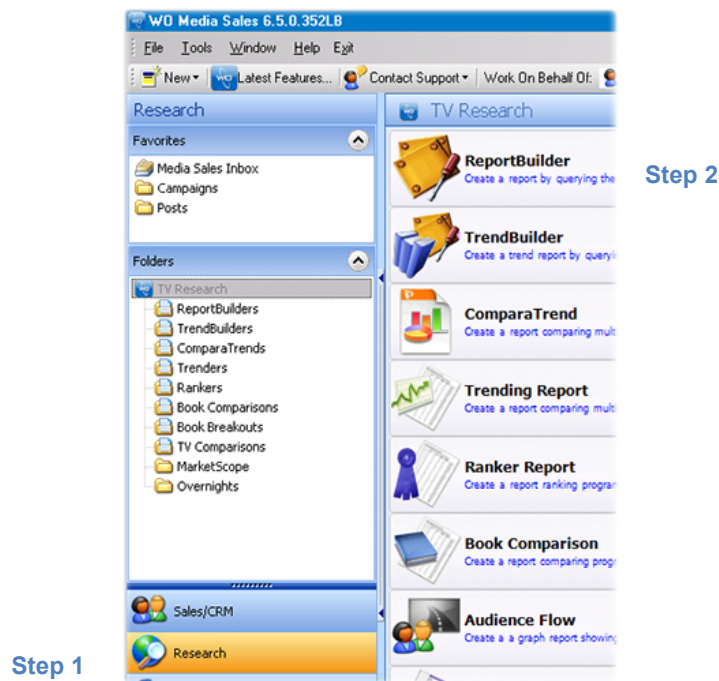


Quickly Getting a Rating/Share

WO Media Sales Report Builder- Quick Num

Account Executives often need a quick calculation. The best way to get a quick number is using *WO Media Sales Report Builder's* Quick Num.

1. In *WO Media Sales*, click the **Research** bar in the Navigation Pane.
2. Choose **ReportBuilder**.



Markets

Choose your market if multiple markets are available

Stations

All Broadcast stations will select the Broadcast stations in your market place, but can include “spill” stations, or others you don’t want in the report. Always review the selections and uncheck the stations you don’t want, or just check the stations you do want. *All cable* will only select cable networks. Again, be sure the selections are correct for your purposes.

Target (Share Book)

Since we need to pull a number from the Nielsen data, select the NSI book of your choice.

4. 5. 6.

4.

Time

Type the time range your need, then choose how it is displayed:

All Days = M-F and M,T,W,TH,F individually

Exact Days= M-F

Individual Days=M,T,W,TH,F (use Individual Days for Prime)

5.

Data

By loading from the Nielsen data you will be able to select from the Program average data or Time Period data.

6.

Add Data

Click here when your selections are complete.

After the data loads, look for the small silver button highlighted in the following example. Now you can drag any column on or off your report.

Click **Edit Demos** to choose the demos needed for your report.

The screenshot shows the Report Builder interface. At the top, there is a toolbar with an "Edit Demos..." button highlighted by an orange box. Below the toolbar is a header row for the data table. The table contains columns for Station, Network, Daypart, Book, Program, Time, Src, Weeks, #, D, RT, and DMA P25-54. The data rows list various programs like SEVERE WEATHR, NCIS:LA-CBS, BIG BANG-CBS, 2BROKE GRL-CBS, and GREY ANTMY-ABC. On the right side, there is a "Customization" panel with tabs for Columns, Episode, Market, and Type. The "Columns" tab is selected. At the bottom, there are sections for Grid Options, Ranking, Filters, and Grid Options, with a "Market Column" dropdown set to "Market Code".

Station	Network	Daypart	Book	Program	Time	Src	Weeks	#	D	RT	DMA P25-54
MABC+	abc	Prime	May/2014LP-pa	SEVERE WEATHR	Mon 7:00p-10:00p	Local	1	1	p19.0	1	
MCBS		Prime	May/2014LP-pa	NCIS:LA-CBS	Tue 8:00p-9:00p	CBS	3	1	p11.1	2	
MCBS		Access	May/2014LP-pa	BIG BANG-CBS	Thu 7:00p-7:30p	CBS	2	1	p10.4	3	
MCBS		Access	May/2014LP-pa	2BROKE GRL-CBS	Mon 7:00p-7:30p	CBS	2	1	p10.3	4	
MFOX	FOX	Prime	May/2014LP-pa	24: LV-DAY-FOX	Mon 7:00p-9:00p	FOX	2	1	p10.1	5	
MCBS		Access	May/2014LP-pa	BIG BANG-CBS	Thu 7:00p-7:30p	CBS	1	1	p10.0	6	
MCBS		Access	May/2014LP-pa	BIG BANG-CBS	Thu 7:00p-7:30p	CBS	1234	4	p9.7	7	
MCBS		Access	May/2014LP-pa	NCIS-CBS	Tue 7:00p-8:00p	CBS	3	1	p9.5	8	
MCBS		Access	May/2014LP-pa	BIG BANG-CBS	Thu 7:00p-7:30p	CBS	4	1	p9.3	9	
MFOX	FOX	Prime	May/2014LP-pa	AM IDOL-WE-FOX	Wed 7:00p-9:00p	FOX	2	1	p8.9	10	
MCBS		Access	May/2014LP-pa	BIG BANG-CBS	Thu 7:00p-7:30p	CBS	3	1	p8.9	11	
MABC+	abc	Prime	May/2014LP-pa	GREY ANTMY-ABC	Thu 8:00p-9:00p	ABC	2	1	p8.1	12	
MCBS		Prime	May/2014LP-pa	HAWAII 5-0-CBS	Fri 8:00p-9:00p	CBS	3	1	p8.0	13	
MCBS		Prime	May/2014LP-pa	CRIMNL MND-CBS	Wed 8:00p-9:00p	CBS	3	1	p7.8	14	
MABC+	abc	Prime	May/2014LP-pa	MARYL-SHLD-ABC	Tue 7:00p-8:00p	ABC	3	1	p7.5	15	
MFOX	FOX	Prime	May/2014LP-pa	AM IDOL-TH-FOX	Thu 8:00p-8:30p	FOX	2	1	p7.4	16	
MCBS		Prime	May/2014LP-pa	NCIS:LA-CBS	Tue 8:00p-9:00p	CBS	123	3	p7.2	17	
MCBS		Access	May/2014LP-pa	NCIS-CBS	Tue 7:00p-8:00p	CBS	123	3	p7.2	18	
MABC+	abc	Prime	May/2014LP-pa	GREY ANTMY-ABC	Thu 8:00p-9:00p	ABC	3	1	p7.1	19	

If you need any assistance please contact *WO Media Sales Support* at 415.675.6775 Option 2, 1 or sales-support@wideorbit.com