



gemiusRating User Manual

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www.gemius.com

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Introduction

gemiusRating presents gemiusAudience study results in a simple and user-friendly way.

System requirements

gemiusRating is optimized to function properly on most of the popular web browsers. However, it reaches best functionality and look on systems that meet the following recommendations:

Web browsers: All modern web browsers. The gemiusRating interface supports current and previous major releases of Firefox, Chrome, Opera, and Safari on a succeeding basis. After each release of new version, the interface will support the update and stop supporting the third-oldest version. Internet Explorer, version 9 or later

Monitor resolution: 1024x768 or higher

Public access

Part of the data presented in gemiusRating is available without logging in. The public version of gemiusRating is available at rating.gemius.com. To display data for a given market, click its name. The scope of public data depends on market requirements.

Logging in

gemiusRating can also be accessed upon logging in to the gemiusPrism interface. You do not need any special software installed on your computer, just a compatible web browser.

To log in to gemiusRating, go to the gemiusPrism logging page: <http://prism.gemius.com/> and enter your login and password.

Reports

Types of reports

gemiusRating presents the following reports:

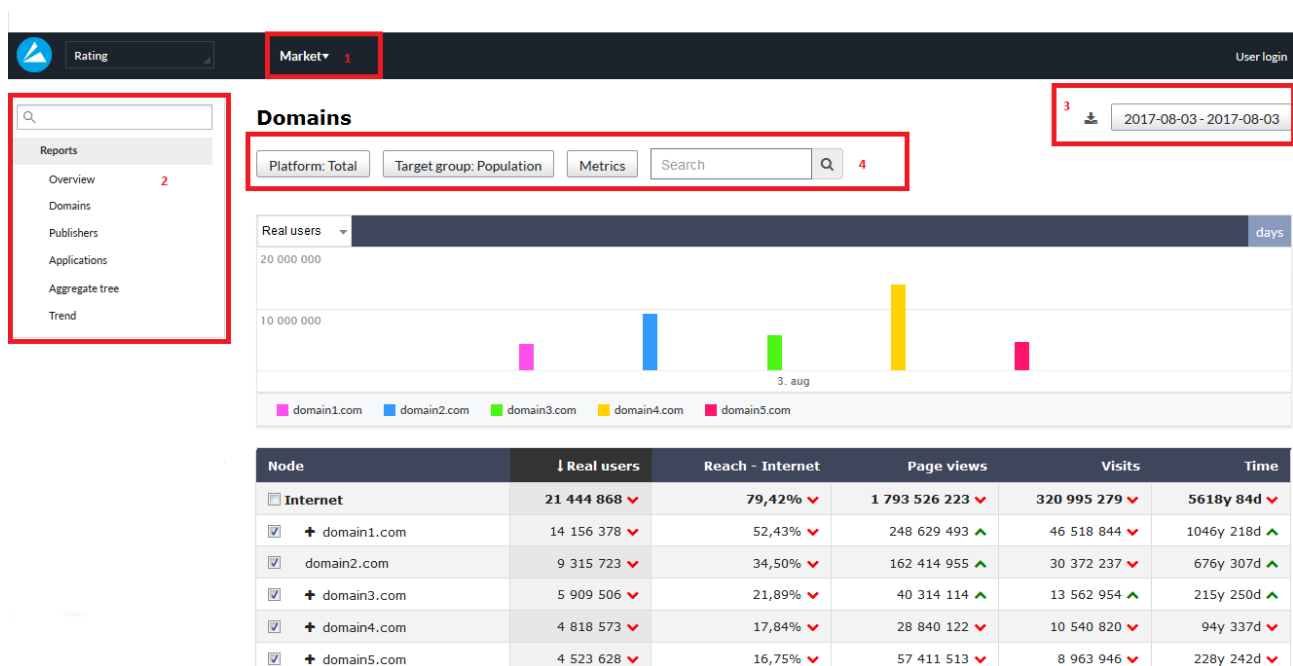
- Overview – basic analysis for the market
- Domains – ranking of domains with sub-nodes
- Publishers – ranking of publishers and ungrouped domains with sub-nodes
- Applications – ranking of applications
- Streaming players – ranking of streaming players

- Aggregate trees – ranking of aggregates with assigned nodes; each aggregate tree is presented in a separate report
- Trend – trend report

Each report is shown in a separate tab in the interface. The number and type of reports depends on market requirements.

Interface overview

The main screen of the gemiusRating interface looks as follows:



In the public view some options are not available.

At the top of the screen [1], there is a drop-down market selector menu.

At the left side of the screen [2], there is list of all available reports.

At the top of each report, you will find the time period selector and the export button [3], configuration part: location, platform, target group and metric selector and the search field [4]. The scope of configuration depends on the report type.

The main part of the interface is taken up by a table and chart presenting data of a selected report.

Data configuration

Time period selection

In order to select a time range, click the calendar button

2017-08-03 - 2017-08-03

2017-07-19 - 2017-08-03

Days

Weeks

Months

From

2017-07-19

1

To

2017-08-03

Select range: "Click + drag" or "shift + click"

2017 June

2017 July

2017 August

Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su			
			1	2	3	4	22					1	2	26		1	2	3	4	5	6	31	
5	6	7	8	9	10	11	23	3	4	5	6	7	8	9	27	7	8	9	10	11	12	13	32
12	13	14	15	16	17	18	24	10	11	12	13	14	15	16	28	14	15	16	17	18	19	20	33
19	20	21	22	23	24	25	25	17	18	19	20	21	22	23	29	21	22	23	24	25	26	27	34
26	27	28	29	30		26		24	25	26	27	28	29	30	30	28	29	30	31				35
						27		31						31									36

Apply

Cancel

Data can be viewed by such timeframes as day, week, or month. A click on the *Apply* button confirms the date or range of dates selected. Data for a few days, weeks or months are available only in the Trend report.

It is also possible to enter time ranges in the date range field [1]. Important: this option is available only in the Trend report.

Highlighted in grey is the time range for which data are available. Currently selected time range is highlighted in dark blue.

Location selection

To select a location, choose one of the options from the selector and click *Apply*.

Location: Domestic

Locations

Domestic	Foreign	All
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Apply
Cancel

Data in the table will be refreshed.

This option is available only for selected markets.

Platform selection

In order to select a platform, choose one of the options from the selector and click *Apply*.

Platform: Total

Platforms

Total	PC	Mobile	Phone	Tablet
PC - Home		PC - Work		

Apply
Cancel

Data in the table will be refreshed.

Metrics selection

In order to select required metrics, click the Metrics button and the window with selected metrics will be opened.

In order to choose a particular metric, select checkboxes next to the name of a metric and click *Apply*. The selected metric will be presented in the table.

By choosing *Select all* or *Unselect all*, you may select or unselect all available base metrics and their derivatives.

Data presentation

Overview report

This report presents the most important and aggregated data for the market:

- Ranking top-5 domains – for PC platform
- User devices distribution

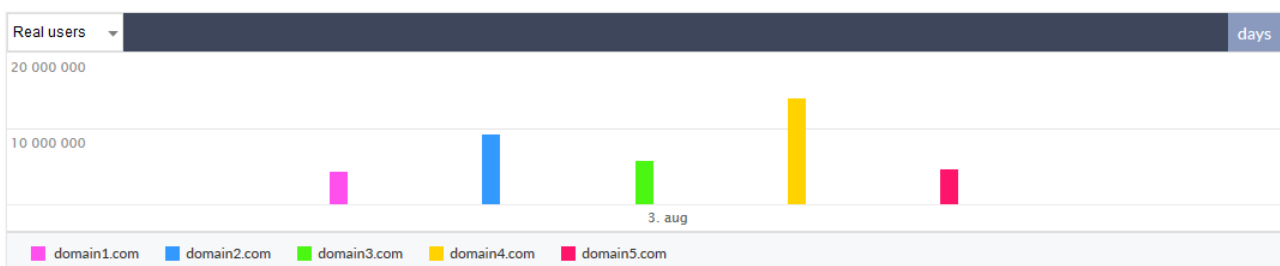
Ranking reports

Data for the selected media tree (also aggregates), time range, metrics are presented in the table. In the first column of the table, nodes of the media tree are presented, while in other columns – values of selected metrics. It is possible to expand and collapse sub-nodes of the tree. The "-" and "+" signs can be used to collapse and expand nodes respectively.

Please note that all historical data presented in gemiusRating are based on media trees from the selected time period.

It is possible to sort data in the table according to columns. You can sort by a column with names of nodes and by columns with values of metrics. In order to sort, click the name of a selected column. The default sort order is descending in columns containing values of metrics, while names of nodes are sorted alphabetically A-Z. To sort the opposite way, click the name of the column.

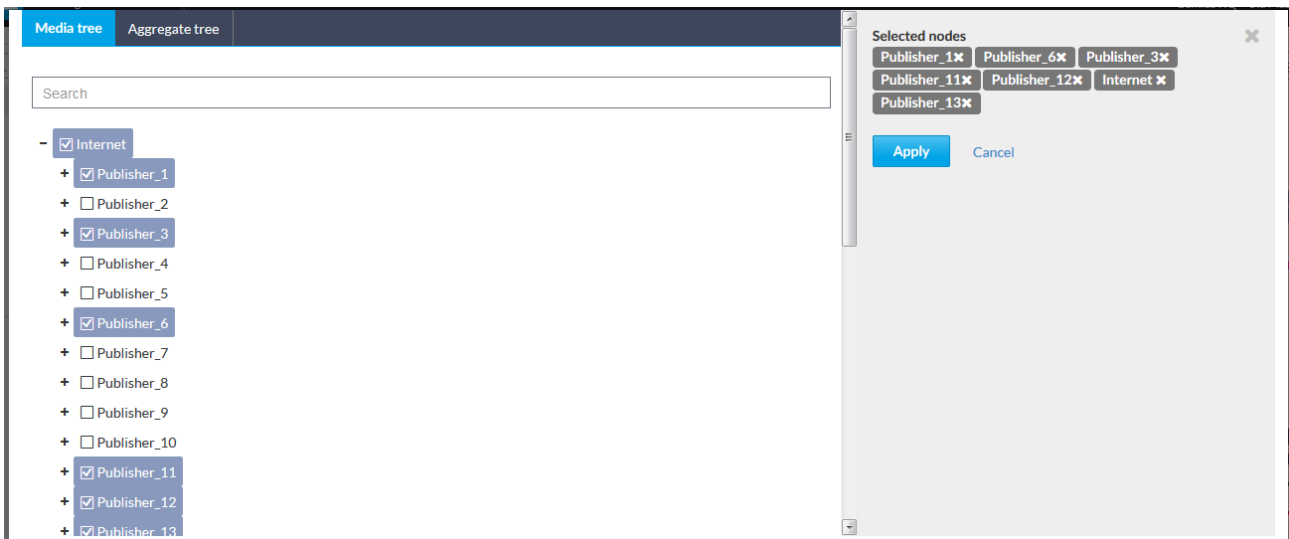
Data presented in the table are displayed in a chart. The chart data are presented for selected nodes (the maximum number of nodes on the chart is 7). A node can be selected by clicking the checkbox next to the name of the node (in the table).



Trend report

This kind of report is dedicated for trend analysis. In the first column of the table, time units are presented, while in other columns – values of a selected metric for selected nodes. A metric presented in the table can be changed by selecting another one from the drop-down menu in the top-left corner of the chart view.

A node can be selected by clicking the Segments button above the chart.



Currently selected nodes are highlighted in dark blue and are listed on the right side of the window. The maximum number of nodes that can be selected is unlimited, but data are presented for maximum 7 nodes.

Data presented in the table are displayed in a chart.



Data for a particular node on the chart can be hidden without the need of unselecting the node in the node selecting window. It is done by clicking the name listed above the chart.


A metric presented in the chart can be changed by selecting another one from the drop-down menu in the top-left corner of the chart view (chart and table present the same metric).

My Reports

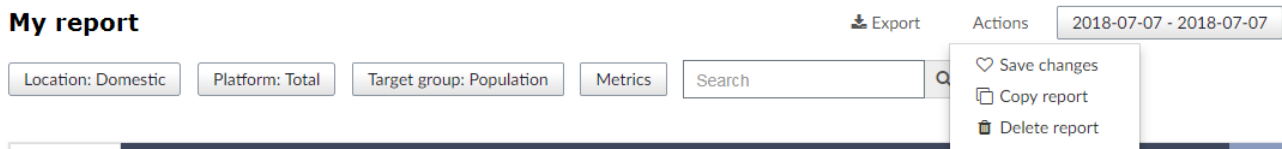
My Reports is an option that allows you to check your favorite reports in a fast and simple way.

Settings in *My Reports* include:

- Location
- Platform
- Target group
- Metrics
- Nodes

To save a report, choose the required setting, click  **Save** to confirm your choice and name the report. All saved reports are listed in the *My Reports* tab above the *Reports* tab. It is possible to save up to 10 reports for each country.


Saved reports can be edited, copied and deleted. These options are available under the *Actions* button.



The *My reports* option is only available for logged users.

Searching


It is possible to search for nodes by name or by part of the name. Simply enter your search in the

search field and press *Enter*. 

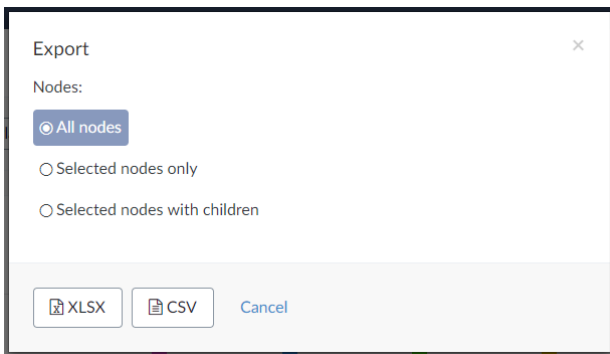
In the search mode, nodes in the table are not displayed in a tree structure, but as a list of nodes with paths, e.g. Publisher/domain.com/section_name.

Exporting data

Data presented in gemiusRating can be exported to .xls or .csv file format.

After clicking  **Export**, a dialog window with export options is displayed. The options are different for ranking reports and trend report.

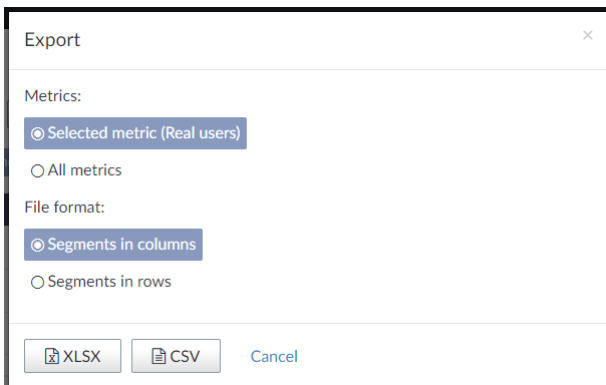
Ranking reports:



The following options are available:

- exporting to .xlsx or .csv file format,
- selecting a set of nodes:
 - all nodes,
 - selected nodes only,
 - selected nodes with their child nodes.

Trend report:



The following options are available:

- exporting to .xlsx or .csv file format,
- exporting selected metrics or all available metrics,
- displaying segments in rows or in columns.



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