

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.

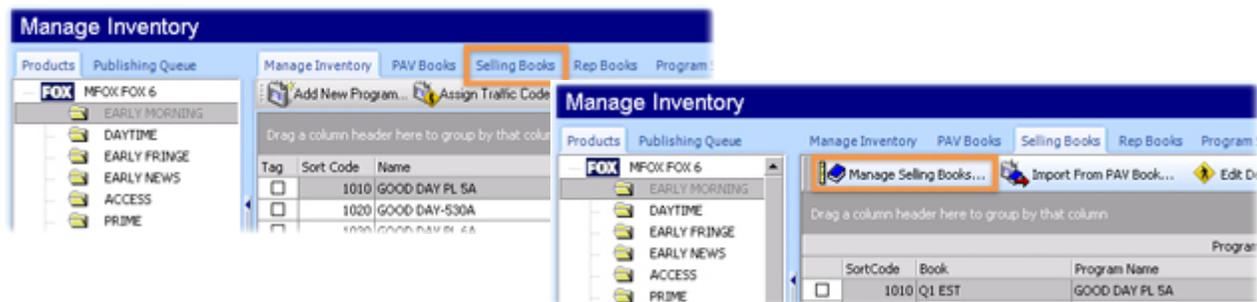
Please keep in mind that these are not the only ways of creating Selling book Estimates but are the ways we feel are most efficient. If you have any questions or concerns feel free to contact *WO Media Sales* Support: 415.675.6775 Option 2, 1

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.



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**.)

Update?	Name	Share Book	Hut Book	Start Date	End Date
<input type="checkbox"/>	SPORTES	Mar/2009LP	n/a	n/a	n/a
<input type="checkbox"/>	1st Qtr 2007	May/2009LP	Mar/2009LP	12/23/2008	12/31/2036
<input type="checkbox"/>	May-November	May/2009LP	Nov/2009LP	12/23/2008	12/31/2036

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.

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

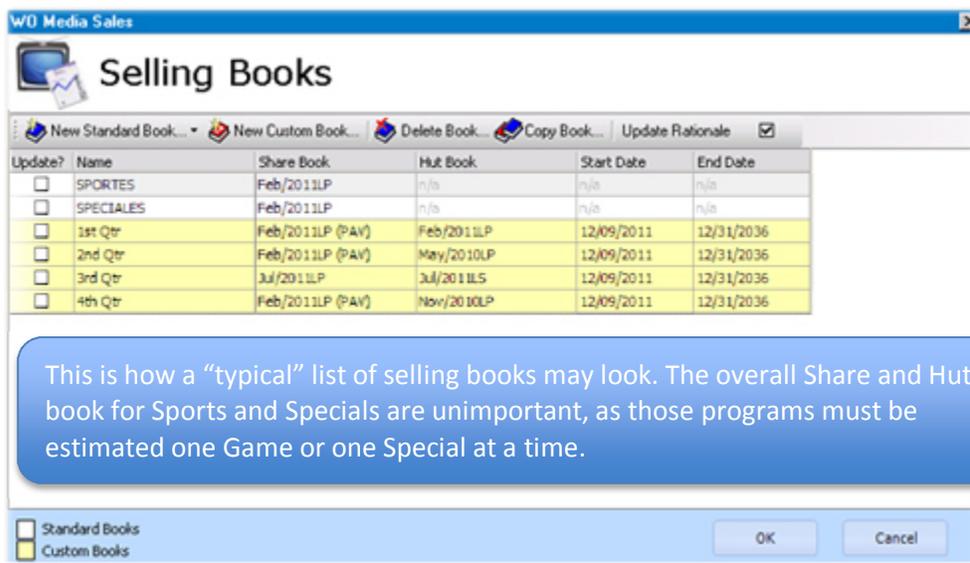
Update?	Name	Share Book	Hut Book
<input type="checkbox"/>	SPORTES	Mar/2009LP	n/a
<input checked="" type="checkbox"/>	SPECIALES	Feb/2011LP	n/a
<input type="checkbox"/>	1st Qtr 2007	May/2009LP	Mar/2009LP
<input type="checkbox"/>	May-November	May/2009LP	Nov/2009LP
<input type="checkbox"/>	New Book	Feb/2011LP (PAV)	Jul/2011LS

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".

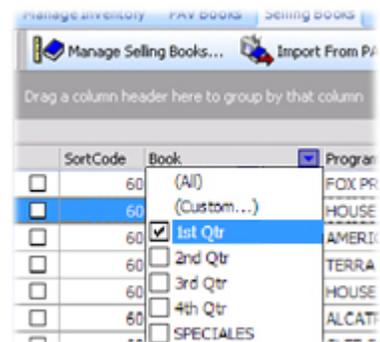
Easiest way to use these two book types, in our opinion: Create your Quarterly books as **Custom**, and your Sports and Specials books as **Standard**. When creating **Custom** books, you can specify which dayparts you want to update when you are changing to more recent books (you'll do this every time 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.

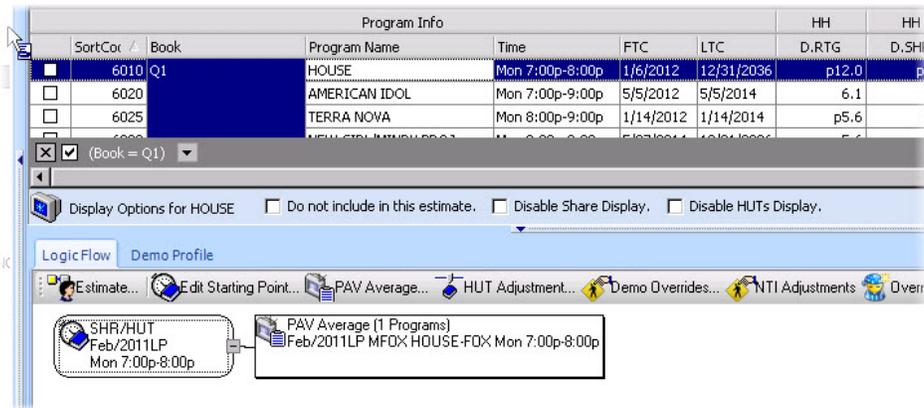
Note that you *can* specify Start and End Dates in Manage Selling Books, but it isn't necessary.



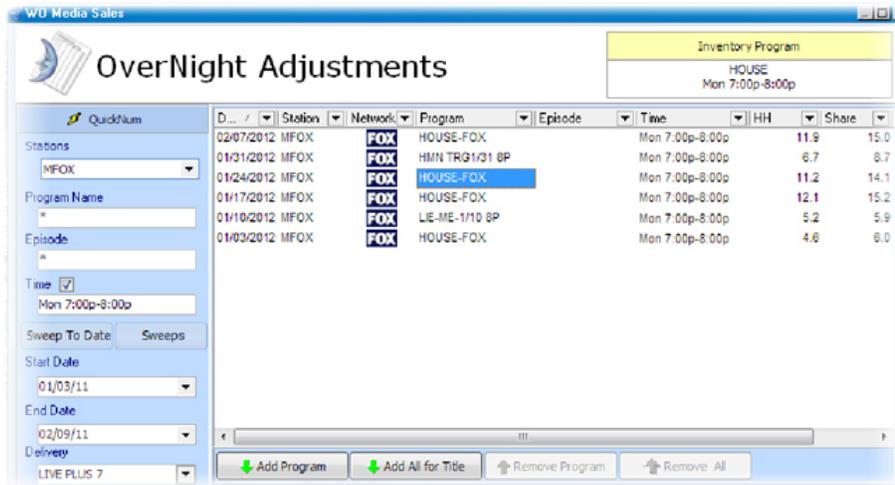
When you go back to the main selling book screen, be sure to filter to the book you'll be working with. (Just a general rule— there will be times when you'll want to see more than one book at a time)



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.

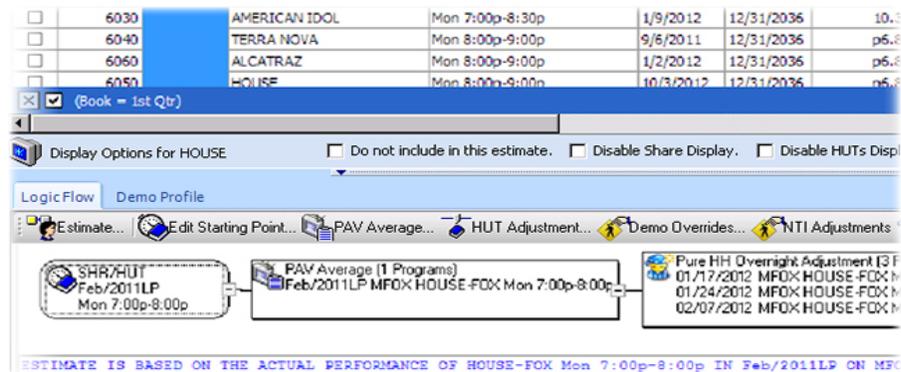


It may be that after the run of this program begins, you’ll want to check Overnights to be sure your numbers from last Feb are holding up, and you may want to add some of those overnights to your estimate. Click on the Overnights button (far right in the selection bar in Logic Flow). You’ll only have 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).



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

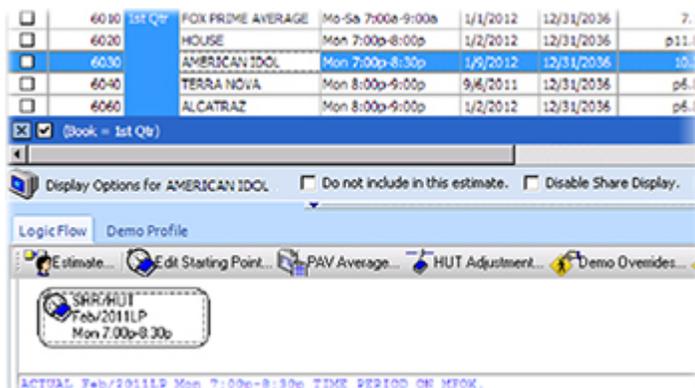
Is that okay? Probably. What you've done is show what House is doing *now*, as close to predicting the future as possible. (This is why TV sales teams monitor overnights) It may be, as time goes on in First Quarter, you'll want to add more overnights or change the overnights used in the estimate. For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



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.



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

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.

The screenshot shows the 'Select Program Averages' dialog box. The 'Limit' button is circled in orange. Below the table, the 'Pure PAV Average' checkbox is also circled in orange. The table contains the following data:

Book	Station	Program	Time	Nor	Wks	Ty	Src	Rating	Share	HUT	Relevance
Feb/2011LP	MFOX	30SEC-SLRN-FOX	Sat 11:30p-12:00a	<input type="checkbox"/>	1234	N/A	FOX	1.2	2.4	48.2	26
Feb/2011LP	MFOX	A YOUNG PRSNTS	Sat 5:00p-8:00p	<input type="checkbox"/>	1-34	N/A	Local	1.4			20
Feb/2011LP	MFOX	AM IDL TU-3/1	Tue 7:00p-8:30p	<input type="checkbox"/>	---	4	N/A	18.8			52
Feb/2011LP	MFOX	AM IDOL-TH-FOX	Thu 7:00p-9:00p	<input type="checkbox"/>	1234	N/A	FOX	19.6	25.5	76.8	43
Feb/2011LP	MFOX	AM IDOL-TH-FOX	Thu 7:00p-8:00p	<input checked="" type="checkbox"/>	1234	N/A	FOX	20.0	26.2	76.4	43
Feb/2011LP	MFOX	AM IDOL-WE-FOX	Wed 7:00p-9:00p	<input type="checkbox"/>	1234	N/A	FOX	19.2	26.1	73.5	43
Feb/2011LP	MFOX	AMERICAN IDOL-FOX	Sun 8:00p-7:00a	<input type="checkbox"/>	1234	N/A	FOX	1.0			25

I might also have found AI by typing a few letters in Search Program, or limiting what I saw by clicking the 3 dots next to the program time and changing it to hours covering weekday prime only.

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:

The 'HUT Times' dialog box shows the following options:

- Use Program HUT Times: Mon 7:00p-8:30p
- 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

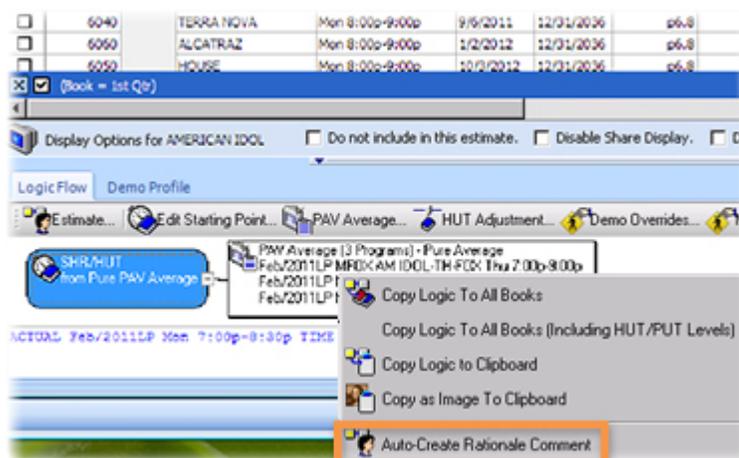
need to.

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

Inventory Prog: ALCATRAZ Mon 8:00p-9:00p

Station: MCAB | Book: Mar/2009LP | Filter Time Range: Mo-Fr 7:00p-10:00p | Show All | Search Programs:

Program	Time	Nor	Wks	Ty...	Src	Rating	Share	HUT	Releva
GREYS-THU9-ABC	Thu 8:00p-9:00p		1234	N/A	ABC	11.1			
HMELND-USA-ABC	Tue 7:00p-8:00p		1---	N/A	ABC	6.0			
IN MOTHHD-ABC	Thu 7:00p-7:30p		---4	N/A	ABC	7.0			
LIFE-MARS-ABC	Wed 9:00p-10:00p		1234	N/A	ABC	2.9			
LOST-ABC	Wed 8:00p-9:00p		1234	N/A	ABC	5.0	6.5	77.2	
PRIMTME-DO-ABC	Tue 9:00p-10:00p		123-	N/A	ABC	5.6	7.6	73.6	
PRS OBM-CN-ABC	Tue 7:00p-8:00p		--3-	N/A	ABC	6.6			

- 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 lead-in 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)