

## Comscore Custom Target Area Demographics in WO Media Sales

**Comscore** provides *WO Media Sales* with a few **Custom Target Area Demographics** for station groups who subscribe distinctly to them. Users will see them displayed when adding or editing **Comscore** demos as seen in this example of a **Research\Overnights\Comscore Episode Tracker**.

The screenshot shows a dialog box titled "Demos" with a status bar indicating "BCS A18-49, BCS M18-49 and BCS W18-49 selected". The dialog is divided into two main sections. The left section contains a list of demographic categories: Household Composition, Age Range, Bryan-College Station (highlighted with a red box), BCS A18-49, BCS A25-54, BCS M18-49, BCS M25-54, Education, Household Income, Race/Ethnicity, and Other. The right section contains a list of selected demographics: BCS A18-49, BCS M18-49, and BCS W18-49. A vertical scrollbar is visible on the right side of the dialog.

Users may also choose the **Comscore Custom Target Area Demographics** in the **Comscore Select Demo Displays** dialogue in **Campaigns**.

The screenshot shows a dialog box titled "WO Media Sales" with a subtitle "Select Demo Displays" and a note "Select the demos for this report (4 selected)". The dialog is divided into two main sections. The left section contains a list of demographic categories: Household Composition, Age Range, Bryan-College Station, Bryan-College Station Adults 18-49 (highlighted with a blue box), Bryan-College Station Adults 25-54, Bryan-College Station Men 18-49, Bryan-College Station Men 25-54, Bryan-College Station Women 18-49, Bryan-College Station Women 25-54, Household Income, Race/Ethnicity, Education, and Other. The right section contains a list of selected demos: CS-A18-49, CS-A18-49, CS-Bryan-C..., and CS-Bryan-C... Each demo has a corresponding calculation: CS.RTG, CS.000, CS.RTG, and CS.000. Below the list are buttons for "Add", "Remove", and "Clear All". At the bottom of the dialog are buttons for "Load from Group...", "Save to Group...", "OK", and "Cancel".

Where the **Comscore Custom Target Area Demographic** data is not available the ratings and/or 000 will display an “n/a”.

#224866 demo vs full demo ratings April 2019 - WACO-TEMPLE-BRYAN

File

Edit

View

Tagged Items

Save

Print

Import

Excel

Send

Copy Line

Delete Line

Paste Line

Delete Product

Default Sort Codes

Clone Program

Add One-Time-Only

Program Details

File Operations

Exports

Avail Actions

Programming Actions

TV

Internet

NTR

Multi-Media

Avails

Planner

Planner Charts

Order

Edit Demos...

Sorting...

Program Info										CS-A18-49	CS-A18-49	CS-Bryan-College Station Adults 18-49	CS-Bryan-College Station Adults 18-49
Tag	SortKey	Station	DP	Program Name	Time	Book	Rat	SL	Rtg	(000)	Rtg	(000)	
<input type="checkbox"/>	0		P	MADAM SECRETARY	Sun 9:00p-10:00p	CS-May/2019		:30	5.3	11.758	n/a	n/a	
<input type="checkbox"/>			P		Sun 9:00p-10:00p	CS-Apr/2019		:30	7.0	15.381	3.0	1.88	
<input type="checkbox"/>	0		P	NCIS LA	Sun 8:00p-9:00p	CS-May/2019		:30	3.0	6.657	n/a	n/a	
<input type="checkbox"/>			P		Sun 8:00p-9:00p	CS-Apr/2019		:30	6.9	15.187	2.9	1.83	



**Please note:** Due to the uniqueness of these demographic names and the constraints of the **Proposal XML** format, the **Save As Proposal XML** feature cannot be utilized. A message warning the user the demographics are not compliant will be displayed and the custom demographics will be removed from the export file.

WO Media Sales

Save Proposal XML

Enter the information for the order you would like to monitor.

General

The following demos are not compliant with TVB Standard, and will be commented out of the Export file: "CS-Bryan-College Station Adults 18-49", "CS-Bryan-College Station Adults 18-49"

OK

Send via Email jrozycki@wideorbit.com

\*NOTE: If the current Planner has no spots it will save as a Tiered Avail, not as a Proposal XML.

OK Cancel

A buyer would be able to view the **Custom Target Area Demographic** ratings in one of the **Excel** exports or a **PDF** sent and manually enter them into their agency systems.

Please contact Sales Support if you are experiencing issues with your **Proposal XMLs** or any other issues. We are happy to help. Additional questions can be directed to your WideOrbit Account Manager or the Support Department.

Email sales-support@wideorbit.com or call 451.675.6775 Option 2, 1.