WO MEDIA SALES
WIDEORBIT

Using Comscore Data in WO Media Sales 6.9.2

The differences and improvements in *WO Media Sales* with the **Comscore** data change and expansion are detailed in this document. As always, contact support for help at any time.

What's New?

New! Users have the option to choose **Live Only** broadcast calendar surveys to utilize time period data.

New! All standardized demographics sent from **Comscore's** Local TV to WideOrbit are available.

New! With **Nielsen** and **Comscore** markets merged, sellers can propose one set of station call letters, and inventory can be maintained with one set of **TV Inventory** and one **Rate Card** per station.

New! Users who subscribe to both **Nielsen** and **Comscore** have the ability to view **NSI** and **CS** data in the same report!

New! All references to "**Rentrak**" have been changed to "**Comscore**" and improvements have been made to accommodate the use of **Comscore** data.

New! The **Comscore** data is pulled behind the scenes from a "DataStore" built by WideOrbit and populated with overnight data by **Comscore**. The **Comscore** data will no longer be downloaded to each client's server. This large architectural change will make the delivery, reissue, and expansion of the **Comscore** data more efficient.

What's in this document

I. Inventory

Important Note: With 6.9.2, users who maintain inventory will no longer have to sustain separate inventories and rate cards for the standard and -RT stations. During the upgrade process, the -RT stations that have corresponding standard stations will be deleted. This includes all of the TV inventory- programs and estimates. If only the -RT station existed prior to the upgrade, (no corresponding standard station in place), the station will be renamed with the -RT suffix removed. TV inventory- programs and estimates- will be intact, but in order for them to be edited in any way, they will need to be rebuilt.

Caution: The product folders and programs, along with all of their attributes such as days/ times, start date, end date, daypart, etc., will NOT be copied over. Before the upgrade, make certain the standard station's TV inventory has the latest updates. If the -RT station happens to have more current data than the standard station, the inventory items can be copied and pasted or backed up and restored. Please don't hesitate to contact *WO Media Sales* **Product Support** for assistance with this task.

Creating Selling Books

Please note: Selling Books previously created with **Comscore** data <u>CANNOT BE EDITED</u> with the 6.9.2 upgrade. **Selling Books** can be utilized with their original values, but must be recreated to be updated. An error will occur if changes to a book/survey or demo are attempted, or if users attempt to add overnights to build additional program averages. This is due to an architectural change. All the **Comscore** data is now being pulled from the **DataStore**. Expect to create new estimates when using **Comscore** data with the 6.9.2 versions. The good news is creating selling books with **Comscore** data can be easier.

New!   Research Directors will enjoy the ability to create selling books with **Comscore** broadcast monthly data. Click **TV Inventory** from the left navigation panel and double-click a station from the **TV Inventory** grid. Choose the **Selling Books** tab from the **Manage Inventory** window and click **Manage Selling Books**.
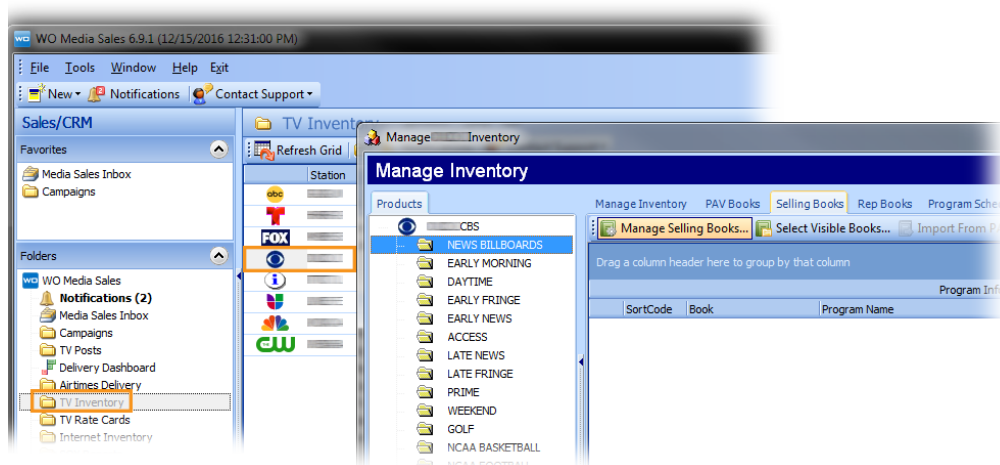
Click **Add Book** from the resulting **Manage Selling Books** dialog. The **Edit Selling Books** dialog is presented. Choose **Comscore** from the **Data Type** drop-down menu. Give the new selling book a name and include a reference to **Comscore** to differentiate it from a **Nielsen** selling book. Select a date range and choose a **Share** book and a **HUT** book from the associated drop-down menus, then click **OK**.

Please note: LO, or **Live Only**, is the only delivery type currently available for creating selling books with **Comscore** data.
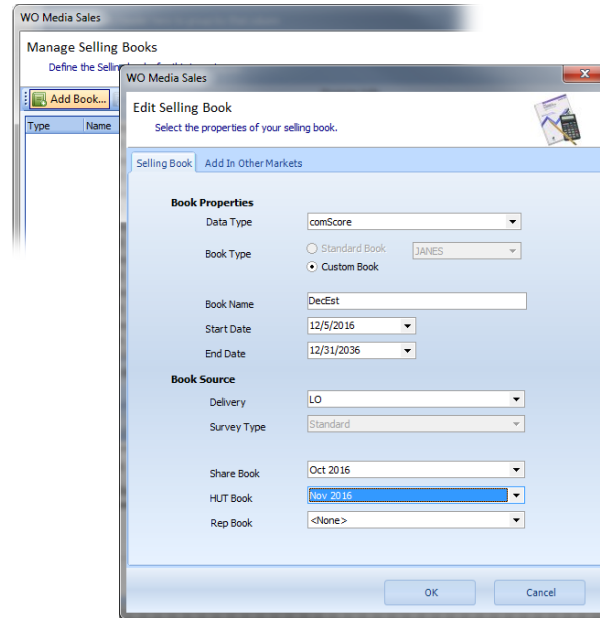
Tag **Products** or **Dayparts** and click **OK**. The **Select Products** dialog is presented. Tag the needed product folder(s) and click **OK**.
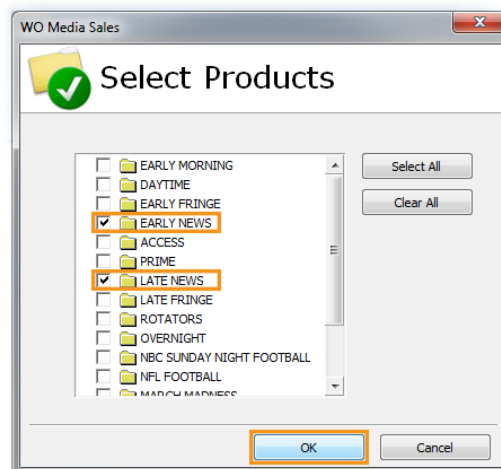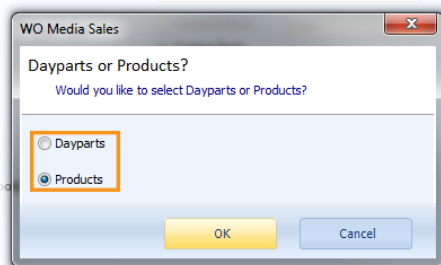
The new selling book appears in the **Manage Selling Books** dialog, in the main **Inventory** grid of the **Selling Books** tab, and in the **Surveys** dialog of the **Campaigns** wizard.
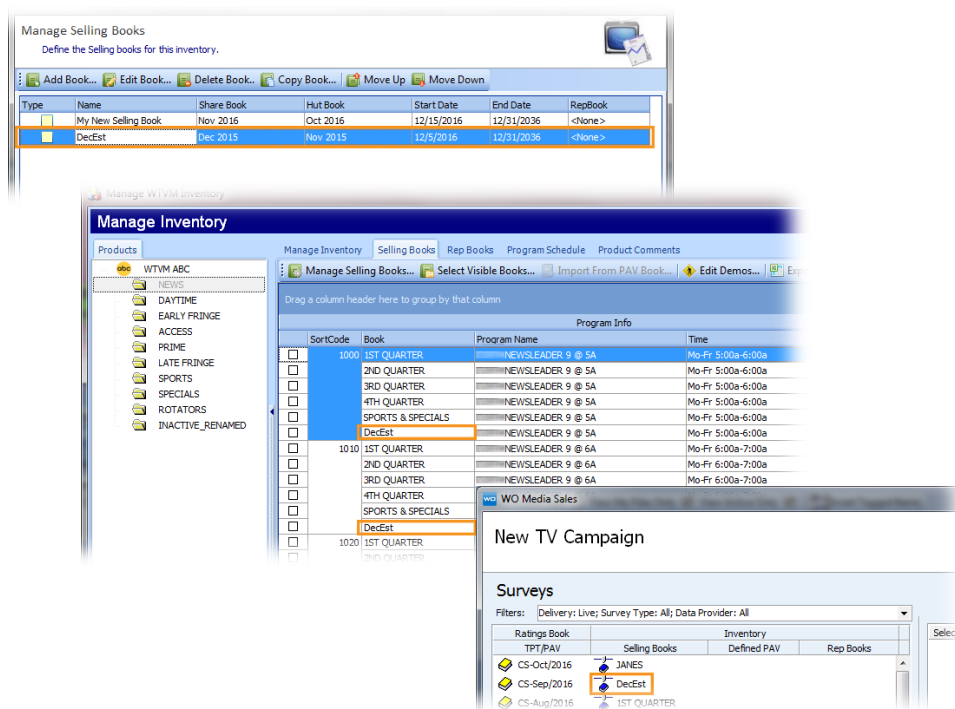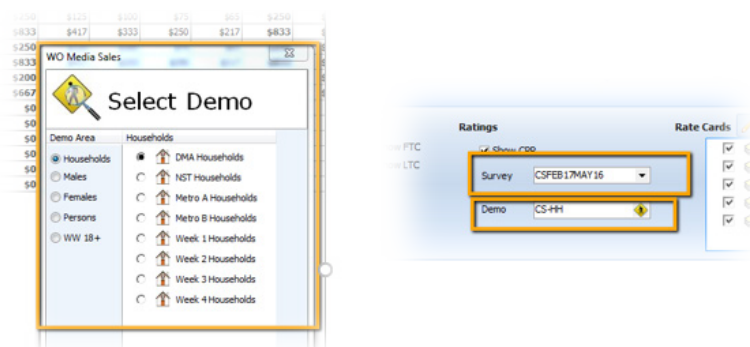

Rate Cards

As with inventory, the **Rate Cards** for the -RT stations that have a corresponding standard station will be deleted with the upgrade. Before the upgrade, make certain the standard station's **TV Rate Cards** have the most recent updates. If the -RT station's **Rate Card** happens to have more current data than the standard station's **Rate Card**, the information from the **Rate Cards** can be copied and pasted or backed up and restored. Please don't hesitate to contact *WO Media Sales* **Product Support** for assistance with this task.

Users now have only one **Rate Card** per station and will no longer see stations with the -RT suffix or demos preceded with an RT.

CPP will show in a **Rate Card** using **Nielsen** surveys and demographics for all databases that contain **Nielsen** and **Comscore** data. To see **CPP** for a **Comscore** book and demo combination, build a **Master Planner** or a campaign.
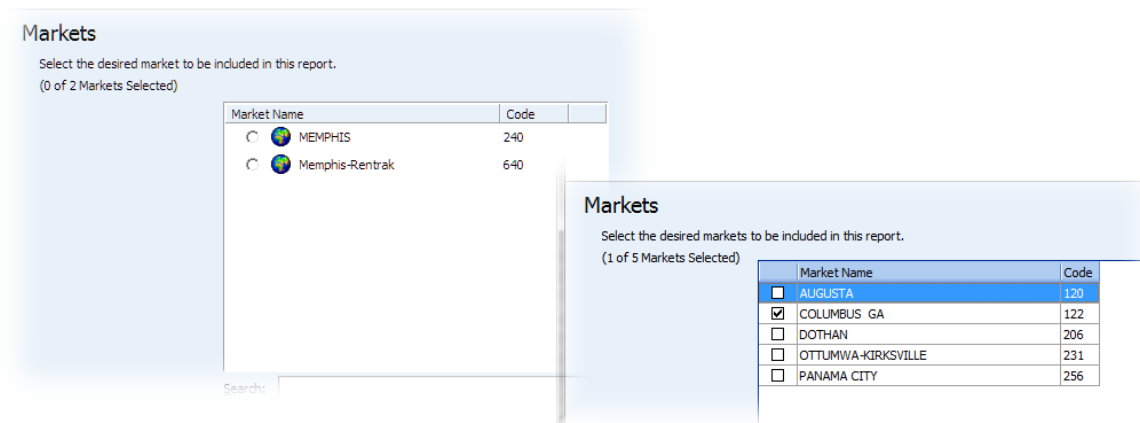
If the database has **Comscore** data only, **Comscore** surveys and demographics can be selected to view **CPP** for the programs in the **Rate Card**.

II. Campaigns
Markets

New!

The **Campaign** wizard behaves much as it always has. Users will first notice a difference in the **Markets** dialog. Markets with the -Rentrak will no longer display and users will see only one line per market.
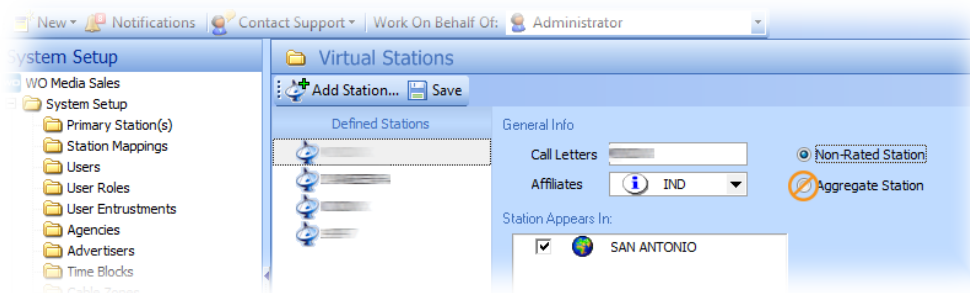
Markets

Select the desired market to be included in this report.
(0 of 2 Markets Selected)

	Market Name	Code	
○	🌐 MEMPHIS	240	
○	🌐 Memphis-Rentrak	640	

Search:

Markets

Select the desired markets to be included in this report.
(1 of 5 Markets Selected)

	Market Name	Code
☐	AUGUSTA	120
☑	COLUMBUS GA	122
☐	DOTHAN	206
☐	OTTUMWA-KIRKSVILLE	231
☐	PANAMA CITY	256

Stations

New!

Stations with the -RT suffix are no longer found in the **Stations** dialog.

Please note: Virtual Stations made of **Aggregate** stations are not available with **Comscore Data** in *WO Media Sales* 6.9.2.

New ▾ | 📋 Notifications | 💬 Contact Support ▾ | Work On Behalf Of: 👤 Administrator

System Setup	📁 Virtual Stations
WO Media Sales	➕ Add Station... 💾 Save
System Setup	Defined Stations
📁 Primary Station(s)	General Info
📁 Station Mappings	
📁 Users	Call Letters [ ] ⦿ Non-Rated Station
📁 User Roles	Affiliates ⓘ IND ▾ 🚫 Aggregate Station
📁 User Entrustments	
📁 Agencies	Station Appears In:
📁 Advertisers	☑ 🌐 SAN ANTONIO
📁 Time Blocks	

Surveys - Average Books and Projection Books built on the fly!

New!

The **Surveys** dialog now includes broadcast monthly ratings books for **Comscore** data. Users will see a big difference when the **Surveys** dialog is presented.

The **TPT/PAV** column will include broadcast surveys from **Comscore** data noted by the **CS** preceding each survey. Avails can be created with both **Comscore** and **Nielsen** books and will display a line of programming for each data type.
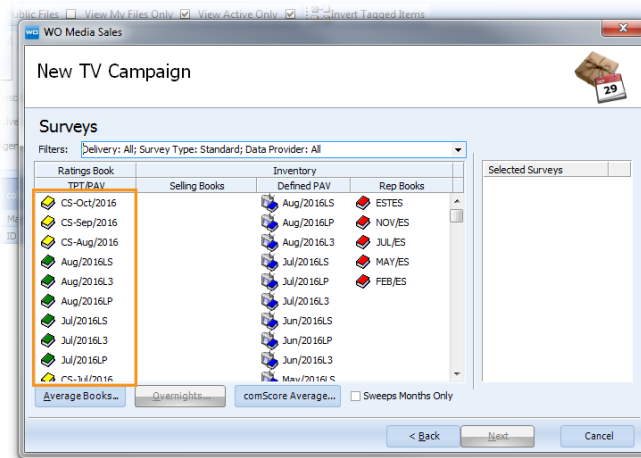
Click the down-arrow to the right of **Filters** to access the **Filters** dialog. Choose either **Comscore** or **Nielsen** books, or both by selecting the option under **Data Providers**.
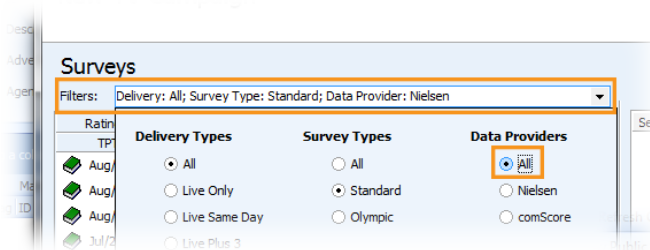
In this example, **Comscore** has been selected. Currently**, Live Only** is the only delivery type offered for broadcast surveys. Click **OK** and **Comscore** books are made available for selection and are denoted by the **CS-** prefix.
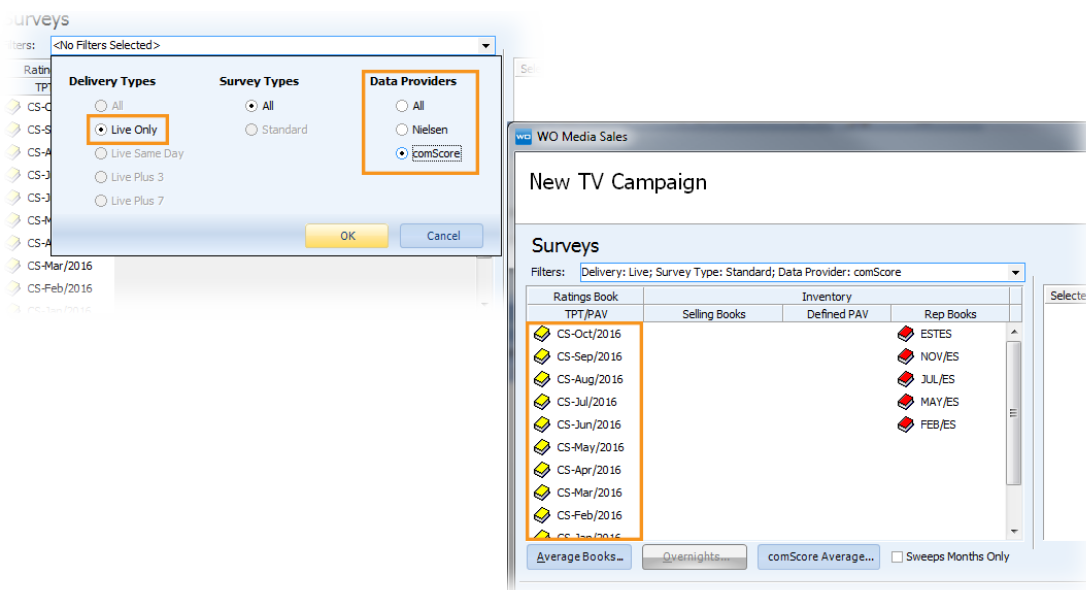
Tip: Currently, WideOrbit has books dating back to November 2015 loaded in the **DataStore** exclusively for 6.9.2 **Comscore** data. To see dates prior to November 2015, in *WO Media Sales 6.9.2,* use **Station View Essentials**.

New!

Build a **Projection Book (PJ)** in the **Surveys** dialog of the **Campaign** wizard. Click on a **Ratings Book** to invoke the **Build Projection** dialog. Highlight a **HUT** book for the projection and click **OK**. The **Projection** book is added to the **Selected Surveys** box.

New!
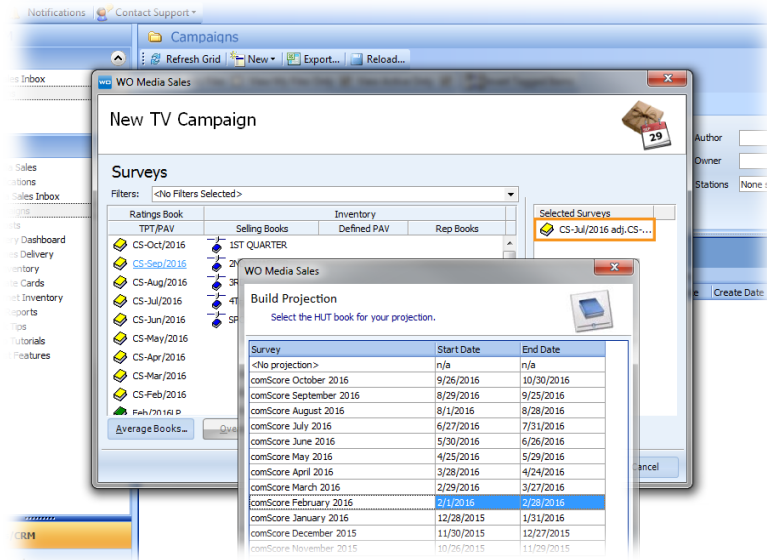
If any **Selling Books** have been created, they will display along with the **NSI Selling Books** in the **Selling Books** column.

An **Average Books** button is visible from the **New TV Campaign** dialog, but is only applicable to **Nielsen** data. **Comscore** average books cannot be created with this feature. To create average books with **Comscore** data, click **Comscore Average**. The **Comscore Day Picker** dialog is presented.

In this example, the **Dates** band indicates dates are already selected. Because selections made in many *WO Media Sales* features persist into subsequent sessions, be sure to **Clear All** before making selections.
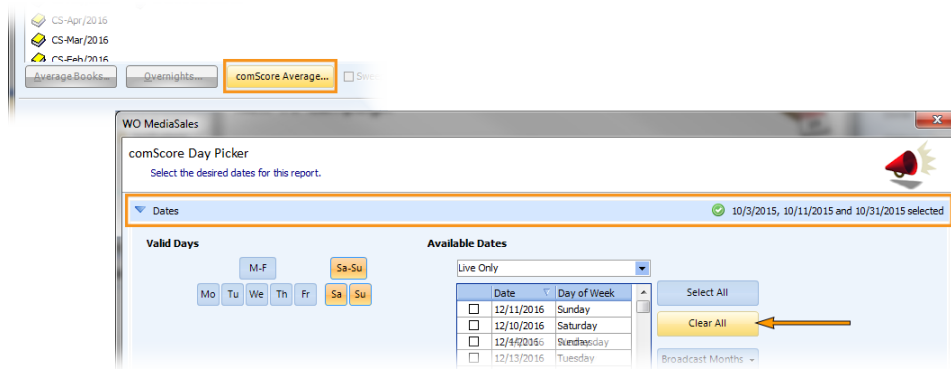
WO Media Sales provides a number of selection methods to make day selection more efficient. From the **Valid Days** feature on the left, available days can be limited to show only weekdays or only weekend days. Or, users can cherry-pick individual days of the week by clicking the individual day buttons. This removes them from the **Available Dates** selector.
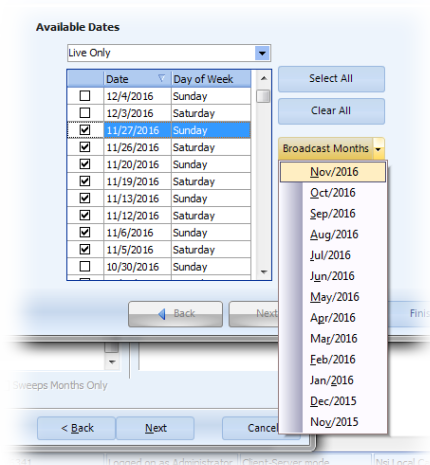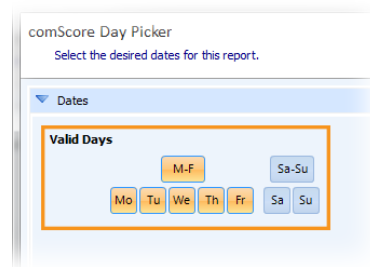
Choose dates for an entire broadcast month with the **Broadcast Months** drop-down menu.

If the dates needed are beyond the broadcast monthly books available, choose a date range with the **Start Date** and **End Date** drop-down selectors to create averages on the fly.

Please note: The date range for campaigns and research is limited to allow 90 days or less. To look beyond the 90 day limit, try **Report Builder\Quick Num** or **Station View Essentials.**

Once selections have been completed, click **Finish.** Give the new **Comscore Average** a meaningful name and add an abbreviation in the **Average Book** dialog.
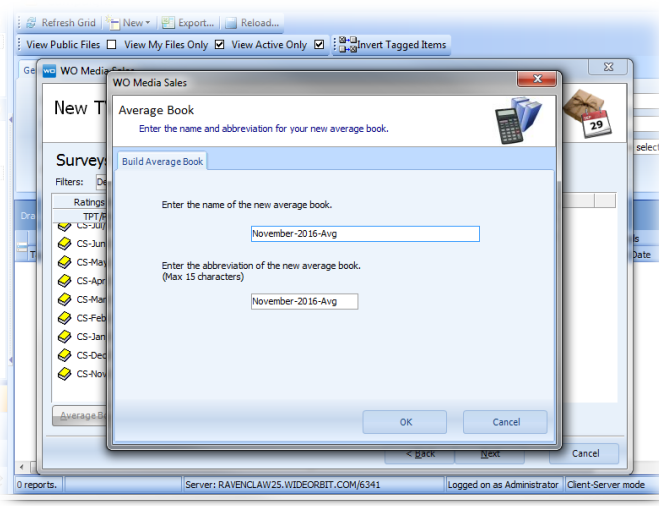
The newly created **Comscore** average is selected and displays in the **Selected Surveys** box.
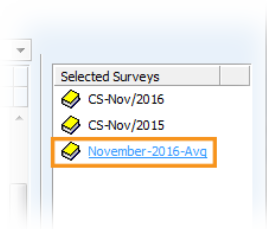
Please note: Comscore average books cannot be saved.

Demos

Users will see no discernable differences to the **Rate Levels, Campaign Dates, Programming**, **Advertiser**, or **Agency** dialogs. But the demo selector is quite new. The **Select Demo Displays** dialog presents a tab for selecting **Nielsen** and **Comscore** demos. To add **Nielsen** demos, select the **Nielsen** tab, then click **Clear All** to remove old demos. The **Nielsen Persons**, **Males,** and **Females** age ranges are set by clicking in the first age, then dragging the mouse to the end age. Choose **RTG** or **000**, then click **Add** to select.
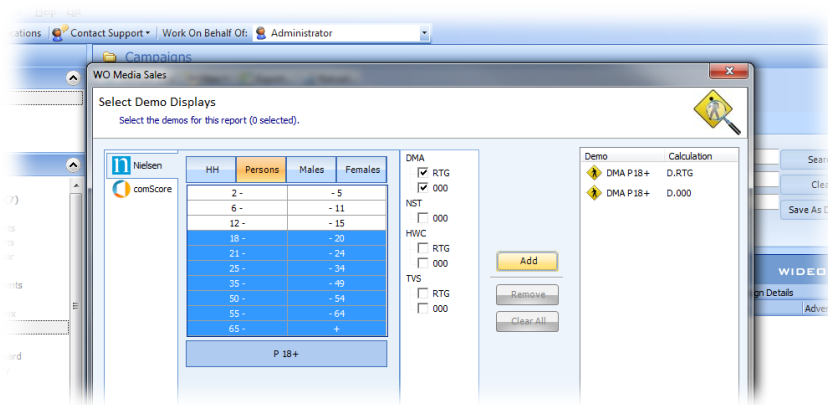
Click the **Comscore** tab. There is a new selection list for **Comscore** demos. Clear out old demos, then scroll to select the demos needed and click **Add** to move highlighted items to the **Selected Demos** box. Click **OK** when finished.
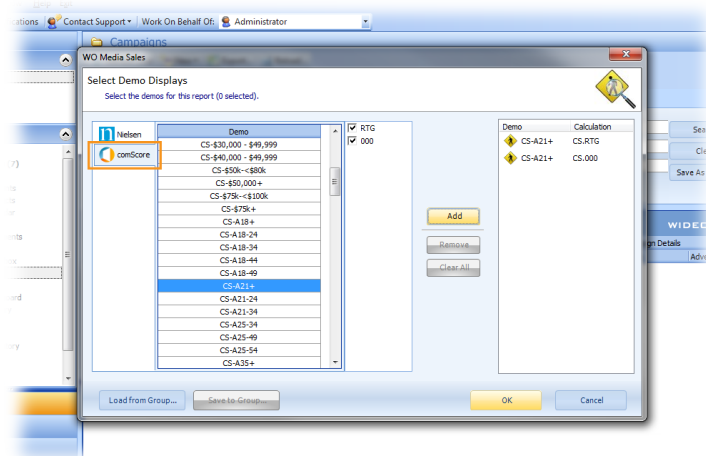
> **Tip**: **Nielsen** and **Comscore** demos are interchangeable only where they match.

Please Note: An edited (type over) ratings/000 number for one demo does not invoke a prompt to update other demos in proportion. These demos are not person's demos but rather **Households with** that demo. The system cannot update other demos because the **Households with** cannot be scaled in that way.

Once all selections have been made in the wizard, click **Finished** and the avail is produced. **Comscore** demos are noted with the **CS** prefix in the column header of the avail.

To view what the numbers are based on, highlight a program and click the **Logic Flow** tab. This example shows the **April Share** to the **March HUT**. To make changes, including adding overnight program averages, click **Overnights** from the **Logic Flow** tab in the **Lower Tabbed Panel**.

Choose a sweeps books from the resulting dialog and click **Add Program.** Or click **Search**, choose a program, then click **Add Program**, or search by **Program Name, Episode,** or **Time Range.**

When searching by **Program Name**, a percent (%) can be used as a wild card. For example, Judge% will return both "Judge Judy" and "Judge Alex" in the **Program Name Field** and the **Episode** field. The "Nightly News" and "Evening News" would result if %News was queried.

Using the percent sign on either side of a search term will pull programs with that word surrounded by other words, such as %Horror%, which would return "American Horror Story".

New!
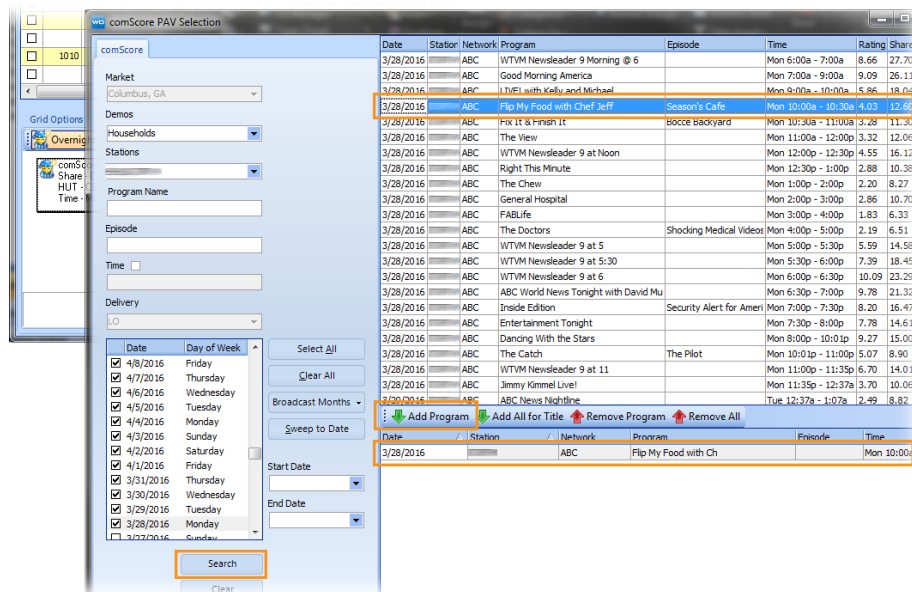
Please note: The **Episode** column is new to 6.9.2 and titles display in that column when they are provided by **Comscore**. The episode titles do not display on printed output but they may be manually referenced in a rationale comment. Also, the date field can have a day (M, for example) or a range of days (M-F, for example) as well as just **Time** to search.

Once the change has been made, the rating is updated accordingly. Right-click anywhere in the L**ogic Flow** work space. Selects **Auto-Create Rational Comment** from the resulting flyout menu.The **Rationale** displays at the bottom of the **Logic Flow** tab. Additional comments can be added manually.
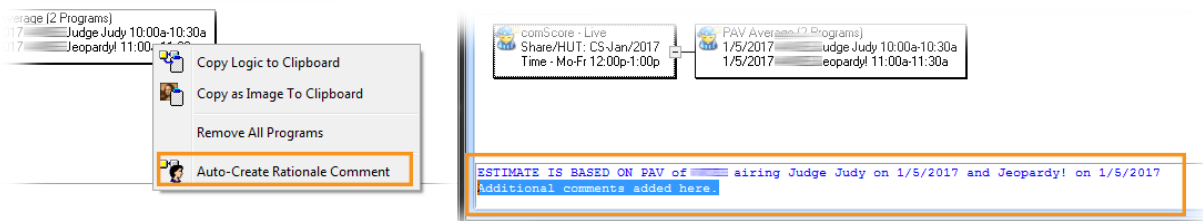
From the **Avail**, the demo cells can be edited and the new values will be reflected in the **Logic Flow** tab.

Campaigns created with previous versions containing **Comscore** data will open without issue and can be printed or exported, as is. They <u>CANNOT BE EDITED</u>. An error will occur if changes to a book/survey, or demo are attempted. This is due to a necessary architectural change. All **Comscore** is now pulled from the **DataStore**. Expect to build new **Campaigns** when using **Comscore** data with the 6.9.2 versions.

III. Research - Overnights

The **Comscore Daily/Multi-Day Grid, Comscore Episode Tracker,** and **Comscore Program Ranker,** and **Comscore Report Builder** are available in *WO Meda Sales 6.9.2* using **Comscore** data.

With **Comscore Daily/Multi-Day Grid, Comscore Episode Tracker,** and **Comscore Program Ranker,** users will add **Comscore** demos from the familiar **Demos** dialog panel. With **Comscore** data in **Report Builder, Comscore** is selected as the **Data Provider** from a drop-down menu in the **Overnights** tab of the **Quick Num** panel.
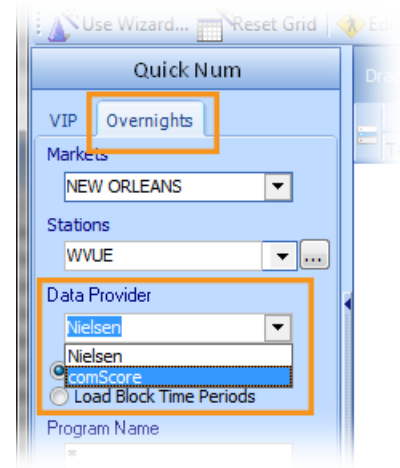
Daily/Multi-Day Grid

The **Daily Grid** and the **Multi-Day Grid** have been merged into one, the **Daily/Multi-Day Grid**. Click the **Research** task shortcut from the left navigation pane, and then click the **Overnights** folder. Choose **Comscore Daily/Multi-Day Grid.**
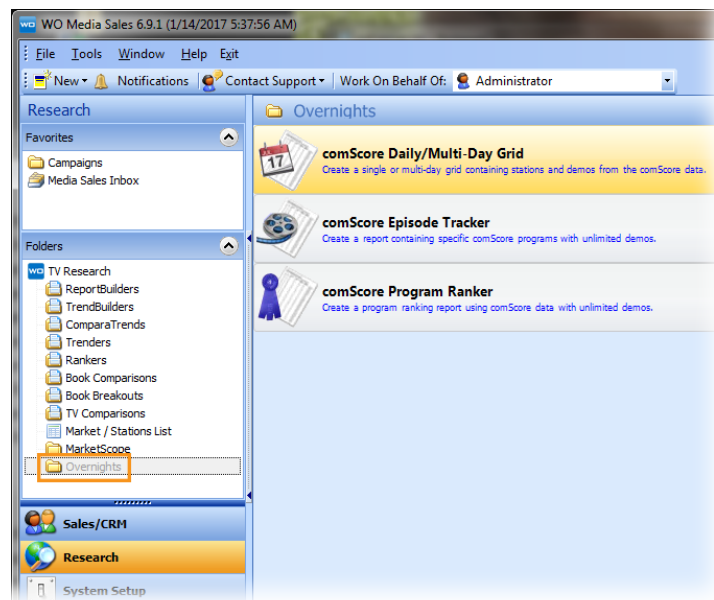
WO Media Sales has implemented a new accordion-style wizard for creating **Comscore Overnights** reports. The wizard defaults to the **Markets** dialog. Highlight a market and click the small, blue triangle to expand the next option down, or click **Next.**
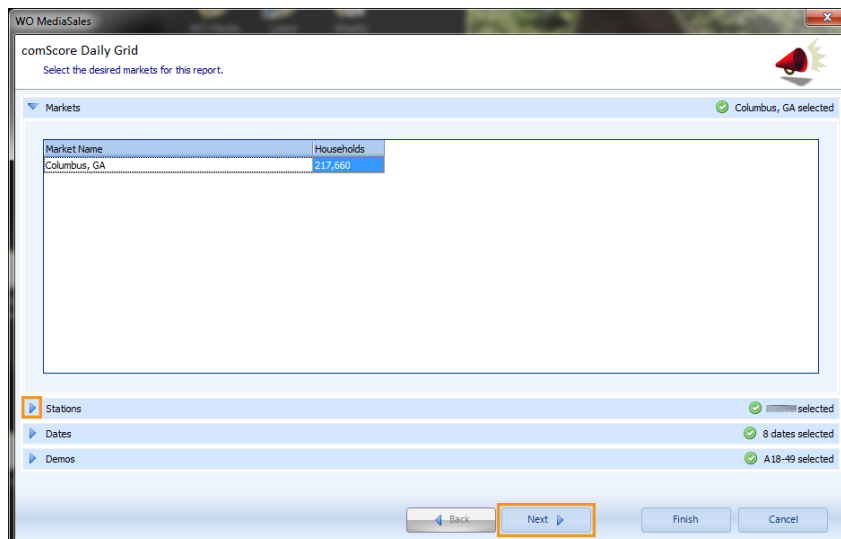
The **Stations** dialog expands. The available stations are on the left and the selected stations will appear in the box on the right. To move a single station to the selection box, highlight the line and click the green right-facing arrow. Choose as many stations as needed. To move all stations to the selection box, click the blue double, right-facing arrows. To remove all selected stations, choose the double, left-facing arrows. The green, left facing arrow will unselect a single station. Use the green up and down arrows to resort the order of the selected stations.

If a selected set of stations will be needed again, click the **Save** icon. The **Save to Group** dialog is presented. Give the grouping a name.
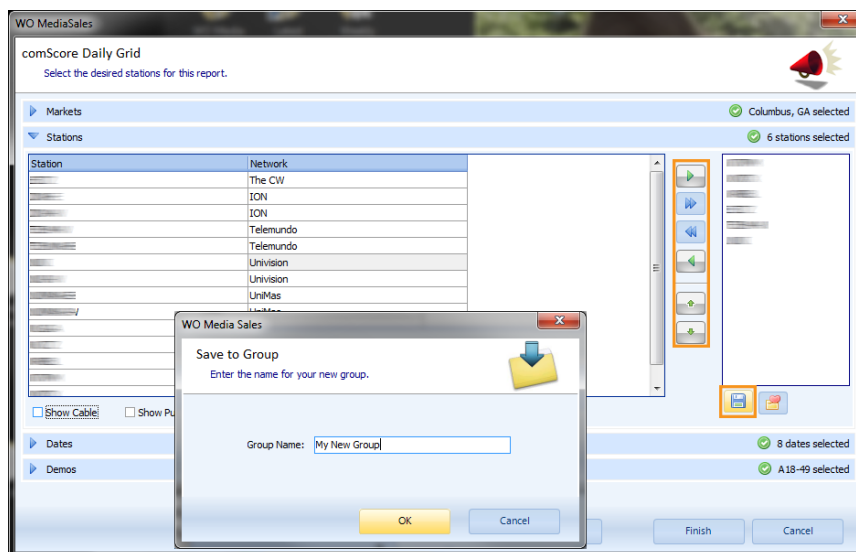
To reapply the saved grouping, click the **Favorites** icon. A **Load from Group** dialog is presented. Choose the saved group. To review which stations are in the group, click the plus sign next the group name and the selected stations display below.
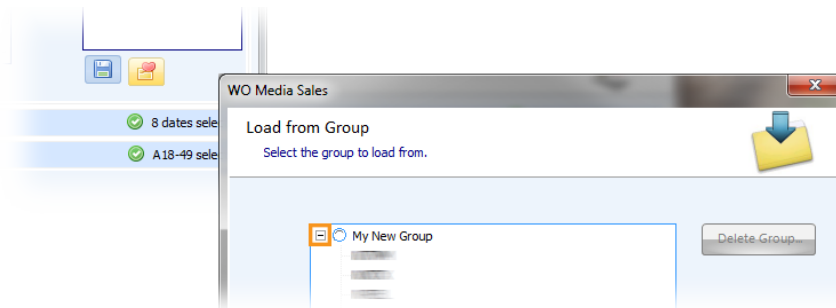
The new **Dates** selector will look familiar from working with the date selector in the **Campaign** wizard. *See page 7.*
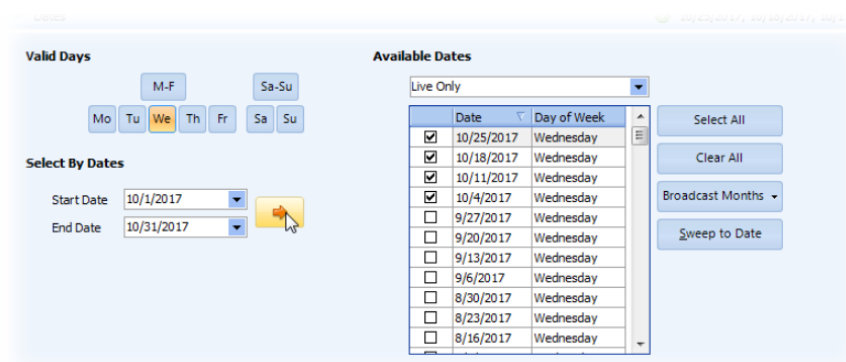
The **Demos** selector features the same selection and sorting functionality as seen in the **Stations** dialog.
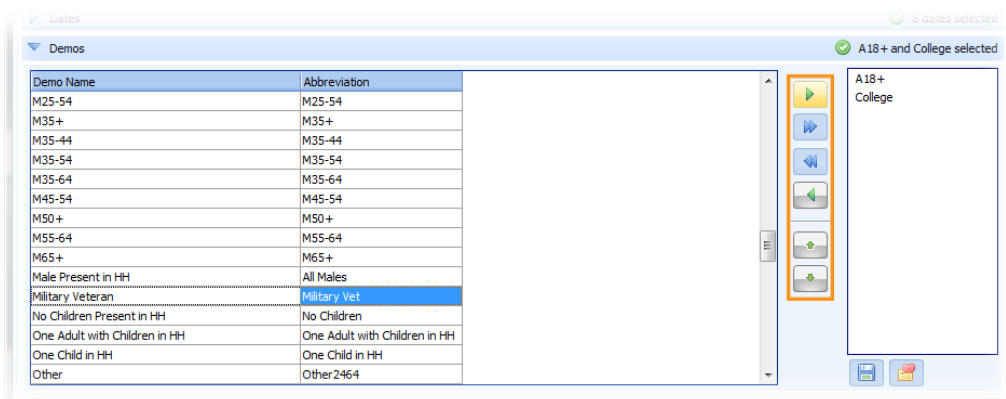
A selection of often used **Demos** can be saved to favorites. When needed again, click the **Favorites** icon, tag the **Demo** group, and click **OK**.
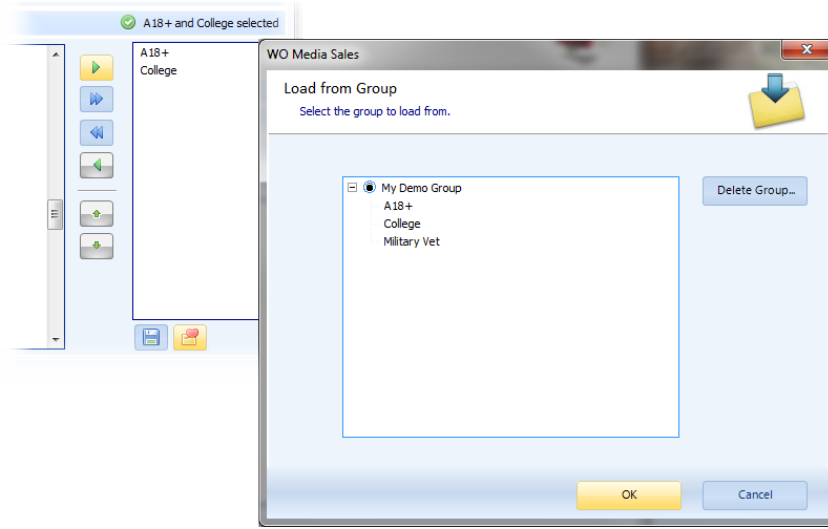
Click **Finished** to produce the report. The selected demos are displayed in separate sheets and can be toggled from one to the next with tabs at the bottom of the page.
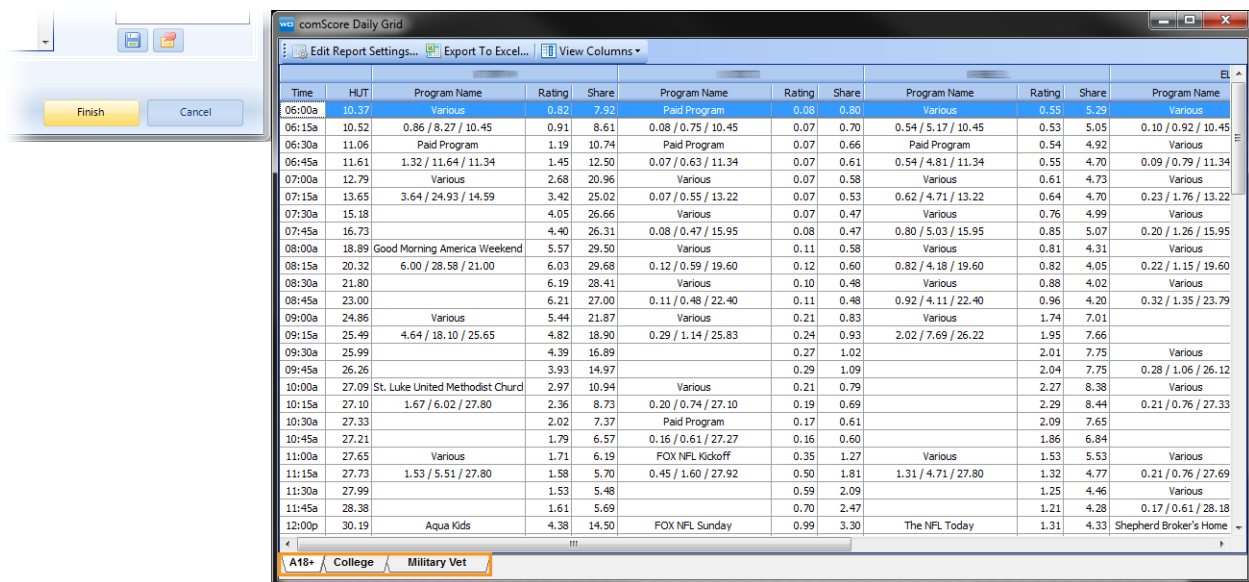
Time and time period **HUT** are displayed in the first two columns.
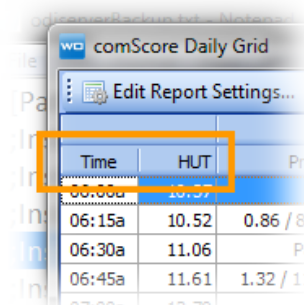
PAVs for the entire program are displayed under **Program Name**, followed by columns for **Rating, Share**, and **Thousands** (if **Show Thousands Column** has been selected from the **View Columns** drop-down menu in the **Top Ribbon**).

Selections can be modified by clicking **Edit Report Settings**. This invokes the **Daily/Multi-Day Grid** wizard.

Save and view the report by clicking **Export to Excel**. A save dialog is presented. Give the report a name and click **Save**. The report is produced, saved, and opened for review in **Excel**.

New!

Comscore Episode Tracker

Click **Research** and then **Overnights**, and choose **Comscore Episode Tracker**. The accordion-style wizard is presented. Select **Market, Stations, Dates**, and **Demos**.

At the **Programs** dialog, click **Clear All**, then tag to select programs. Click **Finished**.
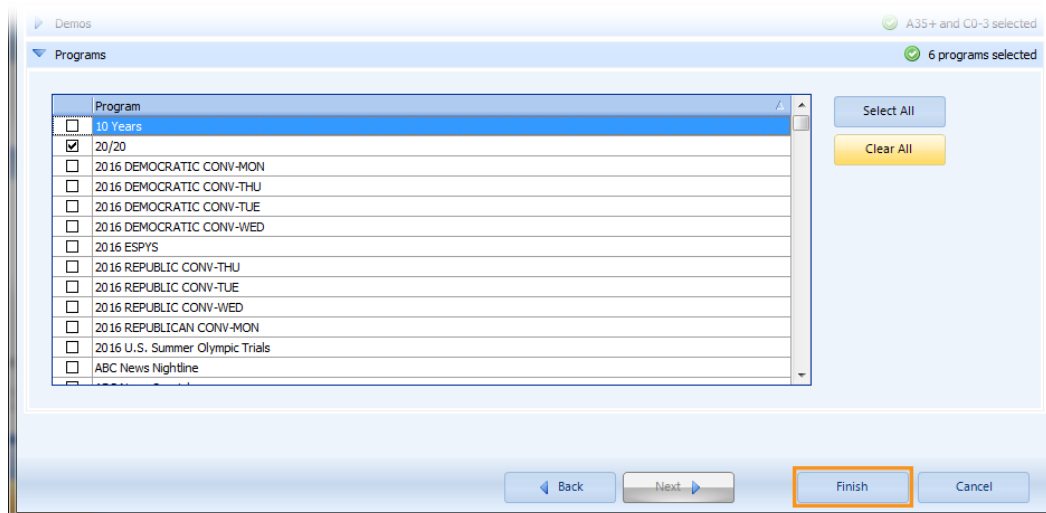
The **Comscore Episode Tracker** report is produced.

Depending on the number of programs selected, the report can be quite large and unwieldy. *WO Media Sales* offers a number of ways to sort the results. Drag any one of the column headers to the dark blue bar at the top of the screen. The report will be resorted by that category.

Try the column header drop-down selection menus invoked with a pass of the mouse over each column header. Here, the **Rtg** drop-down menu has been activated and 0.15 selected. Below, the report displays only programs with a rating of 0.15.

To make changes to the report selections, click **Edit Report Settings** to reopen the wizard. Make the changes needed and click **Finished**. The report is updated with the new specifications.

Click **Export to Excel** to produce, save, and review an **Excel** version of the report.

Reports Currently Unavailable for Comscore

- **Market Statistics (with a Comscore only station)**
- **Audience Flow**
- **Comparatrend**

> Caution: Because **Comscore** delays their data release, **Auto Overnight** deliveries do not work when using **Comscore data**.

IV. Posts

New!

There are a few differences in **TV Posts**. To see them, first click **TV Posts** from the left navigation panel. To pull all posts, click **Search** with no search filters selected in the **Search** panel. Use one or more of the available search filters to narrow the results. Tag a **Post** line in the results grid and then click **Open**.
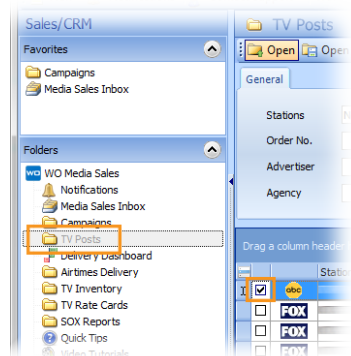

Choose **Comscore** and click **Next**. (If **Comscore** is the only data available, it will be selected by default.)
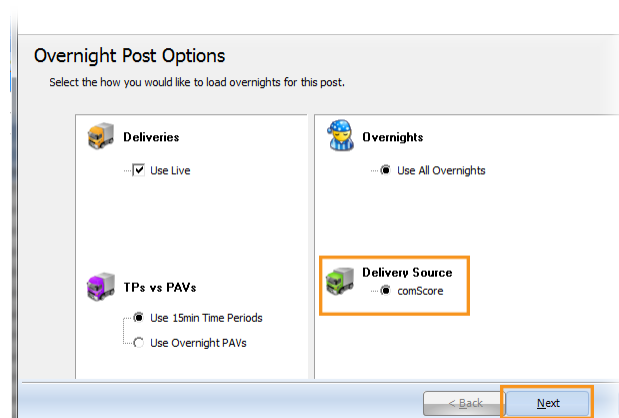
Select a date range in the **Report Dates** dialog. Click **Next** and choose an advertiser, then agency, or skip them by clicking **Next.** When the **Demographics** dialog is presented, click **Edit Demo List** to add demos. The **Comscore Demographics** dialog is presented.
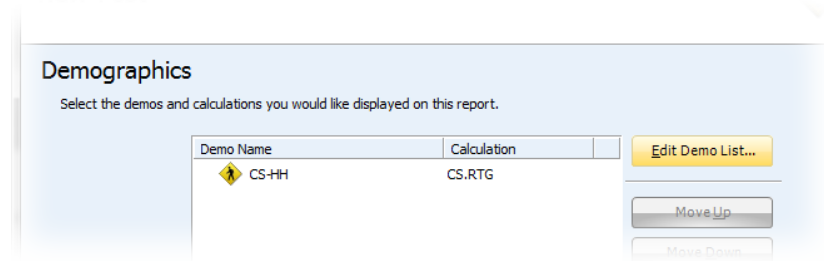

Scroll and highlight the demos needed and click **Add** to move highlighted items to the selected demos box. Click **OK** when finished and the **Select Demo Displays** dialog closes. Click **Next** in the **Demographics** dialog.
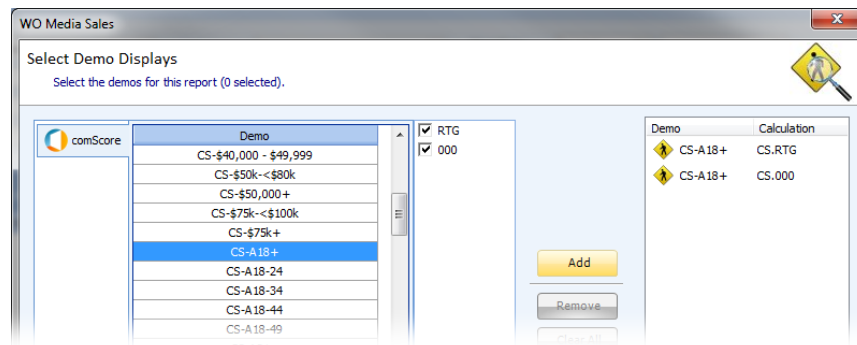
Give the report a title and site the author in the **Report Title** dialog, then click **Finished**.

The **Post** is produced. To return to the **Select Demo Displays** dialog, click **Edit Demos** and choose a different set of demos.
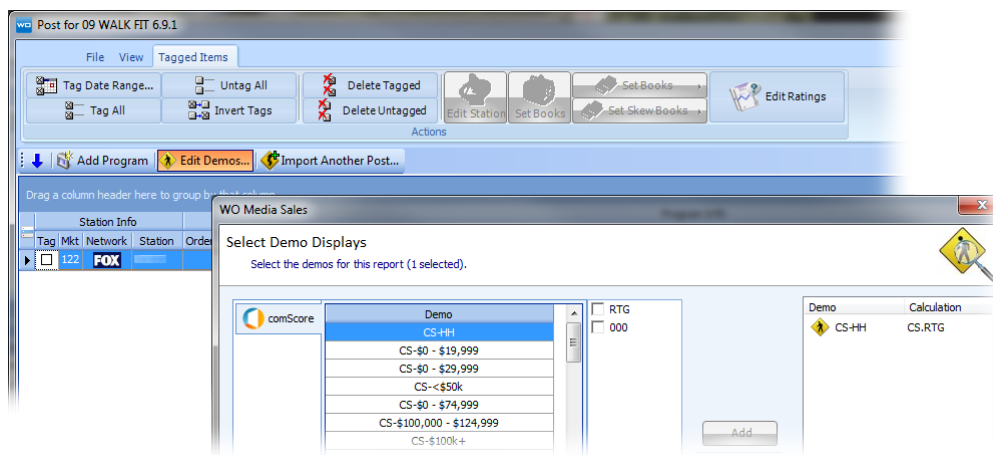
> **Tip**: **Posts** will show a **Skew Book** column and book name for metered markets (markets which would receive **Household Overnight** data from Nielsen). The system is not actually using that book for skewing demos. It is there because the report was written to include a **Skew Book** for metered markets. The demo skew column can be removed with the column customization feature.

Always let us know if you need assistance with any aspect of *WO Media Sales* – we are happy to help!

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