



# PRIME NEXt Development History

As of 9/23/08

## October 2008 – Version 3.6

**New - Schedules can be retrieved from the Reach Analysis tab.** An additional button labeled “Retrieve Schedule” allows retrieval of previously saved schedules. Now users can save and retrieve on one screen!

**New - Audience Coding Specs now can be transferred.** Any newly created specs can be transferred to other studies. The same restrictions do apply when transferring from one study to another.

**Enhanced - Longer file names can be entered when saving specs.** Longer file names, up to 120 characters, will help with identifying files upon retrieval.

**New - Definitions and Headings Buttons Are Available in Report Specs Enhanced Tab.** By clicking on the new Definitions button, you can see all definitions without leaving the Report Specs Enhanced tab. Also, headings can be edited upon clicking the new Headings button.

**New - The model used for Reach/Frequency Reports has been updated.** The Reach/Frequency models have undergone a slight adjustment with regard to the handling of duplication and/or non-duplication among multiple media vehicles. Most multi-vehicle reports run using the updated models will yield virtually identical results as the prior models. Minor differences observed between identical reports run using the prior and current models are the result of this adjustment and not due to any software or data anomaly.



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As of 9/23/08

## April 2008 – Version 3.5

**New! Link to SCARBOROUGHdelivers.com.** Click on this link to go directly to our download data website. This will make it easy to quickly install data, if needed, upon reviewing the markets installed on the home page.

**New! Report Specs Audience Coding Definitions Display.** Display custom definitions created in Report Specs Audience Coding through the Definition Tab. This will help with reviewing in Definitions tab multi-criteria definitions. Also, new display in Crosstab's Standard Report output shows the definition at the bottom of the report.

**New! Definitions Tally Added in Trade Area Builder.** Track how many definitions are selected as you add Trade Area definitions to Bases, Columns, Rows, or Temp.

**Enhanced - Quick View Household Report.** Presence of Children by Age has been added. In addition, the breakout for No. of Children in Household as well as Household Size has been modified.



# PRIME NExT Development History

As of 9/23/08

## October 2007 – Version 3.4

**New – Travel Quick View Report!** Features questions on Hotels/Motels past 12 months, Number of Trips (Outside U.S., Domestic Air Trips, Overnight Trips), Airline used past 12 months, just to name a few.

**New – User Maintenance Tab: Browse buttons have been added!** This will facilitate initial path setup during software installations, and with future changes to path locations.

**Change – The PRIME NExT application will now open in the top left corner of the screen.** This change will eliminate the need to drag the PRIME NExT window to the left each time it is opened.



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As of 9/23/08

## April 2007 – Version 3.3

**NEW – Maximized Screens!** PRIME NExT now offers the ability to FULLY maximize (or minimize) the screen! You chose the size of the screen – the software will proportionately resize all the windows within a tab to fully utilize the screen. This offers greater ease in using the software as windows no longer will cutoff text within boxes and this avoids users from having to scroll to view. If you have chosen to minimize the screen to a smaller size the software will also resize all the windows and buttons proportionately.

**NEW Look!** PRIME NExT has received a bit of a facelift! This version will take on the attributes of your operating system. The font is carried over as well as the look and style of the buttons. The result is look that is familiar, as it will mimic the style of attributes in other screens within your operating environment.

**Trade Area Builder – New Function!** The new Trade Area Builder feature provides a simple way to create reports based on specific zip codes. Simply enter a zip code(s) and a radius to find out the zip codes that are within the radius you've chosen. For example, to create a trade area based on a 5 mile radius around a store located in zip 10003 – Trade Area Builder easily pulls those zip codes that fall within those specs and allows you to create a definition to be used in PRIME NExT. With this feature, no longer will you have to manually identify zip codes and pick them within the software to create this definition. You can choose to create your Trade Area Definition as a Base, Column/Target, or Row. You can also create definitions that can then be mapped via PRIME NExT's Crosstab report. (requires Microsoft MapPoint)  
This feature relies on a data file that is created from US Census data. This file will be included in all market CD's starting with Release 1 2007 going forward.



# PRIME NEXt Development History

As of 9/23/08

## October 2006 – Version 3.2

**NEW Beverage Category Reports!** – Reports feature all brands (in 75 markets) - two separate reports for Drank Past 7 Days and Drink Most Often questions.

**NEW Electronic Category Report!** Features questions on Electronics Items Household Owns and Plans to Buy – includes items such as HDTV, DVR, Satellite Radio or TV Subscription, MP3 player or iPod just to name a few.

**NEW MapInfo Output!** An extension of the mapping capability introduced in 2004. PRIME NEXt now offers output to MapInfo as well as Microsoft MapPoint.

**NEW Map Output to Claritas applications!** Clients subscribing to PRIME NEXt and licensed for PRIZM NE, P\$YCLE NE or ConneXions NE segmentations can output PRIME NEXt data directly to Claritas software systems. This is aimed at offering more flexibility in mapping options from PRIME NEXt.

**NEW Option for Media Targets!** You now have the choice of choosing Average Audience or Cume for this target and the resulting Quick View will be based on that measure when running any of the Quick View Reports with a Media Target selected.

**NEW Output Options offering choices for different users!** Check out all the new and enhanced Output offered with this version of PRIME NEXt:

**NEW Profiler Enhanced Format Output Selection!** A new output button available through the Profiler Report offers a more graphic layout featuring all the elements you look for in a presentation ready report. Included in this format option is a “How to Read” on the bottom of the report.

**NEW Malls Reach and Frequency Function** – This version of PRIME NEXt will allow users to run Reach and Frequency schedules with Mall measures that will be available in R2 2006. For more detailed information about this feature refer to materials that will be included with R2 2006 data.

**UPDATED Profiler Formatted Report.** Improvements to formatted report output include some of the graphic elements included in the new option, but still keeping the basic structure of the original report layout that many users prefer.



# PRIME NEXt Development History

As of 9/23/08

## April 2006 – Version 3.1

**NEW Verification by Study/Release in Quick View Reports!** Quick View has been re-programmed to enable the software to verify the legality of a report for the study that is selected.

**NEW Professional/Occupation Detail Report!** This report features demographic categories such as Occupation, Summary (White vs. Blue Collar), Household Income, and Employment Status.

**New PowerPoint Option in Quick View Report!**

When you check this option, a PDF presentation will be created that includes each of the charts and/or tables represented in the Quick View.

**NEW Report Specs-Search “Select all.”** Save time using this new enhancement by selecting all items that match the word searched. Quickly send Category Entries to definitions regardless of Sub-Category.

**NEW “Display Selected Definitions”** This feature (in the Definitions screen) allows you to see what categories were used to create a definition. This can be helpful when you have created a custom or multiple criteria definition. Each sub-category used will be displayed in one of the selected output choices (Spreadsheet, Word Processor, Browser/HTML).

**NEW Enhanced Trender Output** - Enhancement allows for easier identification Base vs. Target estimates.



# PRIME NEXt Development History

As of 9/23/08

## October 2005 – Version 2.16

**NEW Category Reports!** 4 new report types: Automotive, Wireless, Home Improvement. (available for use with R1 2005 data forward). Run these reports with a Demographic or Media target to get “Quick View” of this category!

**NEW Mean Age feature!** On Demographic Detail and Demographic Summary Quick View Reports there is now automatic calculation and display of the Mean Age of Respondent. This appears in the title of the table or chart for that data item.

**New PowerPoint Output Option in Quick View Reports!** Quick View offers a Power Point output. When you check this option, a presentation will be created that includes each of the charts and/or tables represented in the Quick View – one chart or table per slide.

**Newspaper Website Measurement** – This version of PRIME NEXt allows users to run Reach and Frequency reports with the Newspaper Website measurement introduced in R1 2005. PDF created with pdfFactory trial version [www.pdffactory.com](http://www.pdffactory.com)

**Report Specs – Basic and Enhanced** - New link to Scarborough’s Consumer Guide, a web-based application that allows you to check the number of markets an item is measured.

**Multi-Market Mapping by DMA** - When using the Multi-Market database you can now map any data item by DMA. This allows users who use this database to understand the relationship of one DMA to another with regard to a particular measure.

**Report Specs – Basic and Enhanced** – A search button has been added on both of these screens to enable users to use this feature more easily.

**TV Dayparts**– A counter has been added to TV Dayparts – Quick to help users keep track as dayparts get created. Also, the TV Dayparts list within the Report Wizard Screens will now display in alphabetical order for easier navigation.

**Crosstab and Trender** – The addition of Master Basic and Cume buttons allows users to add all the Basic elements or Cume elements with one click.



# PRIME NExT Development History

As of 9/23/08

## April 2005 – Version 2.14

**Quick View Reports and More!** Now offering More Reports, a New Interface, Additional Options, and New Output! Quick view reports has been expanded to include more reports – check out the new Media Summary Quick View Reports (available for use with R2 2004 data forward) and the improved Demographic and Household Quick Views. Simplify the selection of each report with a new, redesigned interface. Analyze both percent and index, and utilize the new Power Point output. When you check this option, a presentation will be created that includes each of the charts and/or tables represented in the Quick View – one chart or table per slide.

**Report Specs Basic** – A new choice to select multiple Category entries. This saves time when creating reports with many category entries.

**Report Wizard** - A “Clear All” button is added in the Report Wizard interface. Now Definitions can be cleared with one click.

**NSI Profiler** - “Combine Days and Times” is now the default choice when creating dayparts. Definitions -Any time you delete any item from Temporary Trash an “Are you Sure” double-check dialog will appear.

**Trender Report** - New organization places the Base study to the right which provides chronological presentation of the studies used. Study & Weighting label indicators reference studies chosen in the Trender Report.

**Profiler Report** - Offers the option of running this report without a Target.

**Media Reports (Reach Analysis, Detail Reach Analysis, Reach Frequency, and Multi-Market Reach)** - Estimates have been re-ordered and are consistent across all reports.

## October 2004 – Version 2.12

**TV Title Finder** - built into “TV Dayparts Quick” tab

**How to Read** - available in Profier and Crosstab

**Report Wizard** - formerly known as Profier Wizard

**New labels** or “Release 1 only” or “Release 2 only” items

**Profiler** - master buttons

**NEW Tab:** Report Specs - audience coding

**Quick View Reports-** 3 additional reports

**Mapping** - by county and custom zip group

**Output** - Profiler Report format

**Trender** - organization of studies