# **WO MEDIA SALES**

# Selling Against Cable

Before preparing to sell against cable, be sure you know what cable looks like in *your* market. Fill in the form below as accurately as possible.

Your DMA Households:										
Your Cable Households:										
Cable is% o	of your DMA									
How many cable system	How many cable systems in your DMA?									
How is your market divi	How is your market divided among subscribers to these cable providers?									
AT&T	% of Cable Subscribers in your market	% of DMA								
Charter	% of Cable Subscribers in your market	% of DMA								
Comcast	% of Cable Subscribers in your market	% of DMA								
Other	% of Cable Subscribers in your market	% of DMA								
Other	% of Cable Subscribers in your market	% of DMA								

When a client is presented a cable package, ratings/thousands estimate, they see numbers for the entire cable universe; which includes all cable providers in their market market combined. Who is presenting this? ONE cable provider. What this report will deliver is viewers of ONE service, ONE cable provider – but the numbers presented actually represent all providers in the market. Furthermore, this provider may be divided into separately insertable "zones" and deliver only some of these zone's numbers.

But, even in a best case, the buyer is not likely to see accurate numbers. For example, let's say all zones from the largest cable provider are bought, and that provider has 70% of the cable market. If the program's numbers show 10,000 viewers, the delivery on this buy can't possibly be more than 7,000.

They are also using the **Hard Wired Cable** universe. This will make their percentages (ratings) larger than if they were using the **DMA** – they look better and your ratings (broadcast stations) are down. If they used the **DMA**, it would include over-the-air broadcast and any alternate delivery system (ADS) viewing for broadcast stations\*, so their ratings are down while yours are back where they should be! You should always use DMA to compare yourself against cable; just be aware that this is not what the cable provider is using. (*The least confusing way to see this? Use Thousands- 000. The number of viewers for a cable program will be the SAME in HWC or DMA demos. The number of viewers for a broadcast program will be higher using DMA.*) But each market is different. For some, HWC only covers half the DMA. For others, it's close to 100 per cent. So, it's advised to know your market before competing with cable.

\*ADS for cable networks is NOT included in our DMA numbers because ADS cable is NOT locally insertable. You can see the difference in these numbers by pulling HWC, DMA, and TVS (total viewing sources) Households in Report Builder.

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### Cable Ratings in WO Media Sales

Nielsen ViP Cable (CNSI) for every actual ratings survey are included in *WO Media Sales*. Some stations also subscribe to Overnight Cable data: check to be sure (Click on **Research** then click **Overnights** in the left navigation pane. Select **Daily Grid** and pull a popular cable network to see if numbers come in.)



One quick way to get the cable info needed: In an avail, be sure to have a Time Period book selected (Not sure? Select the **Edit** tab and go to **Edit Books**. Look in **Selected Surveys** on the far right. Is the Icon by one of the books green? If not, choose a book from the far left column). These are the books in which cable information is available.

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Surveys Delivery Type: ᡒ	All	Survey Type:	II	•		
Ratings Book		Inventory			Selected Surveys	
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LPApr/2014LS	🖕 Qtr 2 2013	K LPApr/2014L9	5	<u> </u>	LPMar/2013LP	
LPApr/2014L3	🖕 Qtr3 2013	K LPApr/2014L3	3		×	
LPApr/2014LP	SPORTS-ES	🐞 LPMay/2013L	s			
LPApr/2014LO	Ť	🔖 LPMar/2013L	s			
LPMar/2014LS		🔖 LPMar/2013LF	, ,			
LPMar/2014L3		👗 LPMar/2013L	D			
		LPOct/2012L9				

If pitching news, for instance, and the buyer is also considering cable, pull the competition into the avail for a direct comparison. Highlight one of the offered programs, then look for the **Program Details** button in the ribbon under the **File** tab (or right-click).

1	à	*	8.	C		Copy Line	🖾 Delete L	ine l	D D	efault Sort Cod	es 🤅	Clone Prog	gram	
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05 <b></b>	† I	A ↓ Sorting												
				Program	Info					Need	Rate		DMA	HH
ation	DP	Program Na	me	Time	В	ook	Rate Level	Rate	SL	Rate	Rating	Rtg	Shr	
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_		NEWS M-F 6	;-7р	Mo-Fr 6:00p	o-7:00p Lf	PApr/2014LO	4th Qtr 2013	\$0.00	:05	\$0.00	0.91	0.91	1.84	
	1			Mo-Fr 6:00p	0-7:00p Lf	PApr/2014LO	4th Qtr 2013	\$0.00	:20	\$0.00	0.91	0.91	1.84	4
												0.91		

The primary program will display (the program highlighted in the avail), then PAV numbers for broadcast competition. Scroll down, to see Time Period competition. All cable stations and numbers, anything competing with the primary program, will be found there.

Tag the cable line and click the **Insert Into Report** button.

The cable spots cost next to nothing, but who is going to see these spots. As shown here, sometimes the difference is more dramactic if the demos in thousands is shown.

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: 🛛	Export	To Excel	🏈 Print G	rid	DMA P18-49	🚸 🐧 Ratings	vs. (000)s	Rate	\$450.00					
		W[	<ul> <li>Station</li> </ul>		Survey 💌	ProgramName	💌 Time	;	▼ Rating ▼	Share 🔻	HutP	vt 💌 CPP	-	~
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		1234	KTLA		LPJan/2014LS	VARIOUS	Sun	6:00a-7:00a+	0.5	9.7		5.1	\$900.00	
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_ Lir	ne Typ	e : Competit	ion (TP)											
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		1234	WE		LPJan/2014LS	OFF AIR 014LS	VARIOUSun	6:00a-7:00a+	n 6:00a-7:1 <b>0.0</b>	+ 0.0	0.0	5.1 <sup>0.1</sup>	\$0.00	S
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		JS/		1234	CNBC	LPJan/2014LS	VARIOUS	Su	n 6:00a-7:00a	+	0.0	0.0	5.1	\$
				1234	CMT	LPJan/2014LS	SMASH HITS	OF Su	n 6:00a-7:00a	+	0.0	0.0	5.1	\$
				1234	CMDY	LPJan/2014LS	OFF AIR	Su	n 6:00a-7:00a	+	0.1	1.4	5.1	\$4,50
				1234	CLOO	LPJan/2014LS	4 Wk Averag	e Su	n 6:00a-7:00a	+	0.0	0.0	5.1	\$
				1234	CINL	LPJan/2014LS		Su	n 6:00a-7:00a	+	0.0	0.0	5.1	\$
				1234	CC	LPJan/2014LS	4 Wk Averag	e Su	n 6:00a-7:00a	+	0.0	0.1	5.1	\$
			Bravo!	1234	BRVÖ	LPJan/2014LS	VARIOUS	Su	n 6:00a-7:00a	+	0.0	0.3	5.1	\$
				1234	BOOM	LPJan/2014LS		Su	n 6:00a-7:00a	+	0.0	0.0	5.1	\$
				1234	BIO	LPJan/2014LS	4 Wk Averag	e Su	n 6:00a-7:00a	+	0.0	0.0	5.1	\$
			73EL	1234	BET	LPJan/2014LS	SPECIAL AUI	DIEN SUI	n 6:00a-7:00a	+	0.0	0.1	5.1	\$
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		Show	Cable Stat	ons	Support Co	lumn Filters	Show Spill S	tations						

Shown in this example are three of the more popular cable nets. Often, a cable provider will sell a package which includes every network available. In some instances, it may help to show a list of small or no audience cable networks, too! A list of zeros can certainly indicate "no value for the money". Remember, the cable stations can be filtered out in the end if a package is actually being built.

			Program	into			DMA	P25+	DMA I	P25+
		Station	Program Name	Time	Rate	SL	Rtg	CPP	(000)	CPN
	obc	GSF	ACTION NEWS AT 6PM	Mo-Fr 6:00p-7:00p	\$250.00	:30	5.1	\$49.02	215.002	<b>\$1.</b> 10
				Mo-Fr 6:00p-7:00p	\$350.00	:30	p6.9	\$50.72	p287.030	\$1.2
1	obc	GSF	ACTION NEWS AT 11PM	Mo-Fr 11:00p-11:30p	\$350.00	:30	4.2	\$83.33	176.890	\$1.9
				Mo-Fr 11:00p-11:30p	\$450.00	:30	p5.3	\$84.91	p221.827	\$2.0
1	CN	CNN	VARIOUS	Mo-Fr 11:00p-11:30p	\$20.00	:30	0.1	\$200.00	5.817	<b>\$</b> 3.4
]	1	ENT	VARIOUS	Mo-Fr 11:00p-11:30p	\$20.00	:30	0.2	\$100.00	10.260	<b>\$1</b> .9
]	25P	ESPN	VARIOUS	Mo-Fr 11:00p-11:30p	\$40.00	:30	0.4	\$100.00	16.582	\$2.4
	obc	GSF	ABC COLLEGE FOOTBALL	Sat 3:30p-7:00p	\$500.00	:30	p2.7	\$185.19	p112.713	<b>\$4</b> .4

For an even more dramatic presentation, take it to the **Planner Screen**. Enter an equal budget for the station and for cable. Watch the **Multi-Media Summary** as the package is being built.

Summaries Grid Optio	ns Flig	hting	RTF Comment	Rate	Card Log	ic Flow	Buyer Goals				
Multi-Media Summary 🔹 Summarize Flight All 🔹 Effective Reach 3 🛟 🍏 Print Summaries											
Media (DMA P25+)	Spots	%	Cost	%	Grps	%	Gross Imp.	Reach	Freq	CPP	CPM
Television	22	5	\$6,000.00	50	86.4	69	3,627	38.4	2.2	\$69.44	\$1.65
Cable	400	95	\$6,000.00	50	38.0	31	1,875	8.9	4.3	\$157.89	\$3.20
Total	422	100	\$12,000.00	100	124.4	100	5,502	43.9	2.8	\$96.46	\$2.18

And, to make the obvious perfectly clear: create a Quick Chart, as shown below.



#### Where is that Chart?

The **Planner Chart** tab is right between **Planner** and **Order** at the top of the Planner or Avail grid. The chart will default to **Frequency Distribution**, but in this case, **Reach Per Station** is needed. Just click the drop-down menu to change this.

From here, click **QuickChart**. Edit the type of chart, the title, the label display, and even add a comment if needed.

	#3977-6.8	RC	The second	-				Sector Sector
	F	ile E	dit View					
	Save File	Prin e Opera	t Import	Copy Chart A	Quick	/ Chart		
ľ	TV	-	Internet	LIVE REM	оте	Multi-Me	dia	
	Avails Pla	nner	Planner Charts	Order				
	Chart 崖	Reach	Per Station	•				

From QuickChart, Copy to Clipboard, Print, and export to PDF, and even Export to PowerPoint.

#### Other ways to add Cable Networks:

**Use the OTO**. The station is the default, but click the drop down, to see all market cable stations that are also available. Add the networks one at a time, and can get any time period wanted– *WO Media Sales* will pull the correct ratings/000 from the book that's been selected.



There may be occasions on which *an Avail/Package with certain cable stations selected is wanted*. To do this, select the station, remember to check **Show Cable**, then check any cable station needed to be shown.

Note: With a few exceptions, there will be no programming in *WO Media Sales* for all these cable networks. A Ratings Book must be chosen and then programming/ratings for cable will pull from that book. (This can be more than one book, an average book you create, or even Overnights. You'll see that it can't be a Defined PAV book or an Estimate/Selling book; if you've selected cable, those won't be available.)

Selecting Rate levels won't necessarily bring in rates, but it will make it easier to input and edit rates for the station represented. Cable rates will be grayed initially – so plug in the cable/competitors rates for comparison.

When in the Programming dialog in the new avail wizard, only choose **Time Blocks** can be chosen. This does not mean program titles can't be seen. **Time Blocks** are simply the way to pull information directly from the Nielsen book; this is necessary when working with any station/network for which no Inventory (programming) has been built in *WO Media Sales*.

Useable **Time Blocks** may be found (sometimes blocks set up specifically for Cable are available!), or create an OTO, or even a permanent, additional time block (Click **Setup**).

🚾 WO Media Sa	les and an an an an	and the second second		×
New TV	Campaign			29
Programn Select how yo (2 of 107 Tim	ning ou would like the system to pull the p ne Blocks Selected)	programming.	OShared Time Block	s
	Time Blocks	Times / Definitions		Select <u>A</u> ll
		Mo-Su 5:00a-4:59a Mo-Th 4:30a-5:00a		<u>C</u> lear All
	130a News	Mo-Th 4:30a-5:00a+		Add <u>0</u> T0
	E I I I I I I I I I I I I I I I I I I I	Mo-Fr 5:00a-9:00a Mo-Fr 9:00a-4:00p		Satur
	Early Fringe	Mo-Fr 4:00p-5:00p	l	Selup
	Early News	Mo-Fr 5:00p-7:00p+		
	E C 🕅 Prime	Mo-Su 7:00p-10:00p	_	
			< <u>B</u> ack	Next Cancel

Caution: See *Time Blocks Guide* in Quick Tips when setting up new Time Blocks. If a Research Director or anyone at the station maintains inventory or creates research reports in *WO Media Sales*, please consult with that person FIRST!

The Time Editor is the same as OTOs created before, but this screen may look new. Click the **Default** Load Options tab.

What's shown here is an example of how one might tell *WO Media Sales* to pull their data. Often, cable providers will sell in large time blocks, so that's how we're setting the report to pull ratings/ thousands for each station selected (just choose **Time Period Block** for the size). Create 2 or 3 OTOs for the different blocks the cable provider is selling.

WO Media Sales	
Time Block Enter the name of the time block. Mo-Fr 6:00a-9:00	wo Media Sales 🗾
Time Definitions         Default Load Options           Times         Filters           Mo-Fr 6:00a-9:00a         Load All Programs for All St	Time Block Enter the name of the time block. Mo-Fr 6:00a-9:00a Time Defeatitions Default Load Options
	Load Options  Coad PAV Programming Coad Time Period Programming TP Block Size:
	Days to Load <ul></ul>
	CK Cance

A program average could be pulled, and if looking at prime, Individual Days might be selected, comparing the station's Monday night to theirs. Make different choices as needed; the point is to make the comparison between cable and the station as close to "apples to apples" as possible.

In the shot below, this appears in an Avail– full 12p-5p time blocks, and identical HUTS (from DMA). The cable stations won't have rates, but double-click on the gray cell, and enter the cable provider's rate, revealing their cost per point, or cost per thousand. Take this to the Planner Screen and schedule spots. *Don't forget to look at your Multi-Media Summary!* 

					DMA P18-54							
n	DP		Program Name	Time	Book	Rate Level	Rate	SL	Rtg	Shr	PUT	¢
С	С	1	VARIOUS	Mo-Fr 5:00a-9:00a	May/2014LS	(None)		:30	0.0	0.2	9.0	
	С	16	VARIOUS	Mo-Fr 5:00a-9:00a	May/2014LS	(None)	10.00	:30	2.0	21.6	9.0	\$5
	с		VARIOUS	Mo-Fr 5:00a-9:00a	May/2014LS	(None)		:30	0.2	2.4	9.0	
	с	FOX	VARIOUS	Mo-Fr 5:00a-9:00a	May/2014LS	(None)		:30	0.1	0.6	9.0	
	<u>_</u>		VADTOLIC	Mo Er 5:005 0:005	Maw/2014LC	(Mana)		.an	0.0	0.0	0.0	•

## Cable "Virtual" Station

Another alternative is to create a station in *WO Media Sales* which is actually an aggregate of all cable in the market, or a subset of cable networks. This is something best handled by the Research Director or whoever handles research tasks at the station. It would appear in the list of stations when an avail is created, probably just as "Cable". Choose it if it's there, but consult with whoever handles inventory to learn what stations are included. If it's not there, and having such a station to work with would be useful, we'll be happy to help you with that.

#### If you must look at HWC numbers...

To see what numbers the competition is using use the **Graphical Ranker**, **Program Ranker** or **Book Comparison** found in the **View** tab.

🚾 New TV Campaign					
File Edit View Tagged Items					7
Internet Vewspaper	🔮 Avails 🔹 🕑 Order 👻	Trender	Graphical Ranker	Book Comparison	
🗸 NTR 🗸 🔇 Multi-Media 🗸	🕑 Planner 👻	TrendBuilder	Program Ranker		
Media	Avails / Packages		Research		Ţ
TV Internet NTR	Multi-Media				
Avails Planner Planner Charts Order					
🗄 🚯 Edit Demos 👃 💈 Sorting				1	inventory Deleted
	Program Info		DMA P18-	-54 ^	👰 😂 🛍 🔲 🏕 Add Station

Now go to **Edit Demos. HWC** can be chosen. The clearest representaon will be in thousands, but choose whatever is desired.

TV	Internet	NTR	Multi-	WO Media Sales					- All Barris	<b>X</b>
Planner P18-54 D.F	Planner Charts	Order Grapi	hical Ranker	ي 🔇	Select	Demo	Displays		2 Demos	Selected
clumn hea	der here to group by	y that column		Demo Area	Start Age	End Age	Calc			
t V DB 9 DB 9 DB 9 DB 9 DB 9 DB 9 DB 9 DB 9	Book     May/2014LS     May/2014LS     May/2014LS     May/2014LS     May/2014LS     May/2014LS	Daypart Early Fringe Early Fringe Early Morning Early Fringe Early Morning	Program VARIOUS VARIOUS VARIOUS VARIOUS VARIOUS	<ul> <li>Households</li> <li>Males</li> <li>Eemales</li> <li>Persons</li> <li>WW 18+</li> </ul>	2 - 6 - 12 - 18 - 21 - 25 -	<ul> <li>- 5</li> <li>- 11</li> <li>- 17</li> <li>- 20</li> <li>- 24</li> <li>- 34</li> </ul>	Image: Constraint of the second se	Add QMA >>	<ul> <li>DMA P18-54</li> <li>HWC M18-34</li> </ul>	D.RTG H.000
				M 18-34	35 - 50 - 55 - 65 +	<ul> <li>○ - 49</li> <li>○ - 54</li> <li>○ - 64</li> <li>○ +</li> </ul>	Cuby Alter Alter Alter Pop	Add NST >> Add IVS >> Add HWC >> << Remove << Qear Al		
				Load from Group.	Save to G	roup			ок	Cancel

#### When finished, click back to Avails.

Look at the big difference between DMA and HWC for the ABC station (top of the list). The difference won't be so great in some markets, but in this one HWC makes up only about 60% of the DMA. But the cable stations are the same in both because we are displaying thousands here. If we show ratings, which are a percentage of the universe, the number for the cable stations will be smaller in the DMA, and larger in HWC. This concept is hard to explain to a local, direct buyer; Instead, explain that the numbers the cable provider is using leave out any means of viewing the station other than Hard Wired Cable!

-	Edit Demo	s 👃 👌 Sorting	h														
Program In							Need Rate			DMA P35-54				HWC P35-54			
Tag	DP	Time	Book	Rate Level	Stat	Zone	Rate	(000)	CPM	(000)	Shr	PUT	CPM	(000)	Shr	PUT	CPM
	A N					DMA			\$0.00							516.84	
	Max N	Mo-Fr 6:00p-6:30p	LPMay/2015L3	(None)	FXIN	СН	\$0.00	4.462	\$0.00	*4.462	*0.81	*551.11		*4.462	*1.73	*258.42	
	(cxyge N	Mo-Fr 6:00p-6:30p	LPMay/2015L3	(None)	OXY	DMA	\$0.00	1.386	\$0.00	1.386	0.13	1102.22		1.386	0.27	516.84	
	(cxyge N	Mo-Fr 6:00p-6:30p	LPMay/2015L3	(None)	OXY	СН	\$0.00	0.693	\$0.00	*0.693	*0.13	*551.11		*0.693	*0.27	*258.42	
	obc N	Mo-Fr 6:00p-6:30p	LPMay/2015L3	1st Qtr 2015	KAB	DMA	\$0.00	47.737	\$0.00	47.737	4.33	1102.22	\$0.00	24.777	4.79	516.84	\$0.00
	obc N	Mo-Fr 6:00p-6:30p	LPMay/2015L3	1st Qtr 2015	KAS	CH	\$0.00	23.869	\$0.00	*23.869	*4.33	*551.11	\$0.00	*12.389	*4.79	*258.42	\$0.00
	obc N	Mo-Fr 6:30p-7:00p	LPMay/2015L3	1st Qtr 2015	KAB	DMA	\$0.00	53.238	\$0.00	53.238	4.37	1218.12	\$0.00	26.485	4.76	556.10	\$0.00
	obc N	Mo-Fr 6:30p-7:00p	LPMay/2015L3	1st Qtr 2015	KAB	CH	\$0.00	26.619	\$0.00	*26.619	*4.37	*609.06	\$0.00	*13.243	*4.76	*278.05	\$0.00

If you have any questions or concerns, please call or email support.

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