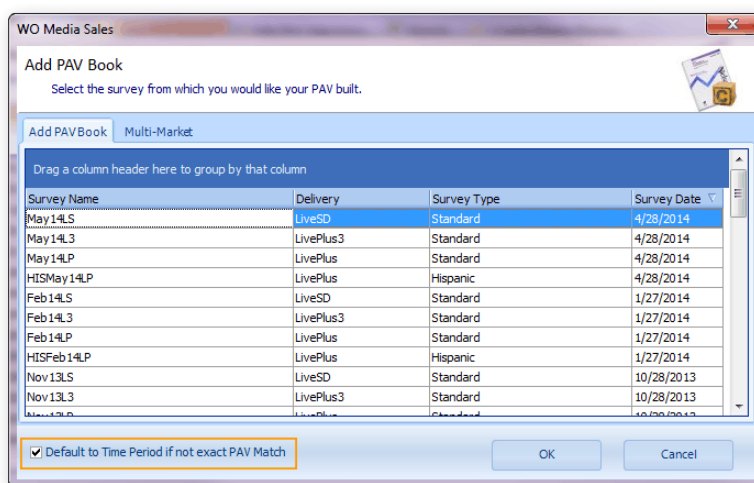
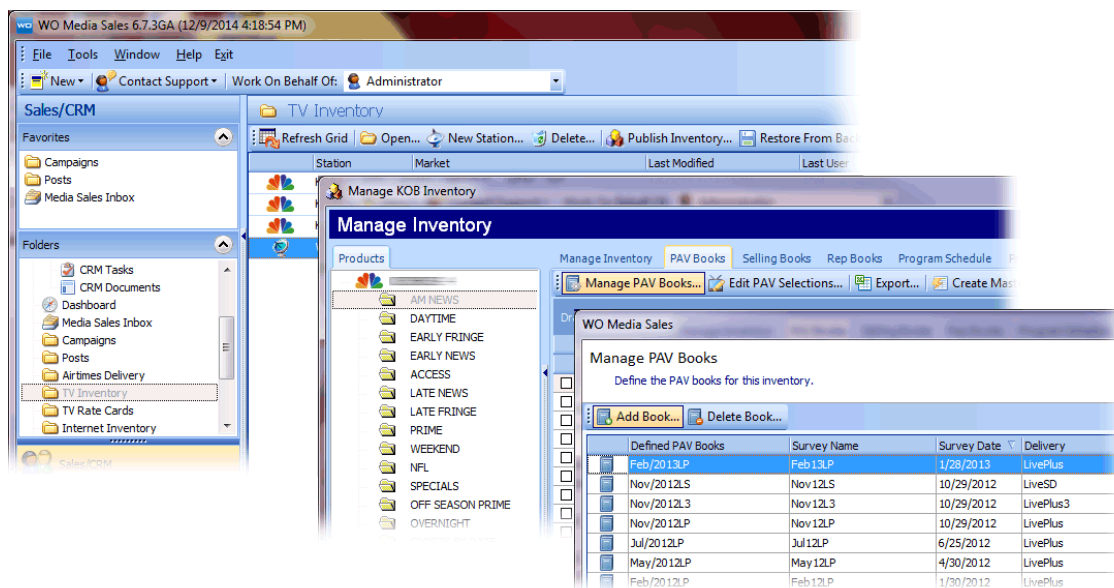


Preparing Your New Nielsen Book

Not sure if the new book is in your system? Create a new Report Builder and look at the “Target Book” list in Quick Num, or create a new Avail and look in the Ratings Book column in the Surveys screen.

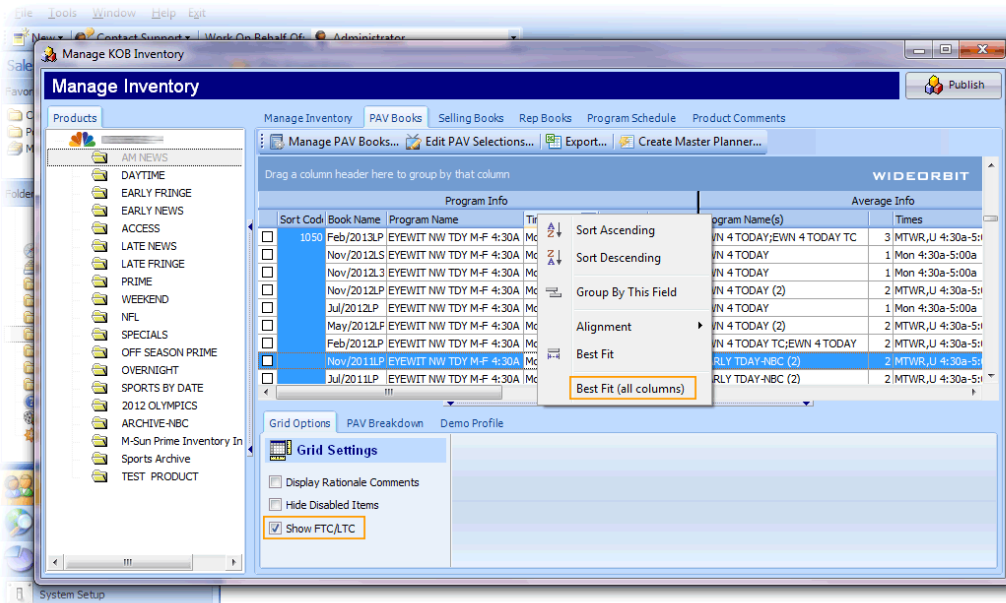
In Inventory, be sure all the programming is up to date in the Manage Inventory section; this will save you from unnecessary work in PAV and Selling books. Now you can click on the **PAV Books** tab, then **Manage PAV Books...**, and **Add Book...**



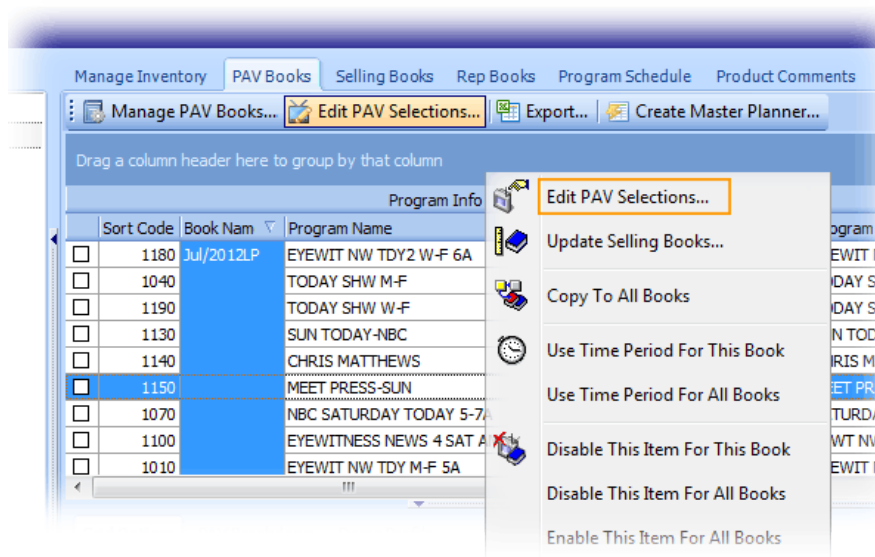
Look below the list of books, find and check **Default to Time Period if not exact PAV Match**. This will go a long way in helping you to spot which definitions will need to be edited. Now look in your list of new books— you’ll find your new book at the top. There may be several data streams; stations usually define the LivePlus books as they will be used for sales. Some stations define others, so check with a sales manager if you are unsure. With a book selected, you can click **OK**.

WO Media Sales will attempt to match a Program Average definition from the Nielsen book you're working with to each one of your inventory items. It cannot succeed in all cases!

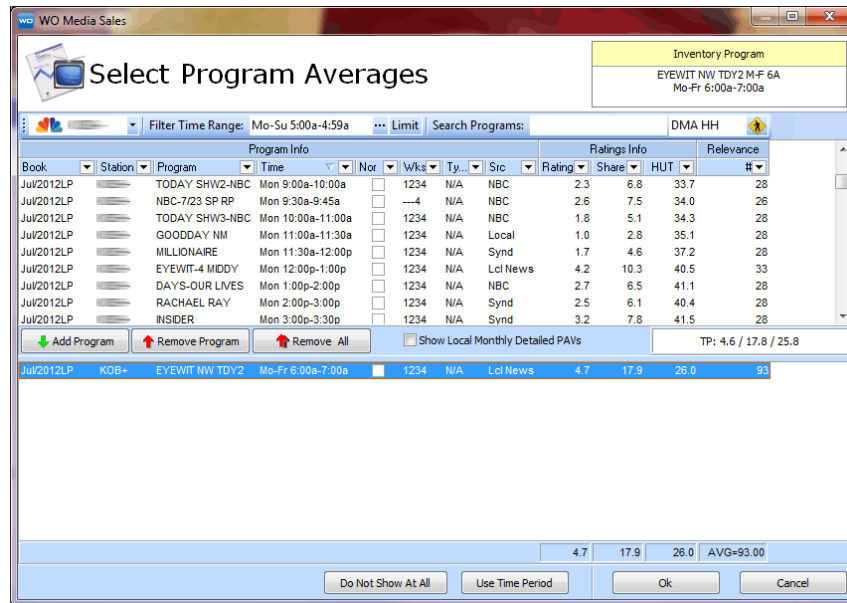
The Defined Book list will appear again and you can click **OK**. Filter to just the book you are defining. Sort by time, and check **Show FTC/LTC** at the bottom left. Right-click in a column header to choose **Best Fit (all columns)**.



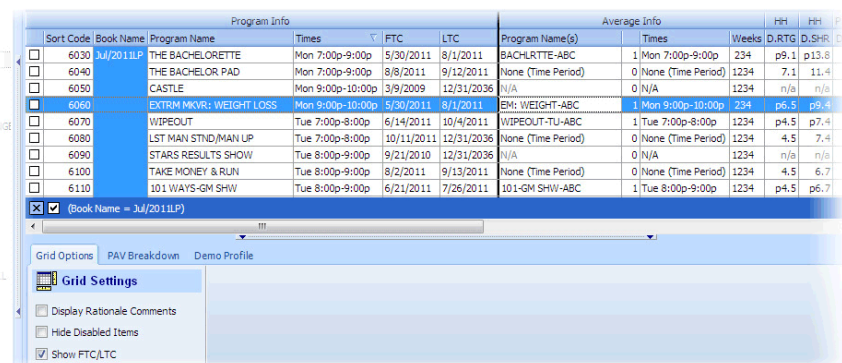
It's easy to see which items need help. Edit definitions with a right-click, or a double-click on the definition (Average Info on the right side of screen) in question, or by clicking **Edit PAV Selections** at the top of the screen.



The system will have most of your long-running strip programming exactly as it should be. But if changes have been made since the end of the sweep period, you'll have to make a change in PAV definitions as well. **Why? Because AEs have access to these books and will use them. The book may allow inventory items in an avail to default to a Program Average number in error if those items ran in the selected book.** If you don't edit the definitions, your AE might accidentally try to sell a weekend football game (inventory item— left side) with numbers for an afternoon movie (PAV from the book— right side). And, if you intend to update your estimate books (selling books) to reflect your latest share in the market, using a correctly defined PAV book will save a LOT of time and trouble!



You can see there's quite a mix of assignments. This is due, in part, to the book being a July book, and Inventory with a mix of summer programming, standard fall, and new fall programs... and, it's Prime.



Always check Lines defined as None (Time Period). There may be a program you can use.

If you have any problem with your assignments, call or email support.

WO Media Sales Support:
415.675.6775 Option 2, 1
sales-support@wideorbit.com