Basic Estimating

Before We Begin

- We will be presenting this in the Selling Book section of Inventory. If your station does not have someone designated to maintain inventory and enter estimates for everyone, most of what's presented can also be done in Avails/Packages. But that would apply only to one Avail/Package.
- Most of this guide is presented with Metered Markets in mind. There are far more options in LPM markets and fewer in Diary markets.

Please keep in mind that these are not the only ways of creating Selling book Estimates but are the ways we feel are most efficient. If you have any questions or concerns feel free to contact *WO Media Sales* Support: 415.675.6775 Option 2, 1

Let's Get Started

Probably the most helpful and time saving contribution to the bottom line that you can make is to create a Selling Book (or six) for your sales staff. These books are used in avails/packages, and can contain estimates and rationales for every program in your station's Inventory. Teach the staff to use these books whenever possible, and they'll never go out to sell with "wrong numbers".

Selling books begin as simple PJs, and some stations stop there. (We'll explain below why it's best to check each program when you do this.) The first step for making fast work of this is to 1. Make sure all your programming is up to date and correct, then 2. Define the PAV Book, or Books, you will be using for the Share in the PJ you create as your base selling book.

Click the Selling Books tab. You may get a blank screen, or you may get old selling books someone created long ago. Now click the Manage Selling Books button.

Manage Inventor	/												
Products Publishing Queu		lanage Inver	tory PAV Book	s Selling Books	Rep Boo	ks Program S							
EARLY MORNIN	G	Add New	Program 🐚 A	sign Traffic Code	Manag	ge Invento	ry						
- CAYTIME				roup by that colur	Products	Publishing Que	ue	Ma	nage Inventor	y PAV Books	Selling Books	Rep Books	Program
EARLY NEWS	1	ag Sort Co	de Name	EA	- FOX	MFOX FOX 6	*	8	IManage Se	elling Books	🤹 Import From	PAV Book	🚸 Edit De
ACCESS	1		020 GOOD DAY-5	30A	- 6	DAYTIME	1193	De		ader here to gr			
			non lonon nav e	4.4		EARLY FRING	٤						Program
					- 6	ACCESS			SortCode	Book.	Progr	am Name	
					- 6	PRIME			1010	Q1 EST	GOOD	DAY PL 5A	

The screen here may be completely blank, if there has never been a selling book at your station before.

Or, it may look something like the screen below. When the books are this old, there isn't much to salvage, and you can delete them. (Old Avail files using these books will be preserved unless the AE edits the books. The avail will be okay in any case, but they'd have to update the books once they hit **Edit Books.**)

	VO Media Sales Selling Books											
😓 Ne	w Standard Book 👻	lev Custom Book	📎 Delete Book 🎸 C	opy Book Update	Rationale [
Update?	Name	Share Book	Hut Book	Start Date	End Date							
	SPORTES	Mar/2009LP	n/a	n/a	n/a							
	1st Qtr 2007	May/2009LP	Mar/2009LP	12/23/2008	12/31/203							
	May-November	May/2009LP	Nov/2009LP	12/23/2008	12/31/203							

If there's a reason not to delete the books, you can edit what you have. Click the Share or HUT book and you'll see a drop down arrow. You can choose appropriate books from the lists. To change the name of a book, click the name, then the ellipses beside it.

WO Me	selling) Books					
i 🧼 Ne	w Standard Book *	쳃 New Custom Book 发	D	elete Book 於 Copy	WO Me	dia Sales	
Update?	Name	Share Book	_	Hut Book			D
	SPORTES	Mar/2009LP		n/a		\lambda Selling	BOOKS
	1st Qtr 2007	May/2009LP	-	Mar/2009LP	L	-	
	May-November	Feb/2011LP (PAV)	*	Nov/2009LP	i 🧼 Ne	w Standard Book •	New Custom Book
		May/2010LS (PAV)	Ε		Update?	Name	Share Book
		Jul/2011LS				SPORTES	Mar/2009LP
		Jul/2011LP				1st Qtr 2007	••• May/2009LP
		Tell house				Max-November	May/2009LP

Notice that some lines are white and some yellow? That is indicating two types of books. If you change the names and change the share and hut books, you'll need to update one **type** of book at a time. The

😓 Ne	w Standard Book •	🤣 New Custom Book 💐	🖲 Delete Book 🎸 C	ору Воо
Update?	Name	Share Book	Hut Book	5
	SPORTES	Mar/2009LP	n/a	n
X	SPECIALES	Feb/2011LP	n/a	n
	1st Qtr 2007	May/2009LP	Mar/2009LP	3
	May-November	May/2009LP	Nov/2009LP	3
	New Book	Feb/2011LP (PAV)	Jul/2011LS	1

When you click **New Standard Book**, you get a list to choose from, limited to what's possible in your market, and what has NOT already been created. Click **New Custom Book** and you'll just get a new line (yellow) that says "New Book".

SPORTES (meaning Sport Estimates) and SPECIALES (Special Estimates) shown here are called **Standard Selling Books** and display as **white**.

1	New Standard Boo	k • é	🤣 New Custom Book 🛛 💐	Dele 🗸
U	FEBES		Share Book	н
	MARES		Mar/2009LP	n,
			May/2009LP	
	MAYES		May/2009LP	N
	JULES		Feb/2011LP (PAV)	3.
	NOVES			
	SPECIALES			

Easiest way to use these two book types, in our opinion: Create your Quarterly books as **Custom**, and your Sports and Specials books as **Standard**. When creating **Custom** books, you can specify which dayparts you want to update when you are changing to more recent books (you'll do this every time you receive a new book from Nielsen). For instance, you may not want to update all of prime, overwriting existing estimates. You'll see that the Sports and Specials dayparts are unchecked (won't be overwritten by a "new book" update) by default.

- Standard books do **not** allow you to choose which dayparts to update- all *active programs, enabled in a given Standard Selling Book* will update.
- Combined with Sports and Specials programming, **Standard** books perform a few "automagical" functions which you and your AEs will find helpful.
- You would never want to update Sports or Specials programs *as a group* with a new book, so using a Standard book for those programs works well.

Note that you *can* specify Start and End Dates in Manage Selling Books, but it isn't necessary.

When you go back to the main selling book screen, be sure to filter to the book you'll be working with. (Just a general rule– there will be times when you'll want to see more than one book at a time)



In the shot directly below, you can see the "ideal" outcome... a carefully defined Program Average book has been used as the Share in our 1st Qtr Selling/Estimate book. The result is that your work is done for many programs. If you could look below the "bubbles " in Logic Flow, you'd see that even the Rationale is in place. Publish this, and the AEs have the best estimate for selling House for first quarter.

		Program Info				HH	нн
E.	SortCor 🛆 Book	Program Name	Time	FTC	LTC	D.RTG	D.SHR
	6010 Q1	HOUSE	Mon 7:00p-8:00p	1/6/2012	12/31/2036	p12.0	p1
-	6020	AMERICAN IDOL	Mon 7:00p-9:00p	5/5/2012	5/5/2014	6.1	
	6025	TERRA NOVA	Mon 8:00p-9:00p	1/14/2012	1/14/2014	p5.6	P
ĸ	Display Options for HOUSE Logic Flow Demo Profile Estimate CEdit Starting SHR/HUT Feb/2011LP Mon 7:00p-8:00p	Do not include in this estim Point	ate. Disable Share D HUT Adjustment E-FOX Mon 7:00p-8:00p	isplay. 🗖 l Demo Overrio	Disable HUTs D Jes 🌮NTI .	isplay. Adjustments 🐔	Overni

It may be that after the run of this program begins, you'll want to check Overnights to be sure your numbers from last Feb are holding up, and you may want to add some of those overnights to your estimate. Click on the Overnights button (far right in the selection bar in Logic Flow). You'll only have to add in the dates you want and choose your delivery type; the Day and Time will default to that of the program. You would probably **Add All for Title**, then maybe remove that 4.6 HH on January 3 (football game on competition? Likely).

WO Media Sales									-1E
کر 🖉	erNiç	ght Adjus	tmer	nts		Inv Me	entory Prog HOUSE In 7:00p-8:0	am Op	
💋 QuickNum		D / T Station T	Network 🔻	Program	▼ Episode	▼ Time	▼ HH	▼ Share	•
Stations		02/07/2012 MFOX	FOX	HOUSE-FOX		Mon 7:00p-8:0	0p	11.9	15
MEOX	-	01/31/2012 MFOX	FOX	HMN TRG1/31 8	P	Mon 7:00p-8:0	0p	6.7	8
MOX	+	01/24/2012 MFOX	FOX	HOUSE-FOX		Mon 7:00p-8:0	0p	11.2	14
Program Name		01/17/2012 MFOX	FOX	HOUSE-FOX		Mon 7:00p-8:0	0p	12.1	15
•		01/10/2012 MFOX	FOX	LIE-ME-1/10 8P		Mon 7:00p-8:0	0p	5.2	5
Episode		01/03/2012 MFOX	FOX	HOUSE-FOX		Mon 7:00p-8:0	0p	4.6	6
8									
Time 🔽									
Mon 7:00p-8:00p									
Sweep To Date S	weeps								
Start Date									
01/03/11	-								
End Date									
02/09/11	-								
Delivery			1		-	A a			
LIVE PLUS 7	-	Add Program	Add /	All for Title	Remove Program	Remove /	All		

You can see that in this case, the HH number (and so all the demo numbers, too) goes down just a little.

Is that okay? Probably. What you've done is show what House is doing *now*, as close to predicting the future as possible. (This is why TV sales teams monitor overnights) It may be, as time goes on in First Quarter, you'll want to add more overnights or change the overnights used in the estimate. For Metered Markets: When you add these overnights, they are HH overnights only, no demos.

	6030	AMERICAN IDOL	Mon 7:00p-8:30p	1/9/2012	12/31/2036	10.3
	6040	TERRA NOVA	Mon 8:00p-9:00p	9/6/2011	12/31/2036	p6.8
	6060	ALCATRAZ	Mon 8:00p-9:00p	1/2/2012	12/31/2036	p6.8
	6050	HOUSE	Mon 8:00n-9:00n	10/3/2012	12/31/2036	06.8
\times \checkmark ((Book = 1st Qtr)					
Disn	lay Ontions for H		ot include in this estimate. 🗖 🛛	isable Share Displ	ay. 🥅 Disable H	IUTs Disp
J						
Logic Flo	ow Demo Pro	file				
- BEst	imate 🔀 Ec	lit Starting Point 🕅 PAV Av	erage 🥉 HUT Adjustment	🔊 Demo Overrid	les 🐔 NTI Adju	ustments
~	~	1=1				
_		-		- Pure H	H Byernight & dir r	ment [3 E
	SHR/HUT	PAV Average (1	Programs)	Difference Pure H	IH Overnight Adjus /2012_MF0×H0U	tment [3 F SE-FOX M
۵	SHR/HUT Feb/2011LP Map 7:00p.8:00r	PAV Average [1 Feb/2011LP MI	Programs) F0X HOUSE-F0X Mon 7:00p-8:0	Pure H 01/17/ 01/24	H Overnight Adjus /2012 MF0× HOU /2012 MF0× HOU	tment [3 F SE-FOX M SE-FOX M

ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF HOUSE-FOX Mon 7:00p-8:00p IN Feb/2011LP ON MFC

WO Media Sales creates demo numbers for you based on a formula using your HH Overnights and an NSI book. In the case above, it's able to use PAV from the NSI book: just those demos who were watching House on Mon 7-8p in Feb11. So, when overnights are added, the role of the PAV you've added changes. It is no longer the program average number you're using to estimate the program. Now, it's the PAV you use as an element in the formula which creates demos from your HH Overnights. (This is good strategy for estimating a game which didn't run in a book: Get the game from Overnights, but ensure your demos are accurate by using PAV from a *similar* game in a book.)

And the Rationale is no longer accurate! When you add overnights, you must re-write your rationale. This one might be: "Estimate is based on actual performance of House– MFOX Pure HH Overnights 1/17 through 2/7– Demos in proportion to MFOX Feb11LP-PAV House Mon 7-8p"

Note: Although we jumped into Prime for this illustration, you should look at all of your strip programming and be sure it is accurate. Most should be like the example at the top of page 3: Correct PAV applied creating an accurate estimate, and rationale auto-created. In the event of new Morning, Daytime, or News programming, etc., being added or changed, you'll have to make adjustments. The only way the system can "do your work for you" is when the program has an exact match in the defined PAV book used as a base share.

	6010 1st Qtr	FOX PRIME AVERAGE	Mo-Sa 7:00a-9:00a	1/1/2012	12/31/2036	7.
	6020	HOUSE	Mon 7:00p-8:00p	1/2/2012	12/31/2036	p11.
	6030	AMERICAN IDOL	Mon 7:00p-8:30p	1/9/2012	12/31/2036	10
	6040	TERRA NOVA	Mon 8:00p-9:00p	9/6/2011	12/31/2036	p6.
	6060	ALCATRAZ	Mon 8:00p-9:00p	1/2/2012	12/31/2036	p6.
Logic	isplay Options for A	MERICAN IDOL	Do not include in this	estimate. [Disable Share (Xisplay.
*	Estimate QEd SHR/HUT Feb/2011LP	k Starting Point	AV Average 🥉 HI	JT Adjustmen	t 🌮 Demo Ov	enides

The example at left is a totally different. In fact, in some cases (some stations) it would have been disabled in the Feb11PAV book because AI just did not run on Monday 7-830p in that book. The time period HH number you see is an average of House and Chicago Code (you would view this by clicking the PAV Average button in Logic

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Flow).

But wait. You say you KNOW AI ran in the Feb11 book?

And here it is. With my program highlighted, I clicked PAV Average in Logic Flow, but only saw Chicago Code and House. The program running in the time period is always the default. Where **Limit** is circled below, the default button says **Show All**— I clicked it. That gave me every program in the Feb book. Then, I clicked on the word **Program** to sort alphabetically.

FOX M	FOX	🖉 🤣 Feb/2011LP	 Filter Time Rar 	nge: Mo	o-Su 5:00	a-4:59a		··· Linit	Search Pr	ograms:	
			Program Info					HH	Batings Ini	fo	Relevance
ook [Station 	Program 💎 💌	ime 💌	Nor 💌	Wks 🕶	Ty 💌	Sic	▼ Bating ▼	Share 💌	HUT 💌	# ~
b/2011LP	MFOX	305EC+5+EN+FUX	Sat 11:30p-12:00a		1234	N/A	FOX	1.2	2.4	48.2	26
eb/2011LP	MFOX	A YOUNG PRSNTS	Sat 5:00p-6:00p		1-34	N/A	Local	1.4			20
eb/2011LP	MFOX	AM IDL TU-3/1	Tue 7:00p-8:30p		4	N/A	FOX	18.8			52
eb/2011LP	MFOX	AM IDOL-TH-FOX	Thu 7:00p-9:00p		1234	N/A	FOX	19.6	25.5	76.8	43
eb/2011LP	MFOX	AM IDOL-TH-FOX	Thu 7:00p-8:00p	~	1234	N/A	FOX	20.0	28.2	76.4	43
eb/2011LP	MFOX	AM IDOL-WE-FOX	Wed 7:00p-9:00p		1234	N/A	FOX	19.2	26.1	73.5	43
4b/2011LP	MEOX	AMERCN DAD-EOX	Sun 6:30n-7:00n		.234	N/ <u>A</u>	FOX	3.0			25
🕹 Add P	rogram	🕈 Remove Program	TRemove All		🗖 Sho	w Local I	Monthly	Detailed PAVs			TP: 10.3 / 13.4 / 76
eb/2011LP	MFOX	AM IDOL-TH-FOX	Thu 7:00p-9:00p		1234	N/A	FOX	19.6	25.5	76.8	43
eb/2011LP	MFOX	AM IDOL-TH-FOX	Thu 7:00p-8:00p	✓	1234	N/A	FOX	20.0	26.2	76.4	43
eb/2011LP	MFOX	AM IDOL-WE-FOX	Wed 7:00p-9:00p		1234	N/A	FOX	19.2	26.1	73.5	43

		19.	5 25.9	75.4	AVG=43.00	
Pure PAV Average	Do Not Show At All	Use Time Period		Ok		Cancel

I double-clicked on the Idols I wanted to select them, deciding against the odd one week run on 3/1. I checked Pure PAV Average because I want the *HUTS/PUTS* to come from the programs I've chosen rather than the time period across the book.

When I click OK, the system is going to double-check that decision:

- 8			
Select I	IUT Times		
Please	select what you	would like to do with the HUT times for this program.	
	Use Program H.	UT Times Mon 7:00p-8:30p	
6	Use Pure PAV	Thu 7:00p-9:00p+Thu 7:00p-8:00p+Wed 7:00p-9:00p	

It will default to the time period of the program you're estimating. Change that to Use Pure PAV as you

need to.

In this case, the choice to use Pure PAV in this estimate is more than valid: the program is in the base hut book for the quarter. Often you have different Share and Hut books—for instance, if you are estimating for 1st Quarter and the May book was your most recent book containing Idol, you may be using May for your share, and pull your PAV from the May book. If so, you might also use the HUT from the *Feb* book, *because that's the time of year the program will be running… the HUT levels are likely to be more accurate.*

"Likely to be"...You'll need to look, check, decide: Which numbers do I want to use? The highest numbers? Not if you don't think they'll be accurate when the program runs. Yes, this would help the AE sell, but what happens if they also have to post? Usually, what you want is to predict the future as accurately as possible. Also, there is still some measure of "industry standard". You're "expected" to use your most recent Nielsen book (share) adjusted to the book for the applicable "time of year" (HUTs), or to use "last year/same time" (actual). If you vary from this, and the pitch is to an agency, you could be questioned. So, those estimates should have good rationale!

Click **OK** again, and you have one more thing to do to this estimate:

Just right-click IN one of the Logic Flow bubbles, and choose the last option, **Auto-Create Rationale Comment**.



Could we have pre-selected these programs in the Feb PAV book? So that the system would have automatically created the estimate for us, as in the first example (House on p. 3 of this guide.)? YES. In fact, if you think that AEs will be using PAV books for selling, this may be better than any other option! You do not need PAV books to reflect history, as that can always be pulled from the PAV side of your Nielsen books.

What you do to estimate first airings isn't as clear as our last two examples. How to estimate programs, like Alcatraz for instance, which have no track record? Here are some thoughts and suggestions.

- Remember Time Period still counts for something. (Especially when you don't have much else!) Not as much as other factors, and certainly not as much as it used to, and much more so for older demos than younger ones. But a "CBS Tuesday Night at 8pm" habit still exists out there.
- Gather all the info you can on the program: Affiliate websites, maybe Rep estimates, and Google it. Somewhere in all that you may see something which tells you either directly or indirectly, "This program is expected to command an audience similar to that of Lost".

Select Program Averages											Inventor y Prog ALCATRAZ Mon 8:00p-9:0				
1	000	MCAB	•	Mar/2009LP • Filter Time Range: Mo-Fr 7:00p-10:00p ···· Show All									Search F		
Π	obo	MCAB		Program Info								H	HH Ratings Info		
в	۲	MCBS		Program 💎 💌	Time	 Nor 		Wks 💌	Ту 💌	Sic	•	Rating 💌	Share 💌	HUT 💌	
П	сŬЦ	MCWT		GREYS-THU9-ABC	Thu 8:00p-9:00p) [_ ·	1234	N/A	ABC		11.1			
Н	CIII	MCWT+		HMELND-USA-ABC	Tue 7:00p-8:00p) [1	N/A	ABC		6.0			
Н		MCWIT	-	IN MOTHRHD-ABC	Thu 7:00p-7:30p) (4	N/A	ABC		7.0			
Н	FOX	MFUX	_	LIFE-MARS-ABC	Wed 9:00p-10:0	Op [1234	N/A.	ABC		2.9			
Н	MILITAR	MIL		LOST-ABC	Wed 8:00p-9:00	P [1234	N/A	ABC		5.0	6.5	77.3	2
Н		MJTP		PRIMTME-DO-ABC	Tue 9:00p-10:00)p [123-	N/A	ABC		5.6	7.6	73.6	3
	1	MNVC	-	PRS OBM-CN-ABC	Tue 7:00p-8:00p	• D		3-	N/A	ABC		8.8			
				DOUT DOCTO ADO	Thu 0.004 10.00	10 F	-	122.4	117.6	49.0		7.5			

- As you see in the shot above, you can change the station as well as the book. It often takes a bit of "hunting" to find an older program on another station, but you have the tools to do it. Here, for instance, I changed the time to all of prime, and clicked the Program column header to sort alphabetically, because I didn't know when or if Lost ran in the March09 book. Then I'd make sure that the HUTS came from Mon 8-9p on MFOX. (The system will ask you to confirm whether or not that is what you want.)
- What is the lead-in program? Will that have a strong influence? You can start with the leadin number (adjusted to the time period HUTS), if there is good rationale for that.
- Ask the opinions of sales managers or senior AEs; they may have just the info you need.

Remember, every program is different, and it comes down to your judgment and expertise. (But we're always happy to help! Just contact *WO Media Sales* Support: 451.675.6775 Option 2, 1)