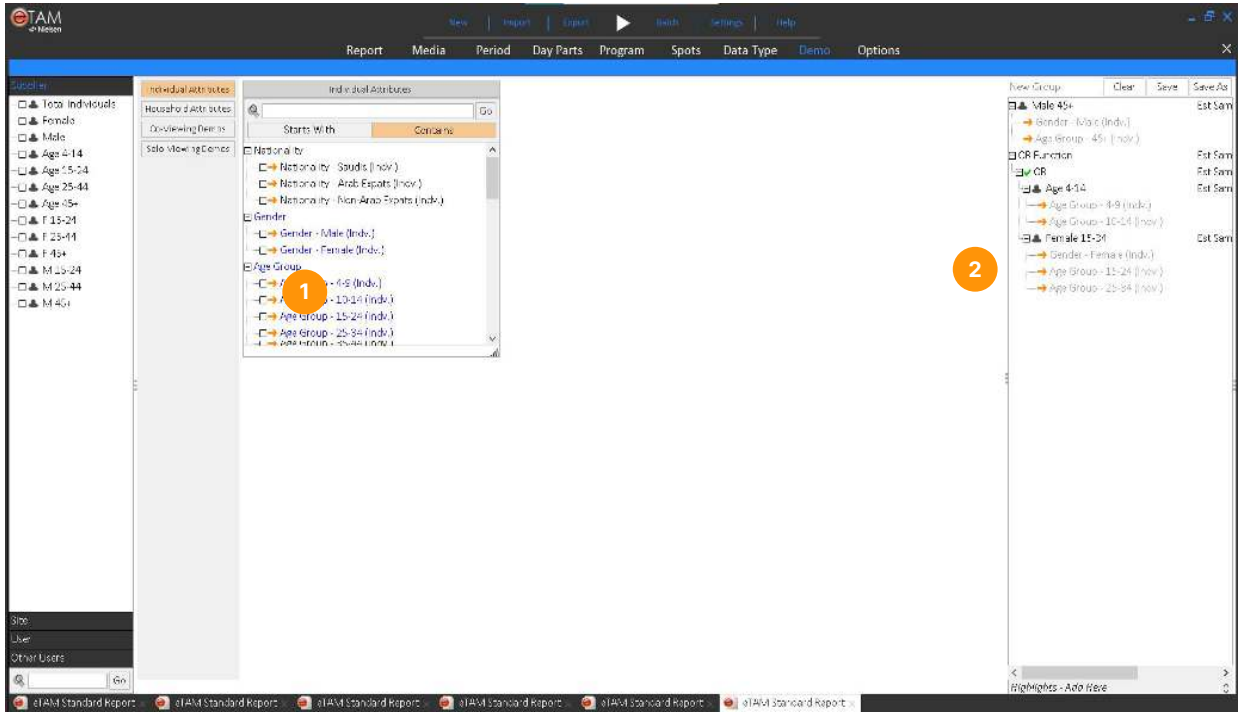
Demos
Filters



1

If you access the “**Demo**” filter you can select one or more demographic classes to be included as targets in your report.
Click the elements you need on the left hand side and and they will be reflected on the right as your selection. Also in this case you can save a group for future use if needed (accessible under the “User” section). In the example a target based on “Gender” and “Age” is created.

2

Click on the newly created target name to rename it.

Advanced options for grouping together the demographics to build more complex targets (with AND, OR, NOT operators) are available by right-clicking on the area on the right.
Reference target for the usage of profile metrics like Adhesion or Affinity can be set by right clicking on the created target name and choosing “Assign Reference Demo”.

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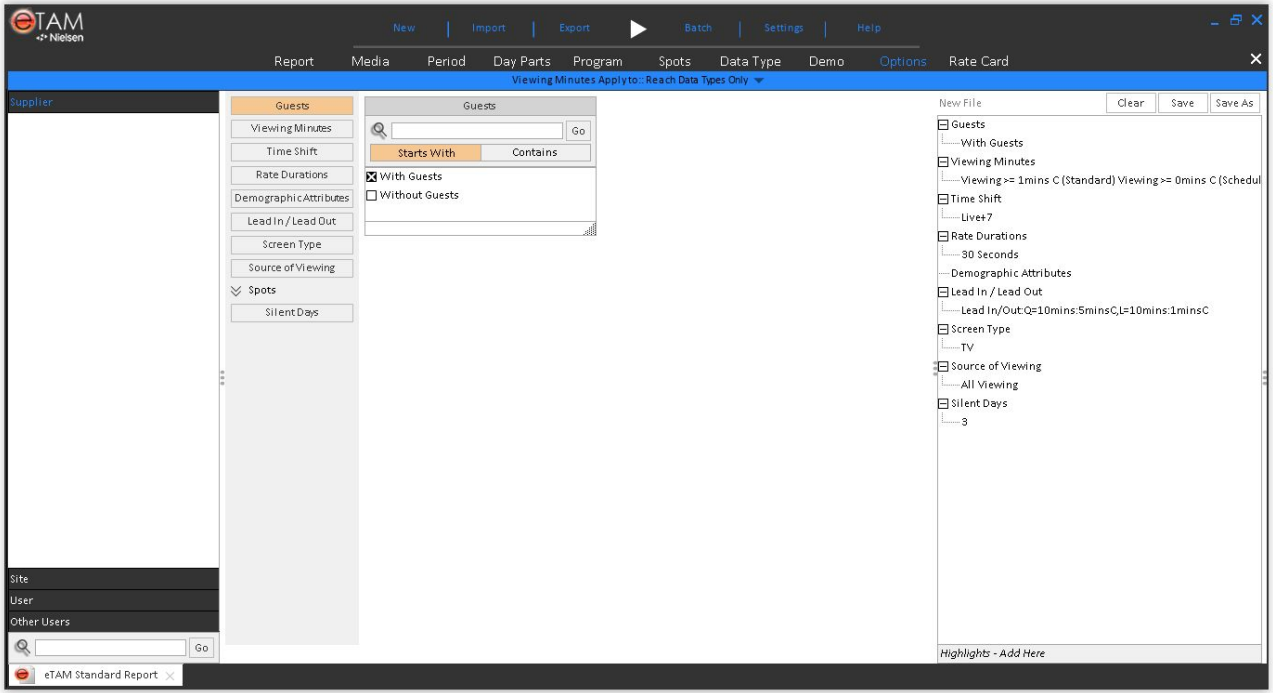
Options: Guests
Filters



If you access the “**Options**” filter you can select whether or not Guests are included in your report via the “**Guests**” level.

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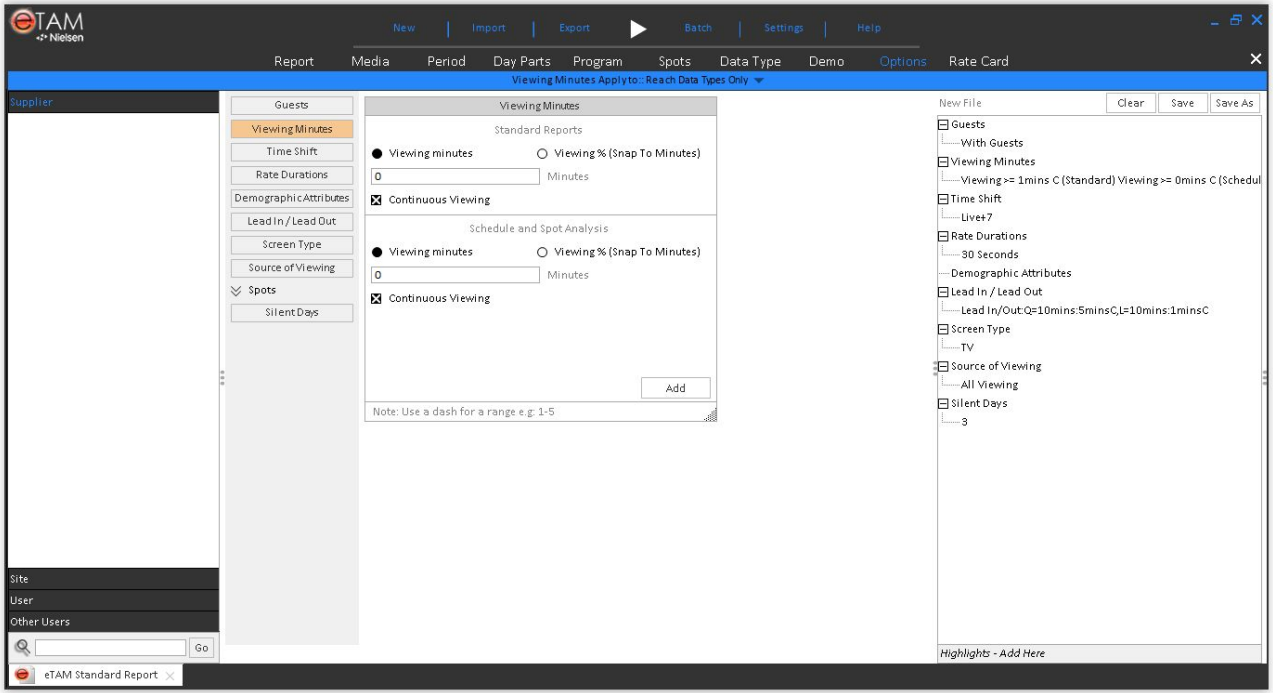
Options: Viewing Minutes
Filters



Select "**Viewing Minutes**" in order to define criteria to filter viewing sessions for the Reach calculation.

It is possible to include only sessions lasting at most a specific number of minutes or seconds (absolute or percentage), and only if they are performed in a continuous way.

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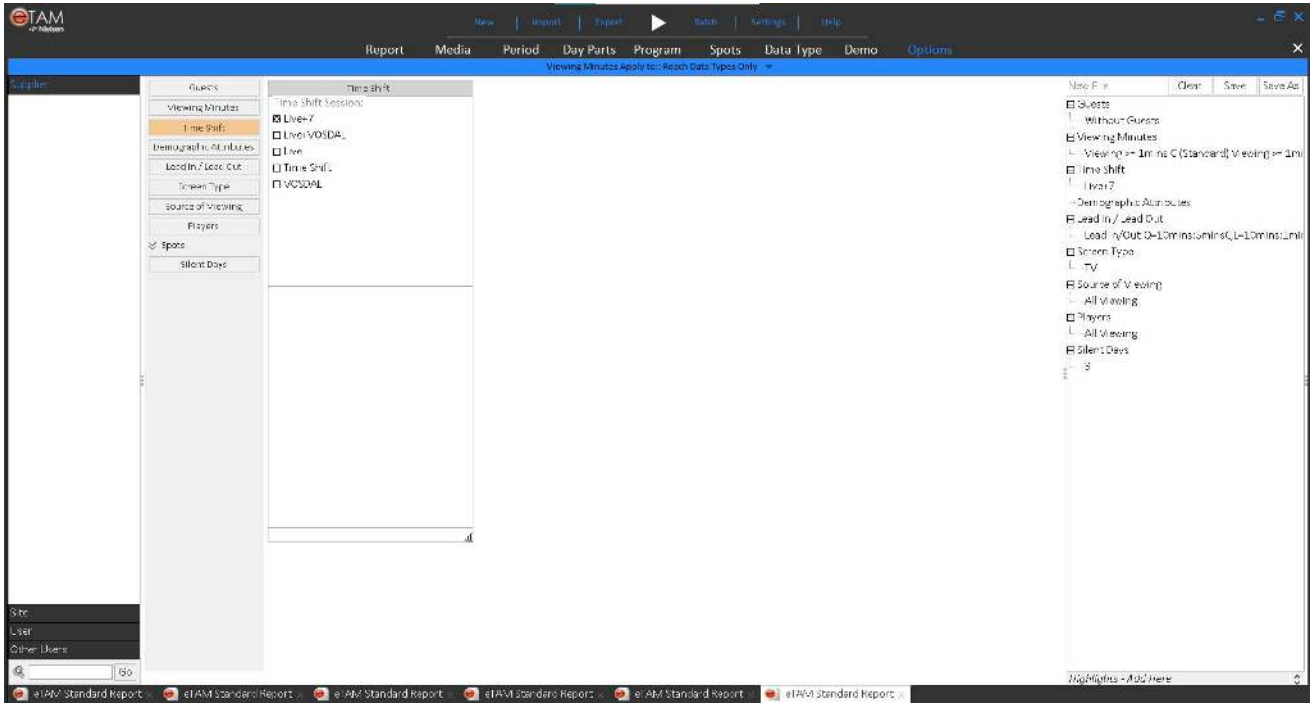
Options: Time Shift
Filters



Select the "**Time Shift**" level to select which type of viewing activity will be included in the report (for instance live viewing only or including time-shifted activity up to a specific amount of days after the live broadcast).

It is possible to split the ratings by activity by dragging the "Time Shift" dimension from the "Layout Assets" tree in the Report page.

Live+7: All consolidated data, Live + VOSDAL + Time Shift 1-7
Live+VOSDAL: Live and VOSDAL data only

Live: Linear live data only

Time Shift: Data for the Time shift from 0-7 only
VOSDAL: Data viewed on same day as live only

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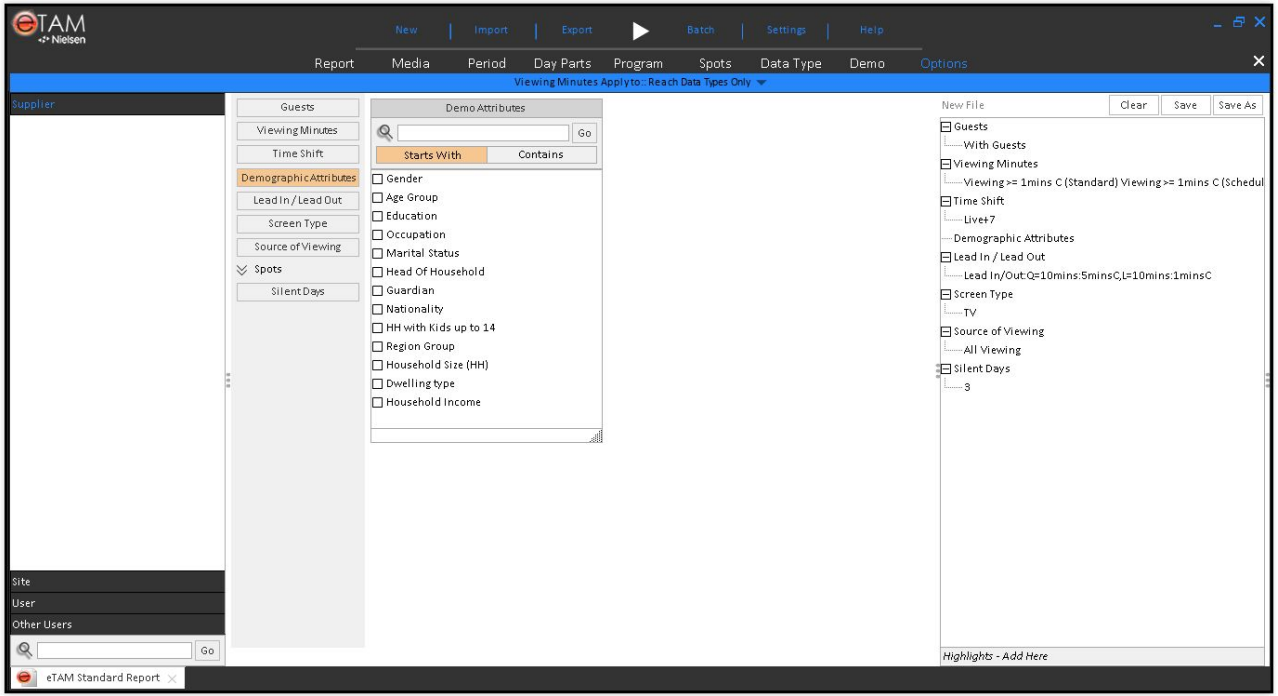
Options: Demographic Attributes
Filters



In the “**Demographic Attributes**” section it is possible to define which demographic categories will be used in your profile reports.

Click the elements you need on the left hand side and and they will be reflected on the right as your selection.You can also save a group for future use if needed (visible under the “User” section). In the example a filter including just “Gender”, “Age Group”, “Education” categories is created.

In the report this will be visible through the “Demographic Attributes” dimension available under the “Layout Assets” section on the left.

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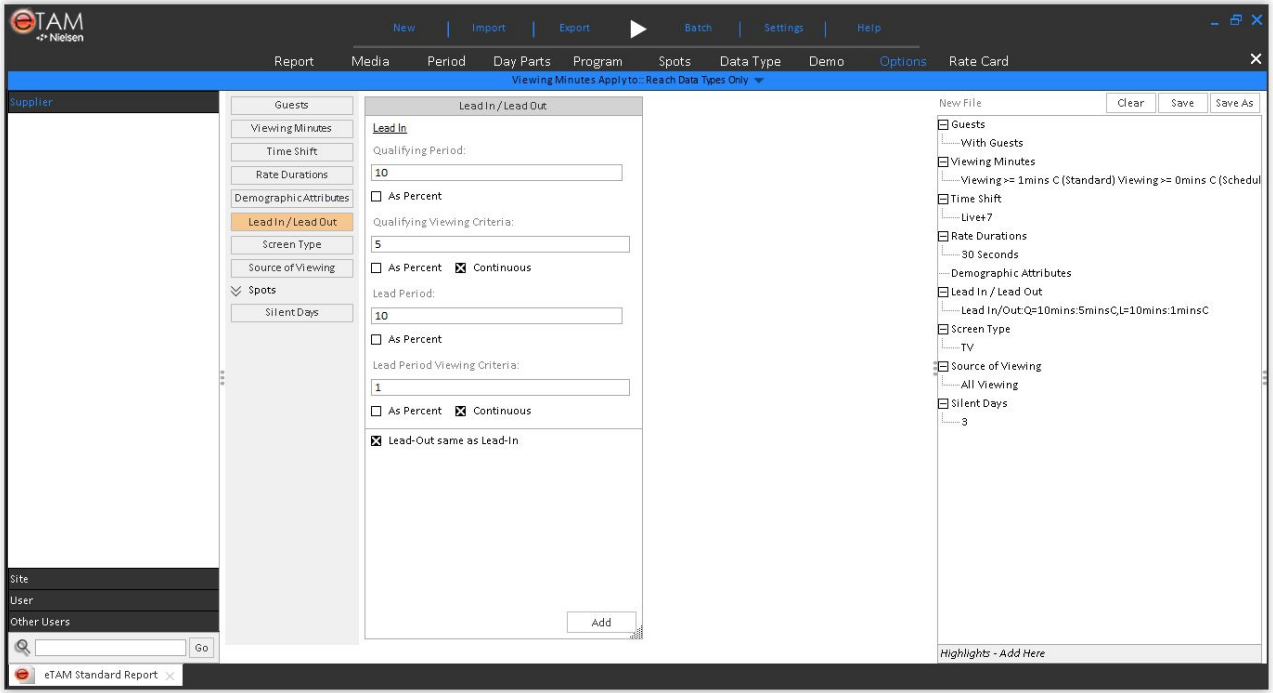
Options: Lead In
Filters



In the "**Lead In / Lead Out**" section it is possible to specify the rules for calculating the **Lead In** data types that are available for selection in the namesake section of the data type filter.

- "**Qualifying Period**" is the length of time at the **beginning of the program** that has to be watched in order to be included in the calculation
- "**Lead Period**" is the length of time before the **beginning of the program** that has to be watched in order to be included in the calculation
- "**Qualifying Viewing Criteria**" and "**Lead Period Viewing Criteria**" are the minimum number of minutes that have to be watched within each respective timeband in order to be included in the calculation

Lead in and lead out criteria can be set to be the same or defined independently.

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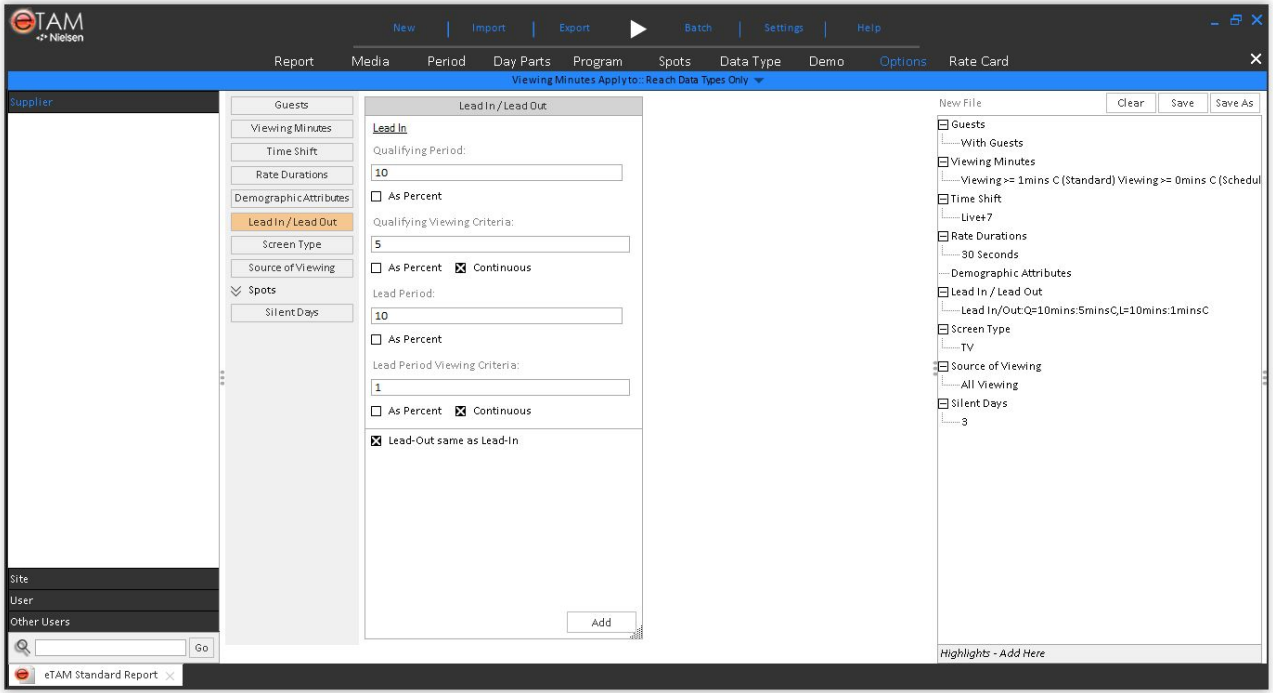
Options: Lead Out
Filters



In the "**Lead In / Lead Out**" section it is possible to specify the rules for calculating the **Lead Out** data types that are available for selection in the namesake section of the data type filter.

- "**Qualifying Period**" is the length of time at the **end of the program** that has to be watched in order to be included in the calculation
- "**Lead Period**" is the length of time after the **end of the program** that has to be watched in order to be included in the calculation
- "**Qualifying Viewing Criteria**" and "**Lead Period Viewing Criteria**" are the minimum number of minutes that have to be watched within each respective timeband in order to be included in the calculation

Lead in and lead out criteria can be set to be the same or defined independently.

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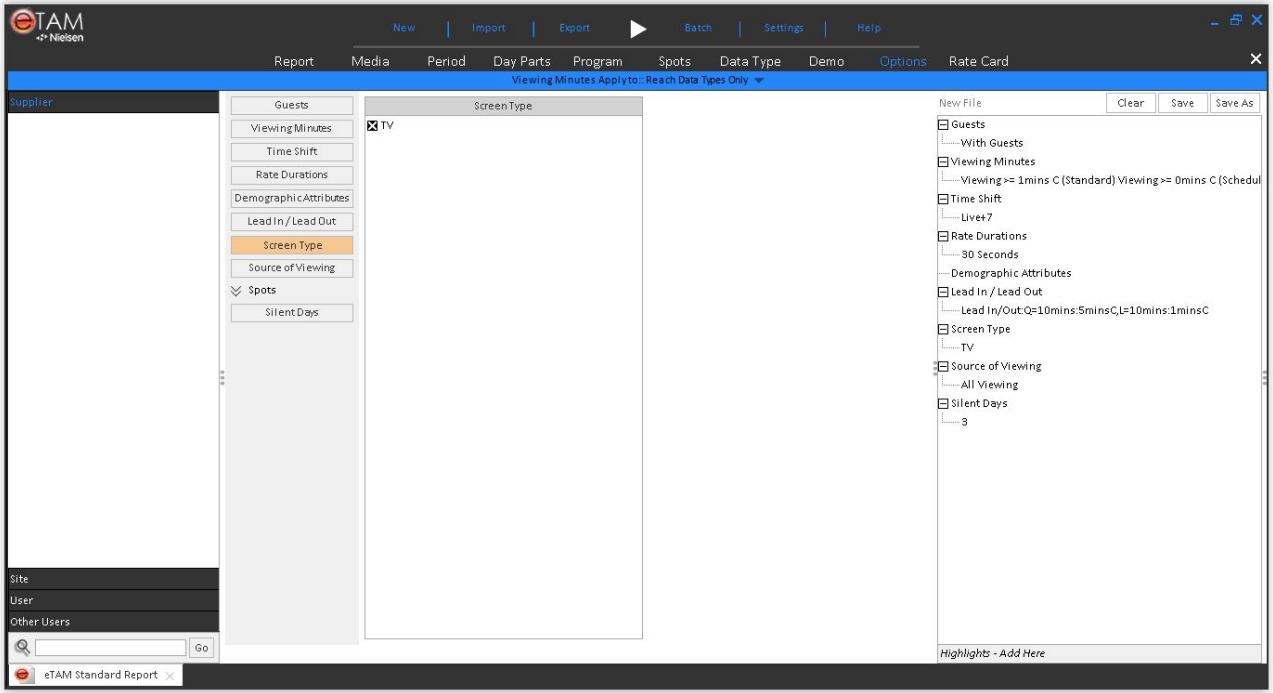
Options: Screen Type

Filters



Select "**Screen Type**" in order to see which type of screen type will be included in the report. For this data source, only the TV screen type is available.

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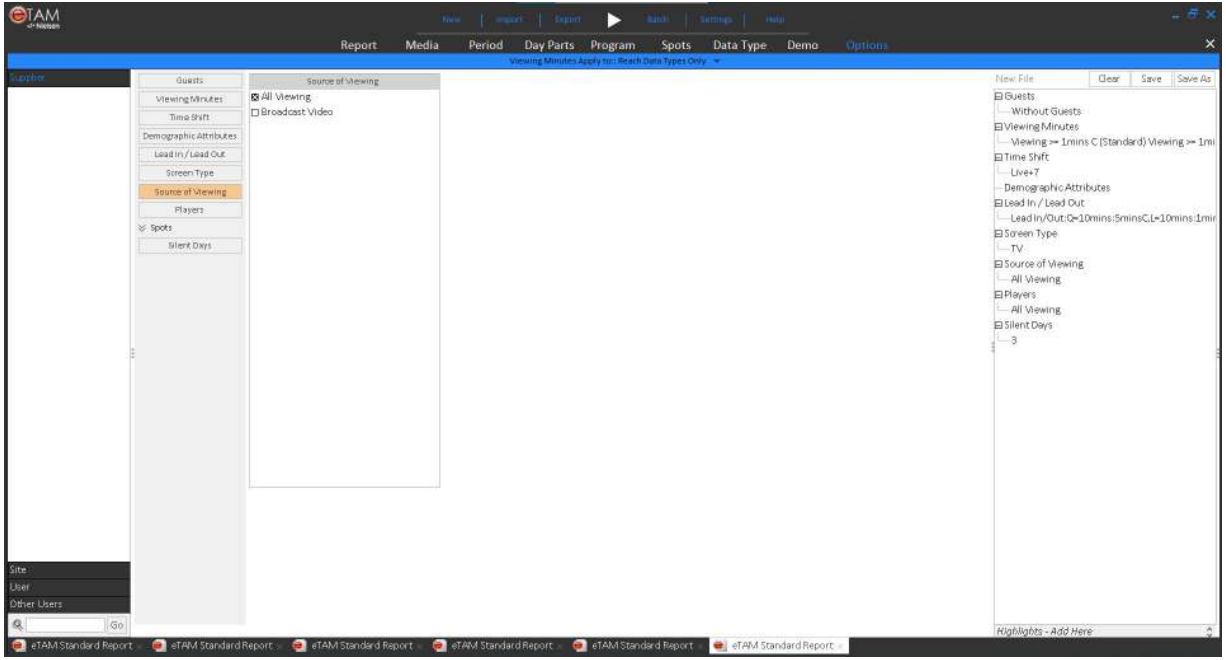
Options: Source of Viewing

Filters



The “**Source of Viewing**” displays the different sources options for viewing content.

It is possible to split the ratings by each of these fields by dragging the related dimension from the “Layout Assets” tree in the Report page.

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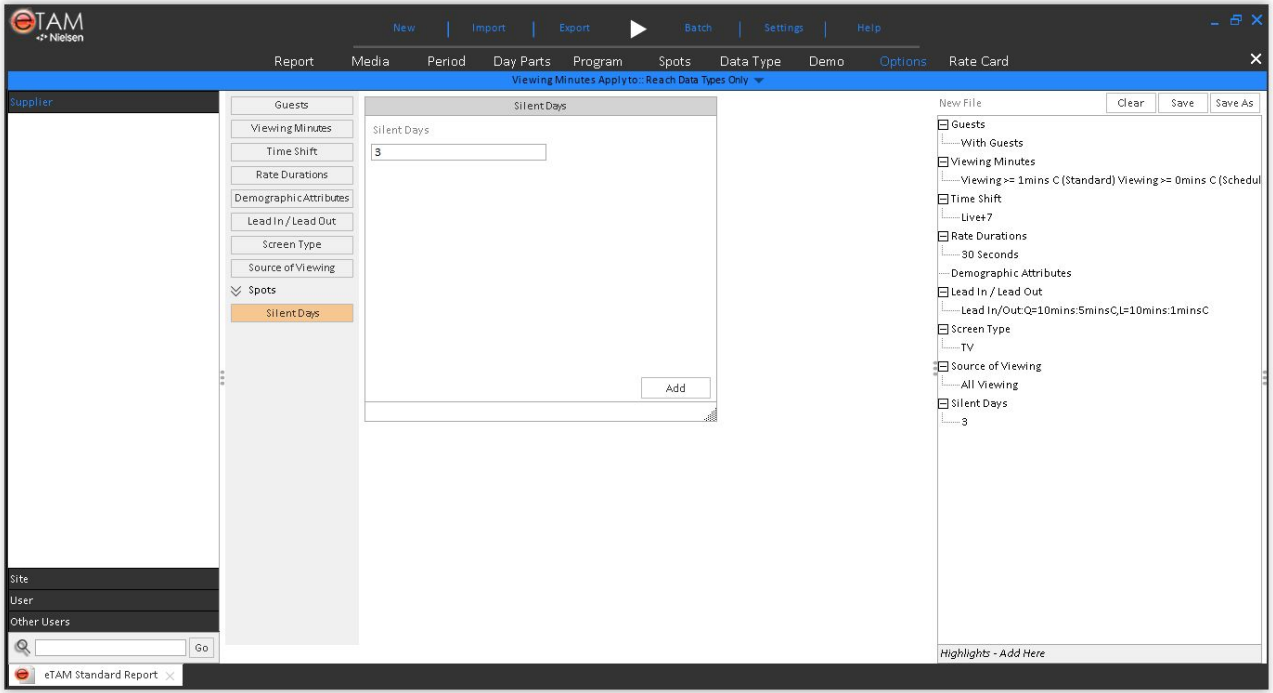
Options: Silent Days
Filters



With the “**Silent Days**” option, you can specify the minimum number of days that have to pass between two spots in a campaign in order to consider them as belonging to two different flights.

It is possible to split spots by the identified flight by dragging the “Flight” dimension from the “Layout Assets” tree in the Report page.

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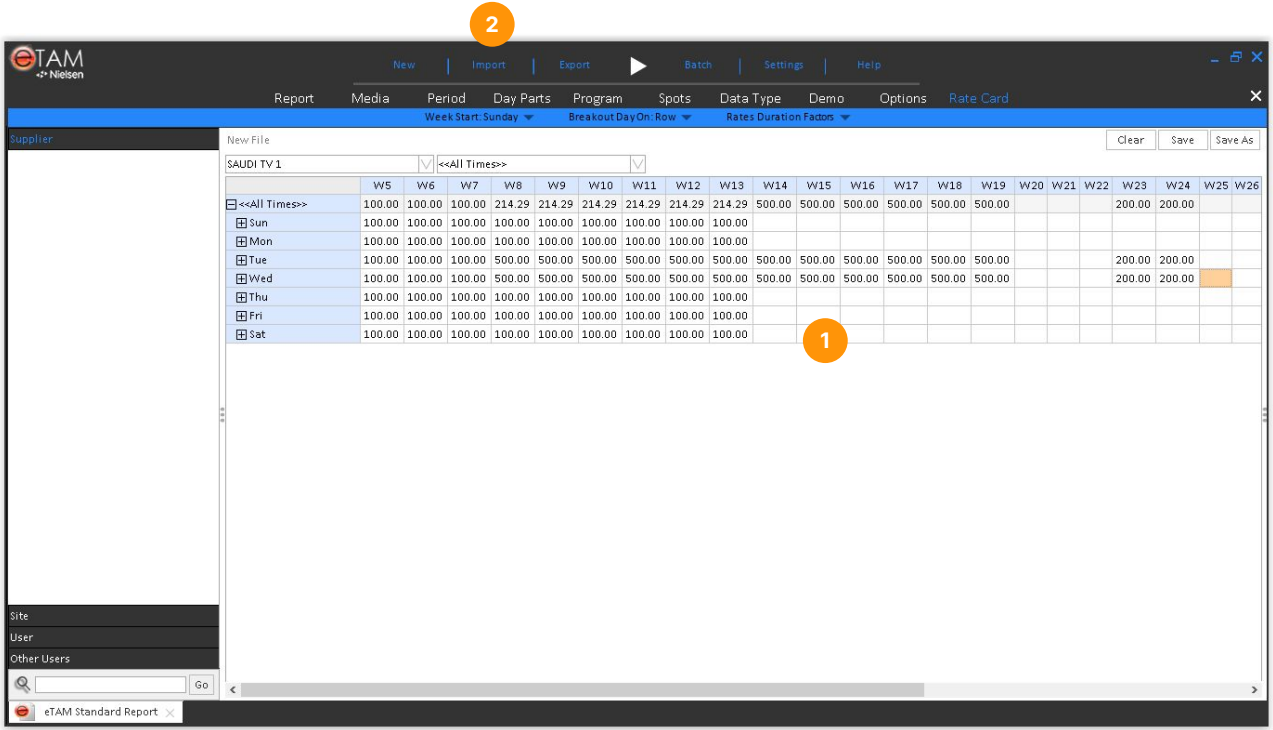
Rate Cards
Filters



1

In the "**Rate Card**" filter, it is possible to type the rate cards for any combination of week, day of the week, channel and daypart.

Click on a cell and type the rate card. By selecting a range of cells, the value that is typed is applied to all the selected cells.

2

By clicking on the "**Import**" menu on the top it is also possible to import the rate cards from an external text file.

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Charts

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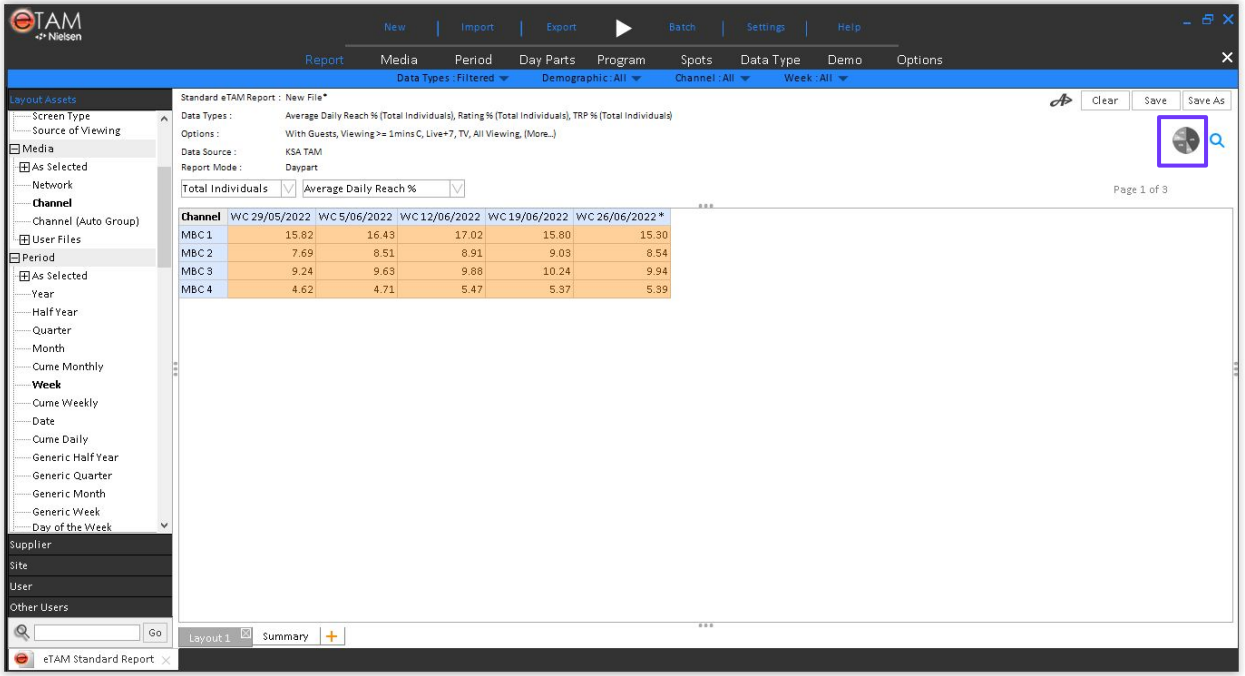
How to Generate a Chart

Charts



By pressing the left mouse button and dragging on the report cells you can perform a selection (of the entire report or a portion of it). As you perform a selection a **Chart button** will appear at the top right. If you click on the icon a chart is generated (outcome visible in the next slide).

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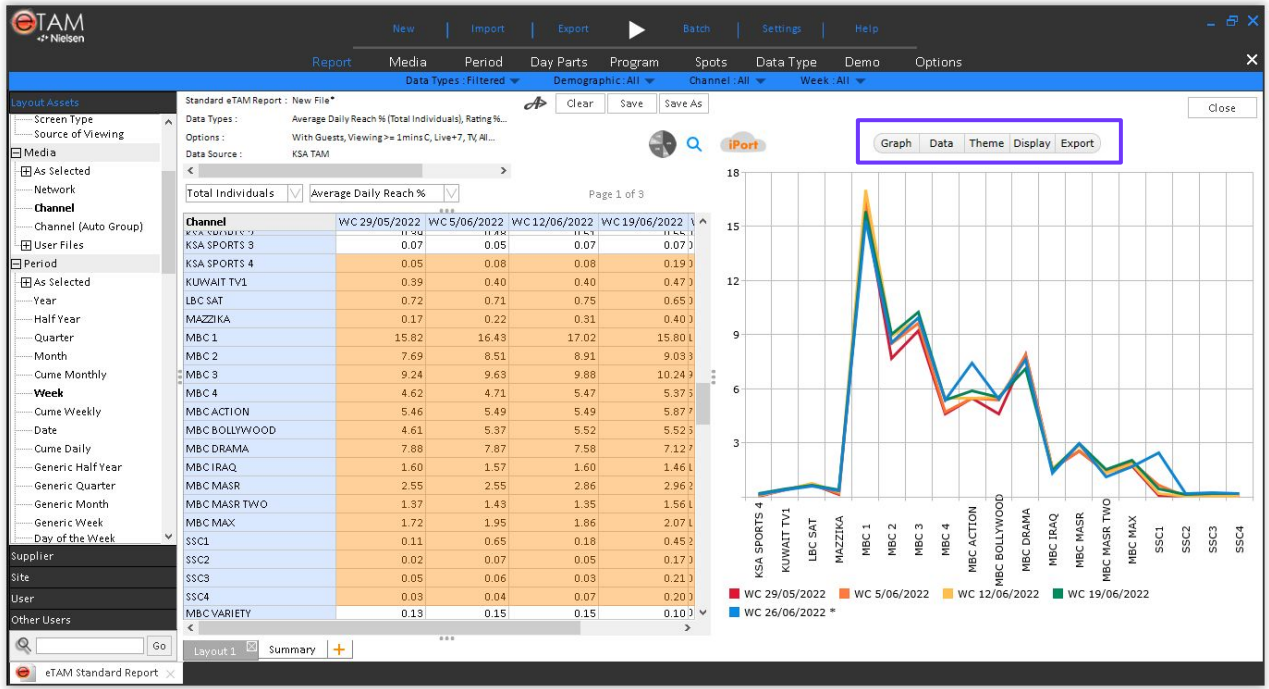
How to Edit a Chart

Charts



When the chart is generated you can edit the layout through the **menu appearing at the top of the chart** (details about the options for re-layout in the next slides).

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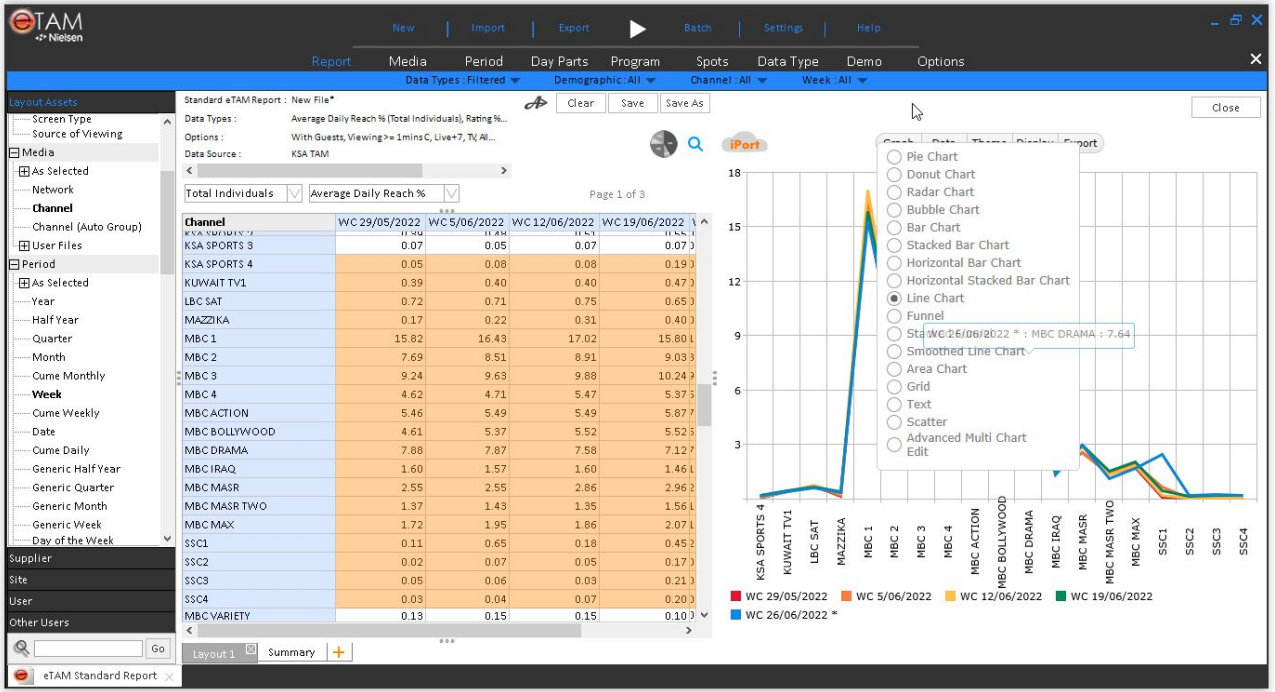
Graph Options
Charts



When you click on the "**Graph**" option you see a list of available styles. You can change the look of the chart by simply selecting one of the available styles.

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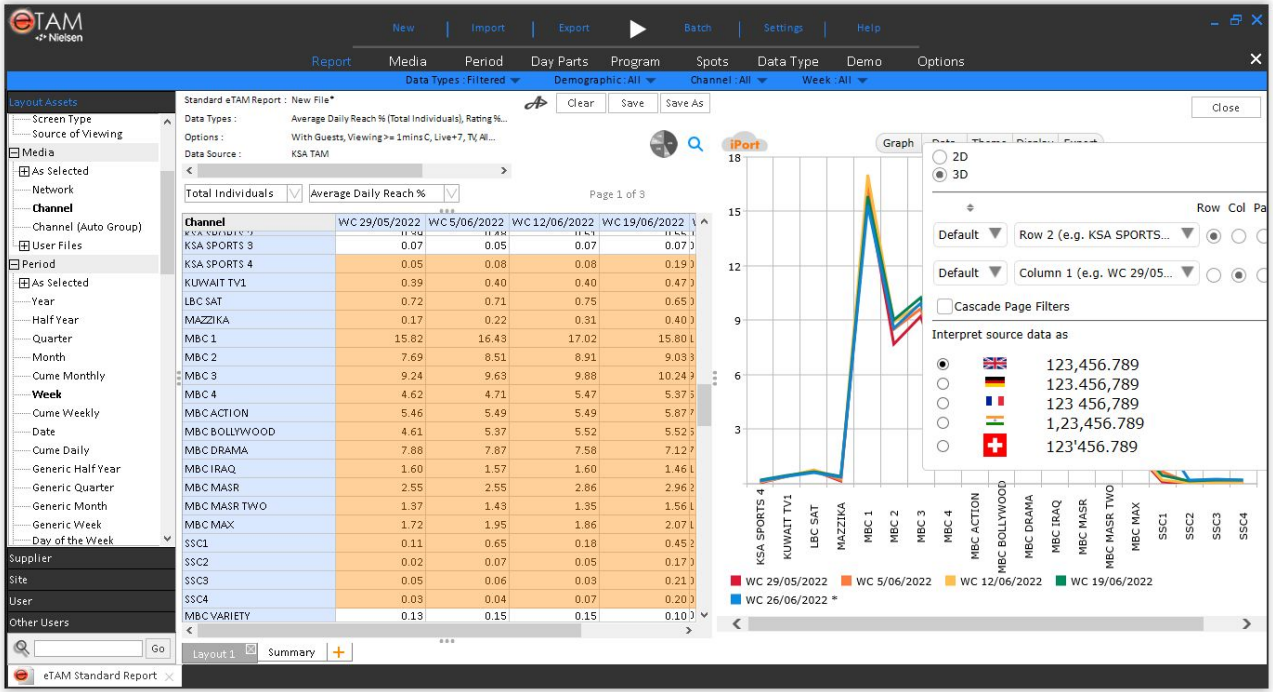
Data Options
Charts



When you click on the "**Data**" option you can choose the default position of the chart dimensions (2D), or customise it freely (3D) by moving some dimension in the page of the chart, for instance, as well as number formatting options.

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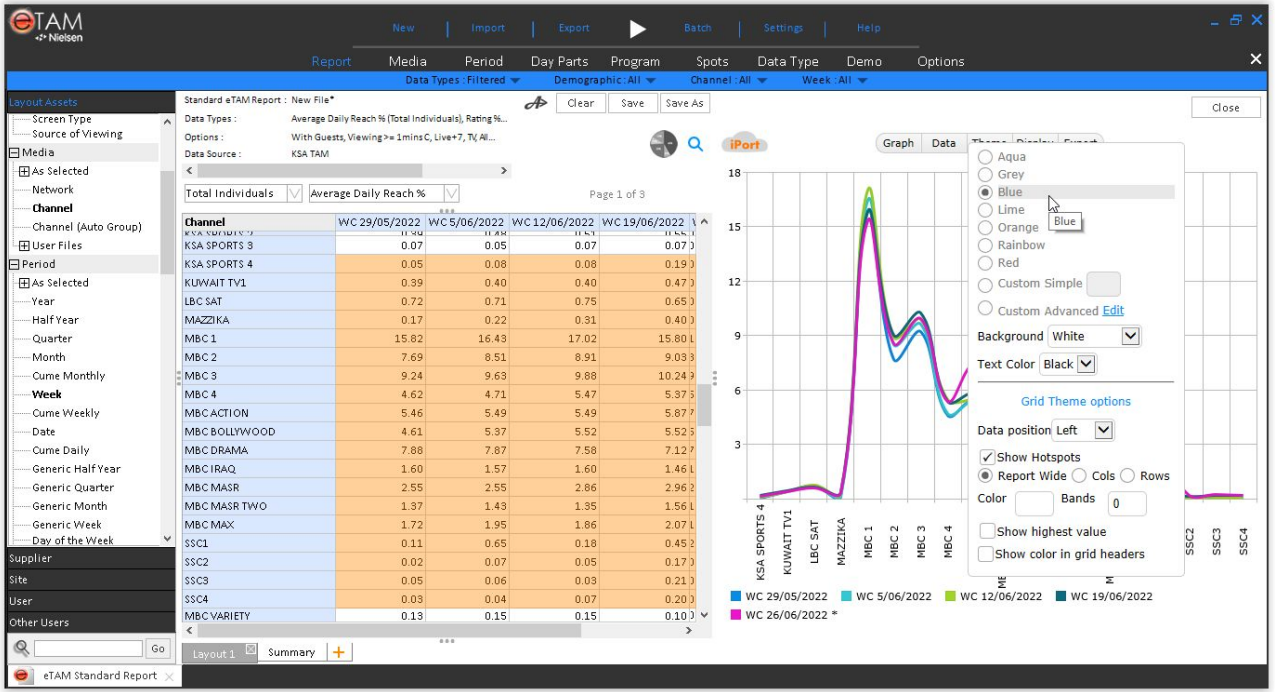
Theme Options
Charts



When you click on the "**Theme**" option you can define a colour theme for your chart. Predefined colours are available, but you have the option to pick custom colours.

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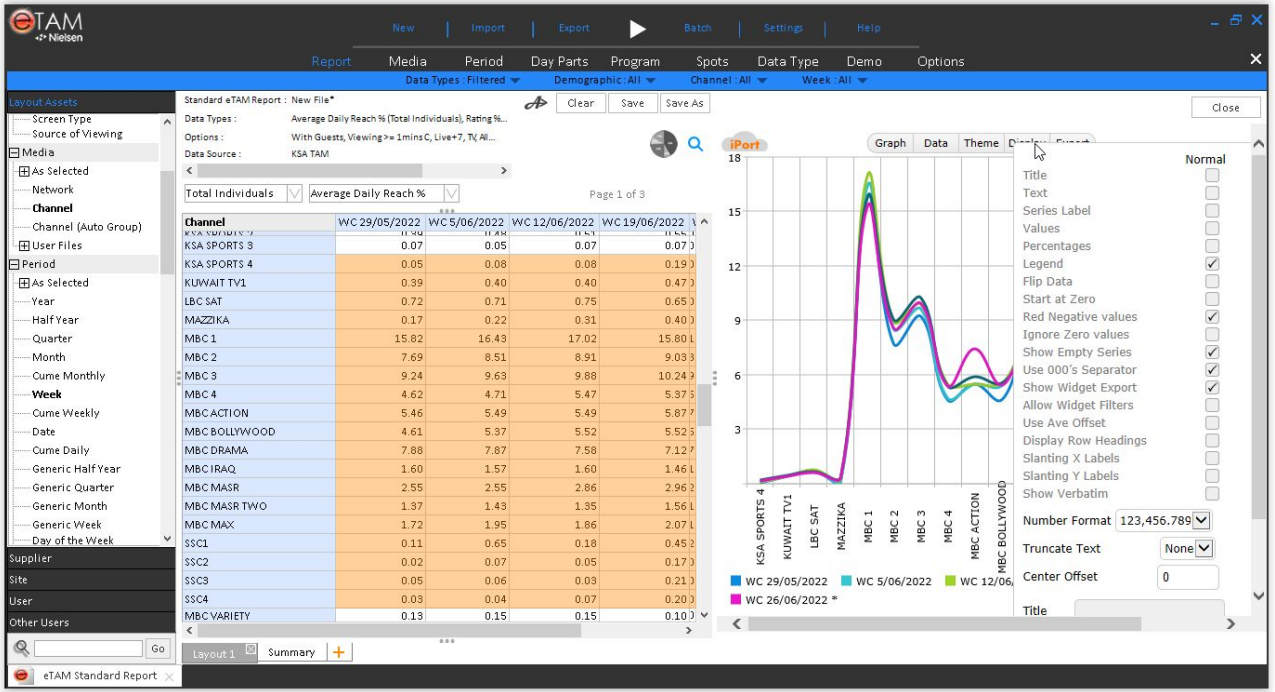
Display Options
Charts



When you click on the "**Display**" option you can define elements to include/exclude as well as refinements in terms of visualization.

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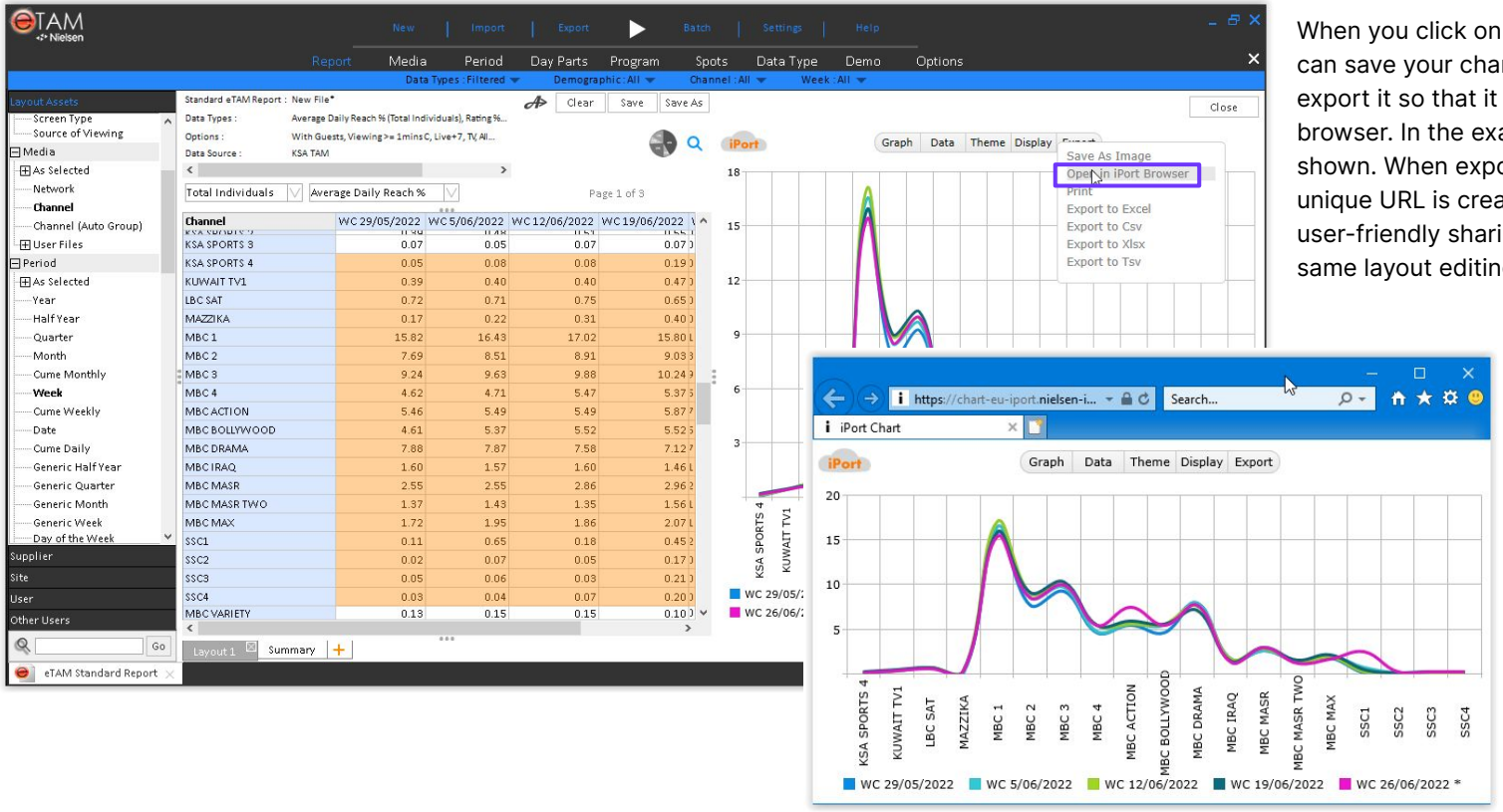
Export Options
Charts



When you click on the "**Export**" option you can save your chart as an image, print it or export it so that it can be viewed in a browser. In the example this last option is shown. When exported to a browser a unique URL is created and this allows for user-friendly sharing. In the browser the same layout editing options are available.

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Exports

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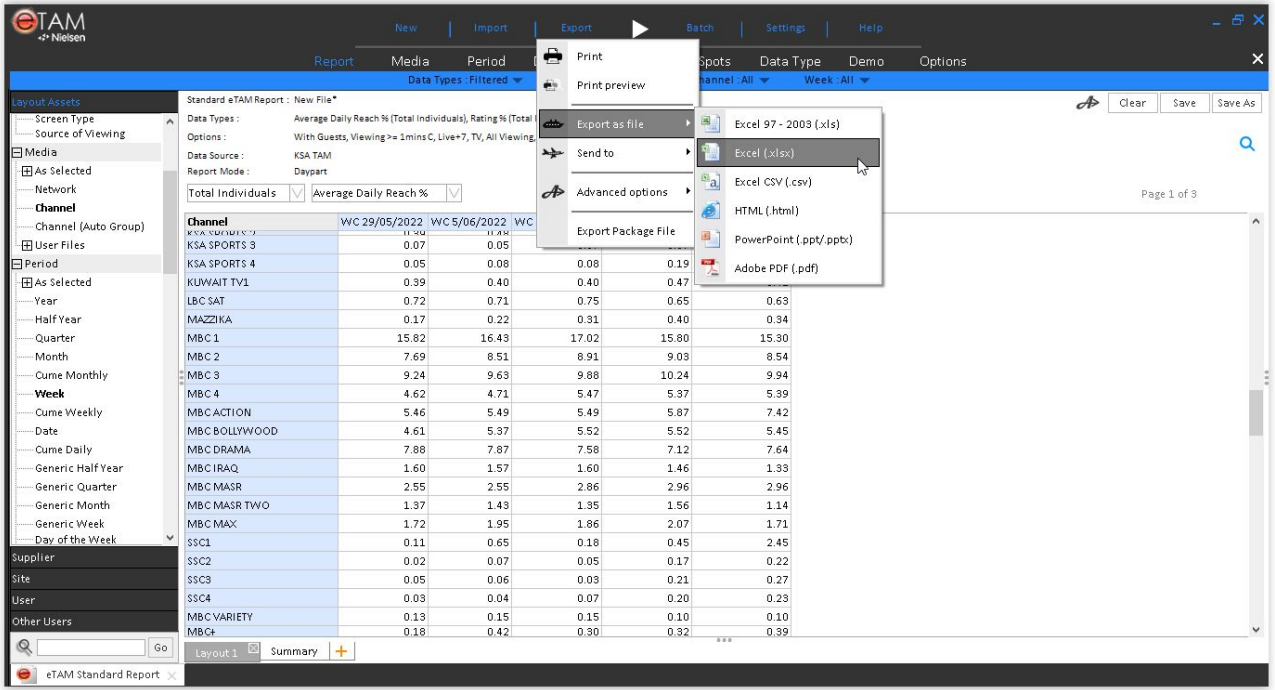
How to Export a Report

Exports



When you click on the "**Export**" menu on the main toolbar you can choose the type of export you want for your report:

- Excel
- CSV
- HTML
- PDF
- PowerPoint

Note: a pre-built PowerPoint file is required for export to .ppt

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Report Sharing

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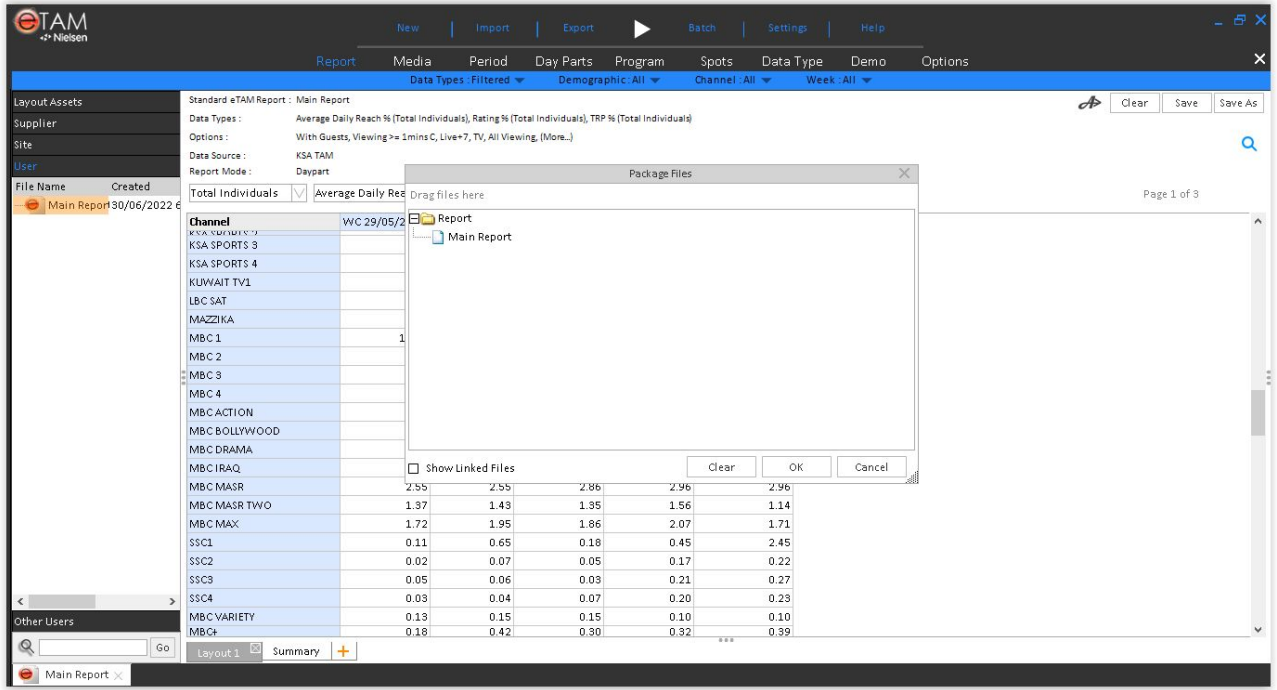
Export/Import Packages

Report Sharing



A package is a set of reports that you can share with other users or import from other users.

To create a package just open the “Export” menu on the main toolbar and select “Export Package File”. A window will pop up. Drag any report you want to include in the package inside the window (as shown in the example). After you press “OK” you will be able to add a fila name and save the package.

To import a package you receive, open the “Import” menu and select “Import Package File”, then select the package you want to import. The new package will be displayed as a folder under your personal reports (“User” section). In that folder all the reports contained in the package will be unpacked and ready to run.

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Report Scheduling

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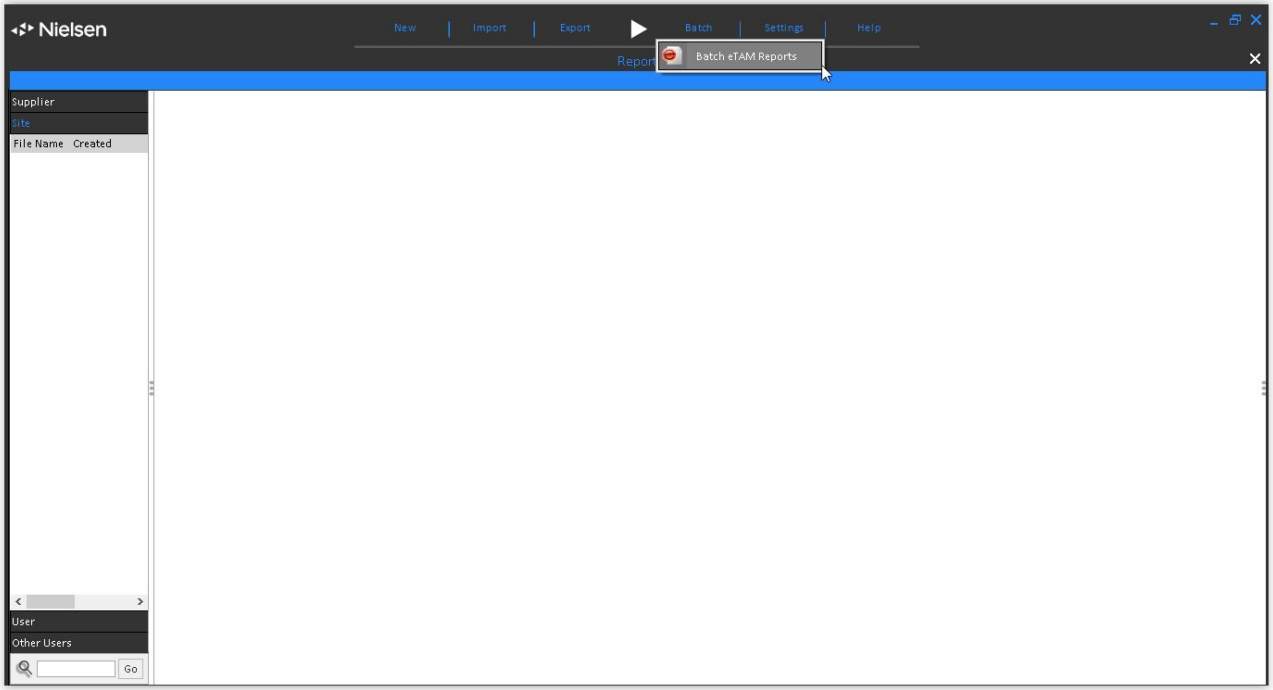
Automatic Report Execution With Batch

Report Scheduling



To schedule the automatic execution of one or more saved reports on a recurrent basis (daily, weekly…) and define the export activities that need to be completed after the report is executed, you have to access the “Batch” functionality.

Click on “**Batch**” and then “**Batch eTAM Reports**” on the main toolbar to create a new batch.

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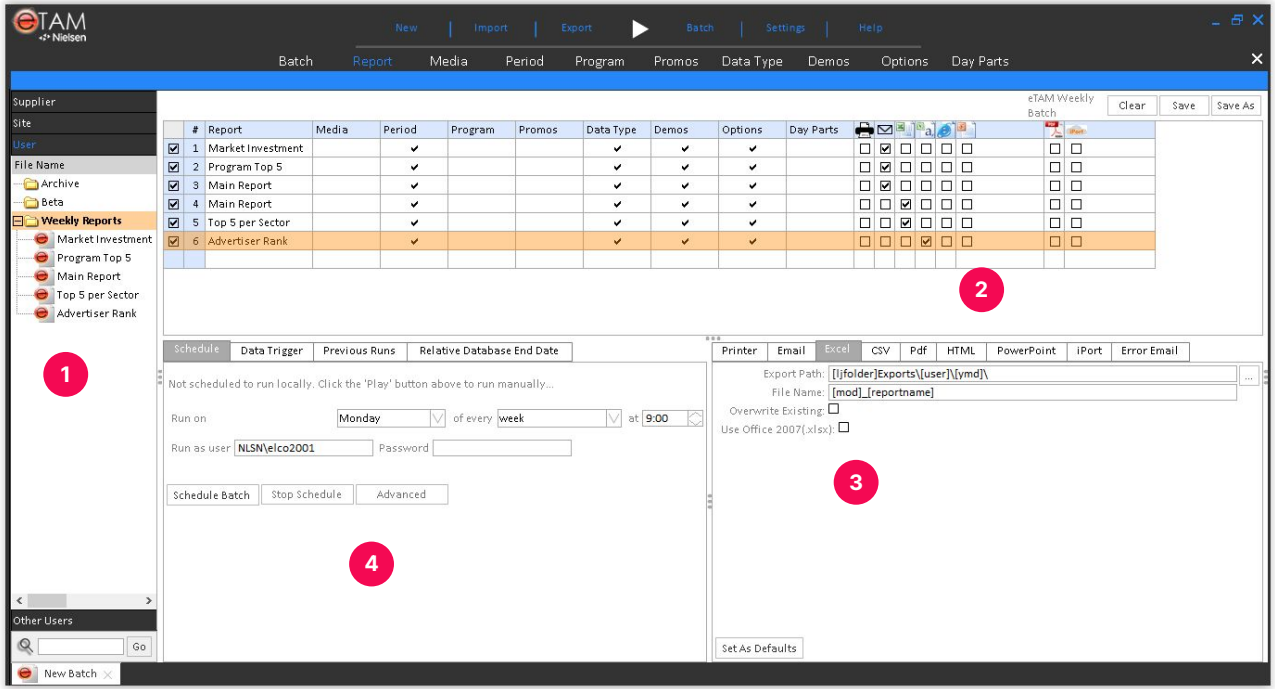
Automatic Report Execution With Batch

Report Scheduling



1

Click on the "**Report**" area and then drag all the reports you want to run as part of this batch onto the schedule grid.

2

Tick each export activity check box to enable a specific action to be performed on each report after it's run (print, send by email, export to Excel, to CSV, to HTML, to PowerPoint and send to iPort).

3

Customise the exports by applying specific naming conventions or formatting options to the produced file.

4

Schedule the batch for execution at a given time of day or day of week, provide the username and password that have to be used to launch the task and click on "Schedule Batch" to add it to the Windows scheduler.

Note: The Schedule functionality will require Admin rights on the machine.

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