



TV Program Levels

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Brief Overview

Ad occurrences for TV media (Network TV, Cable TV, Spanish Language Network TV, Syndication, Spot TV) include program information at four different levels of detail.

- Program Genre
- Program Cluster
- Program Type
- Program

How It Works

In the Explore module, when configuring the layout of a report, users will be able to select Program Genre, Program Cluster, Program Type and/or Program from the Media Specific section of the sorts within the Layout tab. Any selection that is made will appear as a Sort (row) in the resulting report.

Additionally, users can filter report results by selecting individual items from within a Program Level (i.e. limit report export to show results where Program Genre = SPORTS, or limit report export to show results where Program Cluster = NEWSCAST). This feature is available by navigating to the TV/Radio section (just under the tab name) of the Media/Markets tab when setting up a new report.

Click here to view our [Program Mapping](#) document.