

## WO Media Sales and Nielsen's new Live+1 Data

### System behavior with and without an upgrade

As of the July 2018 **Local Monthlies** survey and the August 23, 2018 **Local Dailies** data, **Nielsen** is including **Live+1** data and *WO Media Sales* has quickly made modifications to the system to enable users to work with the new data stream. To take advantage of all the modifications, an upgrade to a minimum of 6.904.GA1 or 6.9.2.GA1 will be required.

Without the upgrade, users can still see **Live+1 Local Monthlies** in many *WO Media Sales* surveys screens. The second half of this document details how to make use of the new data stream without an upgrade. That said, *WO Media Sales* strongly recommends stations upgrade to 6.904 GA1 or 6.9.2 GA1 to take advantage of all the **Live+1** updates in the system.

### Table of Contents

<b>Chart of features available with and without an upgrade.....</b>	<b>2</b>
<b>Local Monthlies - With upgrade to 6.904 GA1 and 6.9.2 GA1 .....</b>	<b>3</b>
Campaigns .....	3
Rate Cards .....	5
Posts .....	6
System Setup .....	7
<b>Local Dailies - With upgrade to 6.904 GA1 and 6.9.2 GA1 .....</b>	<b>8</b>
Campaigns .....	8
Research .....	9
<b>Local Monthlies - Without upgrade to 6.904 GA1 and 6.9.2 GA1 .....</b>	<b>10</b>
TV Inventory .....	10
Campaigns .....	11
Rate Cards .....	13
<b>Local Dailies - Without upgrade to 6.904 GA1 and 6.9.2 GA1 .....</b>	<b>15</b>
Campaigns .....	15
Research .....	16
System Setup .....	17
<b>Contact.....</b>	<b>18</b>

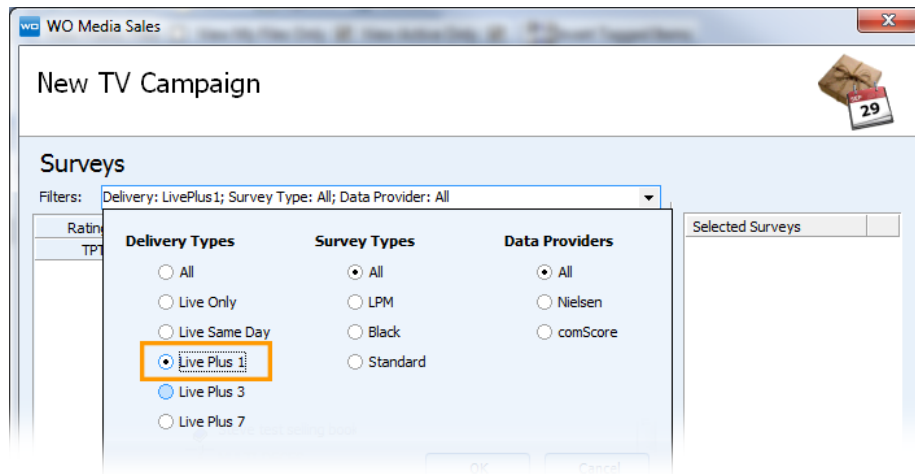
WO Media Sales & Nielsen's Live +1 Data Streams			
Availability of Live+1 in System Functions	With upgrade	Without upgrade	Workaround
<b>SYSTEM SETUP</b>			
Nielsen Book Options - Tag Show Live+1 on or off	✓		
Static Average Books - Live+1 filter	✓		Select the <b>All</b> option
<b>TV INVENTORY</b>			
Define and publish <b>PAV</b>	✓	✓	
<b>PAV</b> book selection from within the <b>PAV</b> screen in <b>Logic Flow</b>	✓		
Create and publish <b>Selling Books</b>	✓	✓	
<b>CAMPAIGNS</b>			
Surveys and <b>Add Live+1</b> filter	✓		Select <b>All</b> for <b>Delivery Type</b> and <b>Live+1</b> surveys show in the <b>TPT/PAV</b> column of the <b>Surveys</b> dialog
Surveys/ <b>Overnights</b> and <b>Add Live+1</b> filter	✓		
<b>PAV</b> book selection from within the <b>PAV</b> screen in <b>Logic Flow</b>	✓		
<b>Logic Flow - Overnight Adjustments</b>	✓		
<b>RATE CARDS</b>			
<b>Book</b> tree view to <b>Show CPP</b>	✓		
<b>RESEARCH - Overnights</b>			
<b>Daily Grid</b> and <b>Live+1 filter</b> under <b>Delivery Type</b>	✓		
<b>Multi-Day Grid</b> and <b>Live+1 filter</b> under <b>Delivery Type</b>	✓		
<b>POSTING</b>			
<b>Manual Post Survey</b> dialog <b>Add Live+1</b> filter	✓		Choose a different delivery type then change line by line to <b>Live+1</b> with book drop-down menu or with right-click fly-out menu option

Users who upgrade to **6.904GA1** or **6.9.2GA1** can expect to enjoy all *WO Media Sales* enhancements introduced to support **Live+1** data.

## Local Monthlies - With upgrade to 6.904 GA1 or 6.9.2 GA1

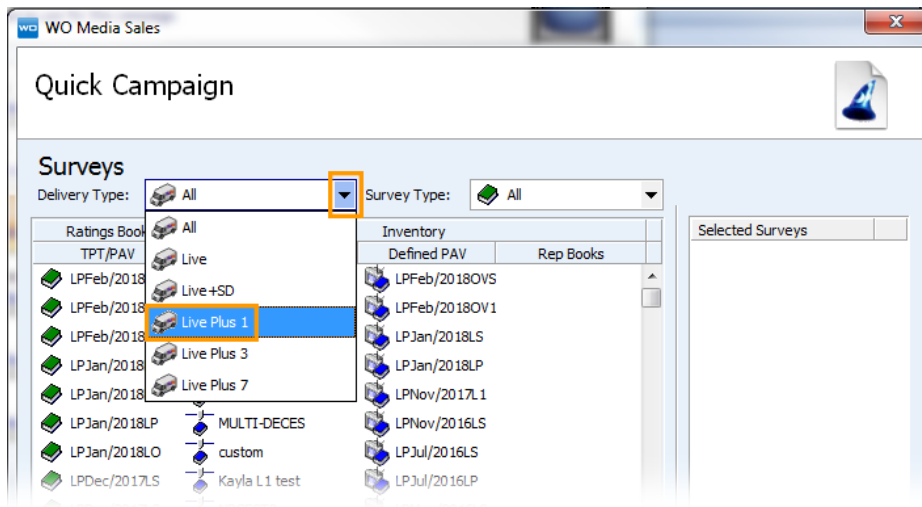
### Campaigns - Wizards: Survey selection in 6.9.2 GA1

Nielsen's new **Live+1** data stream can be filtered in the **Surveys** dialog of the **New TV Campaign** and **New TV Quick Campaign** wizards. Click the drop-down arrow to display the **Filters** selection panel. To see **Live+1** only, tag **Live Plus 1**. Here, users can select to see only **Live Plus 1** data but must first select **All** or **LPM** under **Survey Types** and must have **All** or **Nielsen** selected for **Data Providers**.



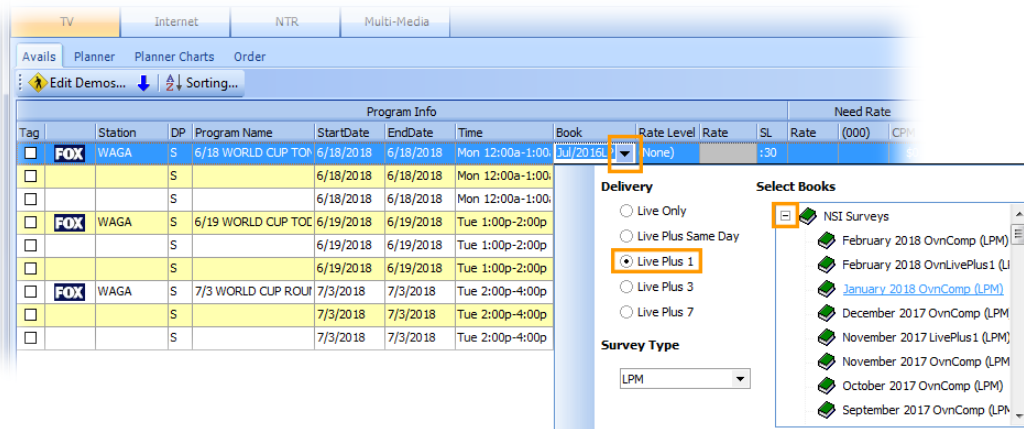
### Campaigns - Wizards: Survey selection in 6.904 GA1

To filter book selections the **New TV Campaign** and **New TV Quick Campaign** wizards, click the drop-down arrow by **Delivery Type** and select **Live Plus 1** to view and select only **Live Plus 1** books under the **TPT/PAV** column.



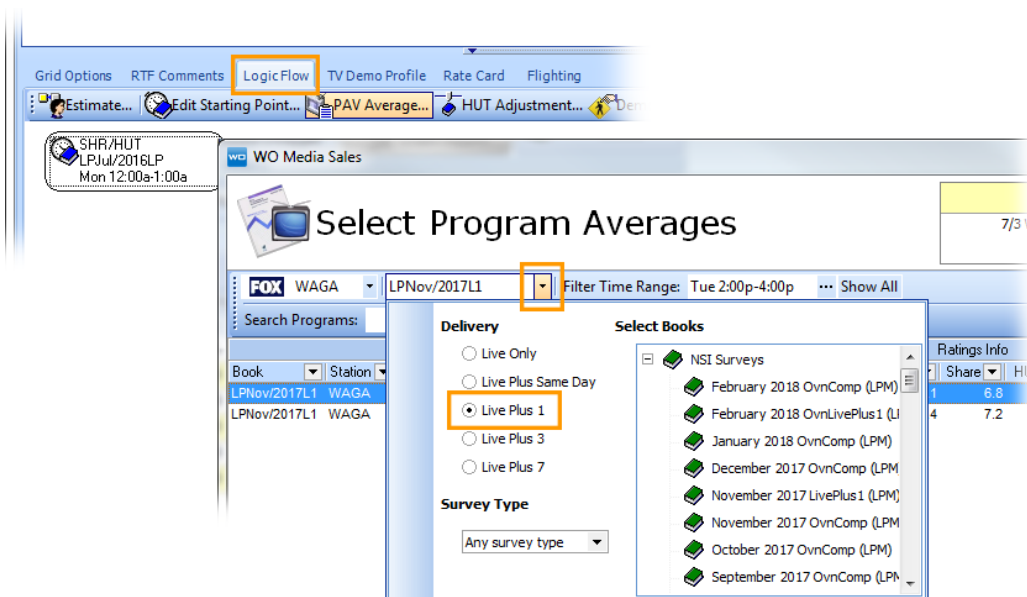
## Campaigns - Avails and Planner: Book tree view

A drop-down selection menu available in an open campaign allows users to edit books after the campaign has been created. Click in the **Book** field of any program line in either the **Avail** tab or the **Planner** tab. A drop-down arrow appears indicating a menu is available. Click it and a **Book** selection panel is displayed where **Delivery**, **Survey Type**, and **Books** can be selected. Under **Delivery** select **Live Plus 1**. **Live Plus 1** selections populate the **Select Books** box. Highlight the desired book. The system closes the **Book** selection panel and inserts the selected survey into the campaign line.



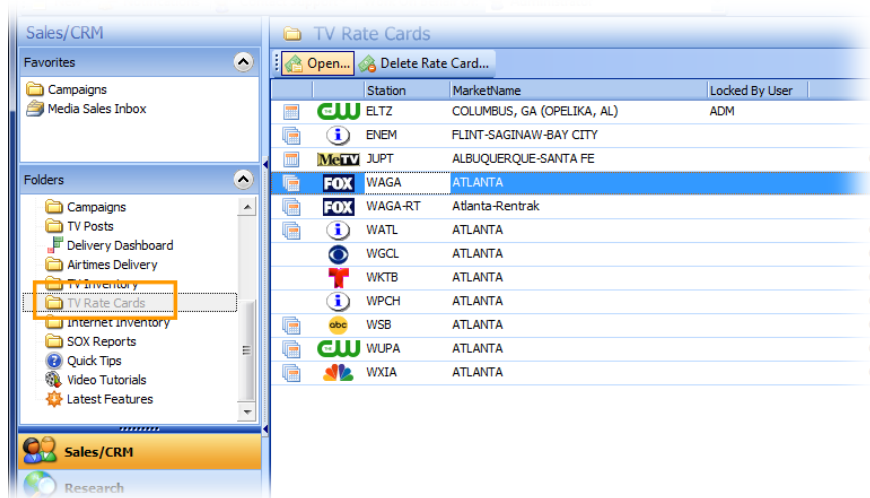
## Program Average selection dialog: Book tree view

**Live+1** data can be selected for **Program Averages** in the **Book** tree view drop-down menu of the **Select Program Averages** feature. From the **Avail** tab, highlight a program line and select the **Login Flow** tab from the lower tabbed panel. Click **PAV Average**. From the **Select Program Averages** window, select **Live Plus 1** under **Delivery**, and choose a book from the **Select Books** box.

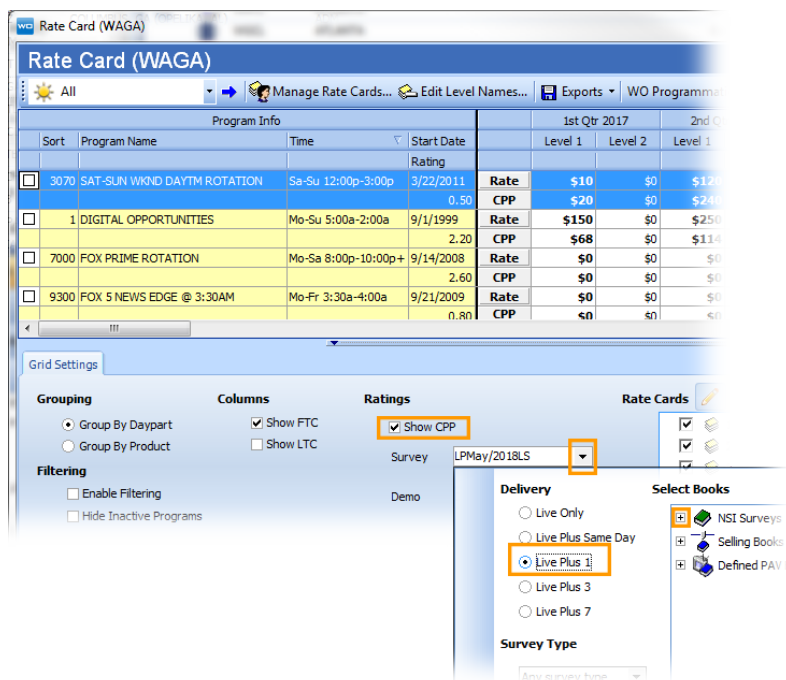


## Rate Cards: Book tree view

**Live+1** data can be selected in the **Book** tree view drop-down menu for **TV Rate Cards**. Click **TV Rate Card** in the left navigation pane and highlight a station line. Click **Open**.

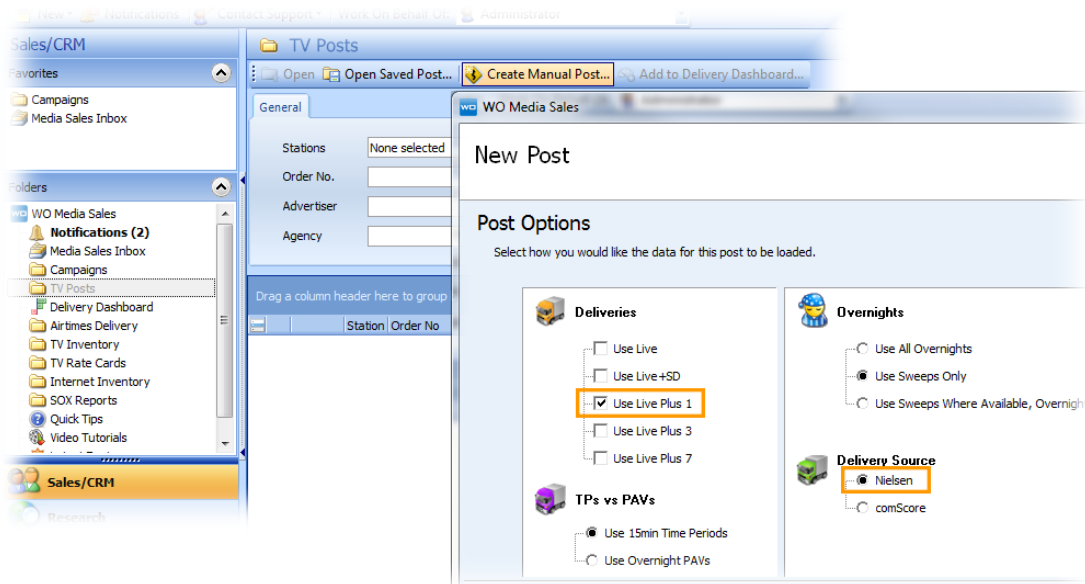


In the resulting station **Rate Card** window, tag **Show CPP** under **Ratings** in the **Grid Settings** tab and click the drop-down arrow by **Survey**. The selection panel for **Delivery**, **Survey Type**, and **Select Books** displays. Tag **Live Plus 1** and then click the **+** sign next to **NSI Surveys** to expand the selection. Select a **Live Plus 1** book from the **Select Books** box.

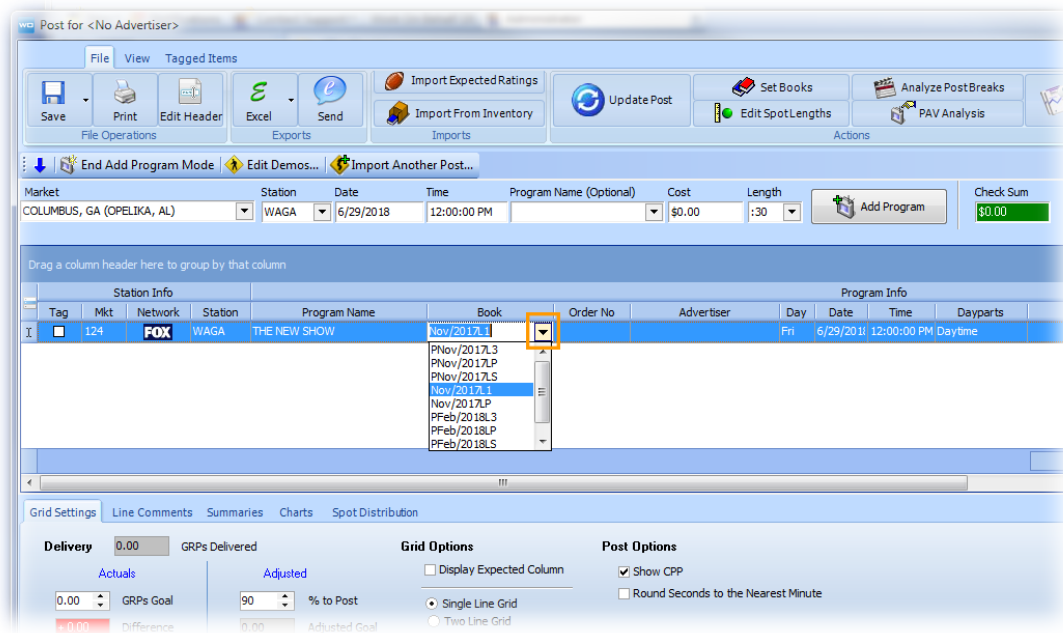


## Posts - Survey selection wizard: *Deliveries*

The **Post** feature now supports **Live+1** data. Under **Deliveries** tag **Use Live Plus 1**. Be sure **Nielsen** is tagged under **Delivery Source**.



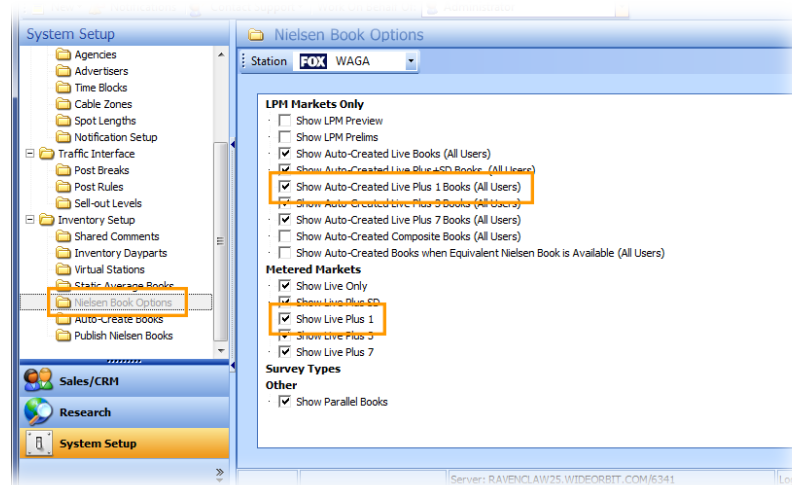
**Live+1** can also be selected from a **Post** line. In the open post, click in the **Book** cell to access the **Book** drop-down selection menu and choose the **Live+1** book needed.



## System Setup: Nielsen Book Options

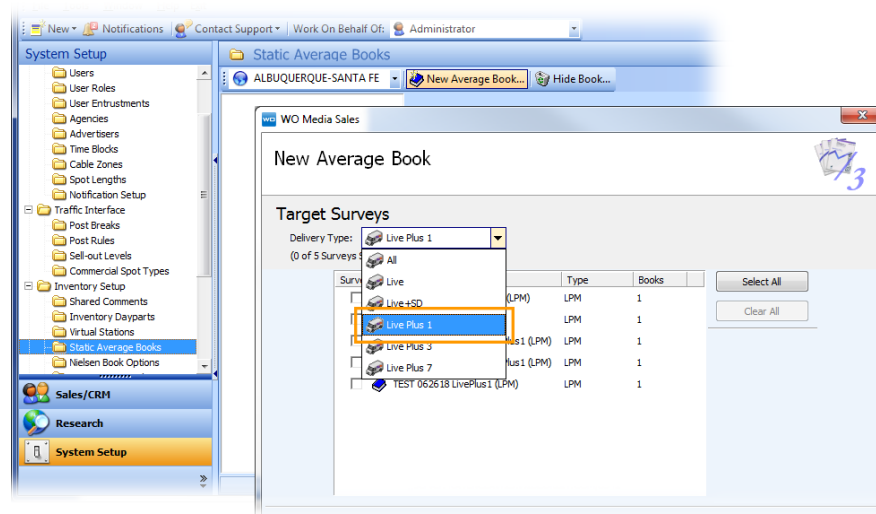
The ability to turn data streams on or off is now available. Log on as a user with rights to **System Setup**. Select **System Setup** in the task shortcuts panel and select **Nielsen Book Options** in the left navigation pane under **Inventory Setup**. The system presents **Nielsen** book selections for **LPM Markets**, **Metered Markets**, and **Survey Types** which can be tagged to turn on or untagged to turn off.

To see **Nielsen's** new books, tag **Show Auto-Created Live Plus 1 Books (All Users)** under **LPM Markets Only** and **Show Live Plus 1** under **Metered Markets**. Click the drop-down arrow by **Station** and update each station in the market that will need to see **Live+1** books.



## System Setup - Static Average Books: New Average Book

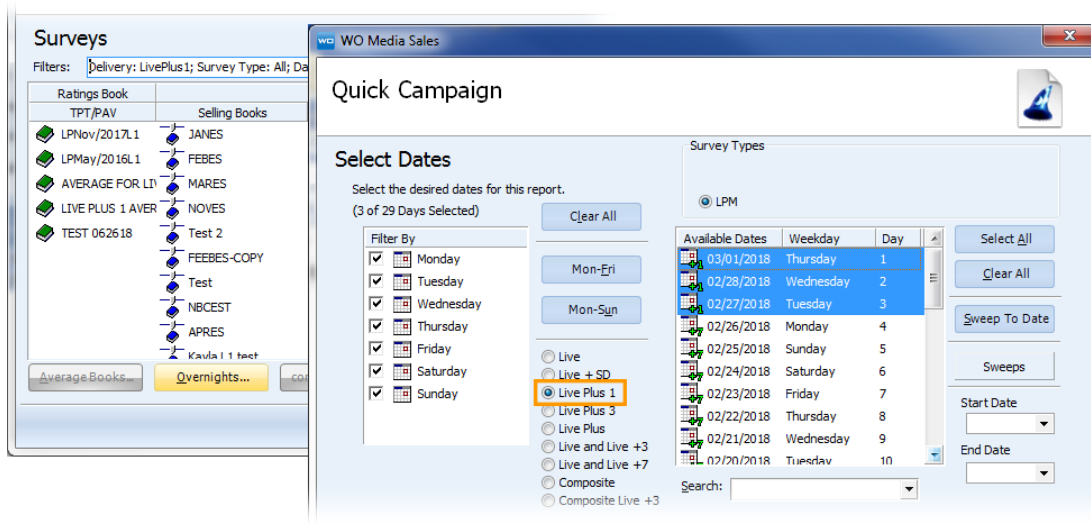
**Live+1** is available for selection in the **Delivery Type** filter of the **New Average Book**, filling the **Survey** selections with **Live+1** data only, for ease of selection.



## Local Dailies - With upgrade to 6.904 GA1 or 6.9.2 GA1

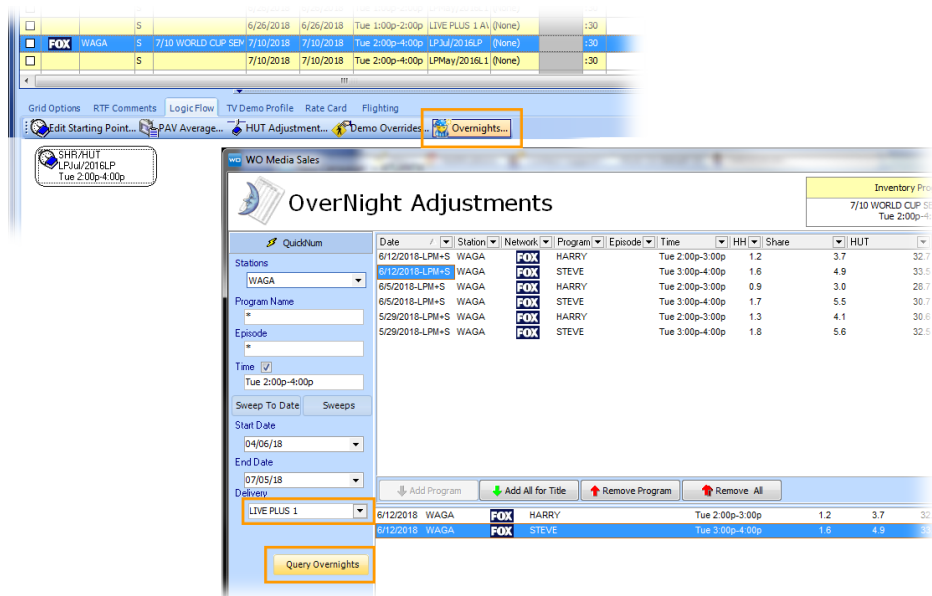
### Campaign - Survey selection: *Overnights*

**Live+1** is also available for **Overnights**. From the **Survey** dialog click **Overnights**. The **Select Dates** dialog displays and includes a **Live Plus 1** option to the right of the **Filter By** box. Tag it and control-click the dates needed, then click **Next**.



### Campaigns - Logic Flow: *Overnight Adjustments*

**Live+1** for **Overnight Adjustments** is now available in the **Delivery** drop-down selection menu. From the **Logic Flow** tab, click **Overnights**. The **OverNight Adjustments** dialog displays. In the **QuickNum** panel use the drop-down menu under **Delivery** to choose **LIVE PLUS 1** and click **Query Overnights**. Program lines fill the results grid. Highlight a line and click **Add Program** for each program desired. When finished, click **OK**.





## Research - ReportBuilders: *Delivery in Overnights tab*

With the upgrade, **Live+1** is available from the **Delivery** drop-down selection menu of the **ReportBuilders' Quick Num** panel.

The screenshot shows the ReportBuilders interface. On the left is the 'Quick Num' panel. It includes fields for 'VIP' (set to 'Overnights'), 'Markets' (set to 'ATLANTA'), 'Stations' (set to 'WGNA'), 'Load Occurrences' (radio buttons for 'Load Occurrences' and 'Load Block Time Periods'), 'Program Name', 'Episode', 'Time' (set to 'Tue 2:00p-4:00p'), 'Sweep To Date', 'Start Date' (set to '5/31/2018'), 'End Date' (set to '6/27/2018'), 'Skew Book' (set to '(Latest)'), and a 'Delivery' dropdown menu with 'LIVE PLUS 1' selected. Below these is an 'Add Data >>' button. On the right is a data grid titled 'Program Info'. It has columns for 'Tag', 'Daypart', 'Book', 'Market', 'Station', 'Network', 'Program', 'Label', 'Time', 'Src', 'Type', 'Weeks', '#', 'D.RTG', 'HH', and 'D.SHR'. The grid contains data for various programs, including 'MOVING TARGE', 'ELEMENTARY', 'MURDER, SHE WR', and 'IN THE HEAT OF'. The 'Delivery' column is highlighted in blue, and the 'LIVE PLUS 1' option is selected in the dropdown menu.

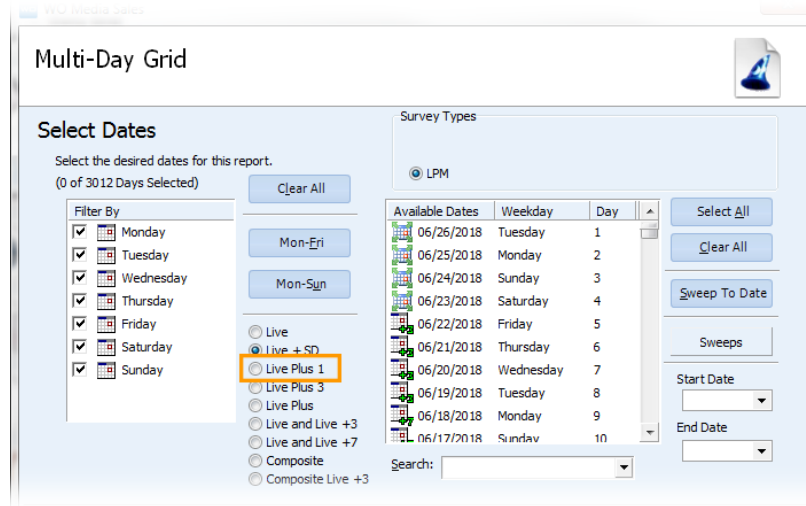
## Research - Daily Grid: *Overnights*

Choose **Live+1** data when building an **Overnights Daily Grid** report. “OV” average books of **Live+1** data are not available without an upgrade.

The screenshot shows the 'Select Date' dialog box. It has a 'Survey Types' section with 'LPM' selected. Below it is a 'Delivery Type' section with radio buttons for 'Live', 'Live+SD', 'Live Plus 1', 'Live Plus 3', and 'Live Plus 7'. The 'Live Plus 1' option is selected. To the right is a list of 'Available Dates' from 03/01/2018 - Thursday to 02/18/2018 - Sunday. The '02/24/2018 - Saturday' date is highlighted in blue. At the bottom is a 'Search:' field.

## Multi-Day Grid: Overnights

The **Select Dates** dialog of the **Multi-Day Grid** features filtering for Live+1 data when building an **Overnights Multi-Day Grid** report. Click **Research** in the **Task Shortcuts** pane and then choose **Overnights**. Click **Multi-Day Grid**. In the resulting report wizard, tag **Live Plus 1** in the **Select Dates** dialog.



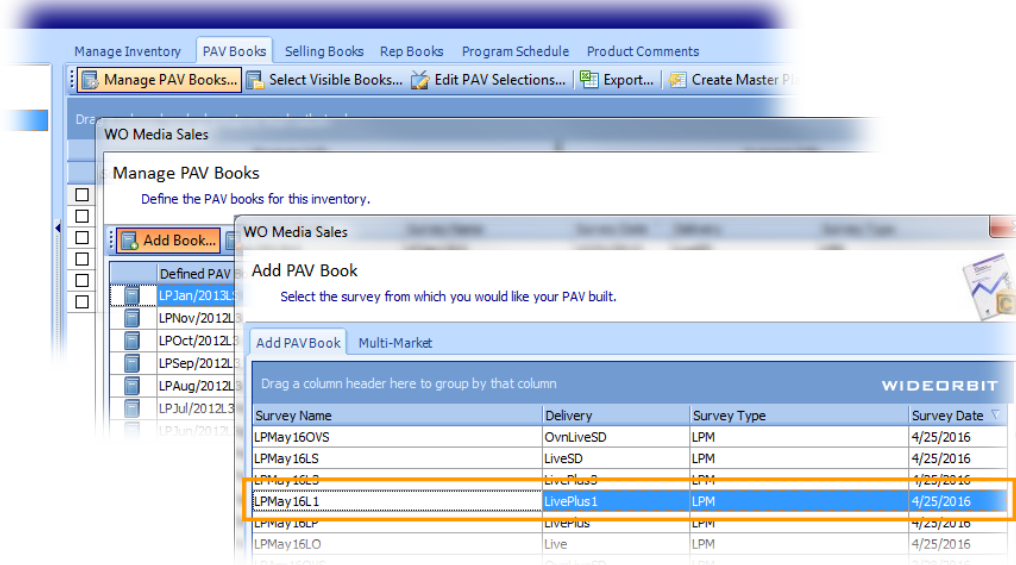
## Work around for users who do not upgrade

Although *WO Media Sales* strongly recommends upgrading as soon as possible, users of previous versions who cannot upgrade before the arrival of the new data will still be able to make use of the data in some areas of the system. The information that follows details what users can expect to see in areas of the system where delivery options are selected if an upgrade does not occur.

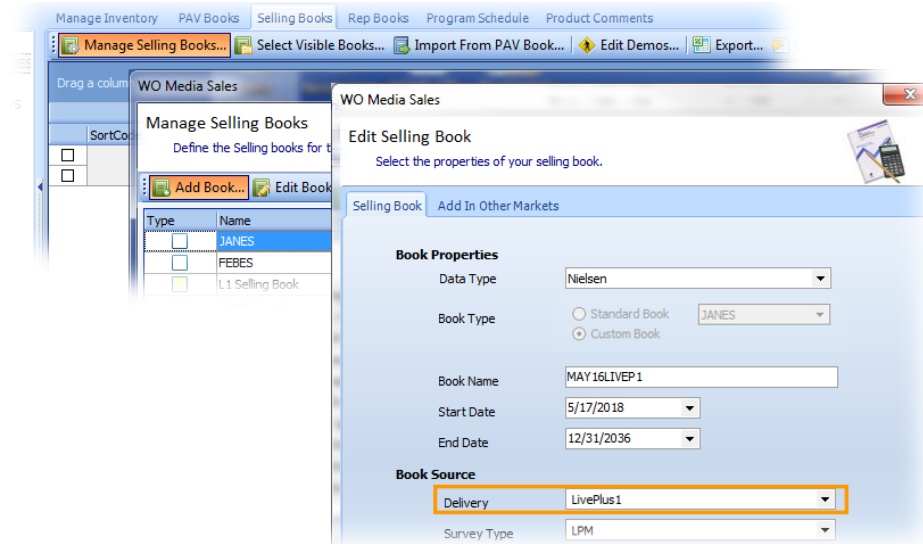
## Local Monthlies - Without upgrade to 6.904 GA1 or 6.9.2 GA1

### TV Inventory

**PAV** books in **TV Inventory** can be defined and published with **Live+1** data without an upgrade.

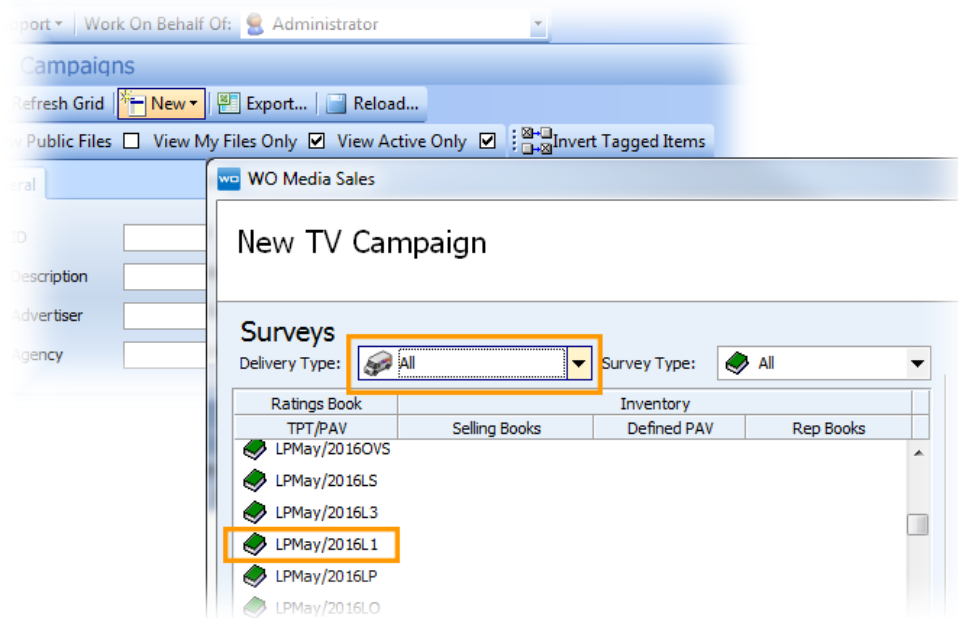


And users can create and publish **Selling Books** with **Live+1** data without an upgrade.



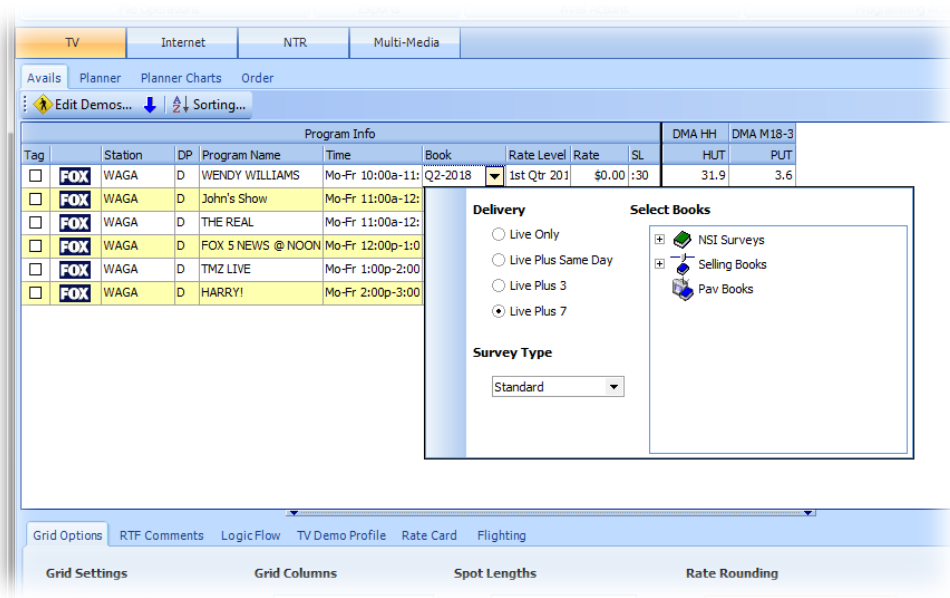
### Campaigns - Wizards: Survey selection

**Live+1** data will not be available from the **Delivery Type** filter in the **New TV Campaign** wizard, but users can see **Live+1** surveys under **Ratings Books** in the **Surveys** dialog by selecting **All** in the **Delivery Type** filter.



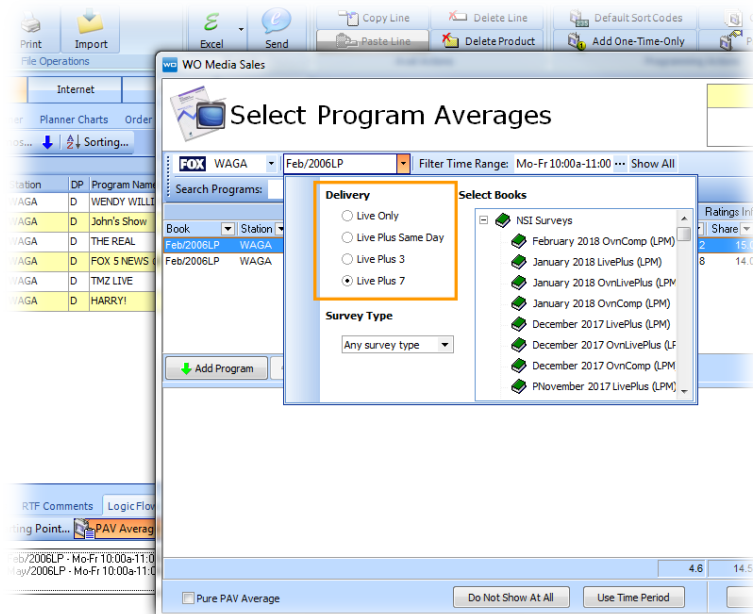
## Campaigns - Avails and Planner: *Book tree view*

**Live+1** data will not be available for selection in the **Book** tree view found in the drop-down selection panel when working in the **Avail** or **Planner** tabs of **Campaigns**.



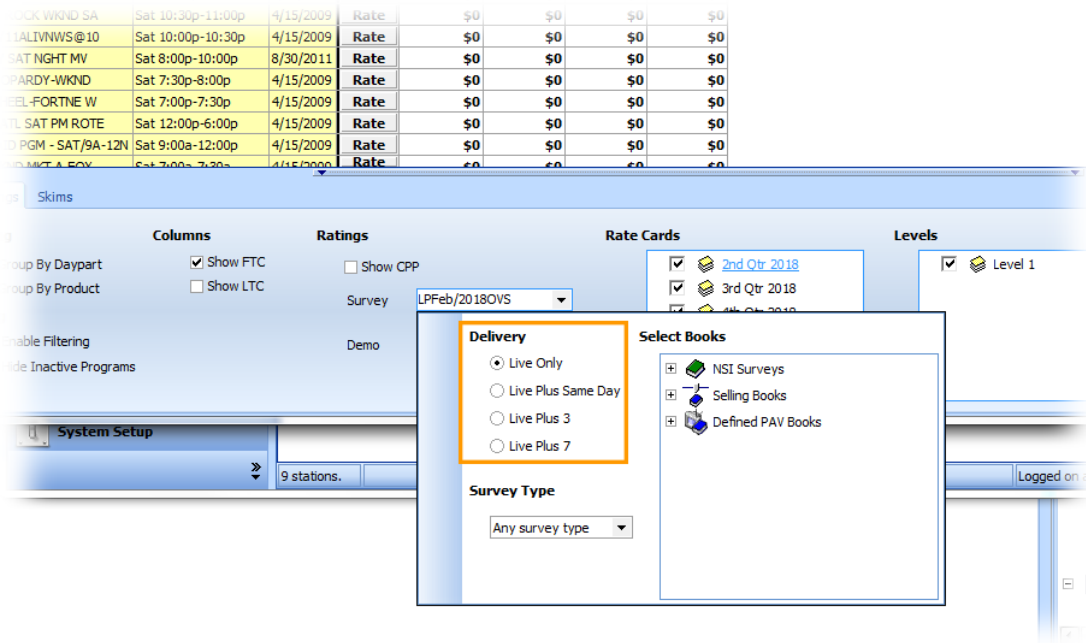
## Program Average selection dialog: *Book tree view*

**Live+1** data will not be available for selection in the **Program Average** selection panel without an upgrade.



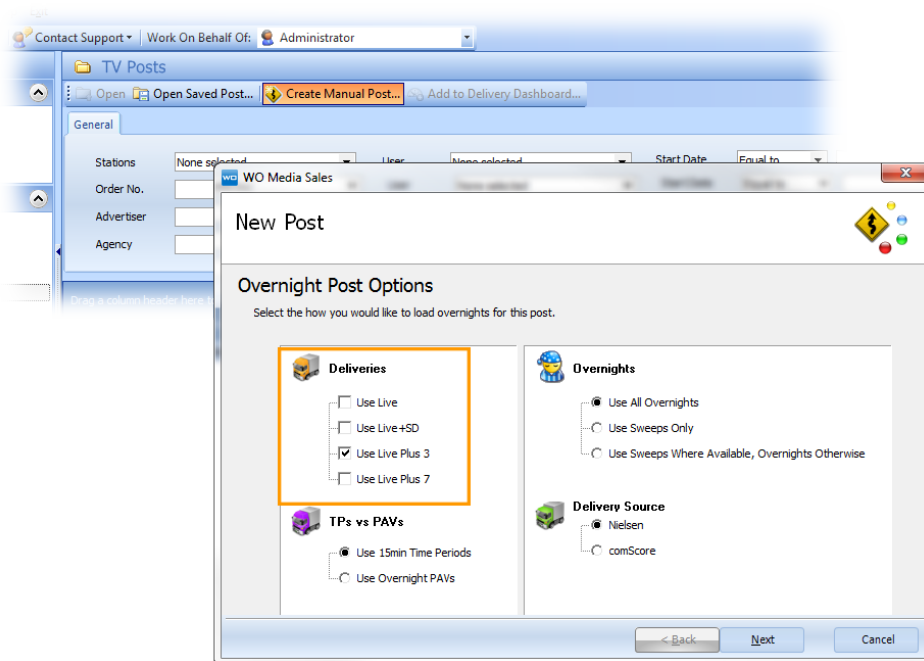
## Rate Cards: Book tree view

An upgrade will be required to filter for **Live+1** data in the **Book** tree view drop-down menu for **TV Rate Cards**.

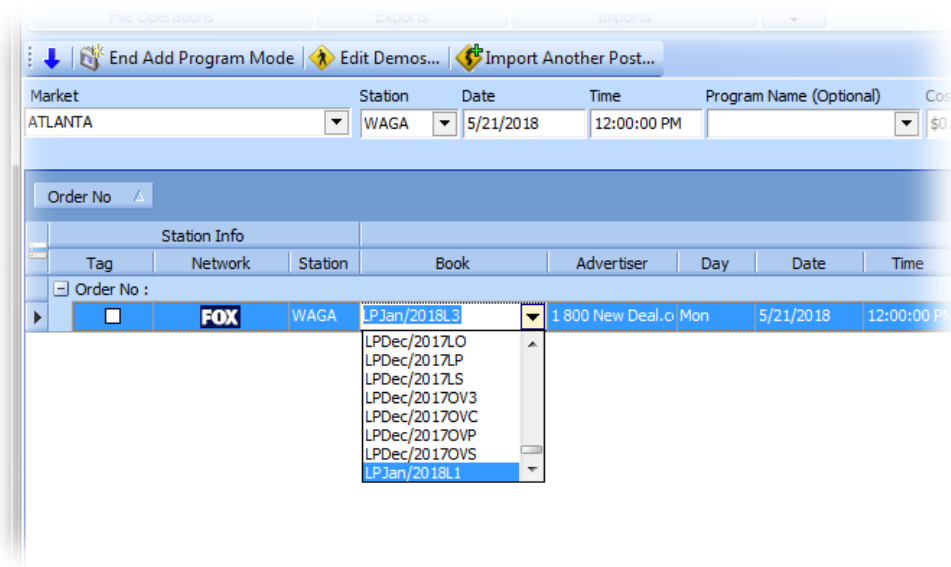


## TV Post-Survey selection wizard: Deliveries

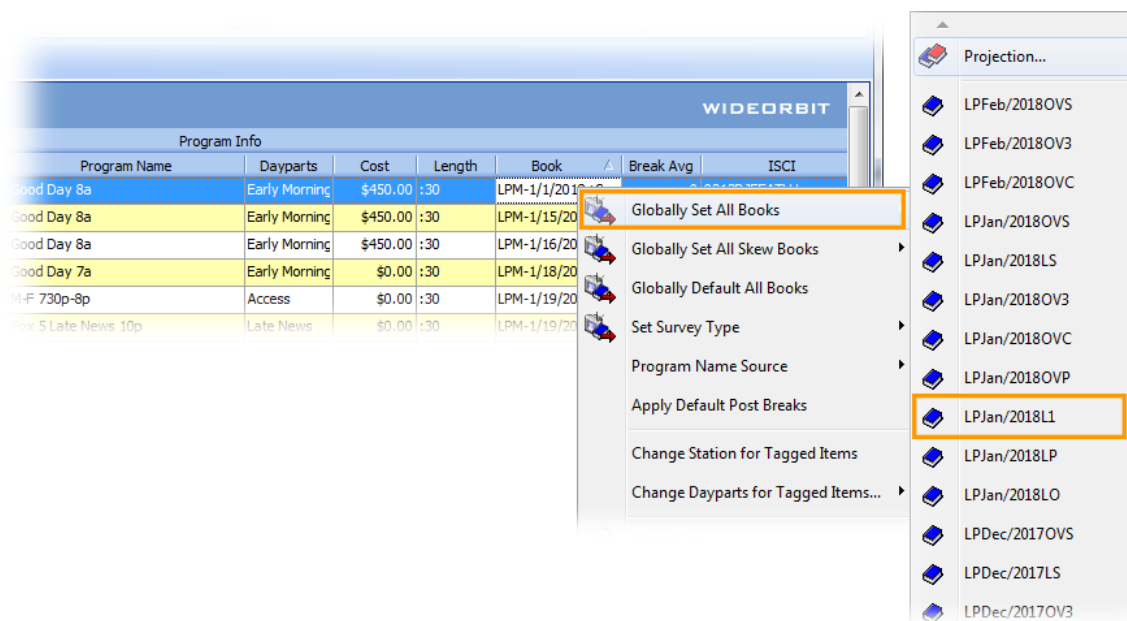
**Live+1** will not display in the **Deliveries** selection box of the **Create Manual Post** wizard, but the **Book** drop-down selection list offers a work around. Choose one of the other delivery types available when building the manual post.



Once created, click in the **Book** cell to access the **Book** drop-down selection menu and choose the **Live+1** book needed, line by line, in the open post.



Or, right-click in the **Book** cell. The resulting fly-out menu offers more options for changing the book. **Live+1** books are available from the **Globally Set All Books** selection.



## Local Dailies

### Campaigns - Wizard: Survey selection for Overnights

**Live+1** data will be unavailable for selection without an upgrade when building campaigns with the **New TV Campaign** wizard. and the **New TV Quick Campaign** wizard.

**Quick Campaign**

**Select Dates**  
Select the desired dates for this report.  
(0 of 2981 Days Selected)

**Filter By**

- ☒ Monday
- ☒ Tuesday
- ☒ Wednesday
- ☒ Thursday
- ☒ Friday
- ☒ Saturday
- ☒ Sunday

**Survey Types**

- ☒ LPM
- ☐ Live
- ☐ Live + SD
- ☐ Live Plus 3
- ☐ Live Plus
- ☐ Live and Live +3
- ☐ Live and Live +7
- ☐ Composite
- ☐ Composite Live +3

**Available Dates**

Available Dates	Weekday	Day
03/06/2018	Tuesday	1
03/05/2018	Monday	2
03/04/2018	Sunday	3
03/03/2018	Saturday	4
03/02/2018	Friday	5
03/01/2018	Thursday	6
02/28/2018	Wednesday	7
02/27/2018	Tuesday	8
02/26/2018	Monday	9
02/25/2018	Sunday	10

Search:

< Back Next >

### Campaigns - Logic Flow: Overnight Adjustments

An upgrade will be required to choose **Live+1** for **OverNight Adjustments** in the **Delivery** drop-down selection menu of the **QuickNum** panel.

**OverNight Adjustments**

**QuickNum**

Stations: WATL

Program Name:

Episode:

Time: ☒ Mo-Fr 5:00p-7:00p

Sweep To Date:  Sweeps:

Start Date: 02/17/18

End Date: 05/18/18

Delivery: **Live**

Live SD

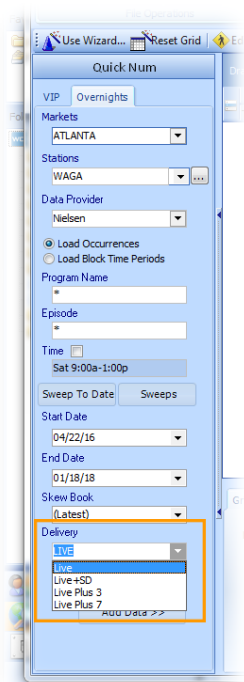
Live Plus 3

Live Plus 7

Query overnights

## Research - ReportBuilders: *Delivery in QuickNum*

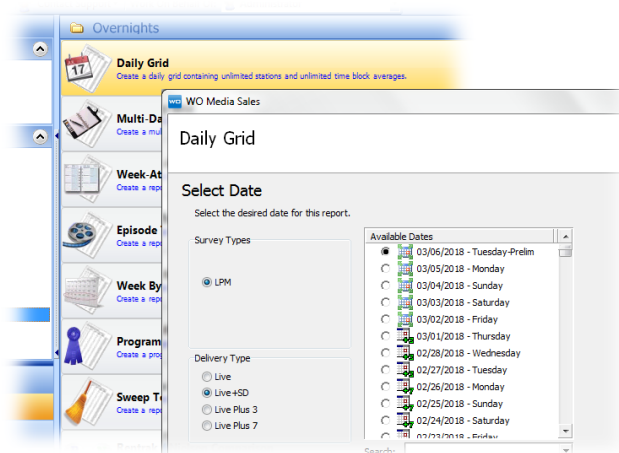
An upgrade will be needed to choose **Live+1** from the **Delivery** drop-down selection menu of the **ReportBuilders' Quick Num** panel.



**Note:** The **Live+1** data is NOT set up for auto-delivery since it is delivered on a delay. The only data available to be set up for auto-delivery is the **Live+SD** data.

## Research - Daily Grid: *Overnights*

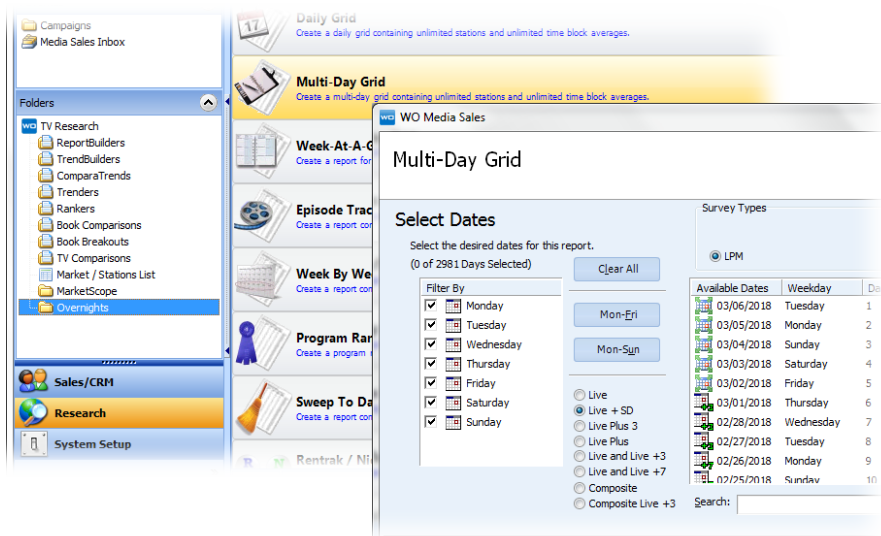
An upgrade will be required to choose **Live+1** data when building an **Overnights Daily Grid** report. In addition, the **Auto Delivery** of **Live +1** data will not be available without an upgrade and the “OV” average books of **Live +1** data will not be available without an upgrade.





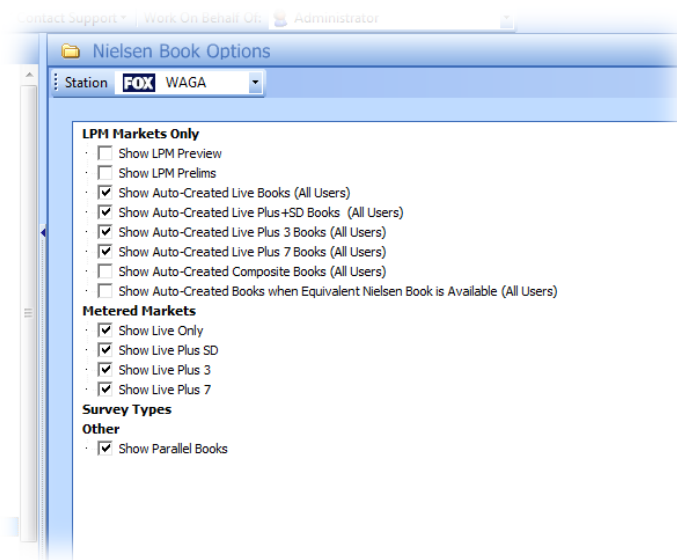
## Research - Multi-Day Grid: Overnights

An upgrade will be required to select **Live+1** data when building a **Multi-Day Grid** report using **Overnights**.



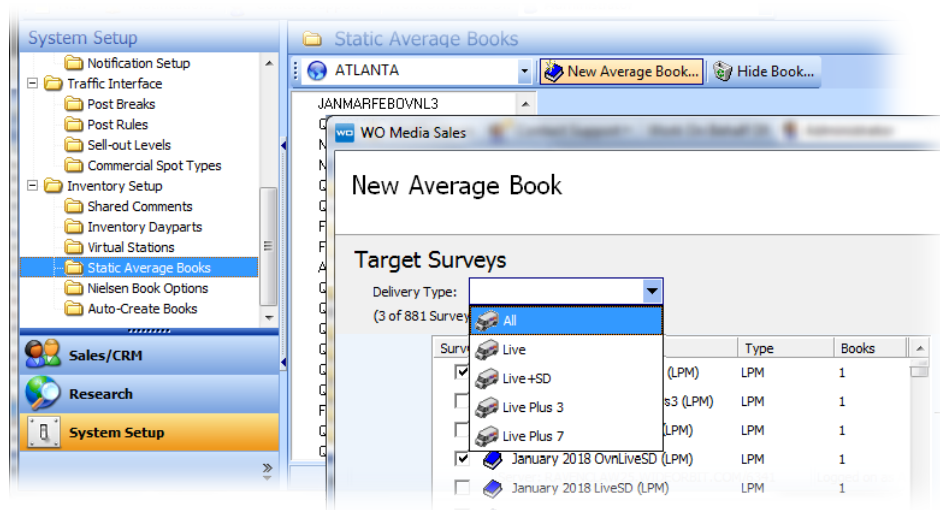
## System Setup: Nielsen Book Options

Users will need **Live+1** delivery added. Because the default is to immediately show any new data added, users will see **Live+1** in **Survey** selections but not in the **Nielsen Book Options** screen of **System Setup**. This selection cannot be turned off without an upgrade.



## System Setup - Static Average Books: New Average Book

**Live+1** will not display in the **New Average Book** wizard but users can select **All** in the **Delivery Type** drop-down filter of the **Target Surveys** dialog, and **Live+1** data will then be available in the **Survey** selections box.



## Call support today!

Take advantage of **Nielsen's** new data delivery, available with the July 2018 **Local Monthlies** survey and the August 23, 2018 **Local Dailies** data. Call your **Account Manager** or a member of the *WO Media Sales* support team to discuss your upgrade.

**WO Media Sales Support:**

415.675.6775 Option 2, 1

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