

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 _____ % of your DMA	
How many cable systems in your DMA?	
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.

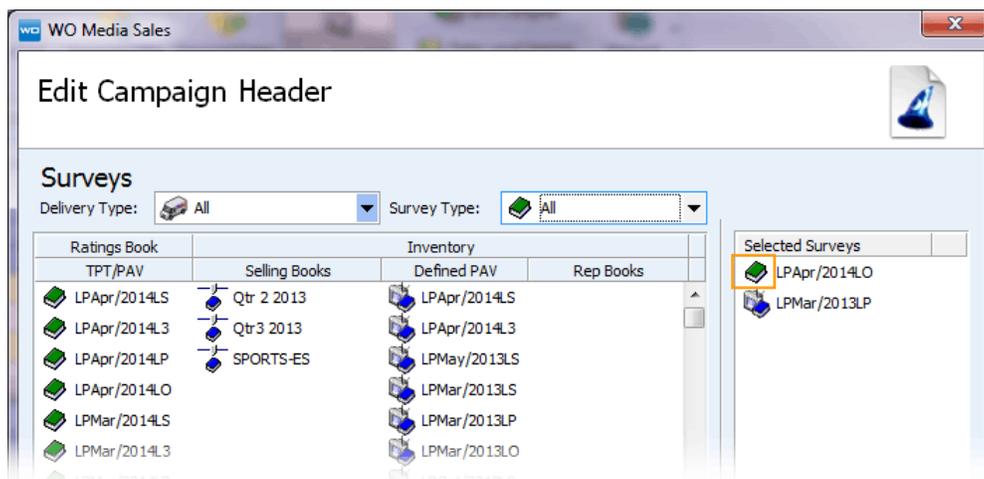
*ADS for cable networks is NOT included in our DMA numbers because ADS cable is NOT locally insertable. You can see the difference in these numbers by pulling HWC, DMA, and TVS (total viewing sources) Households in Report Builder.

Cable Ratings in WO Media Sales

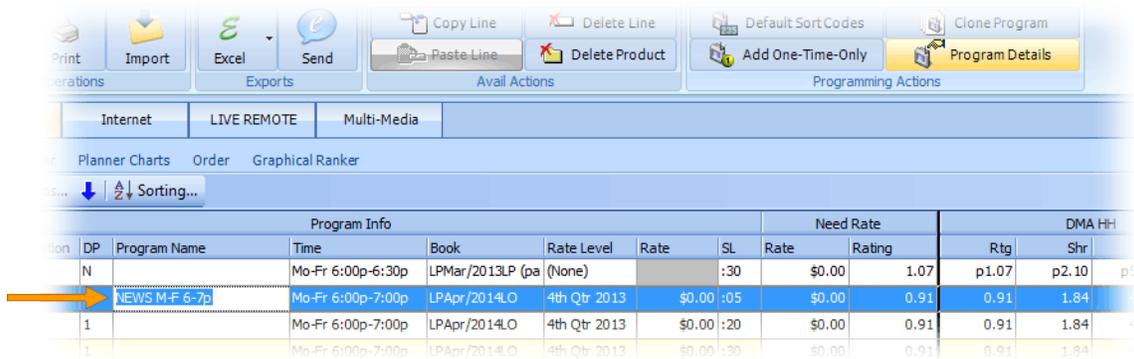
Nielsen ViP Cable (CNSI) for every actual ratings survey are included in *WO Media Sales*. Some stations also subscribe to Overnight Cable data: check to be sure (Click on **Research** then click **Overnights** in the left navigation pane. Select **Daily Grid** and pull a popular cable network to see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



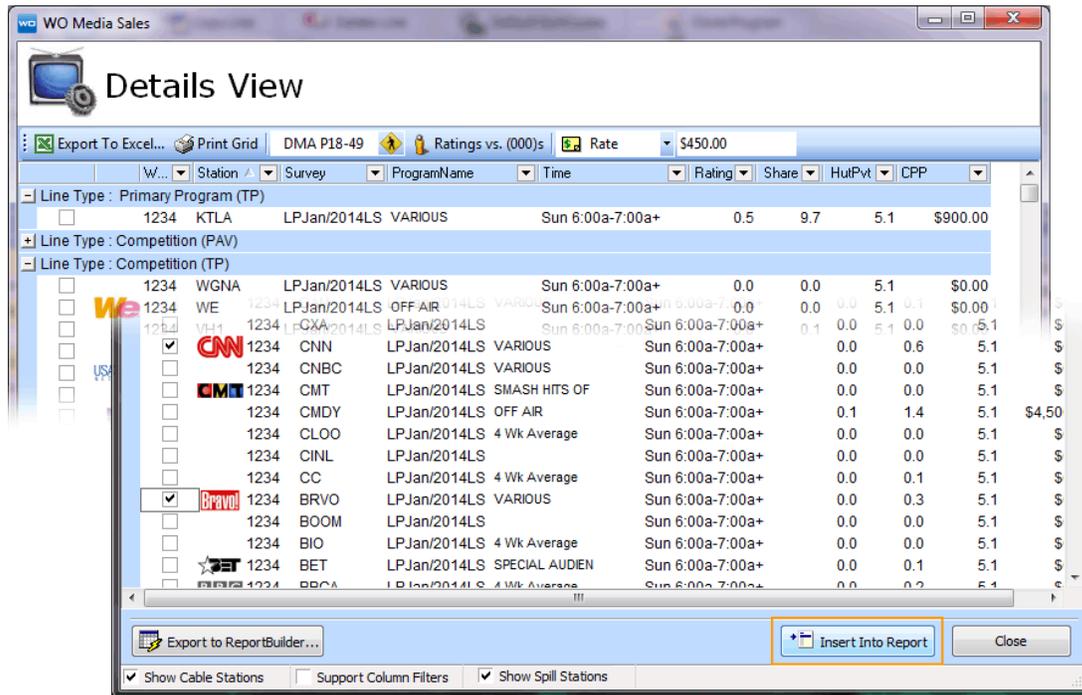
If pitching news, for instance, and the buyer is also considering cable, pull the competition into the avail for a direct comparison. Highlight one of the offered programs, then look for the **Program Details** button in the ribbon under the **File** tab (or right-click).



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 dramatic if the demos in thousands is shown.



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.

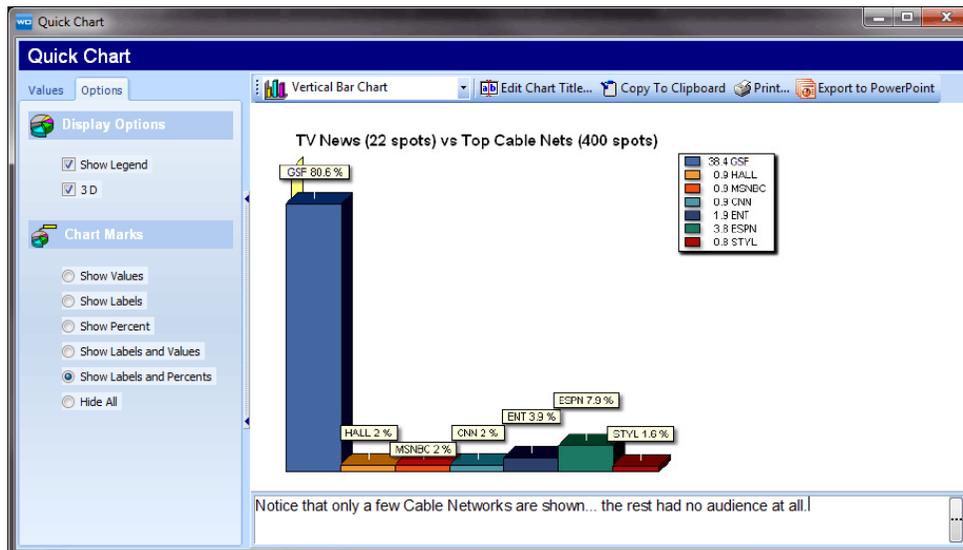
Program Info						DMA P25+		DMA P25+	
Station	Program Name	Time	Rate	SL	Rtg	CPP	(000)	CPM	
abc GSF	ACTION NEWS AT 6PM	Mo-Fr 6:00p-7:00p	\$250.00	:30	5.1	\$49.02	215.002	\$1.16	
		Mo-Fr 6:00p-7:00p	\$350.00	:30	p6.9	\$50.72	p287.030	\$1.20	
abc GSF	ACTION NEWS AT 11PM	Mo-Fr 11:00p-11:30p	\$350.00	:30	4.2	\$83.33	176.890	\$1.90	
		Mo-Fr 11:00p-11:30p	\$450.00	:30	p5.3	\$84.91	p221.827	\$2.00	
CNN	VARIOUS	Mo-Fr 11:00p-11:30p	\$20.00	:30	0.1	\$200.00	5.817	\$3.40	
ENT	VARIOUS	Mo-Fr 11:00p-11:30p	\$20.00	:30	0.2	\$100.00	10.260	\$1.90	
ESPN	VARIOUS	Mo-Fr 11:00p-11:30p	\$40.00	:30	0.4	\$100.00	16.582	\$2.40	
abc GSF	ABC COLLEGE FOOTBALL	Sat 3:30p-7:00p	\$500.00	:30	p2.7	\$185.19	p112.713	\$4.40	

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.

Summary of your advertising air package

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

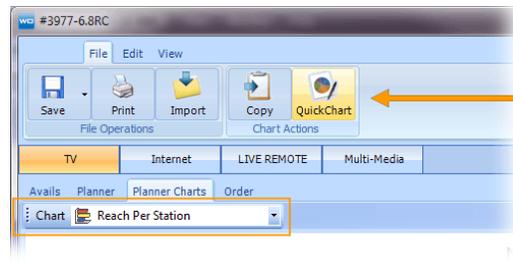
And, to make the obvious perfectly clear: create a **Quick Chart**, as shown below.



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.

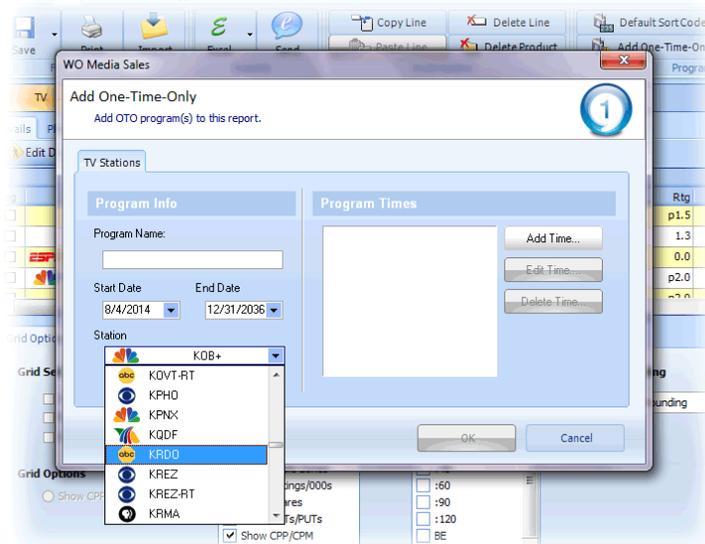
From here, click **QuickChart**. Edit the type of chart, the title, the label display, and even add a comment if needed.



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.

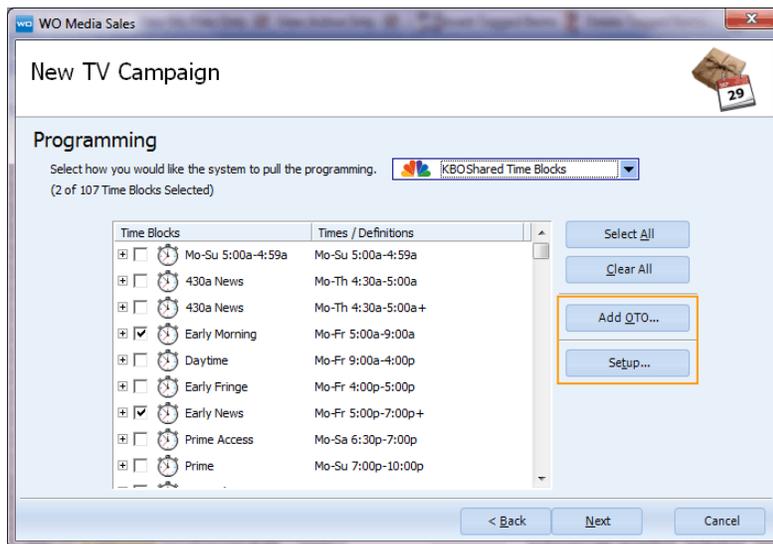


Note: With a few exceptions, there will be no programming in *WO Media Sales* for all these cable networks. A Ratings Book must be chosen and then programming/ratings for cable will pull from that book. (This can be more than one book, an average book you create, or even Overnights. You'll see that it 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*.

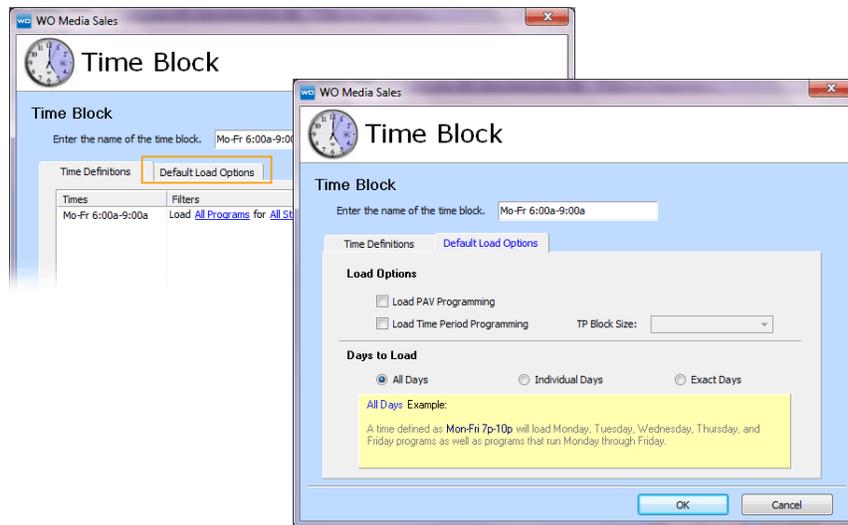
Useable **Time Blocks** may be found (sometimes blocks set up specifically for Cable are available!), or create an OTO, or even a permanent, additional time block (Click **Setup**).



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.



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!*

Station	DP	Program Name	Time	Book	Rate Level	Rate	SL	Rtg	Shr	PUT
WABC	C	VARIOUS	Mo-Fr 5:00a-9:00a	May/2014LS	(None)		:30	0.0	0.2	9.0
WABC	C	VARIOUS	Mo-Fr 5:00a-9:00a	May/2014LS	(None)	10.00	:30	2.0	21.6	9.0
WUZ	C	VARIOUS	Mo-Fr 5:00a-9:00a	May/2014LS	(None)		:30	0.2	2.4	9.0
WUSA	C	FOX	Mo-Fr 5:00a-9:00a	May/2014LS	(None)		:30	0.1	0.6	9.0

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!

		Program Info				Need Rate			DMA P35-54				HWC P35-54					
Tag	DP	Time	Book	Rate Level	Stn	Zone	Rate	(000)	CPM	(000)	Shr	PUT	CPM	(000)	Shr	PUT	CPM	
<input type="checkbox"/>	ABC	N	Mo-Fr 6:00p-6:30p	LPMay/2015L3	(None)	FXX	CH	\$0.00	4.462	\$0.00	*4.462	*0.81	*551.11		*4.462	*1.73	*258.42	
<input type="checkbox"/>	ABC	N	Mo-Fr 6:00p-6:30p	LPMay/2015L3	(None)	OW	DMA	\$0.00	1.386	\$0.00	1.386	0.13	1102.22		1.386	0.27	516.84	
<input type="checkbox"/>	ABC	N	Mo-Fr 6:00p-6:30p	LPMay/2015L3	(None)	OW	CH	\$0.00	0.693	\$0.00	*0.693	*0.13	*551.11		*0.693	*0.27	*258.42	
<input type="checkbox"/>	ABC	N	Mo-Fr 6:00p-6:30p	LPMay/2015L3	1st Qtr 2015	KABC	DMA	\$0.00	47.737	\$0.00	47.737	4.33	1102.22	\$0.00	24.777	4.79	516.84	\$0.00
<input type="checkbox"/>	ABC	N	Mo-Fr 6:00p-6:30p	LPMay/2015L3	1st Qtr 2015	KABC	CH	\$0.00	23.869	\$0.00	*23.869	*4.33	*551.11	\$0.00	*12.389	*4.79	*258.42	\$0.00
<input type="checkbox"/>	ABC	N	Mo-Fr 6:30p-7:00p	LPMay/2015L3	1st Qtr 2015	KABC	DMA	\$0.00	53.238	\$0.00	53.238	4.37	1218.12	\$0.00	26.485	4.76	556.10	\$0.00
<input type="checkbox"/>	ABC	N	Mo-Fr 6:30p-7:00p	LPMay/2015L3	1st Qtr 2015	KABC	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.

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