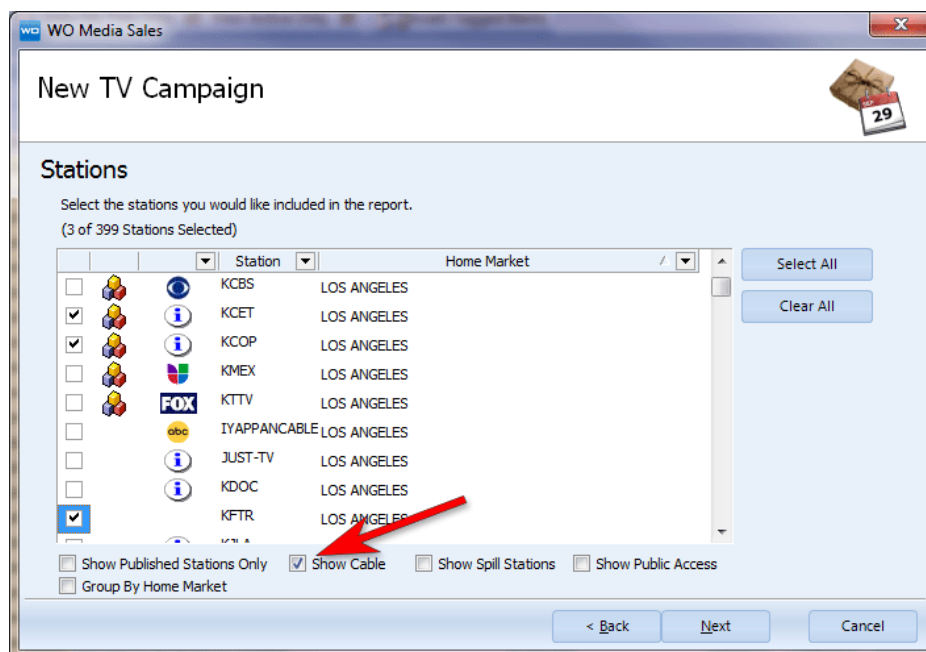


## Time Blocks for AEs

Access any competitive information for broadcast stations or cable with *WO Media Sales Time Blocks*. **Time Blocks** can be found in many areas of the system, not just **Avails**. Use them to build a market **Ranker**, or a **Comparatrend** at **Book Breakout**.

## Choose Stations

We'll use an **Avail** in this example, but the **Time Block** information translates to almost any research report. You can find more information regarding other reports at the end of this guide.

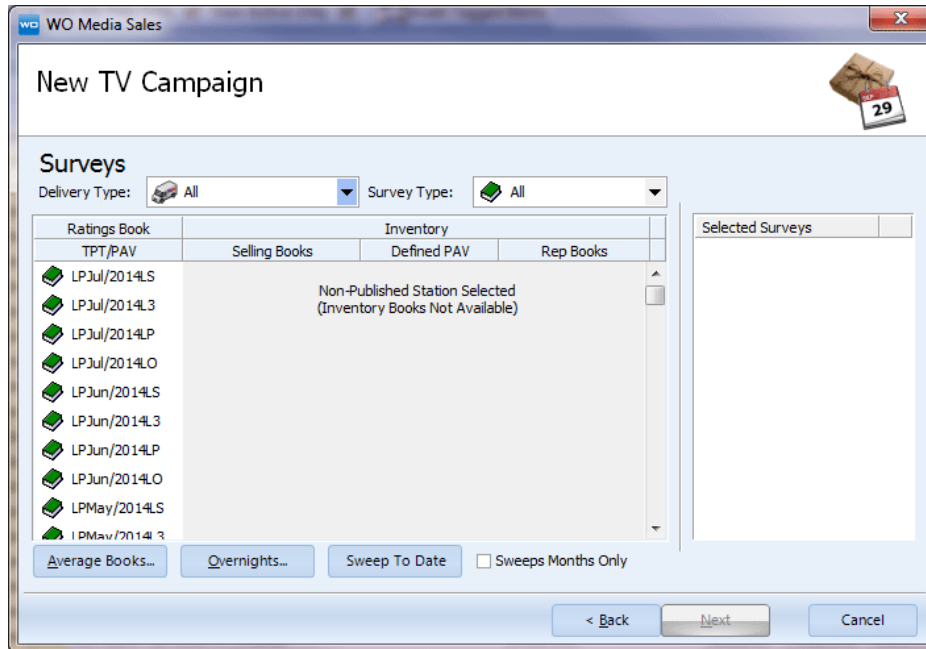


Start a new **Avail** as usual, but choose any competitive stations for which you'd like to see **Nielsen** information. Check **Show Cable** to select from cable networks.

Click **Next** when finished.

## Choose Books

Since you must use a book which is common to all stations you select, books created *in* station Inventory and *for* Inventory are unavailable. You can choose any ratings book (or books), and programming and ratings for all stations will come directly from that book. This is very different from a typical avail/campaign, where this information would come from Inventory Programming, often supported by the Estimate Books and Defined PAV books you usually see at this screen.

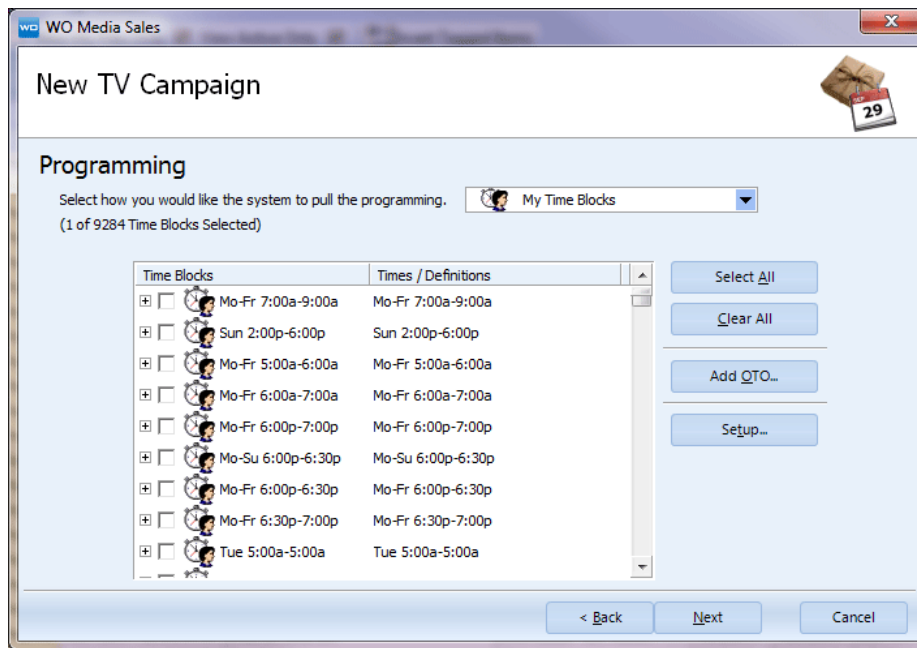


**Alert:** If you select any sort of **Average Book** (Sweep to Date, a month of **Overnights**, a static average book, or on-the-fly average of several ratings books) you will get only time period data (although you can set the exact time), and limited program names. Depending on your market type and, for overnights, **Nielsen** Subscription, there may also be limits as to data you can see for cable.

After selecting a book, click **Next**. You may not care about rates in this report, and can skip the rate level dialog if that's the case. If you do need rates (possibly to compare CPM/CPP across stations), choosing a rate level will create a placeholder for your station, but rates for all stations will have to be entered manually.

## Choose Time Blocks

When you are not using *WO Media Sales Program Inventory*, the programming screen (where you usually select **Inventory Product Folders** to pull programming into your Avail/Plan) transforms. The goal here is to choose, or to create, a block of time. You'll be able to choose how you want to see the programs within the **Time Block** in the next step.



Some blocks will already exist, but be careful when choosing them: They may be “standard” and fine to use, or they may have been customized. This customization may or may not suit your purposes.

Each time block has a plus sign on the far left; you'll see some with a plus sign on the right. Those blocks with a “+” to the right of the block time have been customized. Click the “plus” on the far left of the time block, and you can see the specs for each such block.

In the example to the right, if you selected the Early Morning News block, stations would be limited to those shown, and only if they were included in your original station choices. So, if you want to include cable nets, for instance, you may need a block with no plus sign on the right.

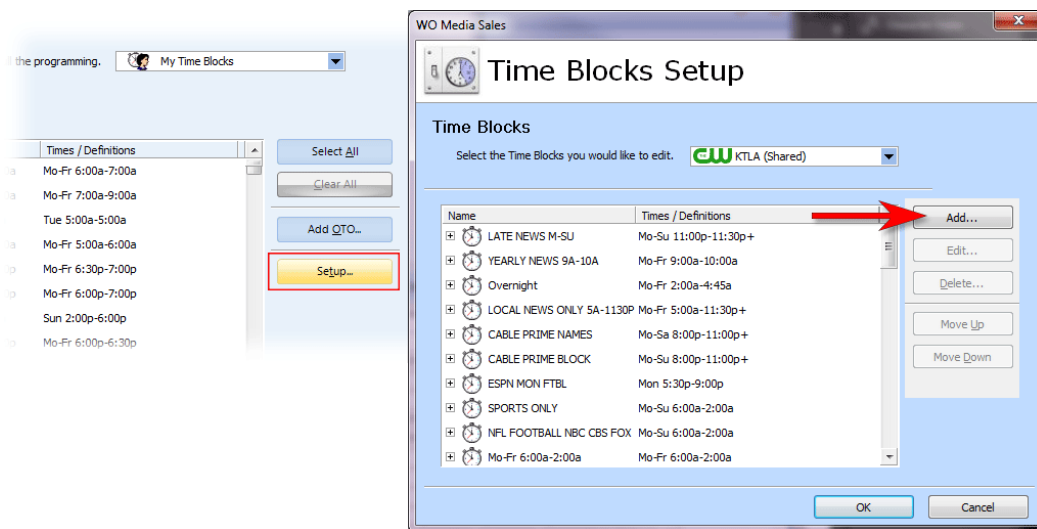


## Setup a new Time Block or Add OTO

Sometimes you need a **Time Block** which doesn't appear in the list at all. In that case, you can choose to add the block (it will be available in the list after you do), or create a **One-Time-Only Time Block**. This won't be in the list next time, but often, a **Time Block** is needed only once.

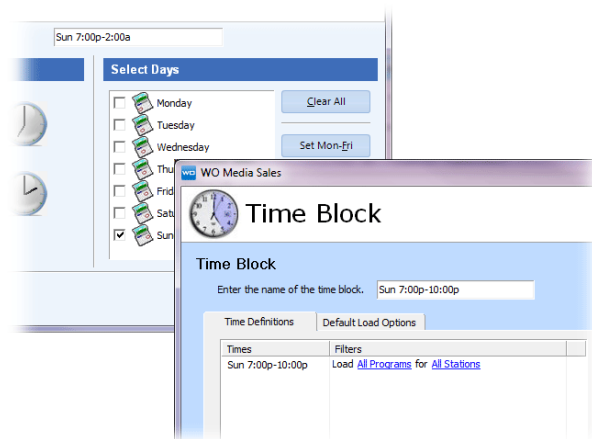
### New or OTO Time Block Example:

If you want your new **Time Block** to exist permanently in your list of **Time Blocks**, click the **Setup** button, then the **Add** button. Otherwise, creating a permanent block is the same as creating an OTO, described below.



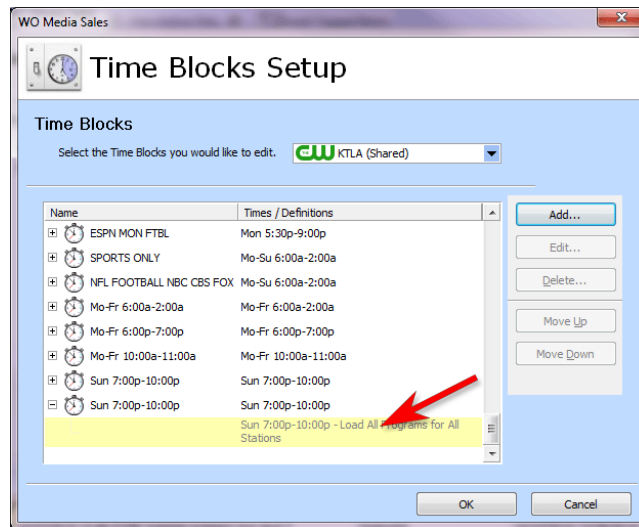
As soon as you click **Add**, you'll see the **Time Editor**. If you want **Sunday Prime**, hit the **Clear All** button, check **Sunday**, and enter the start and end time.

When you have entered the time you need, click **OK**, and you'll see the screen at right. If you're setting up a new, permanent time block, you may want to set the **Default Load Options** (PAV or not, days to load, etc.) here, but if you're adding an **OTO**, just click **OK** again at this screen.



You'll still be able to select your options, and we'll discuss that later in this guide.

If you have set up a new **Time Block**, it will be at the bottom of the **Time Block Setup** screen, and you can move it to any other position. If you've added an **OTO**, it will be at the top of the screen, and should already be selected, with a checkmark in its box.



Click **Ok** then select your **Time Blocks** and click **Next**.

### Select Load Options– PAV or TP?

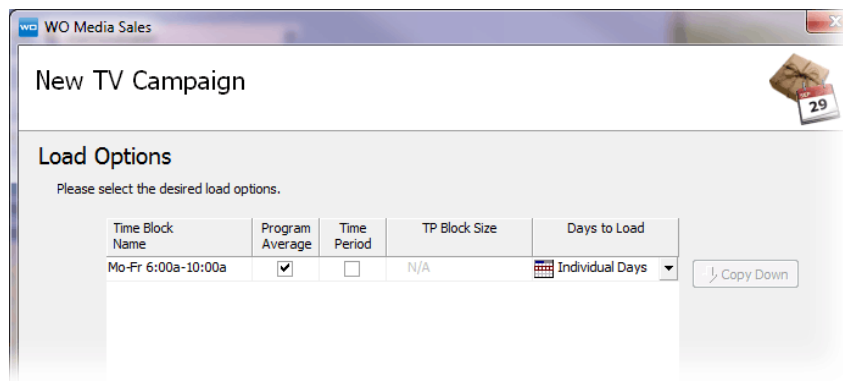
Here you decide what you need to see in your report, within the time block you've just created. For instance, in the current example, do you want to see program names and program average ratings for each station, Monday through Friday between 6a and 9a? Or do you want a broad block and time period numbers — just one line per station? In some cases, this depends on your market type.

If you work in an **LPM** market, you can specify **Program Average** for any station (including cable) and for any book (including overnights).

Set **Meter Markets** cannot pull **PAV** from **Overnight Books**, and cannot see **PAV** for Cable nets. **Diary Markets** are also limited to broadcast stations when pulling **PAV**.

**BUT**, if you are in a **Set Meter** or **Diary Market**, and need to see program names for cable, or are using an overnight book in a **Set Meter** market, uncheck **Program Average**, and check **Time Period**, and click **Time Period Block**— you'll get a drop-down menu:

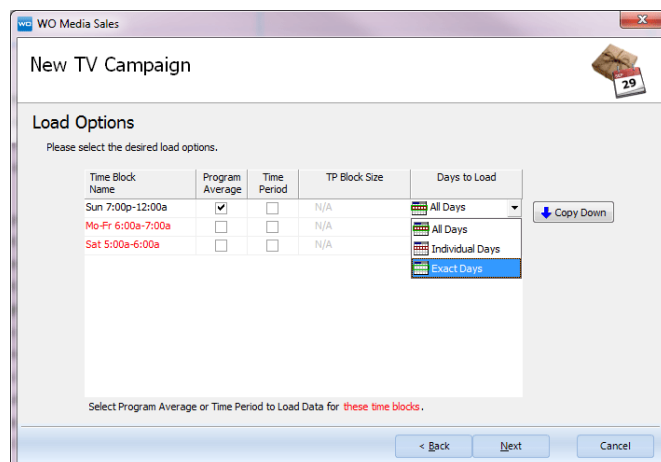
- **Program Name Block** will give separate **Program Names**, even if you have to choose **Time Period** due either to needing cable stations or an **Overnight Book**. If you see a case where the name shown is “Various” or “Average 4 Weeks”, this is because you are sll seeing **Time Period**; you’ll see the program name unless another program also ran in that time period, either across the weeks in the **ViP** book, or across the **Overnights** if you’re using an **Overnight Average Book**.
- At the top of the drop-down list, you see **Time Period Block**. In our example, this will pull ratings for the full Sunday, 7p-11p **Time Block**– One line per station.
- **15 Minute, 30 Minute and 1 Hour Blocks** — just as you would expect. The system will use a program name where only one program ran across the entire survey period for that block, but otherwise will show “Various”.



## Days to Load

In our example, the system doesn’t need to know how you want to load days, because there’s only one day. But what happens if you’ve asked for M-F 9a-5p? Or M-F 8p-11p?

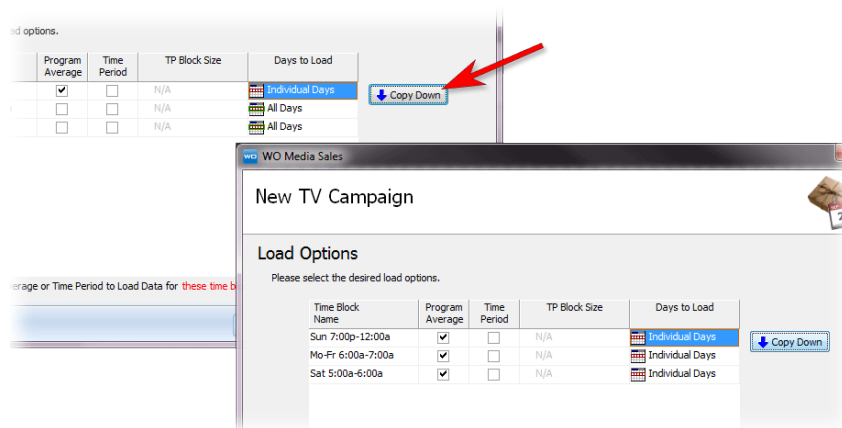
For any *strip* programming, you probably want all the days the program runs averaged into one line. For that, you want **Exact Days**. If you’ve asked for Program Average, you’ll get each program name, but a Monday-Friday **Program Average** rating. 30 Minute Blocks? You’ll get a line for every 30 minutes, with the Monday through Friday time period average rating for that line.



If, instead, you need M-F 8p-11p, instead of looking for the average number, you may want **Individual Days**. You'll get 5 lines for 9p-10p, for each of the five days, for example, representing different programs running on different stations.

It's pretty unusual to want **All Days**, but if you choose it, you'll get everything your book provides for the time specified: The average, the individual days if possible, any specials or holiday designated programming.

There are plenty of exceptions, but a pretty good rule of thumb is: **Exact Days** for strip programming, **Individual Days** for prime or weekends where Sat and Sun are different.



**One More Thing!** You can have lots of **Time Blocks** in one report, each loaded differently. But if you want them all alike from a certain point down, do this: Click the name for any block to highlight it. Click **Copy Down**, and all the blocks below will change to the same **Load Options** as the highlighted block.

Click **Next** when you're ready.

### The Rest of the Wizard...

If you're creating an Avail purely for research purposes, you can zip through the rest of the forms, slowing down briefly at Demos to specify which you need to see. But, you could be on your way to an actual avail or plan you intend to submit (compare ratings and submit dayparts where you have the best advantage— after hiding the other stations!). Or maybe you're going to change the "View" and turn the report into a Graphical Ranker to send to your buyer. In that case:

**Next** takes you to **Campaign Dates**. Specify them if need be. The programs you're bringing in with your time block(s) will not be affected by the dates you set. If you are using a July book, and set the dates as Dec 10 through Feb 1, you will still get summer programming and summer ratings. However, you'll also have the **Inventory Preview Panel** available— there you'll see that some programs display in red; they ARE affected by the dates you set. This is because the program lines you bring in with **Time Blocks** come from the book(s) you are using, not from the *WO Media Sales Inventory* at your station. Programs from **Inventory** have a start date and end date and can interact with **Campaign Dates**, where program lines from a book do not and cannot. But, you can also add programs from the **Inventory Preview** panel— both types can exist in one report.

Add **Flights** if you need to, an **Adverser** and **Agency**, and of course, you'll want to edit your **Demos** if necessary.

## And the Results:

This is how your **Avail** will open; the only editing done here is **Sorting**, Interactive, and a click on the **“Rtg”** column header so that the avail is now effectively a ranker for DMA P25-54. This is the report you get when you use a **Time Block** asking for Program Average and **Individual Days**. (This is only one day, but if you had asked for Mon-Fri, still in prime, and **Individual Days**, you’d get a ranker for DMA P25-54. This is the report you get when you use a **Time Block** asking for **Program Average** and **Individual Days**. (This is only one day, but if you had asked for Mon-Fri, still in prime, and **Individual Days**, you’d get the programs that ran on each day.)

Tag	Station	DP	Program Name	Time	Book	Rate Level	Rate	SL	Rate	Rating	CPP	Rtg	Shr	HLT	CPP	Rtg	DM
	KCET	C	WDRKND-AMDEUS	Mon 6:00a-6:30a	LPApr/2014LO-LPI (None)	(None)		:30	\$0.00	0.01	\$0.00	p0.01	p0.1	p19.5		p0.01	p1
	KFTR	C	QUE LOCURA-UMA	Mon 6:00a-7:00a	LPApr/2014LO-LPI (None)	(None)		:30	\$0.00	0.23	\$0.00	p0.23	p1.0	p22.1		p0.17	p1
	KCET	C	A-GABLS ANMTD	Mon 6:30a-7:00a	LPApr/2014LO-LPI (None)	(None)		:30	\$0.00	0.02	\$0.00	p0.02	p0.1	p24.8		p0.00	p1
	KCET	C	WDRKND-AMDEUS	Tue 6:00a-6:30a	LPApr/2014LO-LPI (None)	(None)		:30	\$0.00	0.02	\$0.00	p0.02	p0.1	p19.2		p0.01	p1
	KFTR	C	QUE LOCURA-UMA	Tue 6:00a-7:00a	LPApr/2014LO-LPI (None)	(None)		:30	\$0.00	0.24	\$0.00	p0.24	p1.1	p21.7		p0.13	p1
	KCET	C	A-GABLS ANMTD	Tue 6:30a-7:00a	LPApr/2014LO-LPI (None)	(None)		:30	\$0.00	0.02	\$0.00	p0.02	p0.1	p24.2		p0.01	p1
	KCET	C	WDRKND-AMDEUS	Wed 6:00a-6:30a	LPApr/2014LO-LPI (None)	(None)		:30	\$0.00	0.06	\$0.00	p0.06	p0.3	p19.8		p0.03	p1

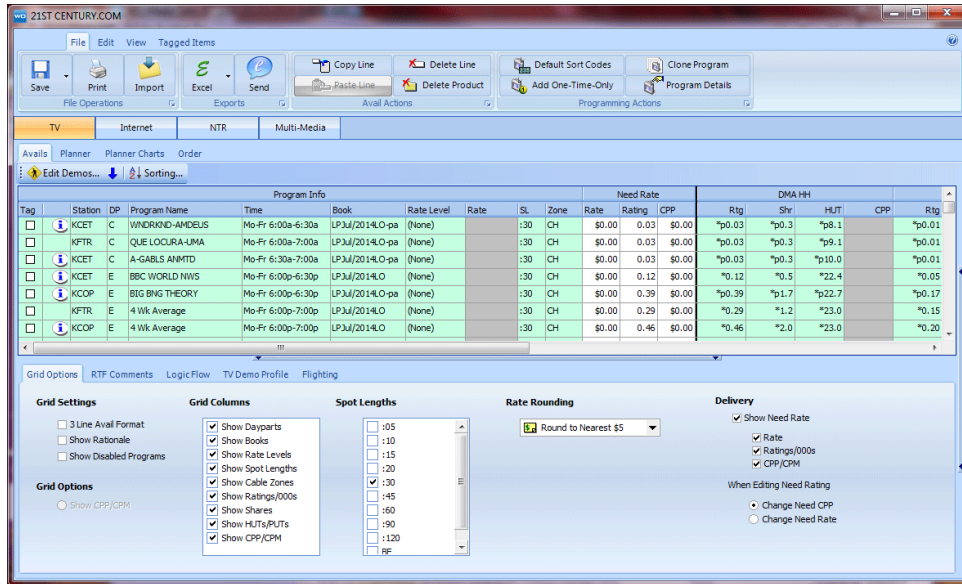
Notice that you don’t have rates. Even if you choose a rate level, and are accustomed to seeing rates come in for your station, that won’t happen here. Rates are attached to Inventory Programs and these programs are not Inventory— they come from the **Nielsen** book.

If you want to compare **CPM/CPP**, you need to add rates manually. (To see the difference, add a program for which you know rates are in the system from the Inventory **Preview Panel**– the rate will display automatically.)

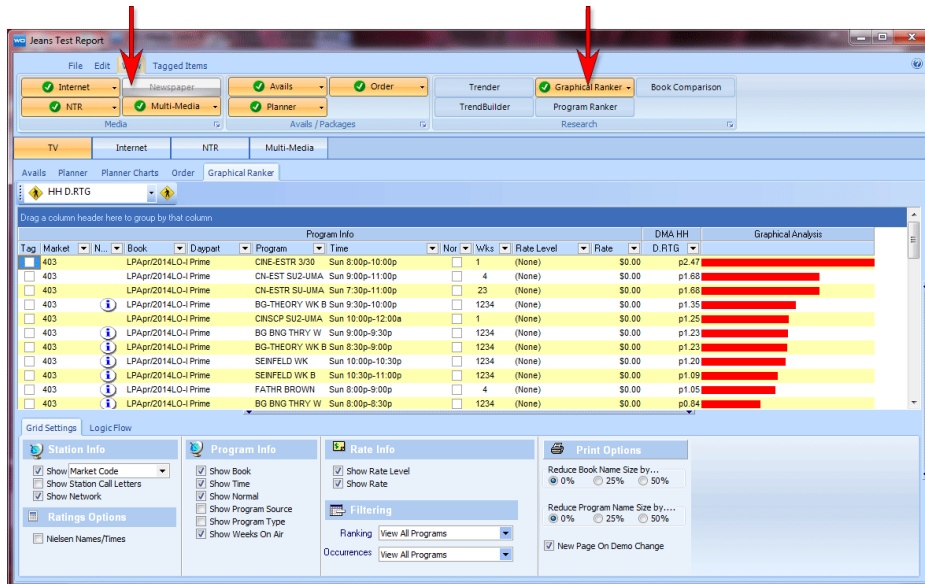


## Other Time Block Specs

In this **Avail**, I chose market stations, and cable nets, asked for the latest **Nielsen** book, and in the **Time Block**, asked for **Mon-Fri, 6p-7p, Time Period (not Program Average), Time Period Block (one line for 8p-11p), and Exact Days** (So, one line per station covering the range of days).



Below you see the very same **Avail**. Here's how: Click the **View** tab at the top, then click **Graphical Ranker**. That's ALL! Most of the other reports wouldn't be relevant using one book only, but if you had two or three, one click creates a **Book Comparison** or a **Trender**. Or create a **Program Ranker** to show all your demos at once.

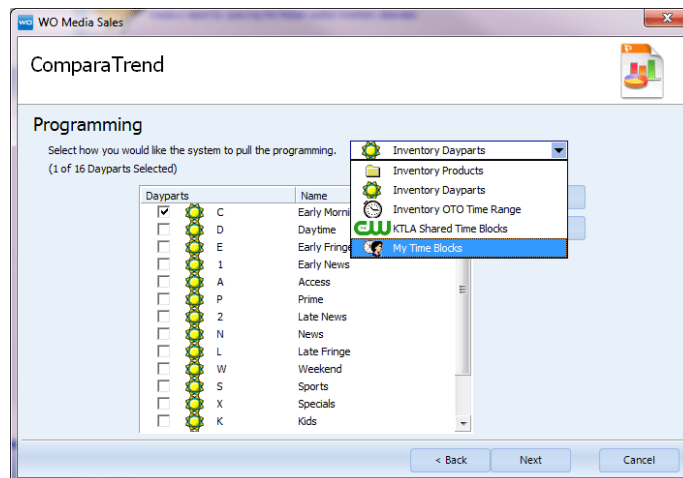


## What if I need a different type of report?

**Report Builder:** When you click **Use Wizard** you'll choose your books first and stations second, but then you'll come to **Time Blocks**, and use them exactly as described above. If you use the **Quick Num** panel instead, you're really pulling **Time Block**-like information unless you specifically tell the module to pull from Inventory in the **VIP Book** panel.

**TrendBuilder:** No **Time Blocks** per se, but look at the **Quick Num** panel, and you'll see the choice to pull from Inventory or not. Again, it's **Time Block** information—telling the system what you want to see from your book(s).

**Comparatrend:** Choose to do a custom report rather than leaving the default for an assigned daypart. Choose one book (the most recent—where you want the programming to pull from. You'll add the rest of the books for your comparison after the report is built.), choose competitive stations, and the next screen is constructed just like an avail. The default for **Comparatrend** in this screen will be **Dayparts**, but if you go to the top-right, you can choose **Time Blocks** from the drop-down menu:



**Time Blocks**, your **Nielsen** books, and **Comparatrend** let you create the most informative **Book Breakout** possible.

**Ranker Report:** What better way to see where everyone stands in your market? This wizard looks just like an **Avail**. You may have to click the drop-down menu at the top of the dialog and change to **Time Blocks**.

**Book Comparison:** If you need to see information directly from the book in **Book Comparison**, you can. It works just like an **Avail**.

**Audience Flow:** Two cautions: Beware of existing **Time Blocks** with a "+" at the end of their name; this means the time block is constructed with something other than a direct comparison of all stations within the block. Click the "+" on the left to see how the block is built. Second: You won't be able to tell **Audience Flow** you want to see **PAV**. It will skip that set up screen entirely, because **Audience Flow** is designed to show you where the audience is going every quarter-hour.

Call or email *WO Media Sales* support for help.

*WO Media Sales* Support:

415.675.6775 Option 2, 1

[sales-support@wideorbit.com](mailto:sales-support@wideorbit.com)