

## Post Break Rounding in WO Media Sales

WO Media Sales often receives questions from clients when rounding issues crop up in the **Post Break Analyzer**. This article explains why these questions may arise and how the math works.

Take the following real-world example of a post that was questioned by a client. When the positive post breaks are added up, the total comes to 0.406.

WO Media Sales

Analyze Post Breaks

Select the desired post breaks for each spot.

Select All Positive Post Breaks

Select All Post Breaks

Clear All Post Breaks

Max Break: 3

Qualifying Post Lines						Lead-In/Lead-Out Program			Break Average		
Tag	Date	Time	Station	Program	Rating	Program	Type	Rating	Min	New Rating	Change
<input checked="" type="checkbox"/>	1/16/2017	12:00:00 AM		ONLINE CONTEST/EXPOSU	0.000	NBC 4 NW-LT ED	Lead In	0.296	1	0.148	+0.148
<input checked="" type="checkbox"/>	1/19/2017	11:29:24 PM		CH 4 LATE NEWS	0.000	TONITE SHW-NBC	Lead Out	0.128	2	0.064	+0.064
<input checked="" type="checkbox"/>	1/20/2017	6:28:02 PM		CH 4 6P NEWS CLOSED CAF	0.548	NBC NITELY NWS	Lead Out	0.665	3	0.606	+0.059
<input type="checkbox"/>	1/21/2017	3:27:05 PM		GOING ROGGIN	0.233	NATRLY-SEO-NBC	Lead Out	0.113	4	0.173	-0.060
<input checked="" type="checkbox"/>	1/24/2017	9:59:30 AM		BURN OUT ZONE PROMO	0.000	TODAY SHW3-NBC	Lead Out	0.147	2	0.074	+0.074
<input type="checkbox"/>	1/26/2017	2:59:45 PM		BURN OUT ZONE PROMO	0.272	ELLEN	Lead Out	0.263	2	0.268	-0.004
<input type="checkbox"/>	1/27/2017	9:58:45 AM		BURN OUT ZONE PROMO	0.259	TODAY SHW3-NBC	Lead Out	0.000	3	0.129	-0.129
<input type="checkbox"/>	1/30/2017	11:27:28 PM		CH 4 LATE NEWS	0.141	TONITE SHW-NBC	Lead Out	0.139	4	0.140	0.000
<input type="checkbox"/>	2/4/2017	3:28:26 PM		GOING ROGGIN	0.306	NATRLY-SEO-NBC	Lead Out	0.107	3	0.207	-0.099
<input checked="" type="checkbox"/>	2/8/2017	12:31:48 AM		TONIGHT SHOW	0.138	TONITE SHW-NBC	Lead In	0.259	2	0.198	+0.061
<input type="checkbox"/>	2/10/2017	12:27:35 AM		TONIGHT SHOW	0.236	S. MEYERS-NBC	Lead Out	0.133	4	0.184	-0.051
<input type="checkbox"/>	2/11/2017	3:27:42 PM		GOING ROGGIN	0.098	NATRLY-SEO-NBC	Lead Out	0.098	4	0.098	0.000

Ratings Added: +0.406

OK

Cancel

Now consider the same post break analysis done with the ratings precision set to a single decimal place (Tools | Edit My Settings from the main menu). Now the total comes to 0.5.

WO Media Sales

Analyze Post Breaks

Select the desired post breaks for each spot.

Select All Positive Post Breaks Select All Post Breaks Clear All Post Breaks Max Break: 3

Qualifying Post Lines						Lead-In/Lead-Out Program			Break Average		
Tag	Date	Time	Station	Program	Rating	Program	Type	Rating	Min	New Rating	Change
<input checked="" type="checkbox"/>	1/16/2017	12:00:00 AM		ONLINE CONTEST/EXPOSU	0.0	NBC 4 MW-LT ED	Lead In	0.3	1	0.1	+0.1
<input checked="" type="checkbox"/>	1/19/2017	11:29:24 PM		CH 4 LATE NEWS	0.0	TONITE SHW-NBC	Lead Out	0.1	2	0.1	+0.1
<input checked="" type="checkbox"/>	1/20/2017	6:28:02 PM		CH 4 6P NEWS CLOSED CAF	0.5	NBC NITELY NWS	Lead Out	0.7	3	0.6	+0.1
<input type="checkbox"/>	1/21/2017	3:27:05 PM		GOING ROGGIN	0.2	NATRLY-SEO-NBC	Lead Out	0.1	4	0.2	0.0
<input checked="" type="checkbox"/>	1/24/2017	9:59:30 AM		BURN OUT ZONE PROMO	0.0	TODAY SHW3-NBC	Lead Out	0.1	2	0.1	+0.1
<input type="checkbox"/>	1/26/2017	2:59:45 PM		BURN OUT ZONE PROMO	0.3	ELLEN	Lead Out	0.3	2	0.3	0.0
<input type="checkbox"/>	1/27/2017	9:58:45 AM		BURN OUT ZONE PROMO	0.3	TODAY SHW3-NBC	Lead Out	0.0	3	0.1	-0.1
<input type="checkbox"/>	1/30/2017	11:27:28 PM		CH 4 LATE NEWS	0.1	TONITE SHW-NBC	Lead Out	0.1	4	0.1	0.0
<input type="checkbox"/>	2/4/2017	3:28:26 PM		GOING ROGGIN	0.3	NATRLY-SEO-NBC	Lead Out	0.1	3	0.2	0.0
<input checked="" type="checkbox"/>	2/8/2017	12:31:48 AM		TONIGHT SHOW	0.1	TONITE SHW-NBC	Lead In	0.3	2	0.2	+0.1
<input type="checkbox"/>	2/10/2017	12:27:35 AM		TONIGHT SHOW	0.2	S. MEYERS-NBC	Lead Out	0.1	4	0.2	0.0
<input type="checkbox"/>	2/11/2017	3:27:42 PM		GOING ROGGIN	0.1	NATRLY-SEO-NBC	Lead Out	0.1	4	0.1	0.0

Ratings Added: +0.5OKCancel

So which one is correct? They both are based on the rounding the user has selected. It's important to note that *WO Media Sales* keeps the resolution of the numbers to 12 decimal places, thus making the perceived discrepancy even larger. If the user in this examples accepts the positive post breaks, the actual increase will be 0.405155068770 ratings points and not 0.5, as shown in second screenshot.

The more spots the more the perceived discrepancy. Assuming there were twice as many positive post breaks in the example, the dialog when using single precision would say one full rating point would be gained, when in fact 0.810310138 rating points would be added.

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

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