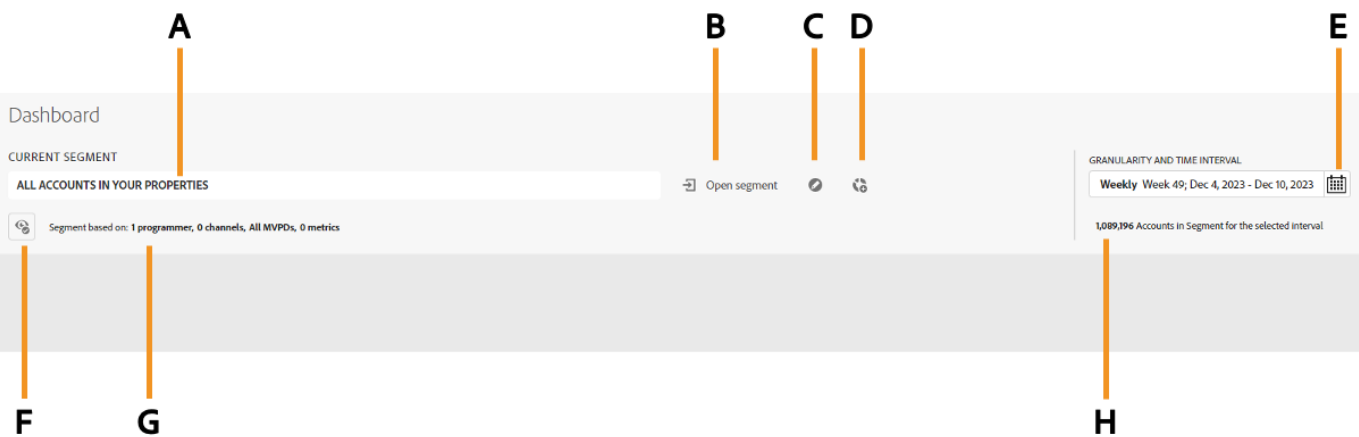# Subscriber segments and time interval {#cohorts-segments}

When you log into Account IQ, the segment panel at the top allows you to specify the subscriber segment. This helps in filtering results when viewing reports on subscriber sharing behavior and patterns. A default segment named-[!UICONTROL ALL ACCOUNTS IN YOUR PROPERTIES] is already selected, and you see the following options in the segment panel:
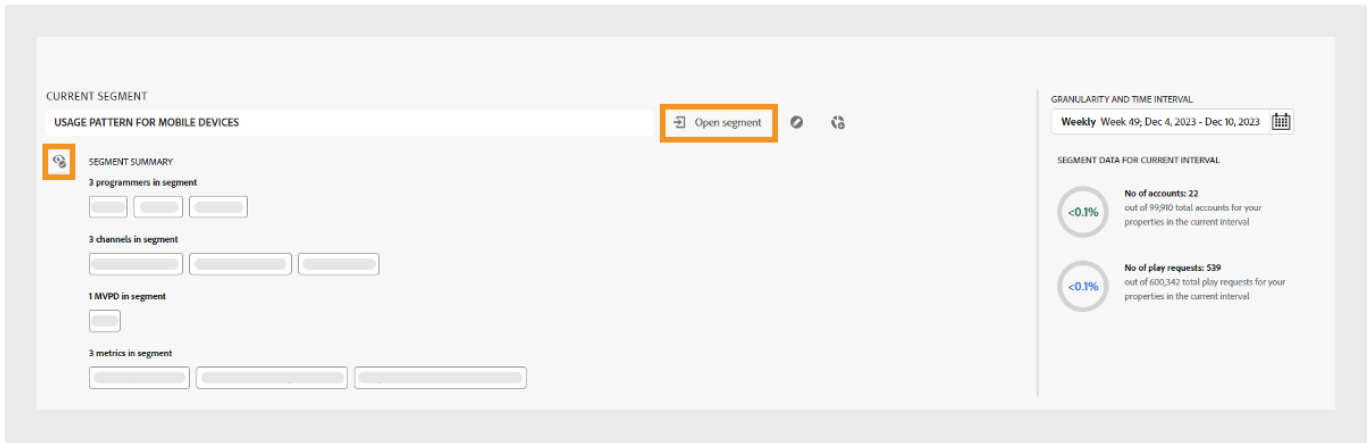

{align="left"}

*Figure: Segment panel with collapsed [!UICONTROL SEGMENT SUMMARY]

A Currently selected segment name
B [!UICONTROL Open segment] list option
C Edit segment option
D Create new segment option
E [!UICONTROL GRANULARITY AND TIME INTERVAL] selector
F Option to expand [!UICONTROL SEGMENT SUMMARY]
G [!UICONTROL SEGMENT SUMMARY] collapsed
H Segment data of subscriber accounts in the segment for a selected time interval

Segment selection {#segment-selection}

+++Segment selection panel for programmers/MVPDs

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Figure: Segment panel for programmers/MVPDs

For programmer or MVPD users, navigate to the **[!UICONTROL Open segment]** option. Choose a segment from the list and click **[!UICONTROL Open segment]** to view the account sharing reports.

Click on 🔘 icon to view the detailed [!UICONTROL SEGMENT SUMMARY]. It also presents information on the number of subscriber accounts and their playback requests within the chosen time interval.

The [!UICONTROL SEGMENT SUMMARY] is used to define the following components:

Programmers [!UICONTROL in segment] are the selected content providers within a segment whose subscriber account sharing reports you intend to access.

Channels [!UICONTROL in segment] indicate the selected channels for observing their account sharing analytics, aligned with the chosen MVPDs in a segment.
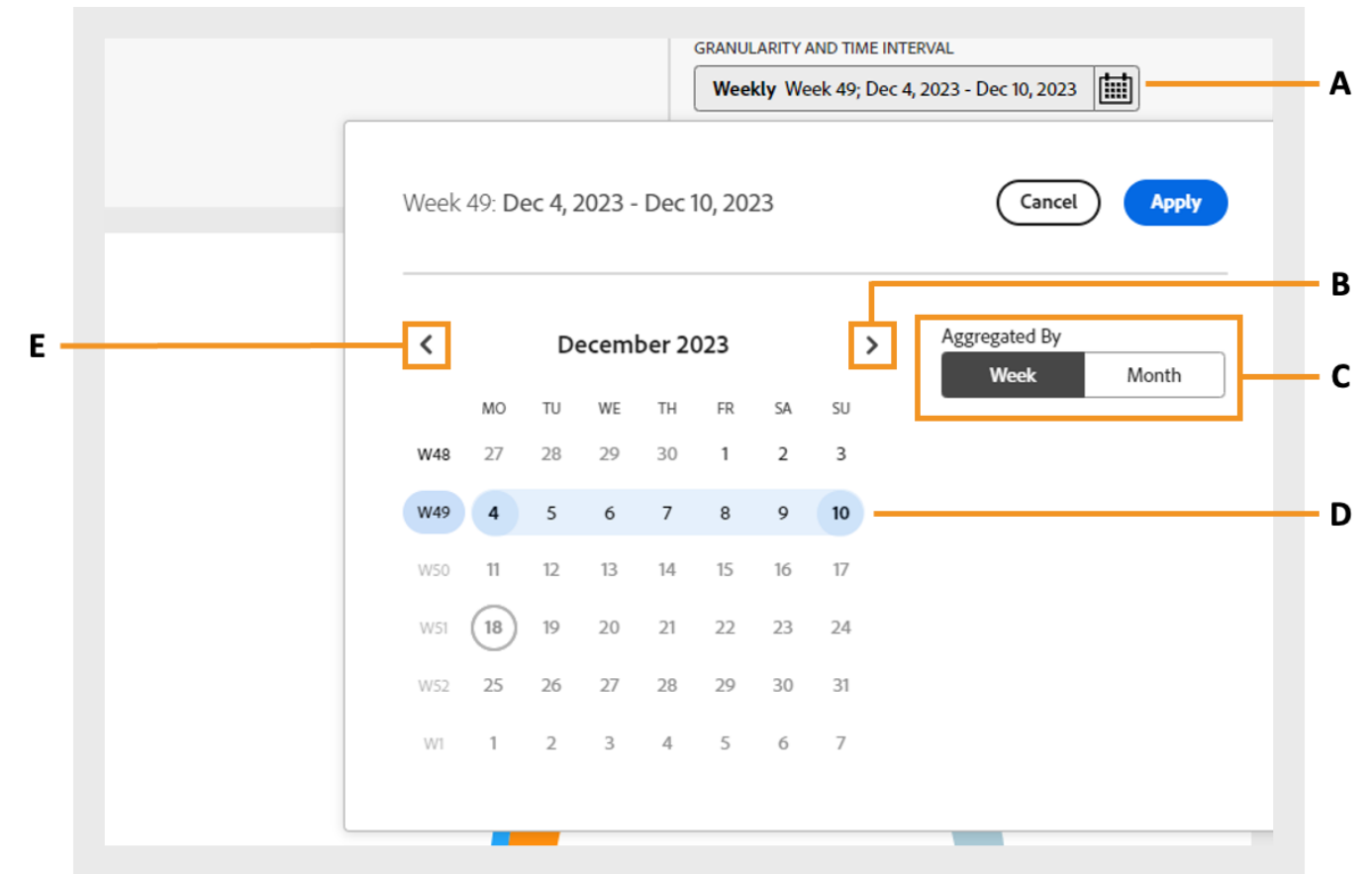
MVPDs [!UICONTROL in segment] represent the the specific individual or group of selected MVPDs within a segment, for which you aim to access the subscriber account sharing reports.

Metrics [!UICONTROL in segment] refer to the chosen attributes or criteria for a segment to access a subscriber's account sharing report.

+++

[!UICONTROL GRANULARITY AND TIME INTERVAL] {#granularity-timeinterval}

The [!UICONTROL GRANULARITY AND TIME INTERVAL] selector lets you specify the dates and duration aggregated on a weekly/monthly basis for observing subscriber sharing behavior. The default selection is the current week and you can modify the duration using the options shown in the image.

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Figure: [!UICONTROL GRANULARITY AND TIME INTERVAL] dialog box

A Pick a date from the date picker

B Click right arrow to move forward in time

C Option to choose [!UICONTROL GRANULARITY] by [!UICONTROL Week/Month]

D Curently selected [!UICONTROL TIME INTERVAL]

E Click left arrow to move backward in time

Click **Apply** to implement these controls. This allows you to define your problem statement as "Subscribers of MVPD A who watched channels X, Y, and Z during the choosen week of December".