

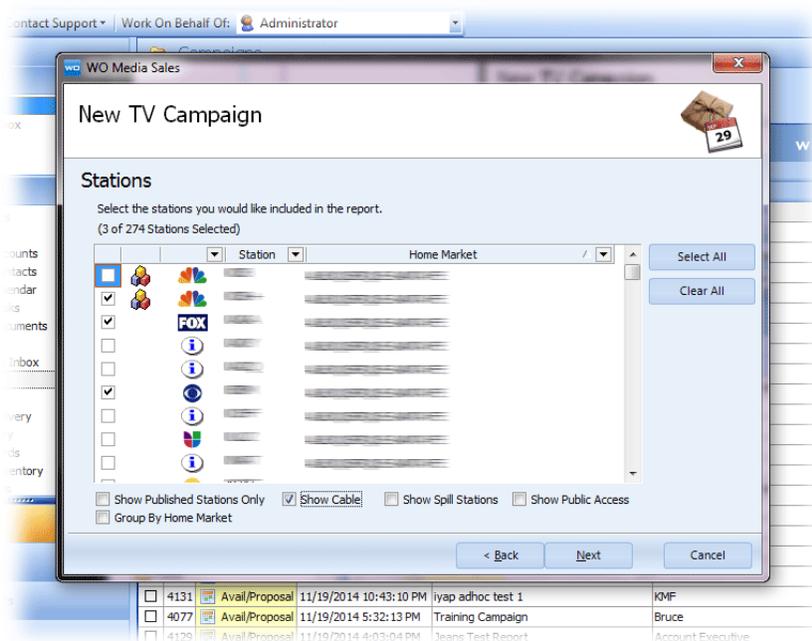
Competitive Avails

If you learn to use *WO Media Sales* Time Blocks, you can get almost any information you need about your TV competition— broadcast stations or cable. Breakout the new book. Compare CPP/CPM. Time Blocks can be used in many areas of the system, not just avails. This guide is all about Time Blocks.

Open your system and follow the steps.

Create a report to analyze your competition:

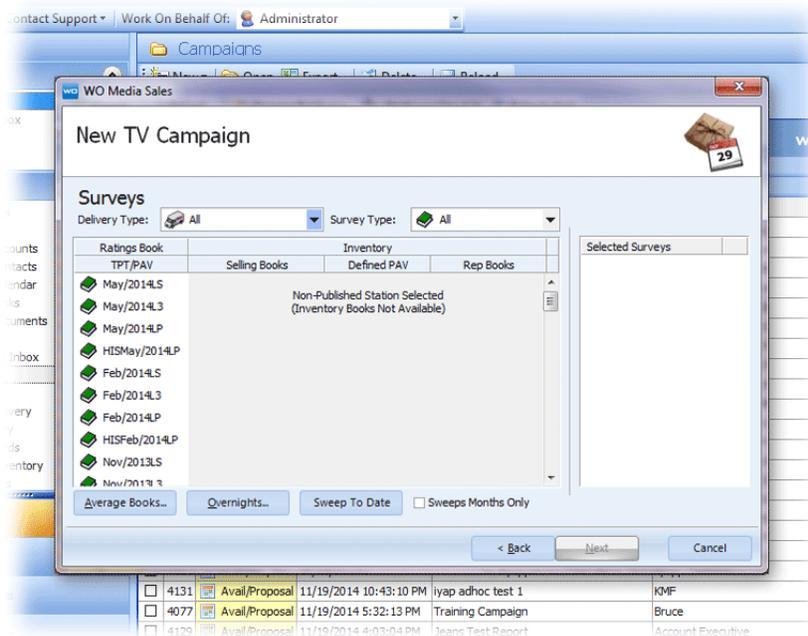
Choose Stations



Start a new Avail as usual, but choose any competitive stations for which you'd like to see ratings. The pyramid of blocks means "Inventory has been created for this station". You'll see that for your station, at least, there is inventory (programming) in your system. It may exist for many, or even all of your competitors. This is what you normally use to create your avails and plans, but for this report, we won't use it at all. So, it doesn't matter if you see the blocks or not. (And, often, existing competitive inventory is not up to date.)

Select any stations. You can even check **Show Cable** and include any cable nets.

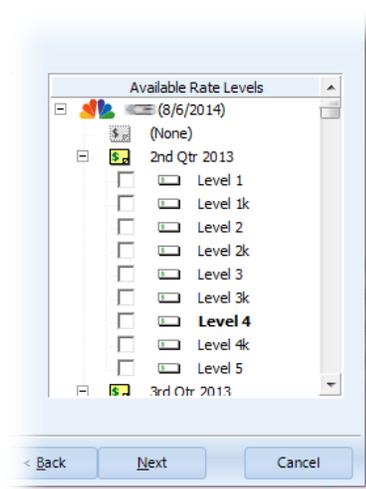
Choose Books



Click **Next** and you can see the first indication that we are “skirting” the Inventory. Since you have to use a book which is common to all stations you select, books created in inventory and for inventory are unavailable. You can choose any Ratings book (or books), and the programs for all stations will come from that book.

However, if you select any sort of Average Book (Sweep to Date, a month of Overnights, 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.

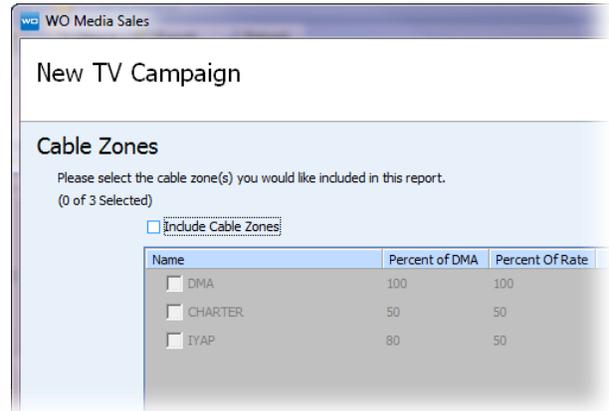
After selecting a book, click Next. You may not care about rates in this report, and can skip the rate level dialog if that’s the case. If you do need rates (to compare CPM/CPP across stations, possibly), choosing a rate level will create a placeholder for your station, but rates for all stations will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



Select Cable Zones

If you've chosen cable networks in the "Select Stations" dialog, or possibly the "All Cable" selection, if available at your station, you may also want to choose Cable Zones to show delivery (a percentage of the DMA) by Cable Providers. If you are unfamiliar with this feature, please discuss its use with your manager. Each station may use this function in a slightly different way.

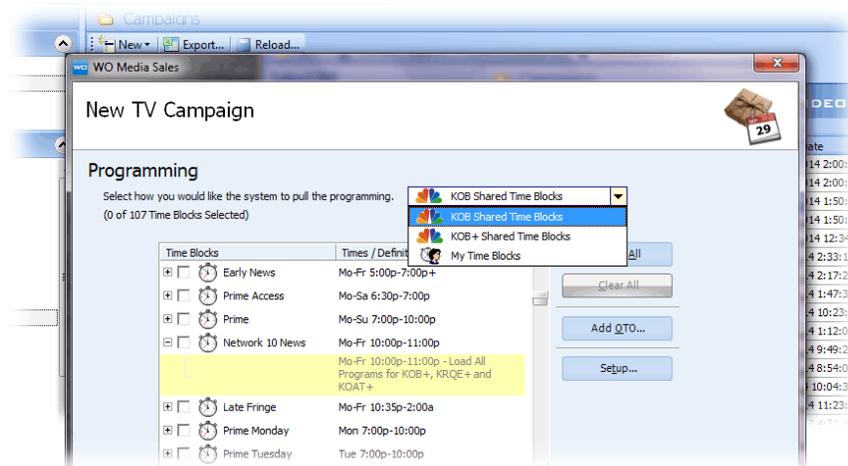
Click **Next** to skip if you don't need Cable Zones.



Choose/Define Time Blocks/Programming

When you don't have 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 programming within the Time Block.

You will first need to choose between **Shared Time Blocks** or **My Time Blocks** from the drop down menu. Usually, the more "standard" time blocks will be in **Shared Time Blocks**, but these can be customized in many ways; every station is different.



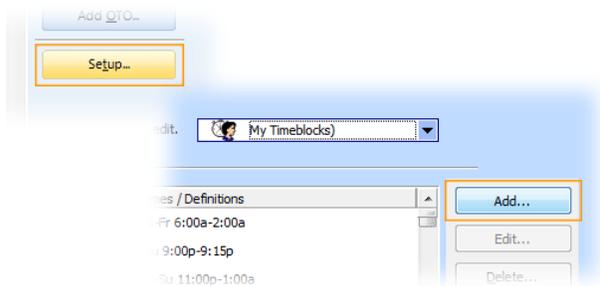
Be careful when choosing them: they may be "standard" and fine to use, or they may have been customized. Those with a "+" to the right of the block name have been customized. Click the Plus sign on the left of the time block and you'll be able to see which stations are "allowed". For example, if you selected the time block above, stations would be limited to those shown, and only if those were included in your original station choices. So, if you want to include cable nets, for instance, you'll need a block that includes all stations or one with no plus sign at all. Or, you can create your own as shown on the following page.

The number of time blocks and what you specify within each time block depends, for the most part, on the dayparts you need in your report. For instance, if you need both Daytime (strip programming) and Prime in one report, you'll need at least two timeblocks. Why? Because for strip programming, you are likely to need a M-F average - that's an example of what is called Exact Days in *WO Media Sales*. For Prime, if you want to see Program Names, you'll have to choose Individual Days. This is just one example; we'll discuss others in the following section.

Setup/Add OTO

Example: Creating Time Blocks for a Competitive Report

Sunday Prime Comparison

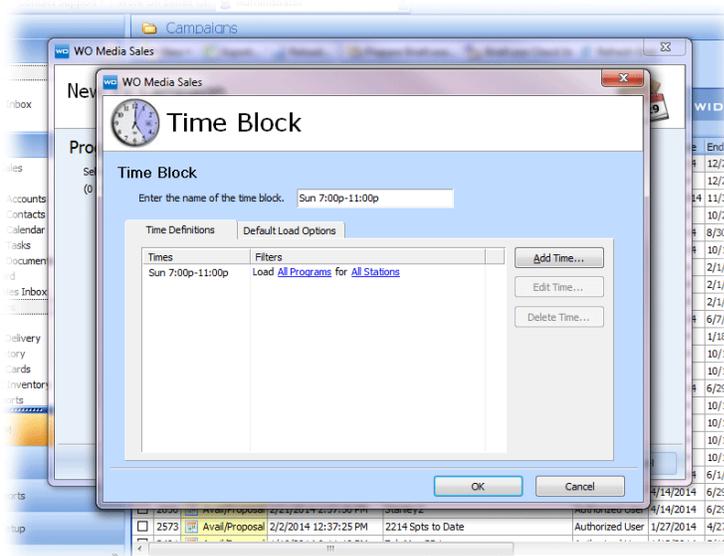


If you want the new time block to exist permanently in your list of time blocks, click the **Setup** button, then the **Add** button in the Timeblocks dialog that opens.

Otherwise, click **Add OTO**— with a One Time Only Time Block, you can save the current report, but you won't be saving the Time Block to use for another report.

As soon as you click **Add OTO**, 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.

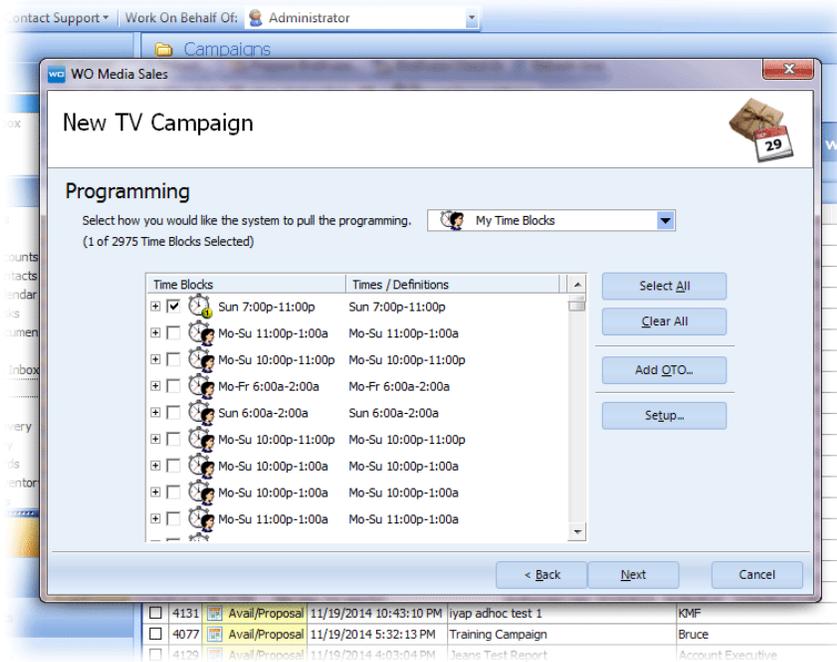




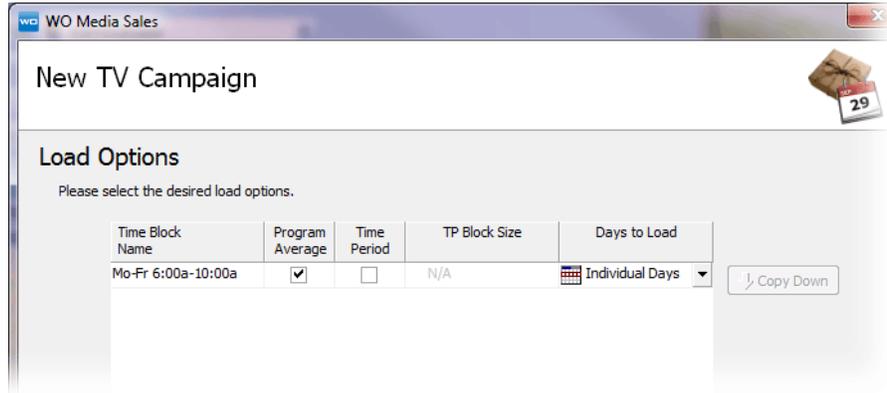
When you have entered the time you need, click OK. You'll see the Time Block dialog.

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 on p 5 and 6 of 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, the time block will be at the top of the screen, and should already be selected, with a checkmark in its box. Click **Next**.

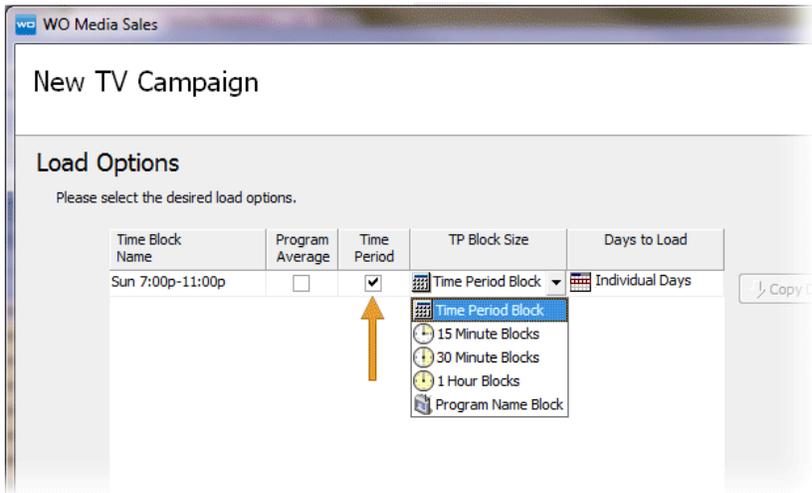


What should be seen in the report is decided here, within the time block just created. For instance, in the current example, do you want to see program names and program average ratings for each station, on Sunday between 7 and 11p? Or do you want a broad block and time period numbers — just one line per station?



There are some circumstances that will keep you from choosing just as you wish. You can't see Program Average for cable programs if you are not in an LPM Market. If you are in a Set Meter or Diary Market, and need to see program names for cable, uncheck Program Average, and check Time Period, and click Time Period Block— you'll get a drop down Menu:

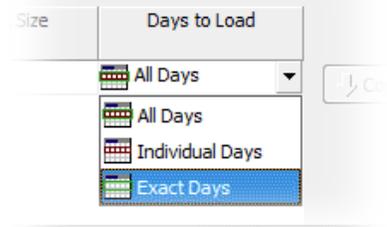
- Program Name Block will give you those separate Program Names, even if you have chosen Time Period. If you see a case where the name shown is "Various" or "Average 4 Weeks", this is because you are looking at a time period in which more than one program ran. You'll see the program name unless another 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?

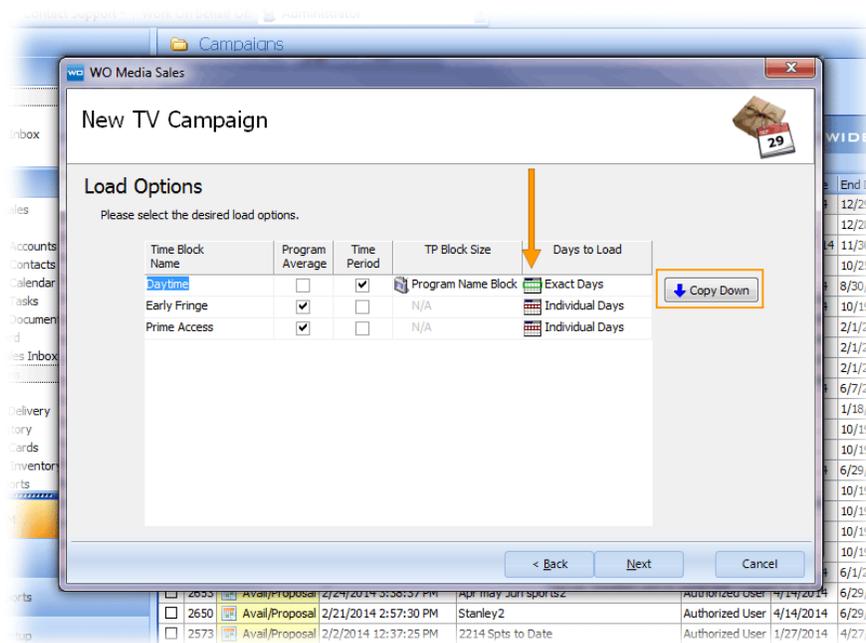


- For any strip programming, you probably want all the days the program runs averaged in one line. For that, select **Exact Days**. If you've asked for Program Average, you'll get each program name, but a Monday- Friday Program Average rating. 30 Minute Blocks? You'll get a line for every 30 minutes,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

Note:

You can have many 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.



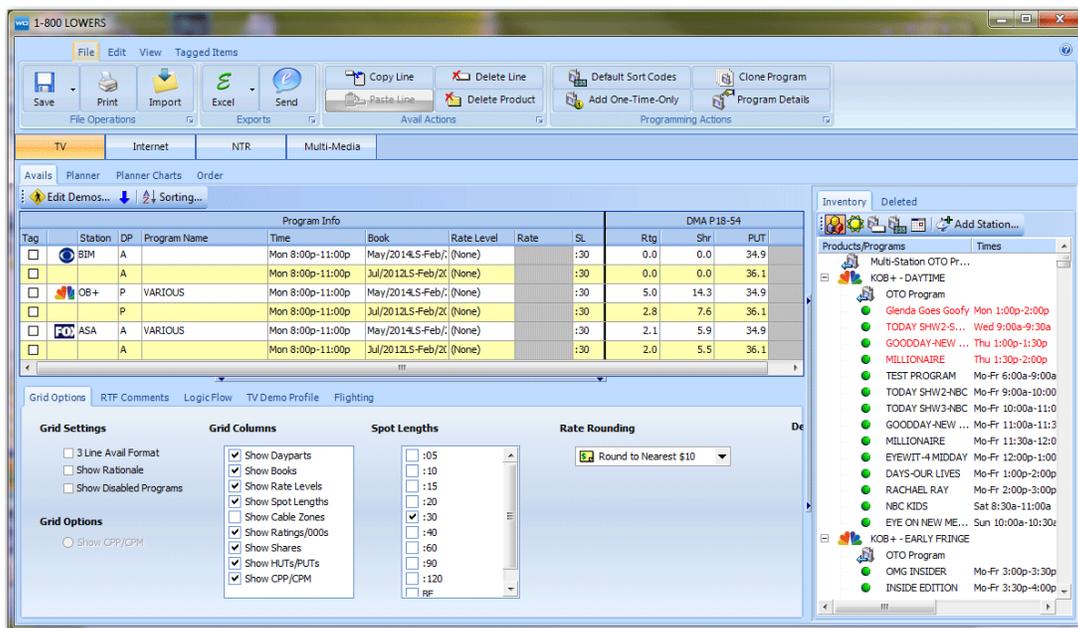
The Rest of the Wizard...

If you're creating a report 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 (for your station only, of course) – both types can exist in one report. Add **Flights** if needed, an **Advertiser** and **Agency**, and of course, edit your **Demos** if necessary.

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 the programs that ran on each day.)



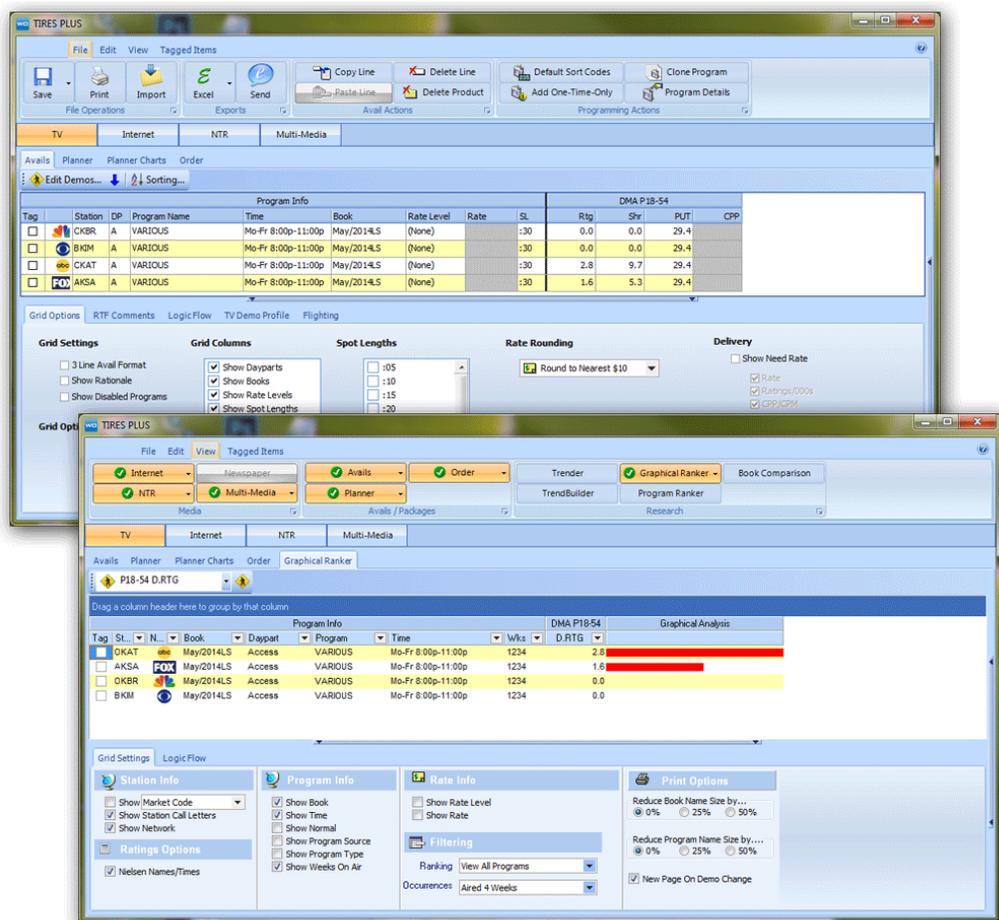
Notice that you don't have rates. Even if you choose a rate level, and are accustomed to seeing rates come in for your station, that won't happen here. Rates are attached to Inventory Programs and these programs are not Inventory— they came from the Nielsen book.

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 if you chose a rate level.)

Other Time Block Specs

In the first screen (below), I chose market stations, and cable nets, asked for the latest Nielsen book, and in the time block, asked for Mon-Fri, 8p-11p, 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 and time).

In the second screen shot, you see the very same avail. Here's how: Click the **View** tab at the top, then click the **Graphical Ranker** button. 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.



All stations are set up differently, so if you have any questions or concerns, please call or email.

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