



# Know your television audience

## With Borealis®

Borealis is Nielsen's television audience analysis application in Canada. It enables users to process respondent-level television audience data from BBM Canada across national, regional and major market geographies. It offers fast, flexible and precise analyses of audience rankings, trends, and share achievements for television airing in Canada.

### Plan and buy with average-minute reach/ frequency

Borealis Average Minute reach/frequency report is powerful planning and buying tool for agencies. You can do pre-buy projections and analyze post-buy results with by reporting spot schedules on the average minute audience of a program's duration.

### SpotWatch Import

### Share templates and reports across a network

You can share templates and reports across a network. You don't need to build them new at each workstation. If someone is on vacation, everyone can access the network reports and queries.

### Tree folders for easier filing

The tree folder hierarchies allow you to organize your requests and report workspace the way you want them. For example, you can arrange them by client, by analysis type, or by season.

### Customize report layouts

You can customize the layout of your reports before you submit requests or export, saving the trouble of cutting and pasting into Excel. In addition, the automatic graphing enhances your report presentation easily.

### Server-based processing reduces your data maintenance

Borealis' server-based processing means you no longer need to load data and maintain it..

Borealis handles daily data and software updates automatically, as well as broadcaster additions and changes automatically. You always have the most up-to-date data.

### Reports run automatically,

Using Auto-Run, you can set up reports to run automatically at set intervals. This isn't a mere batch-queue. Borealis can automatically run either "current day/week" reports, or build them continually, incorporating old data with new to reveal audience trends. Overnight top rankers and any other routine reports can be set to run each day or week.

### Run reports off-site

With Borealis, you aren't tethered to the office to run your reports anymore. You can access Borealis from home, at a client's office, or from anywhere with an Internet connection.

### Instant Help Desk troubleshooting

Unusual occurrences within the system instantly send a message to the Help Desk. Instead of calling us for help, we can call you with a solution.



## How clients use Borealis

### Advertisers/Agencies

- Trend programs to negotiate with broadcasters
- Easily analyze post-campaign results

### Broadcasters

- Monitor your program performance.
- Decide the base placement for program promotions

## Contact us to find out more.

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