



# Nielsen eTAM for Kingdom of Saudi Arabia

Quick Guide

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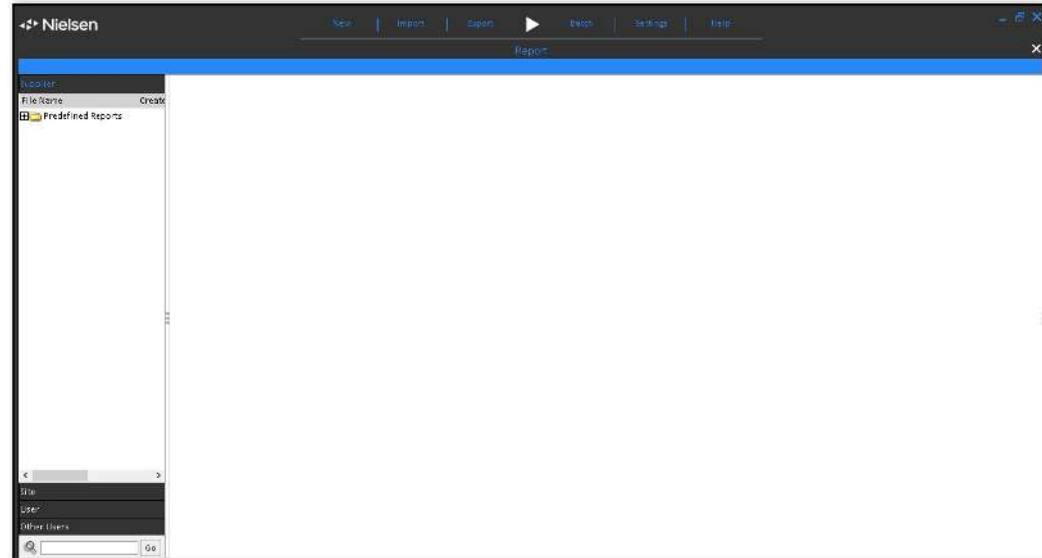
# How To Access The Application

# 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.

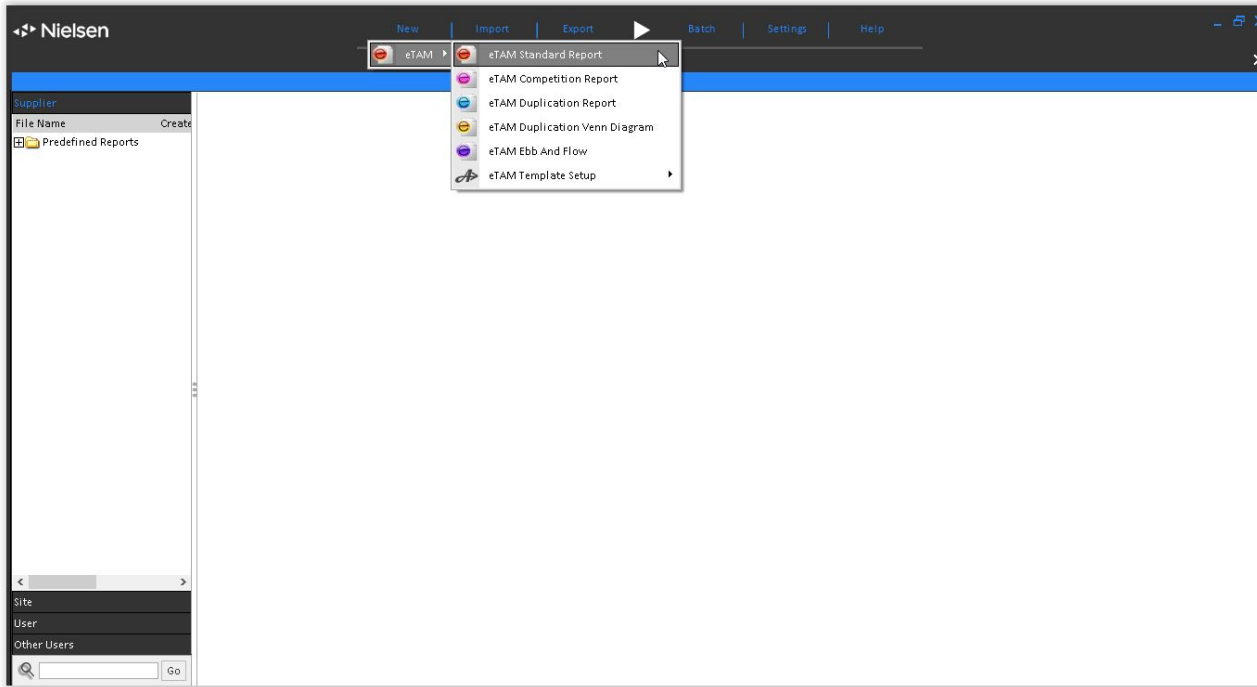
Alternatively you can open eTAM by accessing the related installation folder on your drive and double click on the “**Launch Fusion**” executable. The application will open (see the main framework interface on the right).



# Report Capabilities

# 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)

*Note: these reporting templates will be available in the next Release.*

# Adjust The Layout Of A New Blank Report

## Report Capabilities

The screenshot shows the eTAM Standard Report interface. The main window displays a report grid with columns for Channel, Rating Absolute, Rating %, and Unduplicated Reach. The grid is currently empty, with only the header row visible. The sidebar on the left, labeled 'Layout Assets', contains various dimensions and metrics. A red circle '1' highlights the 'Layout Assets' sidebar. The main toolbar at the top includes buttons for New, Import, Export, Batch, Settings, and Help. A red circle '2' highlights the 'Run' button (represented by a play icon) on the main toolbar. The report title is 'Standard eTAM Report: New File\*'. The data types are 'Rating Absolute (Total Individuals), Rating % (Total Individuals), Unduplicated Reach (Total Individual)'. The data source is 'KSA TAM'. The report mode is 'Daypart'. The report is filtered by 'Data Types: Filtered', 'Demographic: All', and 'Channel: All'. The grid shows the following data:

Channel	Rating Absolute	Rating %	Unduplicated Reach
Total TV	637	9.77	3,321
2M	0	0.00	5
ABU DHABI DRAMA	0	0.00	0
ABU DHABI EL EMARAT	0	0.00	31
ABU DHABI SPORT 1	0	0.00	16
ABU DHABI SPORTS2	0	0.00	23
ABU DHABI SPORTS3	0	0.00	1
ABU DHABI TV	0	0.00	32
ALYAL	0	0.00	0
AL AAN TV	0	0.00	5
AL ANVIAR	0	0.00	14
AL ARABIYA	12	0.18	302
AL DAFRAH TV	0	0.00	4
AL EKHBARIA	3	0.05	154
AL HADATH	9	0.14	204
AL HAYAT SERIES	1	0.01	21
AL HAYAT TV	0	0.00	0
AL JADEED	0	0.01	15
AL JAZEERA	6	0.09	160
AL JAZEERA DOCUMENTARY	2	0.02	47
AL JAZEERA ENGLISH	0	0.00	11
AL JAZEERA MUBASHER	1	0.01	50

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.

# Report Modes

## Report Capabilities

The screenshot shows the eTAM Standard Report interface. The top navigation bar includes 'Report', 'Media', 'Period', 'Day Parts', 'Program', 'Spots', 'Data Type', 'Demo', and 'Options'. The main content area displays a table with the following data:

Channel	Rating Absolute	Rating %	Unduplicated Reach
Total TV	637	9.77	3,321
2M	0	0.00	5
ABU DHABI DRAMA	0	0.00	0
ABU DHABI EL EMARAT	0	0.00	31
ABU DHABI SPORT 1	0	0.00	16
ABU DHABI SPORTS2	0	0.00	23
ABU DHABI SPORTS3	0	0.00	1
ABU DHABI TV	0	0.00	32
AYYAL	0	0.00	0
AL AAN TV	0	0.00	5
AL ANWAR	0	0.00	14
AL ARABIYA	12	0.18	302
AL DAFRAH TV	0	0.00	4
AL EKHBARIA	3	0.05	154
AL HADATH	9	0.14	204
AL HAYAT SERIES	1	0.01	21
AL HAYAT TV	0	0.00	0
AL JADEED	0	0.01	15
AL JAZEERA	6	0.09	160
AL JAZEERA DOCUMENTARY	2	0.02	47
AL JAZEERA ENGLISH	0	0.00	11
AL JAZEERA MUBASHER	1	0.01	50

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.

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



# Item Properties

## Report Capabilities

The screenshot shows the eTAM Nielsen software interface. The main window displays a report table with columns for Channel, Program Name, Event Count, Min Max Time To Air, Rating Absolute, Rating %, and Unduplicated Reach. A popup window titled 'Display Options for <Program>' is open, showing a list of available dimensions and their sort order. The dimensions listed are Program Name, Event Count, Networks, Episode Count, Event Count, Day Mask, Total Minutes, Total Seconds, Average Mins/Event, and Median Time To Air. The 'Sort By' column shows a white dot for Program Name, a black dot for Event Count, and a red dot for Median Time To Air. The 'Show as single cell' checkbox is unchecked.

Channel	Program Name	Event Count	Min Max Time To Air	Rating Absolute	Rating %	Unduplicated Reach
	ADASAT AL MOWATEN	14	06:58:12 - 26:08:19	4	0.06	15
	ADASAT RAHHAL	24	03:06:22 - 25:19:52	5	0.07	24
	AL AKHBAR - SAUDI TV 1	16	15:30:09 - 24:45:59	13	0.21	60
	AL AIYAM AL KHAALEYAH	8	18:32:10 - 19:02:37	6	0.09	12
	AL MASHROO' (R)	8	06:34:43 - 06:58:11	0	0.00	0
	ATHAN AL DHUHR	3	12:22:49 - 12:35:10	4	0.06	5
	DEERATNA	8	16:30:42 - 17:04:13	4	0.06	5
	DEERATNA (R)	8	24:46:00 - 25:18:44	4	0.06	5
	E'MAAR AL ARDH	22	05:42:43 - 21:30:07	4	0.06	5
	FATAWA	6	15:01:38 - 15:30:08	4	0.06	5
SAUDI TV 1	FATAWA (R)	6	04:42:30 - 05:07:34	4	0.06	5
	FI AL ALAN	10	22:00:32 - 22:53:34	4	0.06	5
	FI AL ALAN (R)	10	26:08:20 - 26:59:59	4	0.06	5
	HAKAYA SAUDIA	8	20:01:19 - 20:35:34	4	0.06	5
	HAKAYA SAUDIA (R)	8	12:35:11 - 13:00:05	4	0.06	5
	MEN AL SAUDIA (R)	12	07:37:02 - 09:00:14	4	0.06	5
	MOOJAZ AL AKHBAR - SAUDI TV 1	10	03:00:00 - 13:07:14	4	0.06	5
	REESHAN (R)	15	05:12:07 - 12:35:01	4	0.06	5
	REJAL ABDULAZIZ	8	19:31:19 - 19:58:12	4	0.06	5
	REJAL ABDULAZIZ (R)	8	23:57:58 - 24:30:10	4	0.06	5
	REYADHAH SCOOP	12	22:58:34 - 23:57:14	3	0.05	9
	SABAH AL SAUDIAH	7	10:00:19 - 12:00:01	2	0.04	19

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").

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

## Report Capabilities

The screenshot shows the eTAM Nielsen software interface. The main window displays a report with the following columns: Channel, Rating Absolute, Rating %, and Unduplicated Reach. The data includes a 'Total TV' row and various channels like ABU DHABI DRAMA, AL ANVIAR, and AL JAZEERA DOCUMENTARY.

Channel	Rating Absolute	Rating %	Unduplicated Reach
Total TV	638	9.85	3,334
2M	0	0.00	3
ABU DHABI DRAMA	0	0.00	0
ABU DHABI EL EMARAT	0	0.00	29
ABU DHABI SPORT 1	0	0.00	16
ABU DHABI SPORTS2	0	0.00	14
ABU DHABI SPORTS3	0	0.00	1
ABU DHABI TV	0	0.00	30
AJYAL	0	0.00	0
AL AAN TV	0	0.00	5
AL ANVIAR	1	0.01	14
AL ARABIYA	11	0.17	285
AL DAFRAH TV	0	0.00	3
AL EKHBARIA	5	0.08	186
AL HADATH	5	0.07	184
AL HAYAT SERIES	1	0.02	42
AL HAYAT TV	0	0.00	0
AL JADEED	2	0.03	14
AL JAZEERA	4	0.06	168
AL JAZEERA DOCUMENTARY	1	0.02	56
AL JAZEERA ENGLISH	0	0.00	6
AL JAZEERA MUBASHER	1	0.01	64

The left-hand 'Layout Assets' panel shows the 'Calculations' section with options for Summary, Grand Summary, Percentages, and Calculated Columns/R. A red arrow points to the 'Summary' option.

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.

# 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**

# Formatting A Report

## Report Capabilities

The screenshot displays the eTAM Nielsen software interface. The main window shows a report titled "Standard eTAM Report : New File\*". The report is filtered by "Data Types: Filtered", "Demographic: All", and "Channel: All". The report data is as follows:

Channel	Average Daily Reach %	Rating %	TRP %
LBC SAT	0.70	0.01	0.18
MAZZKA	0.29	0.00	0.09
MBC 1	16.20	1.03	28.87
MBC 2	8.64	0.35	9.78
MBC 3	9.83	0.63	17.72
MBC 4	5.14	0.14	3.78
MBC ACTION	5.80	0.14	4.03
MBC BOLLYWOOD	5.36	0.25	7.08
MBC DRAMA	7.58	0.29	8.20
MBC IRAQ	1.53	0.03	0.71
MBC MASR	2.78	0.06	1.70
MBC MASR TWO	1.40	0.03	0.81
MBC MAX	1.90	0.05	1.51
SSC1	0.61	0.02	0.61
SSC2	0.10	0.00	0.05
SSC3	0.11	0.00	0.02
SSC4	0.11	0.00	0.06
MBC VARIETY	0.13	0.00	0.06
MBC+	0.33	0.01	0.25
MBC5	0.00	0.00	0.00
MECCA	0.29	0.01	0.15
MTV Lebanon	0.22	0.01	0.24

The left sidebar contains a "Decorations" section with various options for formatting the report, such as "Hotspots (Layout Standard)", "Hotspots (Layout Databar)", "Hotspots (Layout Single)", "Hotspots (Datatypes Standard)", "Hotspots (Datatypes Data)", and "Hotspots (Datatypes Single)".

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.

# Drill-Down Report

## Report Capabilities

The screenshot displays the eTAM software interface. The top menu bar includes 'New', 'Import', 'Export', 'Batch', 'Settings', and 'Help'. Below this is a navigation bar with 'Report', 'Media', 'Period', 'Day Parts', 'Program', 'Spots', 'Data Type', 'Demo', and 'Options'. The main window shows a report titled 'Standard eTAM Report: New File' for the period '04/11/2022 - 04/12/2022'. The data is filtered by 'Data Types: Unduplicated Reach (Total Individuals)' and 'Channel: All'. A list of channels is displayed, including MBC 1, SAUDI BROADCASTING AUTHORITY (SBC), MBC 3, SAUDI QURAAAN, MBC 2, SAUDI TV 1, SSC1, MBC MASR, KSA SPORTS 1, MBC MAX, SBC, ABU DHABI TV, KSA SPORTS 2, ABU DHABI EL EMARAT, DUBAI ONE TV, ABU DHABI SPORT 1, OSN FAMILY, ABU DHABI SPORTS2, SSC2, SSC3, FATAFEAT, and ABU DHABI SPORTS3. A right-click context menu is open over the 'Unduplicated Reach (Total Individuals)' column header, showing options such as 'Copy (Ctrl-C)', 'Copy without header (Ctrl-Shift-C)', 'Copy data cells (Ctrl-Alt-C)', 'Select All (Ctrl-A)', 'Delta (+/-) selected items', 'Drilldown', 'Drilldown Widgets', 'Set as Selection One', 'Compare to Selection One', 'Create Viewgraphic', 'Clear All Ranking', 'Ranking', 'Maximise', 'Best Fit', 'Show Graph', 'Send To iPort', 'Edit Hotspots', and 'Set as Standard eTAM Report Template'.

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.

# Simple Ranking Report

## Report Capabilities

The screenshot displays the eTAM Nielsen software interface. On the left is a navigation pane with categories like 'Layout Assets', 'Calculations', and 'Decorations'. The main area shows a data table with columns for 'Period', 'Day Parts', 'Program', 'Spots', 'Data Type', 'Demo', and 'Options'. A context menu is open over the 'Spots' column, with 'Ranking' selected. The 'Ranking' submenu is also open, showing options: 'Rank This Level', 'Rank This Level (Top %)...', 'Hide Rank Count', and 'Display Rank Count Left'. The data table below shows rows of data with values in the 'Spots' column ranging from 0 to 31.

Period	Day Parts	Program	Spots	Data Type	Demo	Options
2	0.04		84			
2	0.03		54			
0	0.00		16			
0	0.00		16			
1	0.01		49			
1	0.02		72			
0	0.00		6			
0	0.01		13			
0	0.00		11			
0	0.00		30			
1	0.01		14			
1	0.01		51			
31	0.56		326			
4	0.08		74			
5	0.09		148			
1	0.03		111			
0	0.00		12			
1	0.01		34			

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"**.

# Ranking Report By Level And Top X Report Capabilities

Standard eTAM Report : New File\*

Data Types : Average Daily Reach % (Total Individuals), Rating % (Total Individuals), TRP % (Total Individuals)

Options : With Guests, Viewing >= 1mins C, Live+7, TV, All Viewing, (More...)

Data Source : KSA TAM

Report Mode : Program (Program touches the daypart)

Total Individuals

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Channel	Program Name	Event Count	Min Max Time To Air	Rank	Average Daily Reach %	Rating %	TRP %
MBC 2	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
	DAVIN 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
SAUDI TV 1	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
	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 row inside, 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.



# Profile Report

## Report Capabilities

**1**

Demographic Attributes	Average Daily Reach %	Rating %	TRP %
Gender: Male (Indiv.)	52.40	0.05	9.29
Gender: Female (Indiv.)	65.46	0.05	10.22
Age Group: 6-9 (Indiv.)	50.92	0.06	11.99

**2**

Demographic	Rating Absolute	Unduplicated Reach	Rating %
Total Individual	8	458	0.04
Male	4	241	0.02
Female	3	217	0.02

**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.



# Viewergraphics (Dynamic Targets)

## Report Capabilities

The screenshot shows the eTAM software interface. On the left, there's a navigation pane with categories like 'About Reports', 'Day Parts', 'Calculations', 'Decorations', and 'Hotspots'. The main area displays a report titled 'Standards \*TAM Report - New File'. A context menu is open over the report, with 'Create Viewergraphic' highlighted. A red circle '1' is placed over this menu item. Below the menu, a dialog box titled 'Create Viewergraphic' is open. A red circle '2' is placed over the dialog box. The dialog box has several sections for filtering criteria:

- Target All 'Total Individuals' viewing to this selection.
- Limit Events - To viewers who view to this range of events. (Range: [ ] - [ ])
- Limit Minutes
  - To viewers who view to this range of minutes IN TOTAL. (Range: [ ] - [ ])
  - To viewers who view to this range of minutes PER EVENT. (Range: [ ] - [ ])
  - To viewers who view to this range of CONTINUOUS minutes PER EVENT. (Range: [ ] - [ ])
  - To viewers who view to this range on CONTINUOUS minutes on ANY event. (Range: [ ] - [ ])
- Light / Medium / Heavy Percentile Cutoff (%) (Range: [ ] - [ ])
  - All (0%-100%)
  - Light
  - Medium
  - Heavy

At the bottom of the dialog, it says 'This Viewergraphic criteria currently includes 358298 people...'. There are 'OK' and 'Cancel' buttons at the bottom right.

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.

# Duplication And Exclusive Reach Report Capabilities

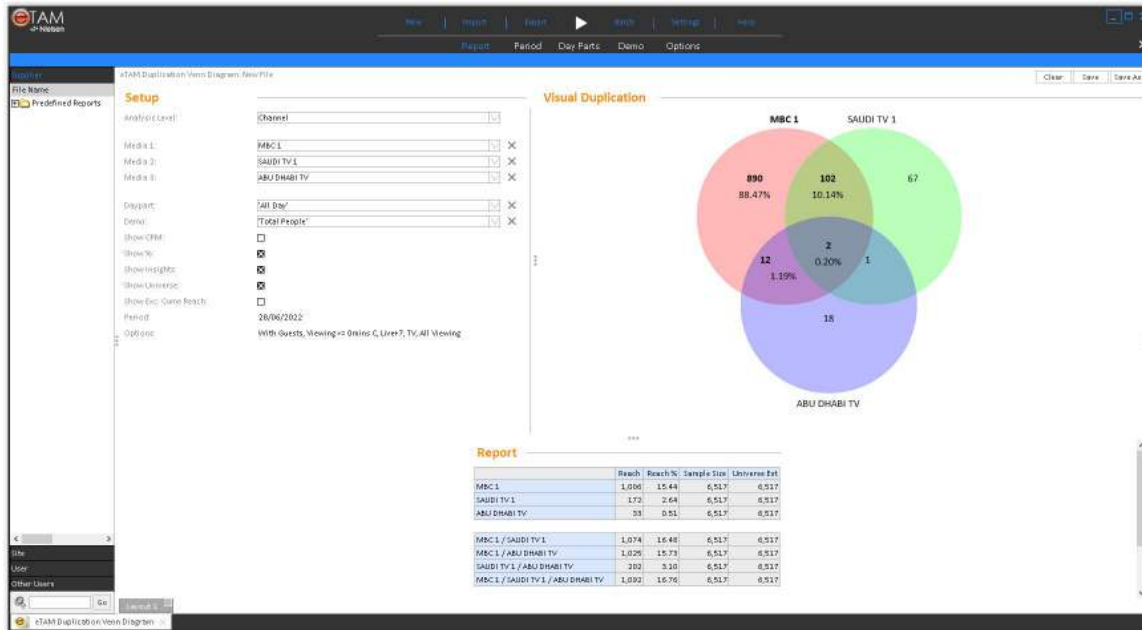
The screenshot shows the eTAM Duplication Report interface. The main window displays a matrix titled "Duplication Cumulative Reach % (Total Individuals)". The matrix compares the reach of various channels. The columns represent the channels being compared, and the rows represent the channels being compared to. The diagonal cells (where a channel is compared to itself) are highlighted in orange and contain values of 1.00. Other cells contain values representing the percentage of reach that is duplicated between the two channels. For example, the reach between MAZZIKA and MBC 1 is 0.98, indicating that 98% of the reach for both channels is duplicated.

Channel	MAZZIKA	MBC 1	MBC 2	MBC 3	MBC 4	MBC ACTION	MBC BOLLYWOOD	MBC DRAMA	MBC IRAQ	MBC MASR	MBC MASR TWO	MBC MAX	MBC VARIETY	M
MAZZIKA	1.00	0.98	0.84	0.82	0.73	0.46	0.62	0.81	0.46	0.47	0.42	0.26	0.05	0
MBC 1	0.98	1.00	0.81	0.79	0.71	0.43	0.62	0.81	0.42	0.47	0.42	0.26	0.05	0
MBC 2	0.84	0.81	1.00	0.81	0.71	0.43	0.62	0.81	0.42	0.47	0.42	0.26	0.05	0
MBC 3	0.82	0.79	0.81	1.00	0.71	0.43	0.62	0.81	0.42	0.47	0.42	0.26	0.05	0
MBC 4	0.73	0.71	0.71	0.71	1.00	0.43	0.62	0.81	0.42	0.47	0.42	0.26	0.05	0
MBC ACTION	0.46	0.43	0.43	0.43	0.43	1.00	0.62	0.81	0.42	0.47	0.42	0.26	0.05	0
MBC BOLLYWOOD	0.62	0.62	0.62	0.62	0.62	0.62	1.00	0.81	0.42	0.47	0.42	0.26	0.05	0
MBC DRAMA	0.81	0.81	0.81	0.81	0.81	0.81	0.81	1.00	0.42	0.47	0.42	0.26	0.05	0
MBC IRAQ	0.46	0.42	0.42	0.42	0.42	0.42	0.42	0.42	1.00	0.47	0.42	0.26	0.05	0
MBC MASR	0.47	0.47	0.47	0.47	0.47	0.47	0.47	0.47	0.47	1.00	0.42	0.26	0.05	0
MBC MASR TWO	0.42	0.42	0.42	0.42	0.42	0.42	0.42	0.42	0.42	0.42	1.00	0.26	0.05	0
MBC MAX	0.26	0.26	0.26	0.26	0.26	0.26	0.26	0.26	0.26	0.26	0.26	1.00	0.05	0
MBC VARIETY	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	1.00	0
MBC4	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	1.00
MBC5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
MBC6	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05
MTV Lebanon	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mute/Low Volume	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mute/Low Volume Streaming	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

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.

# 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.

# Channel Migration With Ebb & Flow Report Capabilities

15 Min	Program Name	Gain	Loss	Net	Main Contributor	Main Beneficiary	Program Name	Gain	Loss	Net	NBC 3
03:00:00 - 03:14:59	AROUS BEIRUT (R)	5	0	5	n/a	n/a	WALL E	0	0	0	n/a
03:25:00 - 03:29:59	AROUS BEIRUT (R)	5	0	5	MBC 2: WALLE	Television OFF	WALL E	0	0	0	FLOODGALS, PAIN AL DHEHAL, EGG GANG
03:30:00 - 03:44:59	AROUS BEIRUT (R)	1	14	-14	Other Stations	Television OFF	WALL E	0	0	0	WORLD PEACEKEEPERS
03:45:00 - 03:59:59	AROUS BEIRUT (R)	5	9	-4	Television ON	Television OFF	WALL E	0	0	0	WORLD PEACEKEEPERS, SAH AMY, SHAKEL
04:00:00 - 04:14:59	AL MADCAN OSTOURET AL WADI (R)	2	9	-7	Television ON	Television OFF	WALL E, GRINGO	0	0	0	0 LITTLE THARAS
04:25:00 - 04:29:59	AL MADCAN OSTOURET AL WADI (R)	2	5	-3	Television ON	Television OFF	GRINGO	0	0	0	0 LITTLE THARAS, SHAKEL SAHNAK, SAH A.
04:30:00 - 04:44:59	AL MADCAN OSTOURET AL WADI (R)	1	1	0	Other Stations	Television OFF	GRINGO	0	0	0	0 FLOODGALS
04:45:00 - 04:59:59	AL MADCAN OSTOURET AL WADI (R)	0	5	-4	Television ON	Other Stations	GRINGO	0	0	0	0 B1 MASSI, SHAKEL SAHNAK, SAH AMY G.
05:00:00 - 05:14:59	ATLAT ARDEL HANNEED HAFEZ (R)	2	1	1	Television ON	Television OFF	GRINGO	0	0	0	0 TEENAGE MUTANT NINJA TURTLES
05:25:00 - 05:29:59	ATLAT ARDEL HANNEED HAFEZ (R)	2	7	-5	Television ON	Other Stations	GRINGO	0	0	0	0 TEENAGE MUTANT NINJA TURTLES, SHA.
05:30:00 - 05:44:59	ATLAT ARDEL HANNEED HAFEZ (R)	1	5	-4	Television ON	Television OFF	GRINGO	1	0	1	0 MADMOZOME
05:45:00 - 05:59:59	ATLAT ARDEL HANNEED HAFEZ (R)	0	5	-5	Other Stations	Television OFF	GRINGO, 47 METERS DOWN UNCAIGED	0	0	0	0 MADMOZOME, PAIN AL DHEHAL
06:00:00 - 06:14:59	SADAK AL MAJAZ (R)	0	5	-5	Television ON	MBC 2: 47 METERS DOWN	47 METERS DOWN UNCAIGED	2	0	2	0 FLOODGALS
06:25:00 - 06:29:59	SADAK AL MAJAZ (R)	4	0	4	Television ON	Other Stations	47 METERS DOWN UNCAIGED	0	1	-1	0 FLOODGALS, SAH AMY, SHAKEL, BOY AND.
06:30:00 - 06:44:59	SADAK AL MAJAZ (R)	1	8	-7	Television ON	Television OFF	47 METERS DOWN UNCAIGED	2	0	2	0 SUPER SPIN COINBINDER, SHAKEL SAHNAK
06:45:00 - 06:59:59	SADAK AL MAJAZ (R)	1	2	-1	MBC 2: 47 METERS DOWN	MBC 2: 47 METERS DOWN	47 METERS DOWN UNCAIGED	3	1	2	0 PAIN PATROL
07:00:00 - 07:14:59	ZAWA ELAAROB (R)	6	0	6	6 Television ON	Television OFF	47 METERS DOWN UNCAIGED	0	0	0	0 TEASALOE TREKERS
07:25:00 - 07:29:59	ZAWA ELAAROB (R)	8	5	3	MBC 2: 47 METERS DOWN	Television OFF	47 METERS DOWN UNCAIGED	0	5	-5	0 TEASALOE TREKERS, PAIN PATROL
07:30:00 - 07:44:59	ZAWA ELAAROB (R)	1	2	-1	Other Stations	Television OFF	47 METERS DOWN UNCAIGED, JURASSIC	0	0	0	0 PAIN PATROL
07:45:00 - 07:59:59	AL MEBETH (R)	1	5	-4	Television ON	Television OFF	JURASSIC WORLD PALLER KINGDOM	0	0	0	0 BAWI ENROL, PAIN AL DHEHAL, EGG GA.
08:00:00 - 08:14:59	AL MEBETH (R)	4	5	-1	Other Stations	Television OFF	JURASSIC WORLD PALLER KINGDOM	0	0	0	0 LOST IN OZ
08:25:00 - 08:29:59	LA HOUM ALAYH (R)	7	5	2	Television ON	Television OFF	JURASSIC WORLD PALLER KINGDOM	1	1	0	0 LOST IN OZ, SHAKEL SAHNAK, SAH AMY.
08:30:00 - 08:44:59	LA HOUM ALAYH (R)	2	2	0	Other Stations	Other Stations	JURASSIC WORLD PALLER KINGDOM	0	1	-1	0 PAIN AL DHEHAL, SHAKEL AND SHINE
08:45:00 - 08:59:59	LA HOUM ALAYH (R)	2	4	-2	Television ON	Television OFF	JURASSIC WORLD PALLER KINGDOM	0	0	0	0 SHAKEL AND SHINE, SHAKEL SAHNAK.
09:00:00 - 09:14:59	LA HOUM ALAYH (R)	4	5	-1	Other Stations	Television OFF	JURASSIC WORLD PALLER KINGDOM	2	0	2	0 EGG GANG, ABBY MATCHER
09:25:00 - 09:29:59	AL MADCAN OSTOURET AL WADI (R)	5	5	0	Television ON	MBC 3: ABBY MATCHER	JURASSIC WORLD PALLER KINGDOM	1	0	1	0 ABBY MATCHER, SAH AMY, OROSH KALEM.
09:30:00 - 09:44:59	AL MADCAN OSTOURET AL WADI (R)	4	1	3	Television ON	MBC 3: STETCH	JURASSIC WORLD PALLER KINGDOM, DA.	0	0	0	0 STETCH, STELLA AND SAM
09:45:00 - 09:59:59	AL MADCAN OSTOURET AL WADI (R)	1	1	0	Television ON	MBC 3: STELLA AND SAM	DAWNY OF THE PLANET OF THE APES	0	0	0	0 STELLA AND SAM, OROSH KALEM, S.
10:00:00 - 10:14:59	TAKAL TAYEB (R)	2	5	-3	Television ON	Television OFF	DAWNY OF THE PLANET OF THE APES	0	0	0	0 EGG GANG, BUMPER AND RECOR

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.

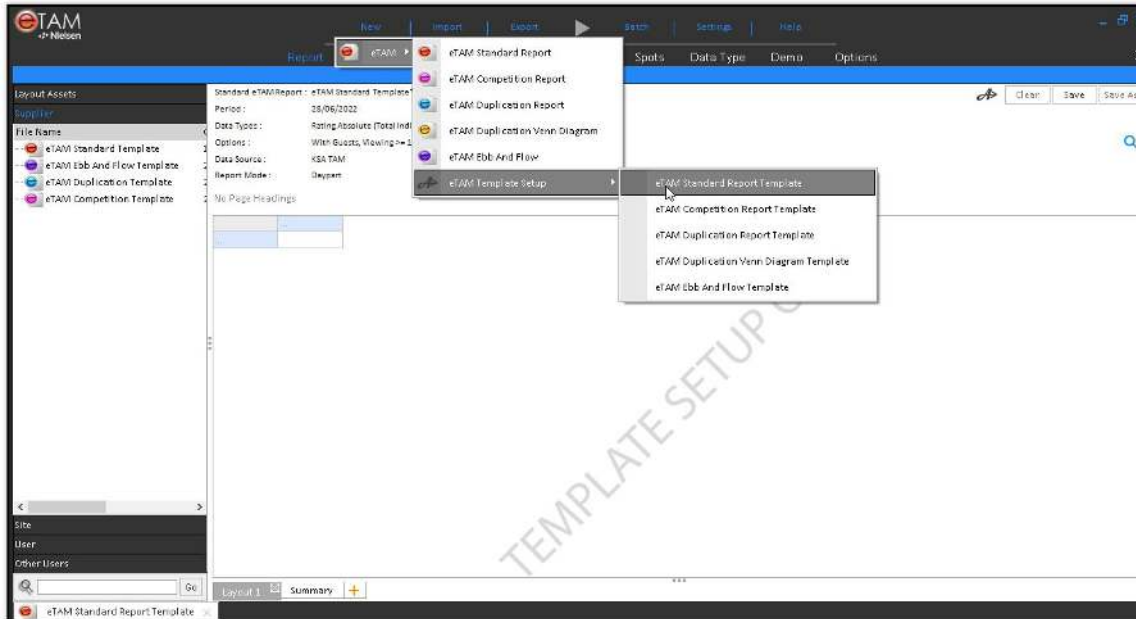
Ebb and Flow analysis requires to put a media dimension (for instance, channels) on the top of the report and a daypart dimension on the side.

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)

# 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.

# Filters

# Media Filters

The screenshot shows the eTAM Nielsen software interface. The main window displays a list of channels under the 'New File' section. A red circle with the number '1' highlights the 'Channel' button in the left sidebar. The dialog box is titled 'Channel (5 / 190)' and contains a list of channels with checkboxes. The channels listed are:

Name	Type
<input type="checkbox"/> Total TV	Channel
<input type="checkbox"/> 2M	Channel
<input checked="" type="checkbox"/> ABU DHABI DRAMA	Channel
<input type="checkbox"/> ABU DHABI EL EMARAT	Channel
<input type="checkbox"/> ABU DHABI SPORT 1	Channel
<input type="checkbox"/> ABU DHABI SPORTS2	Channel
<input type="checkbox"/> ABU DHABI SPORTS3	Channel
<input type="checkbox"/> ABU DHABI TV	Channel
<input type="checkbox"/> AJYAL	Channel
<input checked="" type="checkbox"/> ALAAN TV	Channel
<input checked="" type="checkbox"/> ALANHWAR	Channel
<input checked="" type="checkbox"/> ALARABIYA	Channel
<input type="checkbox"/> AL DAFRAH TV	Channel
<input type="checkbox"/> AL KHABRA	Channel
<input type="checkbox"/> Other	

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.

# Media Filters

The screenshot displays the eTAM Nielsen Media Filters interface. The main window is titled "Channel (5/190)" and contains a search bar at the top (marked with a red circle '1') and a list of channels. The list includes channels such as Total TV, 2M, ABU DHABI DRAMA, ABU DHABI EL EMARAT, ABU DHABI SPORT 1, ABU DHABI SPORTS2, ABU DHABI SPORTS3, ABU DHABI TV, AJIAL, AL AAN TV, AL ANWAR, AL ARABIYA, AL DAFRAH TV, and AL FAKHARIA. The "AL HAYAT TV" channel is highlighted in orange (marked with a red circle '2'). The interface also shows a "New File" section on the right with buttons for "Clear", "Save", and "Save As".

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).



# Custom Networks

## Filters

The screenshot shows the eTAM Nielsen software interface. The main window displays a list of channels with the following selected items:

- ABU DHABI DRAMA
- AL AAN TV
- AL ANWAR
- AL ARABIYA

A context menu is open over the selected channels, with the following options:

- Add Sub Folder
- Expand All
- Collapse All
- Additional Grouping Orders
- Show Duplicate Items
- Sort Items
- Display File Name
- Delete
- Add to Highlights
- Filter Item Lists
- Save As New Custom Network**

The 'Custom Network' dialog box is shown in the foreground with the following fields:

- Name: My Network
- Visibility: User
- Network: Zee Entertainment...
- Selected Channels: ABU DHABI DRAMA, AL AAN TV, AL ANWAR, AL ARABIYA, AL HAYAT TV

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.

# Periods Filters

Year	Half	Qtr	Month	Week	Sun	Mon	Tue	Wed	Thu	Fri	Sat
2022	1	Qtr 1 22	Jan 22	05	23	24	25	26	27	28	29
			Feb 22	06	30	31	01	02	03	04	05
			Mar 22	07	06	07	08	09	10	11	12
				08	13	14	15	16	17	18	19
				09	20	21	22	23	24	25	26
				10	27	28	01	02	03	04	05

Type	Last Available Date
Programs	31/01/2022
Audience	1/03/2022
Spot	31/01/2022

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.

# Periods Filters

The screenshot shows the eTAM Nielsen software interface. The top navigation bar includes options: Report, Media, Period, Day Parts, Program, Spots, Data Type, Demo, Options, and Rate Card. The main area is divided into several sections:

- Supplier:** A list of suppliers (currently empty).
- Period:** A calendar grid showing dates from January 2022 to March 2022. The grid includes columns for Year, Half, Qtr, Month, Week, and days of the week (Sun-Sat).
- Buttons:** Add, Clear, Future Dates, and Less.
- New File:** A section with 'Feb 2022' and 'Month: Feb 2022' selected. It includes 'Clear', 'Save', and 'Save As' buttons.
- Disabled Periods - Add Here**
- Highlights - Add Here**
- Available Data:** A table with the following data:
 

Type	Last Available Date
Programs	31/01/2022
Audience	1/03/2022
Spot	31/01/2022

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.

3

# Relative Periods Filters

The screenshot shows the eTAM Nielsen software interface. The top navigation bar includes 'New', 'Import', 'Export', 'Batch', 'Settings', and 'Help'. Below this is a secondary navigation bar with 'Report', 'Media', 'Period', 'Day Parts', 'Program', 'Spots', 'Data Type', 'Demo', 'Options', and 'Rate Card'. The main window displays a 'Relative Dates' filter configuration. A dropdown menu for 'Period Type' is open, showing three options: 'Actual Periods', 'Relative Periods' (which is selected), and 'Week Averages'. The 'Relative Dates' section includes a 'Month' dropdown, a list of months with checkboxes (February, March, and April are checked), and a 'For' field set to 'Current Year (23/01/2022 - 1/03/2022\*)'. There are also checkboxes for 'Last Consolidated', 'Complete', 'Partial', and 'Use Same Week Days'. The bottom right corner shows a table of 'Available Data' with columns for 'Type' and 'Last Available Date'.

Available Data	
Type	Last Available Date
Programs	31/01/2022
Audience	1/03/2022
Spot	31/01/2022

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”).

# Day Parts Filters

The screenshot displays the eTAM Nielsen software interface for configuring Day Parts filters. The main window is titled "eTAM Nielsen" and has a menu bar with options: New, Import, Export, Batch, Settings, Help. Below the menu bar are tabs: Report, Media, Period, Day Parts, Program, Spots, Data Type, Demo, Options, Rate Card. The "Day Parts" tab is active.

The interface is divided into several sections:

- Supplier:** A sidebar on the left.
- Basic Time Range:** Contains "Time From:" (03:00) and "Time To:" (26:59) input fields, a row of day selection boxes (S M T W T F S), and "Add" and "Reset" buttons.
- Visual Daypart:** A grid showing time slots (03:00 to 14:00) across days (Sun to Sat). A pink shaded area covers the 06:00-07:00 slot from Monday to Saturday. An "Add" button is to the right of the grid.
- New Group\*:** A dialog box on the right with "Clear", "Save", and "Save As" buttons. It lists two groups:
  - 05:30 - 09:59 \_MT \_\_\_ All Stations
  - 06:30 - 11:29 SMTWTFS All Stations

Three orange callout circles are present:

- 1:** Points to the pink shaded area in the Visual Daypart grid.
- 2:** Points to the "Add" button in the Visual Daypart section.
- 3:** Points to the "New Group\*" dialog box.

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).

# Programs

## Filters

The screenshot shows the eTAM Nielsen software interface. On the left, there is a sidebar with filter categories: Genre, Sub Genre, Country of Origin, Program, Episode, Episode Event, Event Type, Event Level, Less, Click Mode, and Clear. A red circle with the number '1' is placed over the 'Program' filter category. The main window displays a table of program events with columns: Program Name, Episode Title, Episode, Date, Station, Start Time, and End Time. A red circle with the number '2' is placed over the table. On the right, there is a 'New File' dialog box showing a hierarchy of folders: MOVIES, SCI FI, SENWAN, and Episode Event: SENWAN. A red circle with the number '2' is placed over this dialog box.

Program Name	Episode Title	Episode	Date	Station	Start Time	End Time
SENWAN	SENWAN	23/01/2022	23/01/2022	SAUDI TV 1	04:09:44	05:...
SENWAN	SENWAN	23/01/2022	23/01/2022	SAUDI TV 1	04:09:44	05:...
SENWAN	SENWAN	23/01/2022	23/01/2022	SAUDI TV 1	04:09:44	05:...
SENWAN	SENWAN	23/01/2022	23/01/2022	SAUDI TV 1	04:22:57	04:...
SENWAN	SENWAN	23/01/2022	23/01/2022	SAUDI TV 1	04:32:17	04:...
SENWAN	SENWAN	23/01/2022	23/01/2022	SAUDI TV 1	04:34:54	04:...
SENWAN	SENWAN	23/01/2022	23/01/2022	SAUDI TV 1	04:49:31	04:...
SENWAN	SENWAN	23/01/2022	23/01/2022	SAUDI TV 1	04:52:24	05:...
SENWAN	SENWAN	23/01/2022	23/01/2022	SAUDI TV 1	05:05:02	05:...
SENWAN	SENWAN	23/01/2022	23/01/2022	SAUDI TV 1	17:06:51	17:...
SENWAN	SENWAN	23/01/2022	23/01/2022	SAUDI TV 1	17:06:51	17:...
SENWAN	SENWAN	23/01/2022	23/01/2022	SAUDI TV 1	17:06:51	17:...
SENWAN	SENWAN	23/01/2022	23/01/2022	SAUDI TV 1	17:06:51	17:...
SENWAN	SENWAN	23/01/2022	23/01/2022	SAUDI TV 1	17:18:43	17:...
SENWAN	SENWAN	23/01/2022	23/01/2022	SAUDI TV 1	17:20:37	17:...

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).

# Spots Filters

The screenshot shows the eTAM Nielsen Spots Filters interface. On the left, a navigation pane has a 'Spots' filter selected, indicated by a red circle with the number '1'. The main area displays a hierarchical tree view of filters for Sector, Sub-Sector, Advertiser, and Product. A 'Product' filter is expanded, showing a list of products like 'KINDER BUENO' and 'KINDER CARDS', indicated by a red circle with the number '2'. A 'New File' dialog is open on the right, showing a tree view of the selected product hierarchy.

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).

# Data Types

## Filters

The screenshot shows the eTAM software interface. The top menu bar includes 'Report', 'Media', 'Period', 'Day Parts', 'Program', 'Spots', 'Data Type', 'Demo', and 'Options'. The 'Data Type' filter is open, showing a list of metrics under the 'Reach' category. A red circle '1' is placed over the 'Reach' category header, and a red circle '2' is placed over the 'Average Daily Reach %' metric. The right-hand pane shows a tree view of the selected metrics, with 'Average Daily Reach %' highlighted. The bottom of the screen shows a taskbar with several 'eTAM Standard Report' windows open.

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 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

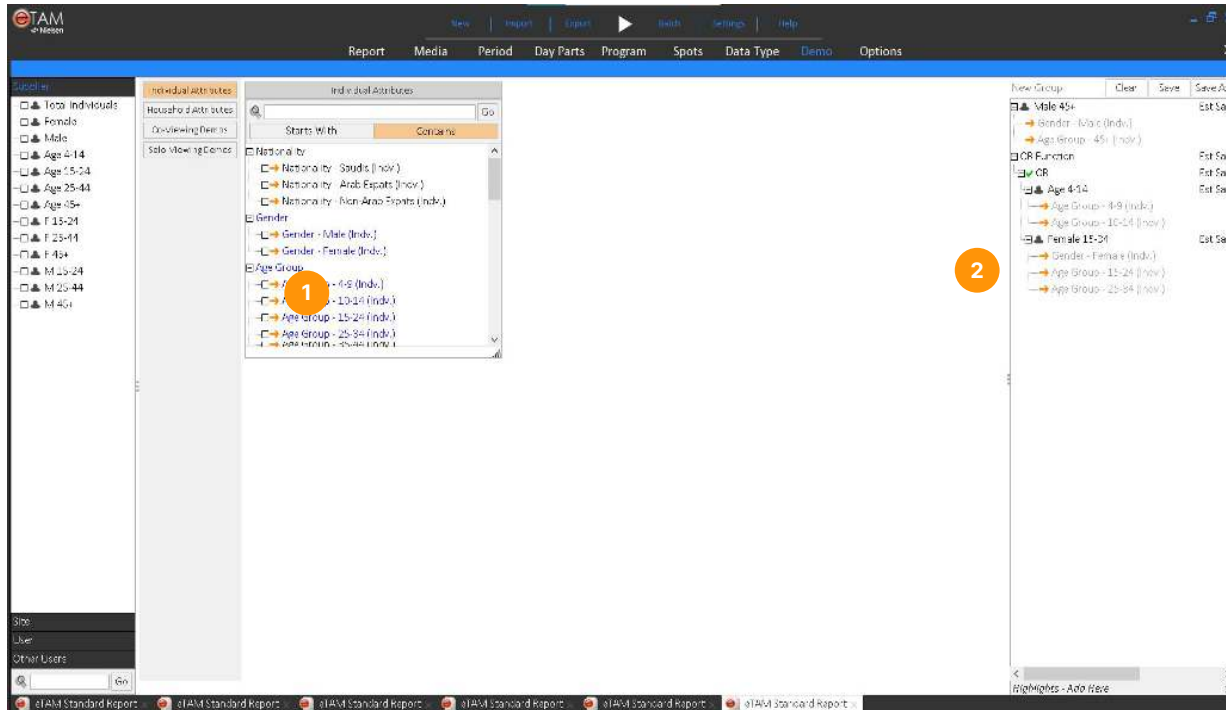
Data types are classified according to their type (for instance ratings, reach, time, spot ratings, etc.) for easier access. It is also possible, as in all other filters, to search by name.

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.



# 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 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”**.

# Options: Guests Filters

The screenshot displays the eTAM Nielsen software interface. The top navigation bar includes 'New', 'Import', 'Export', 'Batch', 'Settings', and 'Help'. Below this is a menu bar with 'Report', 'Media', 'Period', 'Day Parts', 'Program', 'Spots', 'Data Type', 'Demo', 'Options', and 'Rate Card'. The 'Options' menu is currently selected, showing a 'Viewing Minutes Apply to: Reach Data Types Only' dropdown. The main interface is divided into three sections: a left sidebar with a 'Supplier' list, a central 'Guests' filter panel, and a right 'New File' tree view. The 'Guests' filter panel has a search box and 'Go' button, and two radio buttons: 'Starts With' (selected) and 'Contains'. Below these are two checkboxes: 'With Guests' (checked) and 'Without Guests' (unchecked). The 'New File' tree view shows a hierarchical structure of filters: 'Guests' (expanded), 'With Guests', 'Viewing Minutes' (expanded), 'Viewing >= 1mins C (Standard) Viewing >= 0mins C (Schedule)', 'Time Shift' (expanded), 'Lives7', 'Rate Durations' (expanded), '30 Seconds', 'Demographic Attributes', 'Lead In / Lead Out' (expanded), 'Lead In/Out:Q=10mins:5minsC,I=10mins:1minsC', 'Screen Type' (expanded), 'TV', 'Source of Viewing' (expanded), 'All Viewing', 'Silent Days' (expanded), and '3'. At the bottom left, there are fields for 'Site', 'User', and 'Other Users', each with a search box and 'Go' button. The bottom status bar shows 'eTAM Standard Report'.

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

# Options: Viewing Minutes Filters

The screenshot displays the eTAM Nielsen software interface for configuring 'Viewing Minutes' filters. The main window is titled 'Viewing Minutes Apply to: Reach Data Types Only'. It features a left sidebar with navigation options like 'Guests', 'Viewing Minutes', 'Time Shift', 'Rate Durations', 'Demographic Attributes', 'Lead In / Lead Out', 'Screen Type', 'Source of Viewing', 'Spots', and 'Silent Days'. The central area is divided into two sections: 'Standard Reports' and 'Schedule and Spot Analysis'. Both sections allow users to select between 'Viewing minutes' (selected) and 'Viewing % (Snap To Minutes)', specify a duration in 'Minutes' (set to 0), and check the 'Continuous Viewing' option. An 'Add' button is located at the bottom right of the configuration area. A note at the bottom of the configuration area reads: 'Note: Use a dash for a range e.g: 1-5'. On the right side, there is a tree view under 'New File' with expandable folders for 'Guests', 'Viewing Minutes', 'Time Shift', 'Rate Durations', 'Lead In / Lead Out', 'Screen Type', 'Source of Viewing', and 'Silent Days'. The 'Viewing Minutes' folder is expanded, showing sub-items like 'Viewing >= 1mins C (Standard) Viewing >= 0mins C (Schedule)'. The top of the interface shows a menu bar with 'New', 'Import', 'Export', 'Batch', 'Settings', and 'Help', and a toolbar with 'Report', 'Media', 'Period', 'Day Parts', 'Program', 'Spots', 'Data Type', 'Demo', 'Options', and 'Rate Card'. The bottom left shows a search bar and 'eTAM Standard Report'.

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.

# Options: Time Shift Filters

The screenshot displays the eTAM Standard Report interface. On the left, a sidebar contains filter categories: Guests, Viewing Minutes, Time Shift (highlighted), Demographic Attributes, Lead In / Lead Out, Screen Type, Source of Viewing, Players, Spots, and Silent Days. The 'Time Shift' filter is expanded, showing 'Time Shift Sessions' with options:  Live+7,  Live+VOSDAL,  Live,  Time Shift, and  VOSDAL. On the right, a 'New Filter' dialog box is open, listing various filter categories such as Guests, Viewing Minutes, Demographic Attributes, Lead In / Lead Out, Screen Type, Source of Viewing, Players, and Silent Days. The 'Time Shift' category is expanded in this dialog, showing 'Live+7' and 'Live+VOSDAL' as selected options.

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

# Options: Demographic Attributes Filters

The screenshot displays the eTAM Nielsen software interface. The main window is titled 'Options' and shows a list of filter categories on the left and a tree view of selected filters on the right. The 'Demographic Attributes' section is highlighted in orange. The selected filters include 'Gender', 'Age Group', 'Education', and 'Household Size (HH)'. The tree view on the right shows a hierarchy of filters, including 'Guests', 'Viewing Minutes', 'Time Shift', 'Lead In / Lead Out', 'Screen Type', 'Source of Viewing', and 'Silent Days'. The 'Demographic Attributes' filter is selected under the 'Lead In / Lead Out' category.

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 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.

# Options: Lead In Filters

The screenshot displays the eTAM Nielsen software interface. The main window is titled "Options" and is divided into several sections. On the left, there is a sidebar with navigation options: "Supplier", "Guests", "Viewing Minutes", "Time Shift", "Rate Durations", "Demographic Attributes", "Lead In / Lead Out" (highlighted), "Screen Type", "Source of Viewing", "Spots", and "Silent Days". The main area is titled "Lead In / Lead Out" and contains two sections: "Lead In" and "Lead Out". The "Lead In" section has a "Qualifying Period" of 10, "Qualifying Viewing Criteria" of 5, and "Lead Period" of 10. The "Lead Out" section has a "Lead Period" of 10 and "Lead Period Viewing Criteria" of 1. Both sections have checkboxes for "As Percent" and "Continuous" (checked). There is also a checkbox for "Lead-Out same as Lead-In" which is checked. On the right, there is a "New File" tree view showing a hierarchical structure of filters: "Guests", "With Guests", "Viewing Minutes", "Viewing >= 1mins C (Standard) Viewing >= 0mins C (Schedule)", "Time Shift", "Lives7", "Rate Durations", "30 Seconds", "Demographic Attributes", "Lead In / Lead Out", "Lead In/Out:Q=10mins:5mins:C1=10mins:1mins:C", "Screen Type", "TV", "Source of Viewing", "All Viewing", "Silent Days", and "3". The "Lead In / Lead Out" section is currently selected and expanded. At the bottom right, there is a "Highlights - Add Here" button.

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.

# Options: Lead Out Filters

The screenshot displays the eTAM Nielsen software interface. The main window is titled "Options" and is currently set to "Lead In / Lead Out" filters. The interface includes a top navigation bar with options like "New", "Import", "Export", "Batch", "Settings", and "Help". Below this is a menu bar with "Report", "Media", "Period", "Day Parts", "Program", "Spots", "Data Type", "Demo", "Options", and "Rate Card". The "Options" window is divided into several sections:

- Left Sidebar:** Contains navigation options such as "Guests", "Viewing Minutes", "Time Shift", "Rate Durations", "Demographic Attributes", "Lead In / Lead Out" (highlighted), "Screen Type", "Source of Viewing", "Spots", and "Silent Days".
- Central Configuration Area:** Titled "Lead In / Lead Out", it contains two sections: "Lead In" and "Lead Out". Each section has a "Qualifying Period" field (set to 10), a "Lead Period" field (set to 10), and a "Lead Period Viewing Criteria" field (set to 1). There are checkboxes for "As Percent", "Continuous", and "Lead-Out same as Lead-In".
- Right Panel:** Titled "New File", it shows a tree view of filter categories: "Guests", "With Guests", "Viewing Minutes", "Time Shift", "Rate Durations", "Demographic Attributes", "Lead In / Lead Out", "Screen Type", "TV", and "Source of Viewing".

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.

# Options: Screen Type Filters

The screenshot shows the eTAM Nielsen software interface. At the top, there is a menu bar with options: New, Import, Export, Batch, Settings, and Help. Below the menu bar is a toolbar with buttons for Report, Media, Period, Day Parts, Program, Spots, Data Type, Demo, Options, and Rate Card. The 'Options' dialog box is open, showing a list of filters on the left and a tree view of the selected filter on the right. The 'Screen Type' filter is selected and highlighted in orange. The tree view shows the following structure:

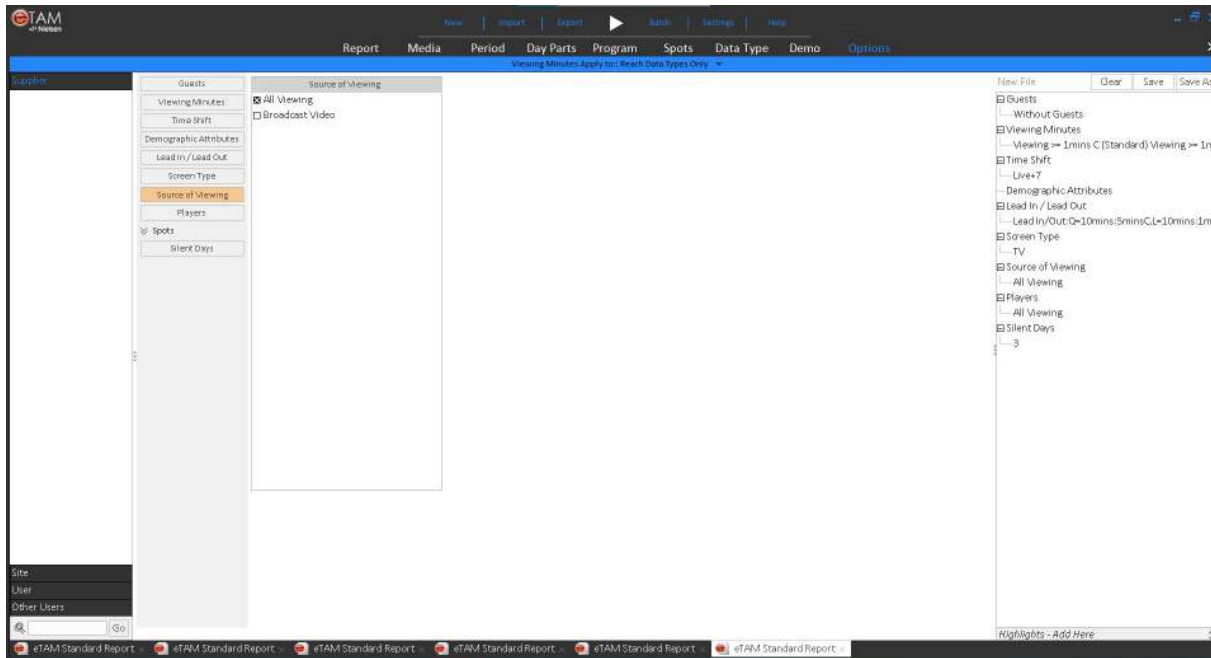
- Guests
  - With Guests
- Viewing Minutes
  - Viewing >= 1mins C (Standard) Viewing >= 0mins C (Schedule)
- Time Shift
  - Lives7
- Rate Durations
  - 30 Seconds
  - Demographic Attributes
- Lead In / Lead Out
  - Lead In/Out:Q=10mins:5mins:C1=10mins:1mins:C
- Screen Type
  - TV
- Source of Viewing
  - All Viewing
- Silent Days
  - 3

The 'Screen Type' filter is selected, and the tree view shows that only the 'TV' screen type is available for this data source.

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.



# 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.

# Options: Silent Days Filters

The screenshot displays the eTAM Nielsen software interface. The main window is titled "Options" and has a menu bar with "New", "Import", "Export", "Batch", "Settings", and "Help". Below the menu bar are tabs for "Report", "Media", "Period", "Day Parts", "Program", "Spots", "Data Type", "Demo", "Options", and "Rate Card". The "Options" tab is active, and the "Viewing Minutes Apply to: Reach Data Types Only" is selected. The interface is divided into several sections:

- Supplier:** A list of suppliers is shown on the left.
- Filters:** A vertical list of filter categories is on the left, including "Guests", "Viewing Minutes", "Time Shift", "Rate Durations", "Demographic Attributes", "Lead In / Lead Out", "Screen Type", "Source of Viewing", and "Spots". The "Spots" category is expanded, and "Silent Days" is selected.
- Silent Days Configuration:** A central panel titled "Silent Days" contains a "Silent Days" label and a text input field with the value "3". An "Add" button is located at the bottom right of this panel.
- New File:** A panel on the right titled "New File" contains a tree view of the report structure. The tree includes categories like "Guests", "Viewing Minutes", "Time Shift", "Rate Durations", "Demographic Attributes", "Lead In / Lead Out", "Screen Type", "Source of Viewing", and "Silent Days". The "Silent Days" category is expanded, showing a sub-item "3".

At the bottom left, there are fields for "Site", "User", and "Other Users", along with a search bar and a "Go" button. The bottom status bar shows "eTAM Standard Report".

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.

# Rate Cards

## Filters

2

Supplier: SAUDI TV 1

New File: <<All Times>>

	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16	W17	W18	W19	W20	W21	W22	W23	W24	W25	W26
<<All Times>>	100.00	100.00	100.00	214.29	214.29	214.29	214.29	214.29	214.29	500.00	500.00	500.00	500.00	500.00	500.00				200.00	200.00		
Sun	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00													
Mon	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00													
Tue	100.00	100.00	100.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00				200.00	200.00		
Wed	100.00	100.00	100.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00				200.00	200.00		
Thu	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00													
Fri	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00													
Sat	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00													

1

2

Site

User

Other Users

Go

eTAM Standard Report

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.

# Charts

# How to Generate a Chart

## Charts

The screenshot displays the eTAM Nielsen software interface. The top navigation bar includes 'New', 'Import', 'Export', 'Batch', 'Settings', and 'Help'. Below this is a menu bar with 'Report', 'Media', 'Period', 'Day Parts', 'Program', 'Spots', 'Data Type', 'Demo', and 'Options'. The main content area shows a report titled 'Standard eTAM Report : New File\*'. The report includes a table with columns for 'Channel' and dates from 'WC 29/05/2022' to 'WC 26/06/2022\*'. The table data is as follows:

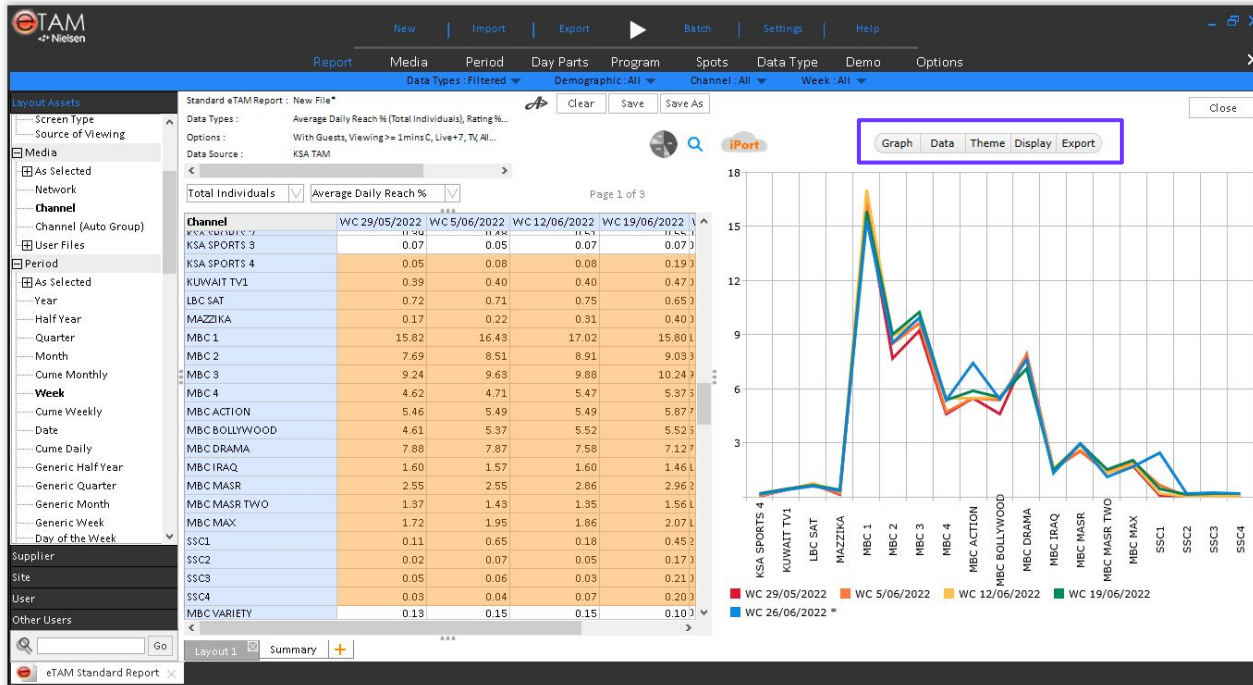
Channel	WC 29/05/2022	WC 5/06/2022	WC 12/06/2022	WC 19/06/2022	WC 26/06/2022*
MBC 1	15.82	16.43	17.02	15.80	15.30
MBC 2	7.69	8.51	8.91	9.03	8.54
MBC 3	9.24	9.63	9.88	10.24	9.94
MBC 4	4.62	4.71	5.47	5.37	5.39

A red box highlights a circular icon with a chart symbol in the top right corner of the report area. The interface also shows a left-hand navigation pane with categories like 'Media', 'Channel', 'Period', and 'Week', and a bottom status bar with 'Layout 1 Summary' and a plus sign.

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).

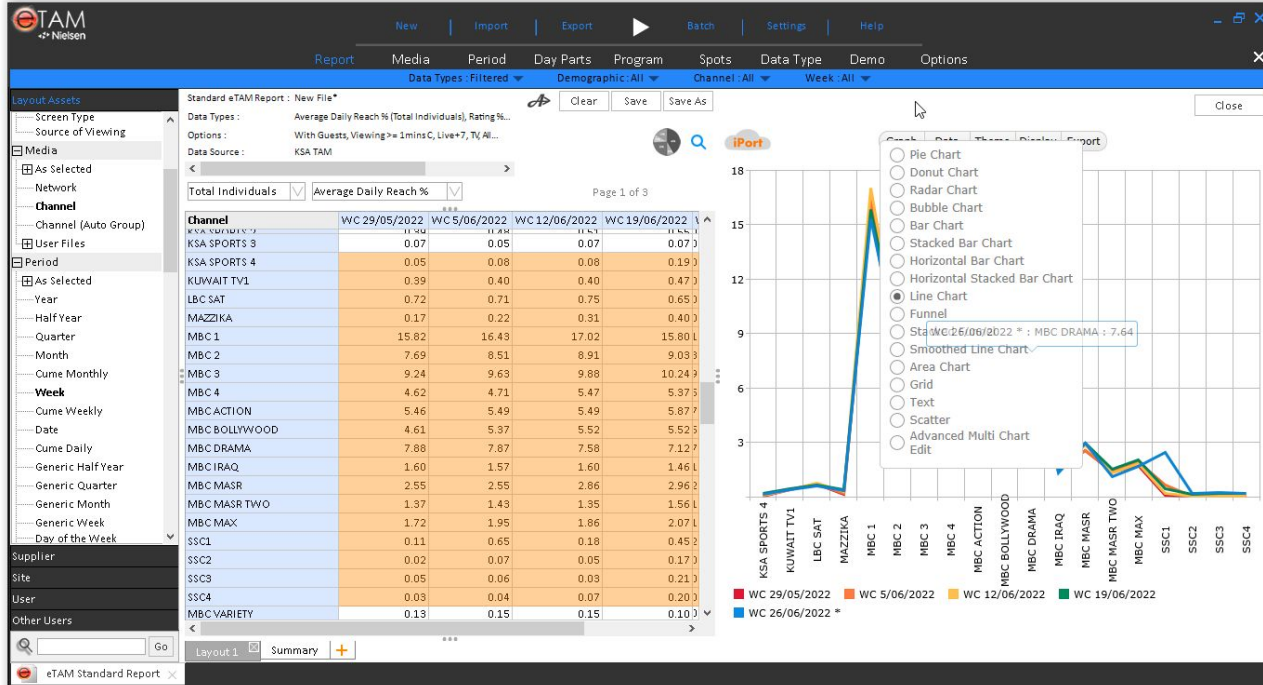
# How to Edit a Chart

## Charts



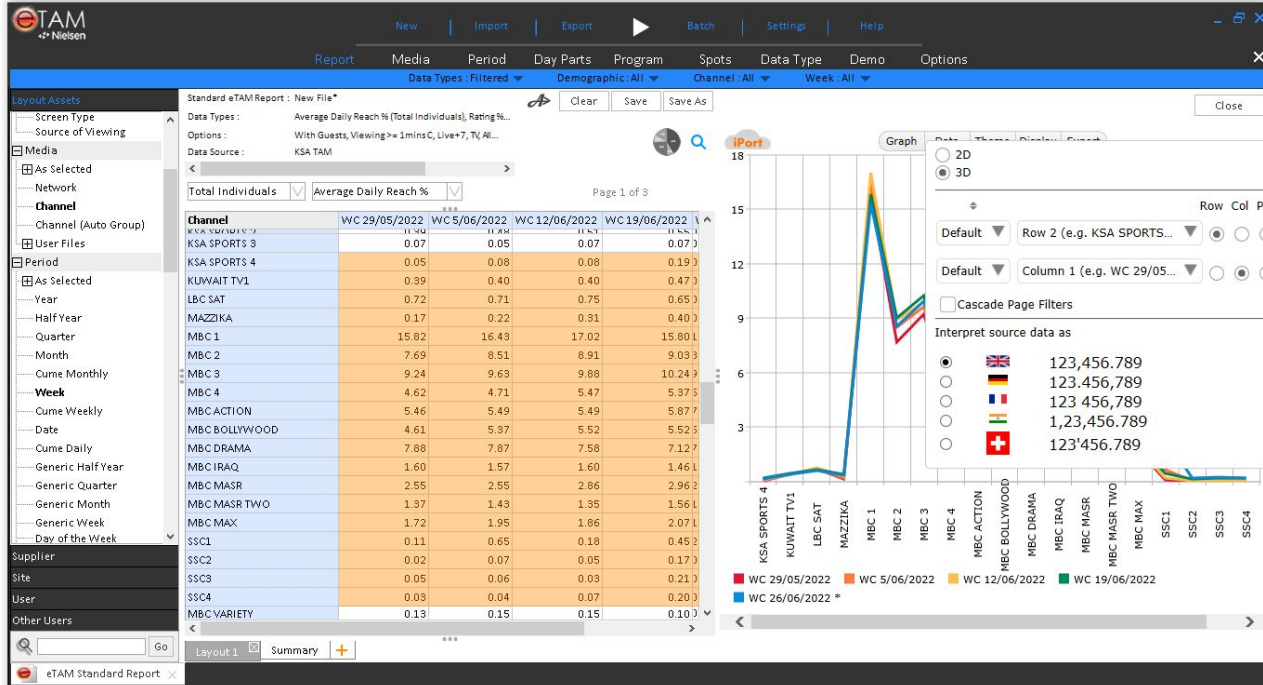
When the chart is generated you can edit the layout through the **menu appearing at the top of the chart** (details about the options for re-layout in the next slides).

# 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.

# Data Options Charts

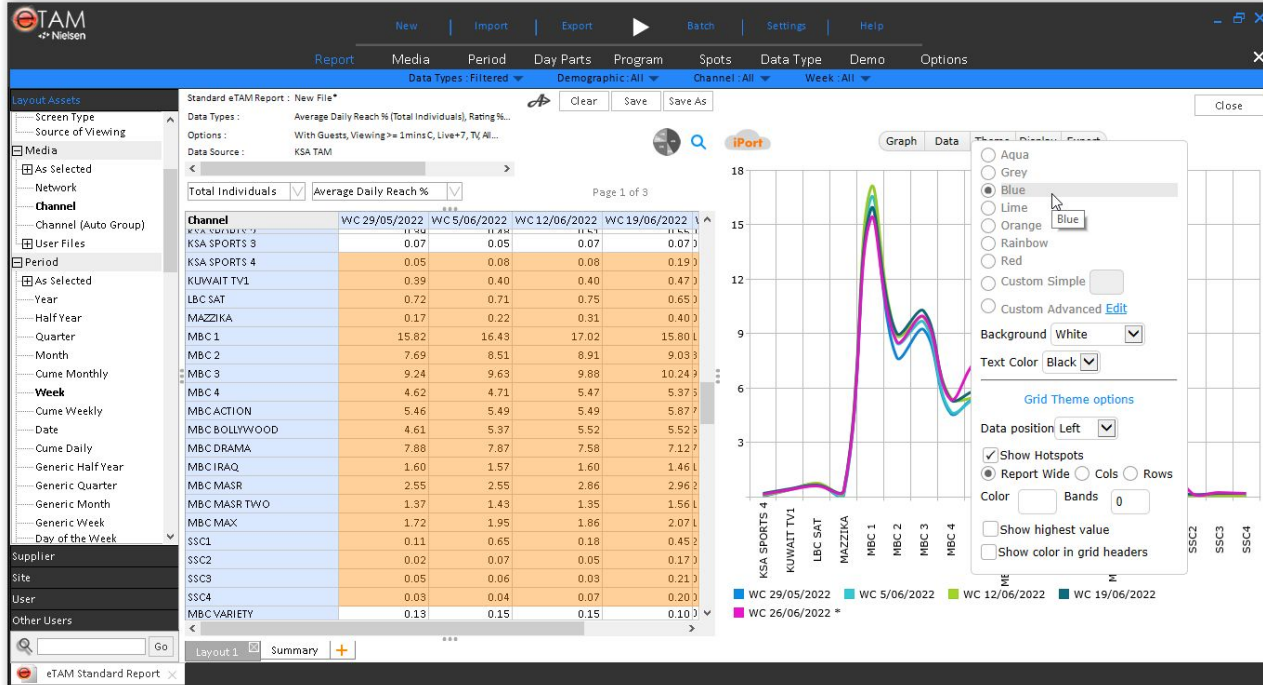


When you click on the “Data” option you can choose the default position of the chart dimensions (2D), or customise it freely (3D) by moving some dimension in the page of the chart, for instance, as well as number formatting options.



# Theme Options

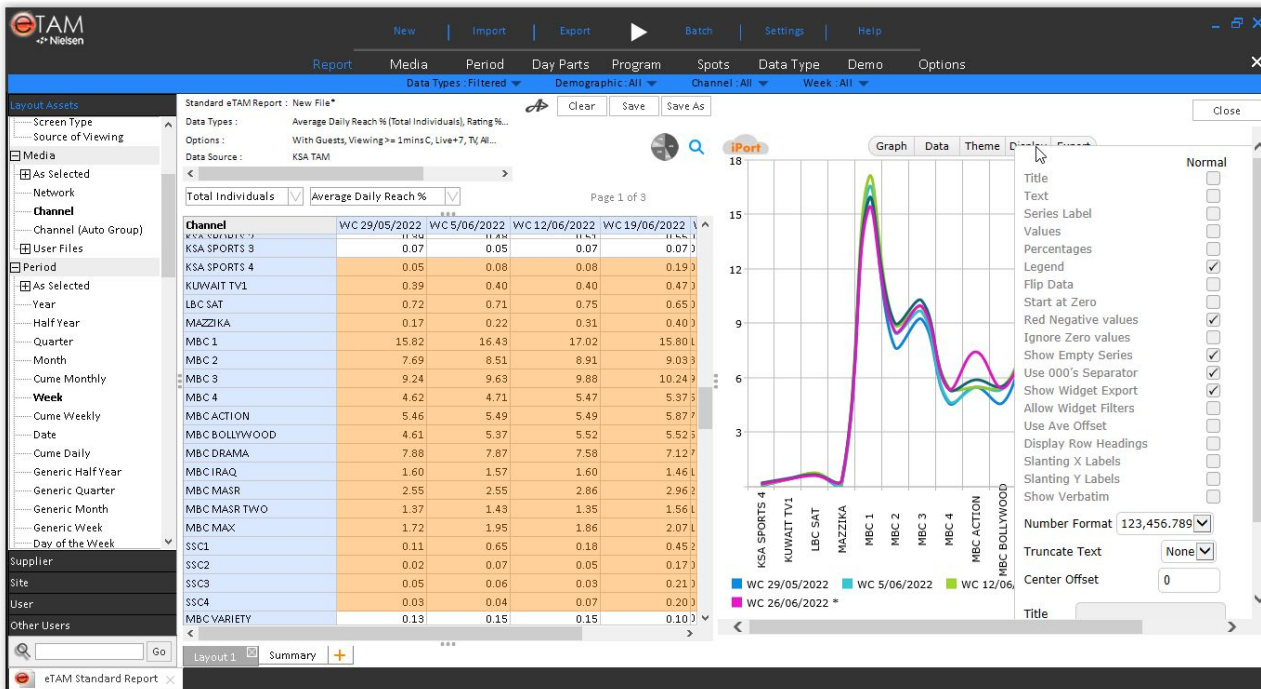
## Charts



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.

# Display Options

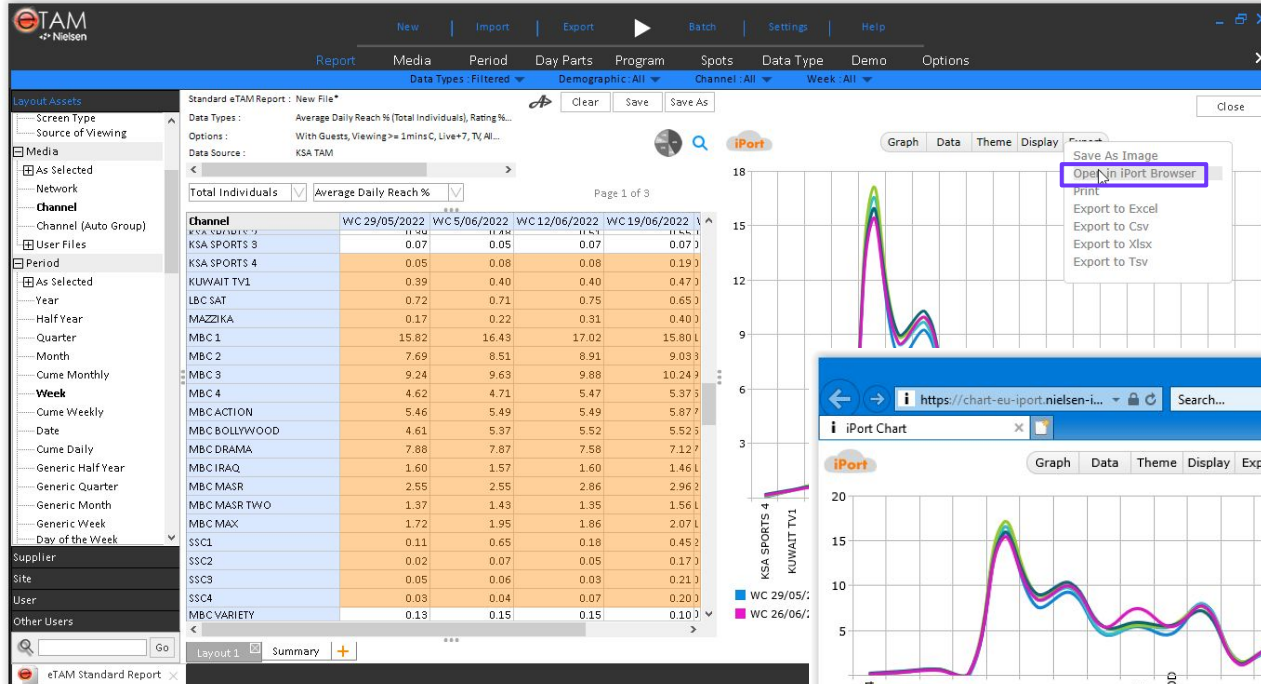
## Charts



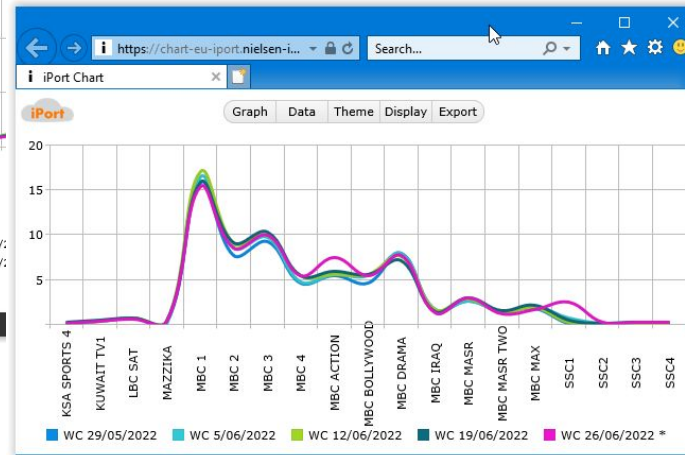
When you click on the “**Display**” option you can define elements to include/exclude as well as refinements in terms of visualization.

# 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.



# Exports

# How to Export a Report Exports

The screenshot shows the eTAM Nielsen software interface. The 'Export' menu is open, displaying the following options:

- Print
- Print preview
- Export as file
  - Excel 97 - 2003 (.xls)
  - Excel (.xlsx)
  - Excel CSV (.csv)
  - HTML (.html)
  - PowerPoint (.ppt/.pptx)
  - Adobe PDF (.pdf)
- Send to
- Advanced options
- Export Package File

The background shows a report table with columns for 'Channel', 'WC 29/05/2022', 'WC 5/06/2022', and 'WC 12/06/2022'. The table lists various channels and their reach percentages.

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*

# Report Sharing

# Export/Import Packages

## Report Sharing

The screenshot shows the eTAM Nielsen software interface. The main window displays a report titled 'Main Report' with various data columns and rows. A 'Package Files' dialog box is open, allowing users to select reports to include in a package. The dialog box contains a tree view with 'Report' and 'Main Report' folders. The main window also shows a table of data for various channels and programs.

Channel	WC 29/05/2	Average Daily Reach %	Rating %	TRP %	...
KSA SPORTS 3					2.96
KSA SPORTS 4					1.14
KUWAIT TV1					1.71
LBC SAT					2.45
MAZZIKA					0.22
MBC 1	1				0.27
MBC 2					0.23
MBC 3					0.10
MBC 4					0.39
MBC ACTION					
MBC BOLLYWOOD					
MBC DRAMA					
MBC IRAQ					
MBC MASR	2.55	2.55	2.86	2.96	
MBC MASR TWO	1.37	1.43	1.35	1.56	1.14
MBC MAX	1.72	1.95	1.86	2.07	1.71
SSC1	0.11	0.65	0.18	0.45	2.45
SSC2	0.02	0.07	0.05	0.17	0.22
SSC3	0.05	0.06	0.03	0.21	0.27
SSC4	0.03	0.04	0.07	0.20	0.23
MBC VARIETY	0.13	0.15	0.15	0.10	0.10
MBC	0.18	0.42	0.30	0.32	0.39

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

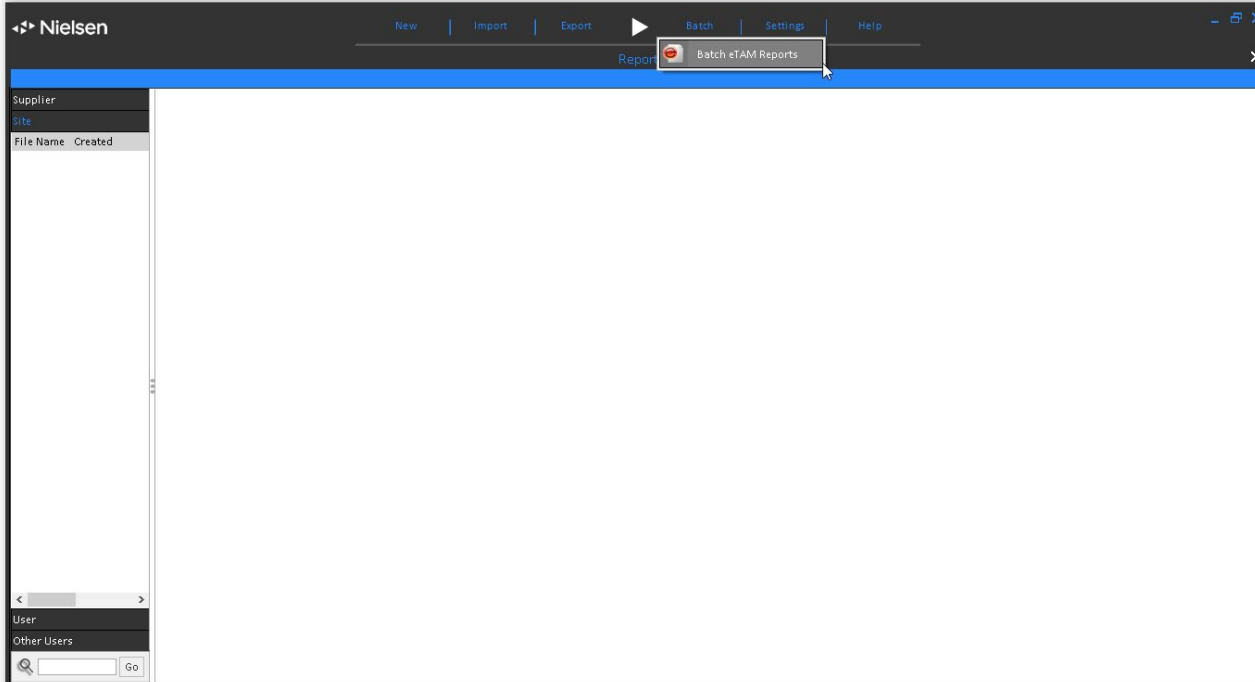
**To create a package just open the “Export” menu on the main toolbar and select “Export Package File”.** A window will pop up. Drag any report you want to include in the package inside the window (as shown in the example). After you press “OK” you will be able to add a file name and save the package.

**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.

# Report Scheduling



# 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.

# Automatic Report Execution With Batch Report Scheduling

#	Report	Media	Period	Program	Promos	Data Type	Demos	Options	Day Parts	Print	Email	Excel	CSV	PDF	HTML	PowerPoint	iPort	Error Email
<input checked="" type="checkbox"/>	1 Market Investment		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	2 Program Top 5		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	3 Main Report		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	4 Main Report		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	5 Top 5 per Sector		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	6 Advertiser Rank		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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.

