Contents

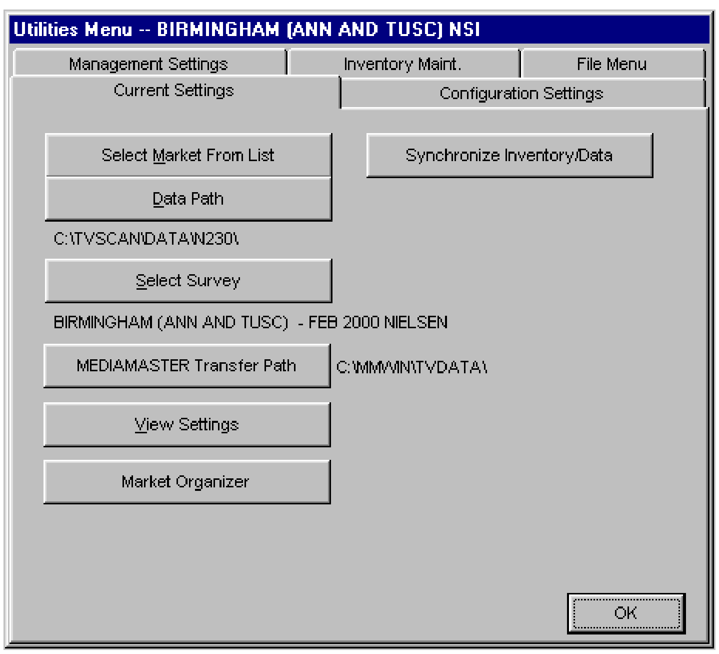
Chapter 1

Setup

This is where system maintenance is performed. Settings established here directly affect the manner in which TvSCAN functions. These options include:

- Downloading data
- Establishing/modifying system and individual users' setup configurations
- Creating estimate and PAV books
- Estimating
- Inventory maintenance
- Backing-up and restoring inventory
- Setting paths to other TAPSCAN Systems

Click the **Setup** button, or click **Utilities** on the Windows menu bar and select **Setup** to open the **Utilities Menu**:



Current Settings

This is the default tab the system displays once you enter in the Setup portion of the system. This tab gives you quick access to the system's current settings. The current data path and current book selection will be displayed on this screen.

Select Market From List

If you have multiple markets loaded into TVSCAN, you will use this option to toggle from market to market. After selecting this option, the **Markets Available** window will be displayed. To select a market, simply highlight that line and click the **OK** button; alternatively, you may simply double-click on the appropriate line.

Data Path

If you wish to change the current data path, click on this button. This brings to screen the **Select Directory** screen. Here you can view the directory trees, the data files that are contained within the directory, as well as the different drives.

Double clicking on a directory will change the data path setting to that directory. To change drives, click on that box's arrow, then double click on the appropriate drive. If you elect, you may click the **Directory Name** box, and simply enter the drive and directory name to which you wish to change the data path.

Select Survey

To reselect the current survey, you will click on this button. This will bring a listing of all previously loaded TPT books to screen. If you have several books from which to choose, you may prefer to have the listing sorted in a different order. Do this by clicking on **Sort**, then make the desired selection. You may choose from a sort benchmark of Market, Survey (date) or the original (default) order. To select a survey, highlight that line and click the **OK** button; alternatively, you may simply double-click on that line

The system will then prompt you to verify your selection. Respond by clicking **Yes**, and you will be returned to the Current Settings window.

MediaMaster Transfer Path

To set the **MediaMaster** transfer path so that you may import schedules into each, click on this button, then designate the appropriate path.

View Settings

To see a more detailed listing of all system settings, click on this button and a window displaying all pertinent system settings for the current user will appear.

Diagnostics

Clicking on the **Diagnostics** button will bring a list of different system and data files to screen. You can then select a file or directly view its contents on screen. Since the modification of any of these files will alter the way **TVSCAN** operates, you should not enter this portion of the system unless assisted by a Customer Service Representative.

Market Organizer

If you subscribe to multiple markets you can have the option of multi-market scheduling by establishing **Market Organizer**. Follow these steps to set up **Market Organizer**:

1. Click the **Setup** button.
2. Select the **Management Settings** tab.
3. Click **Market Organizer** and select **Market Organize** or **UnMarket Organize**.
4. To set up **Market Organizer**, select **Market Organize**. The following message will appear:

   "This procedure moves data files for markets in the current data directory into separate subdirectories enabling Market Selector, Multi-Market Scheduler and Market Spill to locate the data needed to functions. Do you wish to proceed?"

5. Click **Yes**. The system will create a directory for each market, then move all data files to the appropriate market directory. This should take a few seconds depending on the number of markets and the number of saved reports for each market.

When Market Organizer is finished, you will return to the Management Settings Menu. Click the **Current Settings** tab, where a new data path is indicated. The name of the new directory will end with the market's Nielsen market code. If you click **Select Market From List** and choose another market, you will see the data directory changes so that the final three characters in the name reflect the Nielsen market code for the new market.

Removing the Market Organizer

To deactivate **Market Organizer**, select **Un-Market Organizer**. This process removes the market code directories and places all data files for all markets into one directory. ***However, it is advisable to keep Market Organizer ON when using multiple markets.***

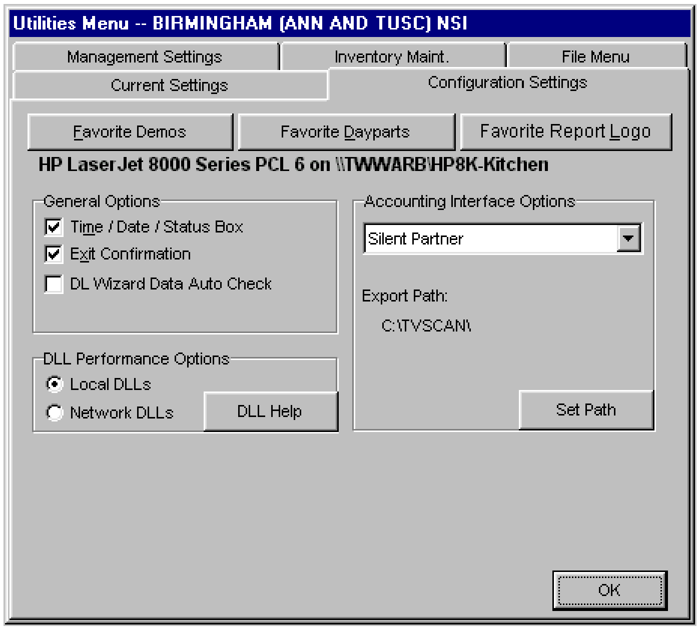
Update Inventory & Data Files

This feature is helpful to users who need to update a laptop with the latest inventory and data from TVSCAN on the network. This function will transfer all inventory, estimate books, created PAV books and comments from one computer/network, to another. All surveys not loaded on the computer receiving the information will also be copied to the laptop. **Hard disk space on the laptop should be considered prior to performing this task**.

Once the laptop/computer is connected to the network, click this button. This will bring the **Synchronize Files** window to screen. Select the **Update Inventory and Data FROM** button and identify the drive and path location which holds the data and inventory you wish to copy. Click **OK** once you have the appropriate setting input. Next, click the **Location to copy TO** button, and enter the drive and path to where the data and inventory will be copied on the laptop. The system will then transfer all information from the network, to the laptop.

Configuration Settings

This portion of the System Configuration Menu has settings that will effect the way some information is displayed within the system. Here, different options available to you may be activated. This is also where you may change the current printer setting.



Favorite Demos

To change any of the system's default demos, click on this button. This will bring the **Favorite Demo Menu** to screen. Double-click on the demo you wish to change, and the **Favorite Demographic Editor** menu will be brought to screen. Now redefine the demo by selecting the appropriate Gender, Starting Age and Ending Age. Once your selection has been made, click the **OK** button and you will be returned to the Favorite Demo Menu. If you wish to revert back to the original default demos after any changes have been made, click on the **Reset Defaults** button.

Favorite Dayparts

To change a default daypart, simply highlight the **Favorite Dayparts** field of the Default Settings menu, and all standard dayparts will be displayed. Single-click on daypart you wish to change and the **Time Entry** window will appear where all needed modifications will be made. Input a new Start Time/End Time by doing one of the following:

- Enter a time period using the keyboard, then press the ***Tab*** key to be moved to the next box.
- Click on the arrow button of each window and select a pre-configured time.
- Click the **OK** button once you have entered the desired time period.

Favorite Report Logo

Depending upon the type of printer being used, you have the option of customizing your reports with the TAPSCAN logo, or any other logo you have already created and saved as a bitmap. The logo will be displayed at the header portion of the first page of all reports. This is the area of TVSCAN where you will set the path to that file. Click this button and the **Printout Logo Selection** window will be displayed where you will select the appropriate drive, directory and file. The field in the upper left corner of this window reflects the drive the system is currently analyzing. To change this, click the arrow key located on the right side of this field. This will bring a drop-down menu of all available drives. Single-click on the desired line and the focus will be changed to that drive.

The box directly below the drive field reflects all subdirectories that reside on that drive. The box below the subdirectories display reflects all logo files (*.BMP) from which you may choose. We recommend the .BMP file be at least 150dpi. The window on the right side of this box is where you may see a preview of how the logo will appear on the printed report. To switch to a different subdirectory, double-click on that folder. To preview a logo, single-click on that file name. To select a logo, double-click on that file name; alternatively, single-click on the file name then click **OK**. To prevent a logo from printing on all reports, choose the **Clear** button on the **Printout Logo Selection** screen.

General Options

Time/Date/Status Box

If you wish for the time and date to be displayed at the bottom of each TvSCAN window, you will check this box.

TVSCAN Exit Confirmation

If you want the system to prompt you to confirm that you wish to leave TVSCAN, select this box.

DL Wizard Data Auto Check

Determines whether the Download Wizard's **Data Auto Checker** is turned on.

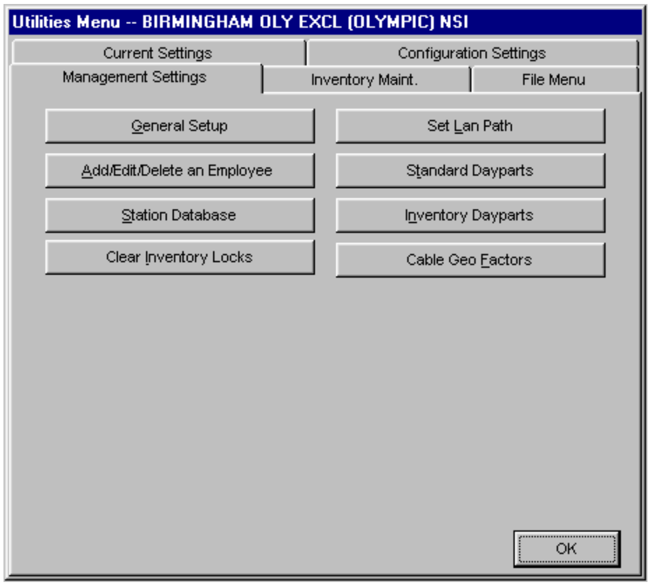
DLL Performance Options

Where you will designate if TVSCAN should read the DLL files (operating files) from the network or on your local drive.

Management Settings

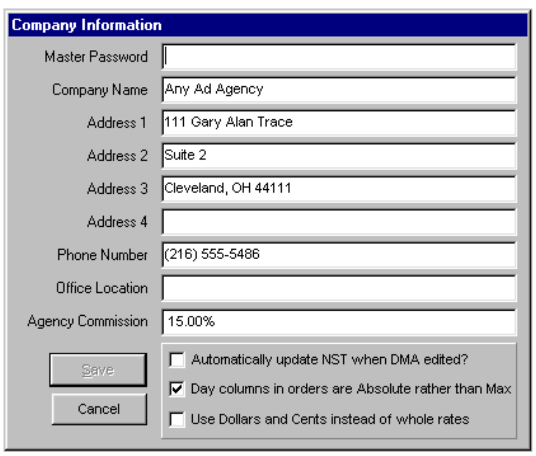
Functions here include establishing databases and maintaining inventory settings. If you have established a system password for inventory, it will be required to access these options.

The settings on the right side of the screen are market specific. The settings listed on the left side of the window are system settings, meaning they apply regardless what market is being used.



General Setup

This is where you can update the company information that was entered when the system was installed:



Edit Company Information

This is where all basic information about your company is stored. All previously entered information will be displayed when this window appears. These are optional entries, although we encourage you to enter this information since it will help you operate the TVSCAN System more efficiently.

Master Password

If you have stored inventory, created books, estimating, etc., it is **strongly recommended** that you password protect those areas of the system. This will prevent any user other than the person who maintains the TVSCAN inventory from making any changes to the inventory database. To establish a password, enter that text in this field. Upon entering those protected areas of the system, the user will be prompted to enter this password. If the incorrect password is entered, access will be denied.

Company Information

You will enter information specific to your company in these areas. This data will be automatically transposed into different reports within the system.

Agency Commission

To automatically calculate rates with a specific agency commission applied, enter that percentage in this field.

Automatically update NST when DMA Edited?

If this option is activated, upon editing DMA numbers, NST components will be adjusted that same amount/percentage.

Day columns in orders are Absolute rather than Max

When this box is selected, you must update the spots you have ordered before changing spots on the schedule.

Use Dollars and Cents instead of whole rates

When selected, you can use dollars and cents, rather than whole dollars only.

Save Button

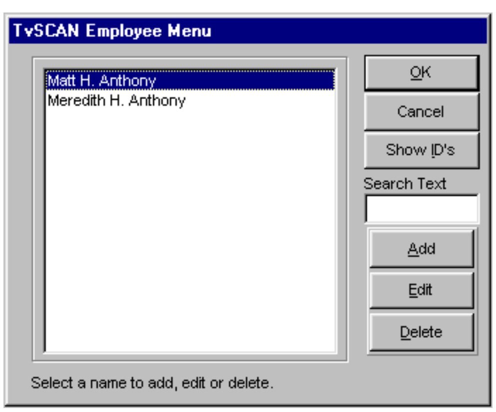
Click **Save** once all information has been entered and the data will be stored.

Cancel Button

Clicking **Cancel** will erase all information you just entered.

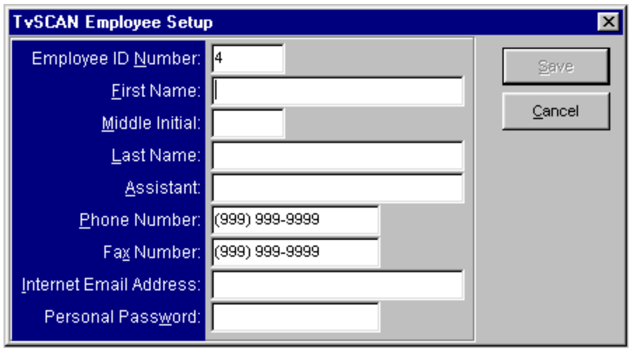
Adding, Editing or Deleting Employee Names

Click Setup, Management Settings then click the **Add/Edit/Delete an Employee** button. The **TvSCAN Employee Menu** will appear reflecting all users in the current user database.



Adding a New User

To add a new user to the system, click the **Add** button to open the **Employee Setup** window.



The cursor will be automatically placed in the **First Name** field and in the open-edit mode. Enter the first name, middle initial, last name, name of this user's assistant and phone number by pressing the **Tab** key to advance to each of the different fields, then enter the appropriate information. To password protect this user's saved reports, tab to the **Personal Password** field, and enter the suitable text. Note: **The Personal Password is an optional entry.**

After all information has been entered, click **Save**, and you will be brought back to the TvSCAN Employee Menu which will now reflect the user name you have just entered.

At this point, you will then be prompted to identify the data path you wish to assign to the new user. Double-click on a directory name to change the data path setting focus to that directory. To change drives, click on that box's arrow, then double-click on the appropriate drive. After you have selected the correct data path (it will be reflected in the yellow box on the bottom of the window), click **OK**.

Editing or Deleting a User

To make any changes to a previously added user name, click the **Add/Edit/Delete an Employee** button, then single click on the user name you wish to change. You may then do one of the following:

Click the **Edit** button to be taken to the **TVSCAN Employee Setup** window. At that point, you may make any changes needed. Click the **Save** button to save the record.

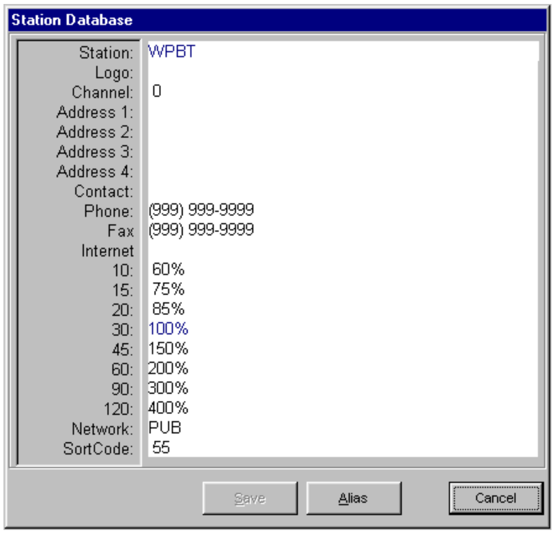
Click the **Delete** button to delete the employee record. You will be prompted to confirm the action. Click **Yes** and the employee name **AND ALL CORRESPONDING SAVED FILES** will be deleted.

Station Database

This important area of the system allows you to perform any maintenance on all station-related databases and issues. It is also here that all station-specific information, such as **address**, **telephone number** and **rate card percentages**, will be stored. Also, here you can **create a non-rated station** for the purpose of estimating your own numbers, or **create a composite station** for the purpose of bundling several stations or cable networks together so that they may be displayed as a single entity.

Edit Station Database

This portion of the Station Database section is where all station/company information, sort code, and affiliation information is held.



After selecting this option, the **Station Menu** will be displayed. Highlight the corresponding station's database you wish to edit and click **OK**; alternatively, you may simply double-click on that station. The **Station Database** will then be brought to screen.

Using Aliases

- If you wish to use an **alias** (nickname) for the station throughout the system, click **Alias**.
- Click **Add Station** and the Alias Station Entry box will appear on screen. You may enter an alias of five or less characters. Click **OK** once the entry is complete.
- If you wish to delete an alias, click **Delete Station**, enter the alias' corresponding number (displayed on the Alias List), then click **OK**.
- **Show/Hide Alias List** will toggle the Alias List on and off of the Station Database display.

Click the field to edit, then enter the appropriate information. When you finish, click **OK** and answer **YES** to exit and save your work. You will be asked, **Would you like me to update your inventory?** Answer **YES** if you have changed **spot rate percentages**, **sort code** or an **affiliation**. Back at the **Station Database Menu**, you can continue editing other stations.

Create a Non Rated Station

If you need to include a station that is not rated, or whose numbers are not available to you, you can create that station here.

After selecting **Create a Non rated Station**, the system will prompt you to enter call letters for the non-rated station. If this is a cable network your response will be **CABL**, otherwise, enter in the desired call letters then click **OK**. The system will then confirm you wish to add that station. Click **Yes**, and the system will then quickly process the inventory information and create the network.

Upon completion, you will receive confirmation that the station was added. Click **OK** and you will be taken back to the **Management Settings** window.

Before you may use this non-rated station, inventory must and ratings must be created for it. Until this is done, the station will not be available. (See Scenario #1 in the chapter entitled Estimating.)

The station will have to be re-created after each new survey is loaded. (Inventory and ratings creation only needs to be created once.)

Create a Composite Station

This option will allow you to combine multiple stations so that they may be displayed as a single entity. A **Composite Station** will **ADD**, **not AVERAGE** ratings. Composite stations are usually created using Broadcast and Cable data for the purpose of adding a group of cable networks that are available in Broadcast and Cable data.

After selecting this option, the system will prompt you to enter the call letters for the network you wish to create. If this is a cable network your response will be **CABL**, otherwise, enter the desired call letters.

Now the **Station Menu** will appear where you will identify the stations that will be included in this composite station. Make your selection by doing one of the following:

- If desired stations are listed consecutively, drag the cursor over them then click **OK**.
- If they are not in a row, hold down the Ctrl key on your keyboard while clicking each desired station one at a time, then click **OK**.
- **Select All** automatically selects all stations listed on the station menu.
- **Deselect All** will automatically will "un-highlight" all previously selected stations.
- **All Commercial Stns** will automatically select all stations that are available for commercial advertising.

You will be prompted to confirm that you wish to create this station. Respond with **Yes**, and the system will create the station. You will then be notified that the station was successfully created. Click **OK** to return to the **Management Settings** window.

Before you may use this composite station, inventory must be created for it. The station must be re-created after each new survey is loaded. (Inventory only needs to be created once.)

Deleting a Created Station

Using this option, you can delete a previously created station.

Any created inventory and estimates for the created station will be deleted.

When this option is selected, you will receive the following message: "NOTE: This process will AUTOMATICALLY PACK ALL FILES…Continue?"

This message simply indicates that your inventory files will be updated. Click **Yes**, and the station menu will be displayed. Highlight the station to be deleted and click the **OK** button. The system will prompt you to confirm you wish to delete the identified station. Confirm by clicking **Yes**, and the system will remove the station from the database. You will then be notified that the station was successfully deleted. Click **OK** and you will be returned to the Management Settings window

Clear Inventory Locks

When Inventory is being accessed, it becomes *locked*, meaning no maintenance may be performed on inventory, estimates and created PAV books. This is to protect the integrity of this data. This option should be used to clear locked inventory, but only after the user is sure no one is accessing inventory, estimates or created PAV books. In addition, occasionally inventory can become locked when operating TvSCAN on a network. Customer Service will use this option at times to unlock the data.

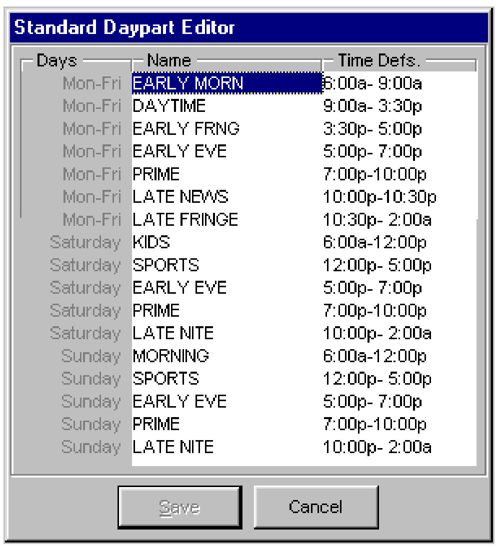
Set LAN Path

The LAN path creates itself upon installation of TvSCAN. There is normally no need to change this setting. If you need to change it, it is advisable that you consult with a Customer Services Representative.

Modification of this path may result in improper functioning of the TVSCAN System!

Standard Dayparts

You may customize standard dayparts to accommodate your time zone. Click **Standard Dayparts** to open the **Standard Daypart Editor.** You may change both the **Name** and **Time Definition** if needed. The Days definition cannot be modified.



Name Change

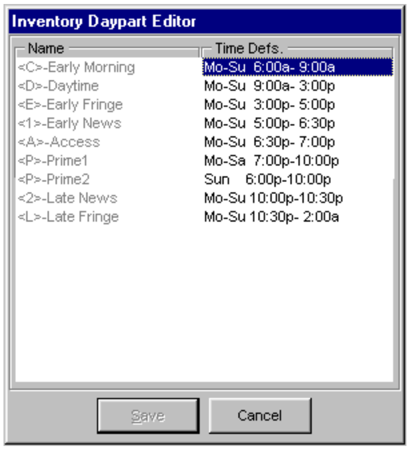
To change the name of a daypart, double-click on that field, and the Standard Daypart Definition window will open. Type in the customized daypart name, then click **OK**.

Time Change

To change the time definition of a daypart, double-click on that specific field and the **Time Entry** window will be displayed. Input the modified time component in the Start Time and End Time fields. Valid entries are, for example, 530a (5:30AM), 615a (6:15AM), etc. You do not need to use colons (:) or the complete "AM/PM" designation. Click **OK** once you have entered the correct time period.

Inventory Dayparts

To redefine **Inventory Daypart** definitions, select this option. This will bring to screen the **Inventory Daypart Editor** window. You will see each **Inventory Daypart** on the left side of this window, with the pre-defined time definition directly listed to the right.



To change a daypart time definition, double-click on that specific field and the **Time Entry** window will appear.

Changing the Time Definition

To change the times of this daypart, place the cursor in the corresponding field and input the modified time component. Valid entries are, for example, 530a (5:30AM), 615a (6:15AM), etc. You do not need to use colons (:) or the complete "AM/PM" designation.

Changing the Day Definition

To modify the days component of the daypart, do one of the following:

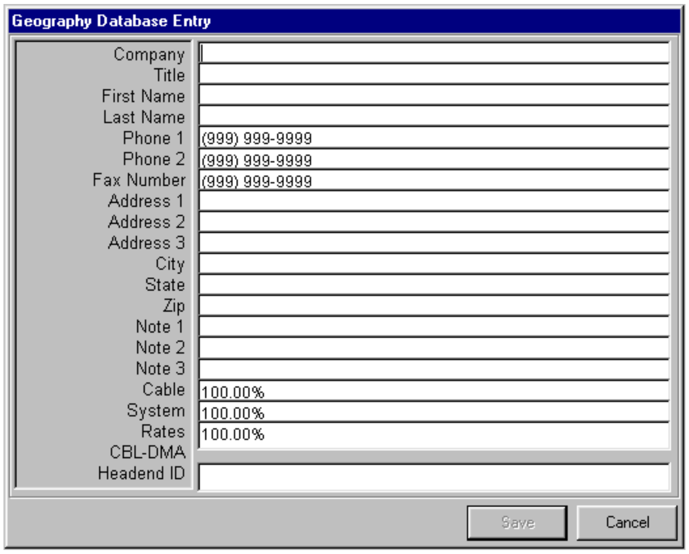
- To select multiple days listed consecutively, drag the cursor over them then click **OK**
- If they are not listed consecutively, hold down the **Ctrl** key on your keyboard while clicking each day one at a time, then click **OK**
- For a single-day daypart, single-click it then click **OK**

Click **OK** once you have entered the correct time period. You will return to the **Management Settings** window.

Cable Geo Factors

Click this button to open the **Geography Database Menu**.

- To **ADD** a cable geography, click **Add** to open the **Geography Database Entry** window. Click each field to enter the appropriate information. Click **OK** when finished, and the new geography will be added to the **Geography Database** and can be selected.3

- 

HINT: ***Cable*** *refers to the percentage of* **overall cable penetration** *in the DMA.* ***System*** *refers to the percentage of* **the cable company's penetration** *in the DMA.*

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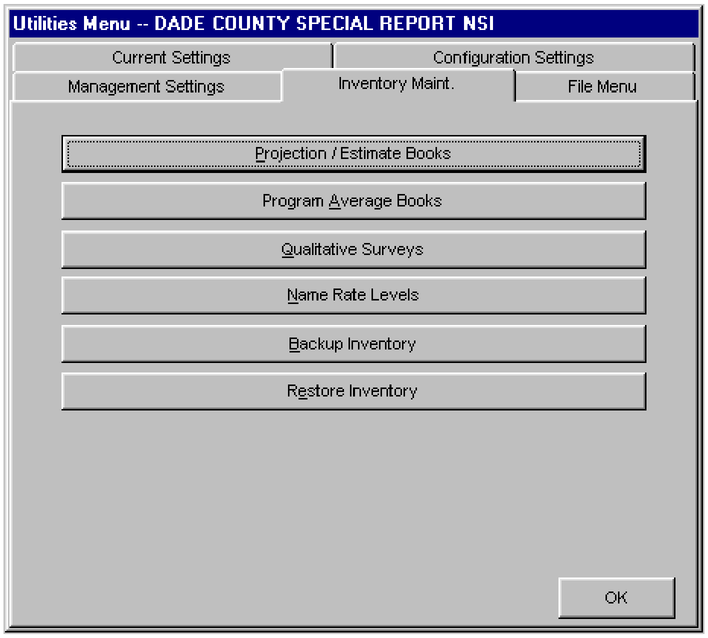
- To **EDIT** a cable geography, click **Edit**. When the **Geography Database Entry** window opens, click the field(s) to revise and type the changes.

- To **REMOVE** a cable geography, click it then click **Delete**.

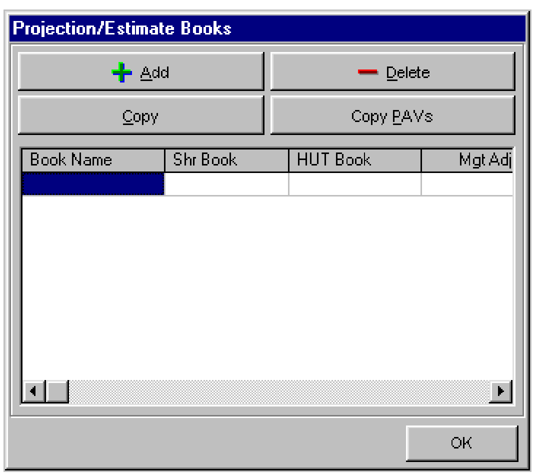
Inventory Maintenance

Inventory is a very crucial area of TVSCAN. This is where customized station programming is stored, PAV historical books are created and stored, and estimating is performed.



Projection / Estimate Books

The following instructions are an overview of the mechanics of creating Projection/Estimate books. For detailed explanation of why projecting and estimating are beneficial, see the section on *Projection/Estimate Books* in the chapter entitled *Inventory*.



To create Projection/Estimate (or PJES) books for estimating, click this button to open the **Projection/Estimate Books** window.

To create a Book

1. Click **Add**.

2. Type a name for the book using up to 8 characters and spaces. Try to use a descriptive name, such as 3QTRPJ for a third quarter projection.

3. The **Management Adjustment** defaults to 1.00. To change it, double-click it and type the revision.
4. Click **Share Book** and double-click the book from which Shares should be used.
5. Click **HUT Book** and use the same procedure to select the book from which HUTs should be taken.
6. Click **OK**. The book will begin creating and is ready for use as soon as it finishes. Start again with **Step 1** above if you need to continue creating PJES books.

To remove a Book

Single-click the book to remove, then click **Delete**.

You should ALWAYS *pack files after deleting books! See the instructions for **Pack All Files** in the section entitled **File Menu** in this chapter.*

To copy a Book

1. Click **Copy**.
2. Single-click the book to be copied in the **From** column.
3. Single-click the book to receive copied information in the **To** column.
4. Click **OK**. The copying process will begin and the book will be ready to use as soon as it finishes.

Remember, for explanation of why you would copy a book, refer to the Inventory chapter's section on Projection/Estimate.

To copy PAVs

Click **Copy PAV**.

1. Single-click the book from which PAVs are to be copied in the **From** column.
2. Single-click the book to receive copied PAVs in the **To** column.
3. Click **OK**. The copying process will begin and the book will be ready to use as soon as it finishes.

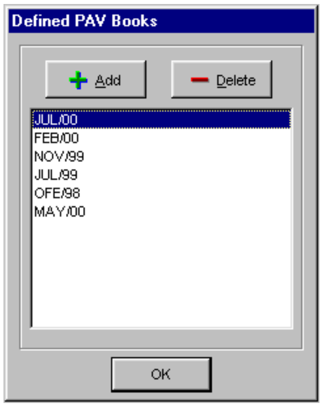
To rename a Book

Double-click the name of an existing book and type the new name.

Remember, for explanation of why you would copy a book, refer to the Inventory chapter's section on Projection/Estimate.

Program Average Books

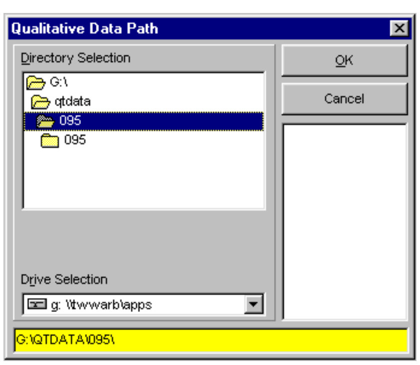
After a Program Average (PAV) book is downloaded, it must be defined. To do so, follow these steps:



- Click **Program Average Books** to open a list of all currently defined PAV books. Note that only ***defined*** PAV books will be listed.
- Click **Add** to open a list of ***all downloaded*** PAV books (defined and undefined). Double-click the first book to define.
- When the process finishes, the book is ready to use. To continue defining PAV books, double-click the next one to be defined.
- To remove a defined PAV book, highlight it and click **Delete**. You will receive a warning that removing the book will affect Inventory by deleting PAV definitions applied there. To continue, click **Yes**. Note that only the ***defined*** part of the book is being deleted. If you click **Add**, the removed book should be listed and is still available to be re-defined.

Qualitative Surveys

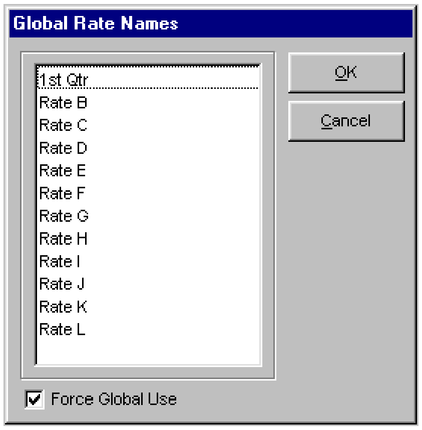
If you use qualitative data, click this button to set the path to your qualitative surveys. Use the drive selection bar and folders to locate the correct directory. ***Remember, you can read further explanation of qualitative information in the chapter entitled Inventory.***



Naming Rate Levels

If needed, you may customize the names of the various rate levels used throughout TVSCAN so that users may distinguished one from another by using this option.

After clicking **Name Rate Levels**, the **Rate Names** menu will appear.



Rate level A will automatically be highlighted. If you wish to customize Rate A's name, press the **<F2>** key, then enter the name of the rate level. You may use up to **eight characters** to name each rate level. Once complete, you may move to the next rate level by double clicking on that level, and making the change in the same manner. Alternatively, you may use the **Up/Down** arrow keys to move from field to field.

Once all modifications have been made, select **OK**. Customized rate card names will now appear throughout the system.

Assigning Global Rate Level Names

You may assign global rate level names to all TV markets if you desire by accessing the **Force Global Use** on this window. Afterwards, any change made to the rate names on this screen will automatically be copied to all other markets.

If you do not activate this option (i.e. want to use different rate level names for each individual market) do NOT check this option. You will also need to go into each individual market's inventory and click the "**$**" speed button (**Rate Menu**). Once there choose **Edit Market Rate Card Names** where you may make any changes to that market's rate level names, keeping all changes preserved for the current market only.

Backing Up and Restoring Inventory

The **Backup** and **Restore** options allow you to transfer Inventory to one PC/network to another. You should backup your inventory on a timely basis regardless of whether you are moving the information from one site to another. This is because, if something was to happen to the computer that stores the information (such as a hard disk crash), the information would be preserved and could be restored (i.e. you won't have to recreate the information).

The following information is saved/transferred when you Backup/Restore:

- All Created Inventory
- All Projections/Estimate Books
- All Created PAV Books
- All Estimates
- All Override Demos

- All Rate Levels (and customized names if applicable)
- All Qualitative Assignments

Back Up Inventory

Regardless of whether you are transferring Inventory from one computer to another, you should regularly backup your TVSCAN Inventory onto a diskette(s).

If you subscribe to multiple markets, it is important to use a different diskette for each market.

If you are operating TVSCAN in a networked environment, all users MUST be out of the system PRIOR to beginning the backing up procedure.

To backup (copy to a diskette) your created all Inventory-related items click on this button, and the **Inventory Backup** window will then be displayed. Click on the button which holds the diskette, or click the **Drive ?** button and identify the drive destination, and you will see the remaining buttons (which are dimmed upon entrance to this window) be activated.

Identify which drive contains the diskette onto which the Inventory will be copied by clicking on that selection. The **Erase Disk** option will automatically erase any files which currently reside on the diskette. Once you are ready to proceed, click the **Back Up** option and the system will backup your Inventory.

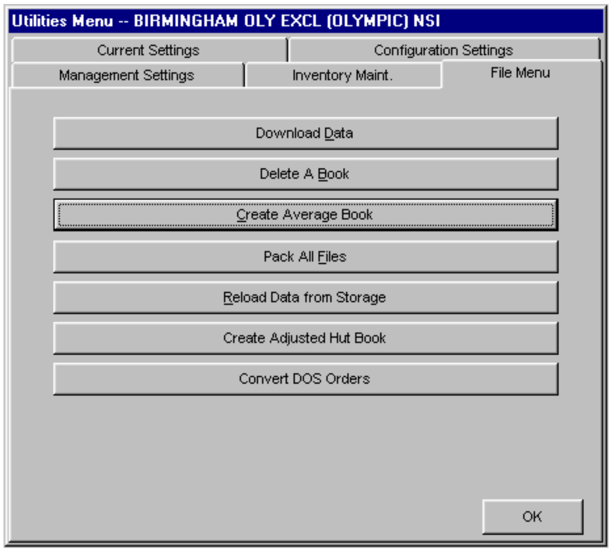
Restore Inventory

*If you are operating TVSCAN in a networked environment, all users MUST be out of the system PRIOR to beginning the **Inventory Restore**, or errors will be encountered. Restoring will **OVERWRITE** inventory that currently resides on the receiving computer.*

To transfer or restore backed up Inventory onto a computer, click this button and the **Inventory Restoration** window will be displayed. Click on the button which holds the diskette containing the Inventory, or click the **Drive ?** button and identify the drive destination. The **Restore** button (which is dimmed upon entrance to this window) will be activated. Click on this button, and the system will quickly transfer the Inventory on the diskette to your PC.

File Menu

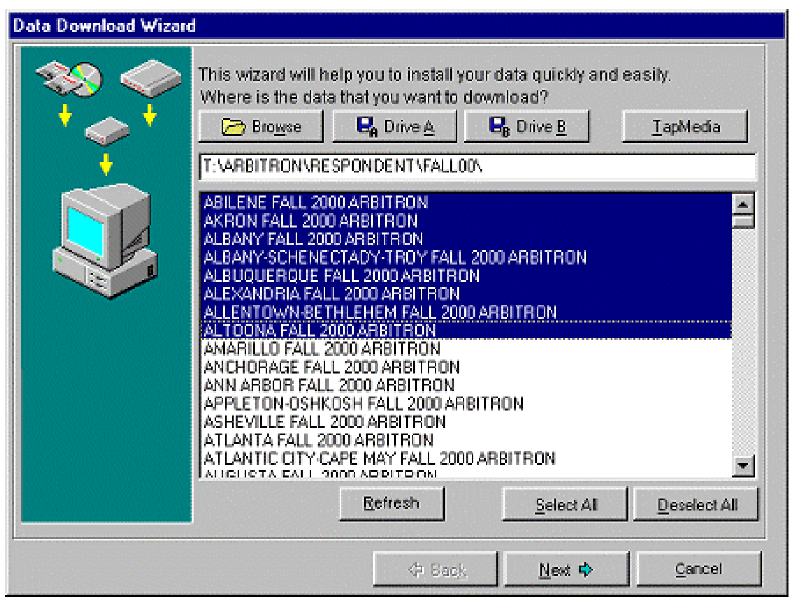
This is where all system updates will be performed, books loaded and deleted, among other important functions.



Downloading Data

Click Setup, File Menu, then Download Data.

This is where you will load Time Period, Program Average, Retail Spending Power, Donovon, PRIZM® and PROSPECTOR data into TVSCAN. When you click this option, the Data Download Wizard opens:



1. Identify the drive that contains the data disk.
    - If the data disk is loaded into drive A, click the Drive A button;
    - If the data disk is loaded into drive B, click the Drive B button;
    - If the data is on a different drive, such as a network drive or if downloading from your TapMedia download directory (C:\Taptemp), click Browse, identify the drive and directory where the data resides, then click OK. All available surveys will appear in the middle of the Download Wizard window.

2. Identify the survey(s) to be downloaded:
    - Highlight the survey you wish to download then click the Next button.
    - If more than one survey is listed and you wish to download all, click Select All.
    - If more than one survey is listed and you wish to select multiple books which are listed consecutively, click the first selection and drag the cursor over the other consecutively listed selections.
    - If more than one survey is listed and you wish to select multiple books that are *not* in a row, click the first selection and hold down the Ctrl key on your keyboard while you single-click all other desired selections one at a time. When all desired books are highlighted, click Next.

3. Identify the type of data being loaded and in what manner it should be stored.
    - Single click on the button that matches the type of data you are loading. You will be prompted to identify where the data should go. Double-click a directory to change its data path setting. You may click the Directory Name box and type the desired drive and directory name.
    - The Store Data options control whether the data is stored and if so, how it will be stored. There is usually no need to change these settings; however, it is a good idea to be sure Market Organizer is checked—especially if your agency uses surveys for multiple markets.
    - Once all settings are properly established, click Download to begin the downloading process.

Note: Use the TapMedia button when you want to download new surveys from the TapMedia Web site. After downloading, click the Refresh *button to list the new surveys.*

Deleting a Book

*Any book that is currently part of a Projection, Estimate or created Program Average Book **CANNOT** be deleted without first deleting the created book!*

To delete a **Time Period** or **Program Average** book, click **Setup**, **File Menu**, then **Delete a Book**. If you have both Time Period (TPT) and Program Average (PAV) data loaded in your system, you will be prompted to identify which you wish to delete. Click on the appropriate selection, then the **Book Deletion Menu** will appear, listing all books that are currently loaded within the system. Highlight the survey you wish to delete, then click **OK**. Confirm your selection by clicking **Yes** at the Confirmation window, and the book will be deleted.

Creating an Average Book

If you would like to combine two to five books together to get an "average" look at the viewing characteristics, you can do that by creating an Average Book. This option will allow you to combine up to five books and average their ratings together so that all may be displayed as a single entity.

After selecting this option, the **Average Book Builder** will appear listing all available Time Period books from which you may choose. **Only Time Period books may be used when averaging**:

To select books for inclusion in the Average book, double-click on each selection. You may also single-click on each, then click the **right arrow** button. You will then see that book move to the **Books to Average** column. To remove a book from selection, click the **left arrow** button.

To remove all selections, click the right **double arrow** button. Click **OK** type a name for Average book. Click **OK** and your book will then be created. Once complete, you will return to the **File Menu**.

Pack All Files

This is an important function of TVSCAN. **Packing files** actually re-organizes your data directory.

If TVSCAN is being used in a networked environment, it is very important that all users exit the system before packing files!

Why is it Necessary to Pack Data files?

Think of your TVSCAN data subdirectory as a file drawer. Periodically, you will delete books, Packages, Estimates, and other relevant files from the drawer. You will also place Flight Plans and other reports of varying sizes in the drawer. This can make some parts of the drawer become packed tight, while causing spaces between files in other parts of the drawer. When you **Pack Files**, you are evenly distributing the material in your drawer, making files easier to find and helping you work more efficiently. The same is true for TVSCAN. In some cases, failure to pack files can eventually cause errors.

When you click **Pack All Files**, the system quickly re-organizes your files then returns you to the **File Menu**.

Reload Data From Storage

If you are a TapMedia subscriber and have established a *Store* path in the Download Wizard, this is the quickest way to reload a survey from that established path. This option simply remembers where the path is so that you will not have to go through the procedure of resetting the path to the stored data.

Once you click this button, a listing of all saved surveys will be listed. Double-click on the file you wish to download, or single-click on that line and click the **OK** button, and the data will be transferred.

Create Adjustment HUT Book

If you would like the HUT levels of reports to come from a different book than the current book selection, you may make that modification by setting this option.

Clicking this button to open a menu of all TPT books available for selection. To change the order of the list, click **Sort** then make the desired selection. You may choose from a sort benchmark of Market, Survey (date) or the original order. To select a survey, highlight it and click **OK**--or simply double-click on that line. After confirming your selection, you will return to the **Current Settings** window.

Converting DOS Orders

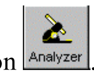
This option allows you to convert **TVSCAN DOS Orders** into **FlightPlan Orders** of the system. Click the click **Convert DOS Orders** button and you will be taken to a screen listing all **DOS Orders** presently saved for the current market from which you will select to convert.

NOTE: Once you convert an Order, only the Order portion of FlightPlan will contain the converted information (i.e. the conversion will not place spots in the Plan portion). In addition, daypart codes will not be included so you must define each daypart if necessary for report purposes.

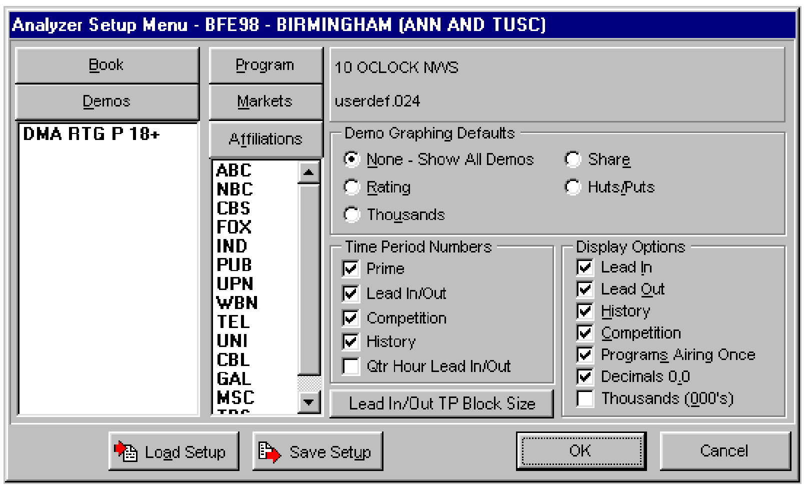
Chapter 2

Analyzer

Analyzer allows you to see an apples-to-apples comparison. For example, you can see how a program on one station performed against programs during the same time slot on competing stations. A variety of scenarios can be analyzed, including the rise and fall of viewing levels during the "lead in" and "lead out" surrounding a chosen program.

On TVSCAN's main menu, click the **Analyzer** button 

. This will open the **TVSCAN Analyzer Setup Menu**, which looks like this:



The **Current Survey** is displayed in the title bar of the setup menu.

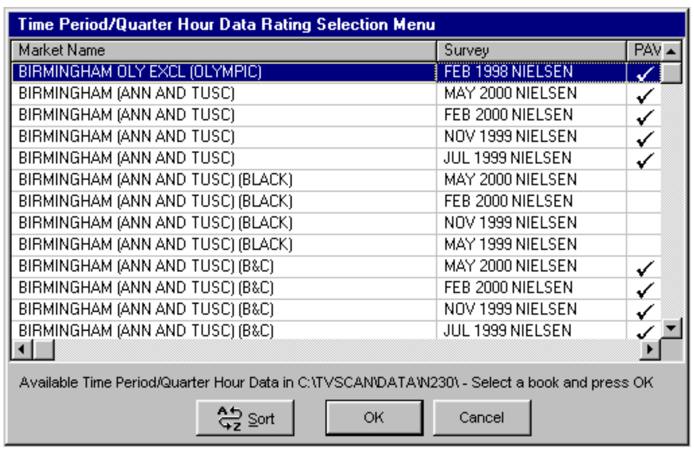
- Click Book to select a different survey to analyze. See the section in this chapter on **Changing Surveys**.
- Click Demo to select the demo(s) to analyze. See **Selecting Demos** in this chapter.
- Click Program to select a program to analyze. Analyzer will not limit you to information on the selected program. Information on the surrounding programs is also included.
- The market is listed next to the survey. To change markets, click Markets.
- Click Affiliations to open the list of all available affiliations, including Cable. For further help, see **Selecting Affiliations** in this chapter.
- Single-click a graphing choice in the **Demo Graphing Defaults** section in the center of the right side of the Setup Menu. If you choose **None-Show All Demos** there will be no graph.
- In the **Time Period Numbers** section, select one or any combination of options.
- If you choose **Lead In/Lead Out** in the **Time Period Numbers section**, remember to also click the Lead In/Out TP Block Size button then select the length of the lead in and lead out blocks surrounding your chosen program. The section in this chapter on **Lead In/Lead Out Options** gives more detailed

help.

- In the Display Options section, you will need to select the information you want to display on the final report. Note that anything NOT checked here **will not** display on the report.
- If this set up is one you will re-use with few or no changes, click Save Setup. See the section in this chapter on Saving an Analyzer Setup for further help.
- To use a saved setup, click Load Setup and select from the list of saved setups. For more information, see the section in this chapter on Loading/Retrieving a Saved Setup.
- When the **Analyzer Setup Menu** is complete, click **OK** to pull the report.

How To Change Surveys In Analyzer

Click the **Book** button at the top left corner of the menu. This will open the **Time Period / Quarter Hour Data Rating Selection Menu**, which looks like this:

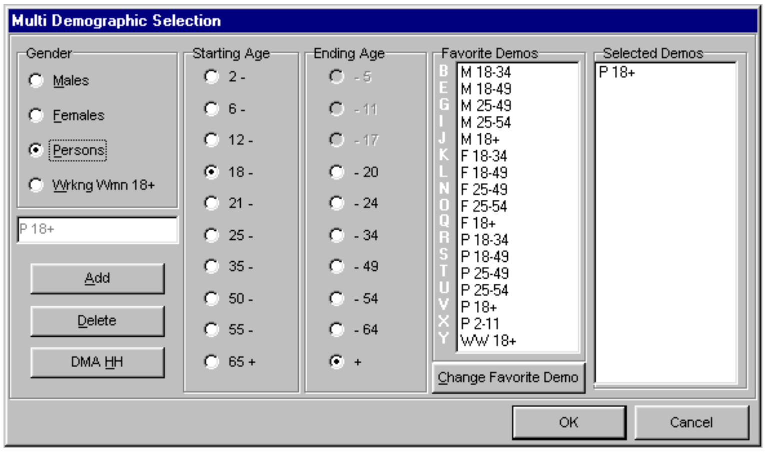


All available surveys will be listed here. Double-click the survey you want to use.

Note: *If you have several surveys, you may change the order in which they are listed by using the* ***Sort*** *button:* 

How To Select Demos In Analyzer

Click the **Demos** button on the **Analyzer** menu. This will open the **Multi Demographic Selection** screen:



- If the demo(s) you need are on the Favorites list:
  - Double-click your choice if you only need one demo.
  - Click and drag if you need more than one that are listed consecutively.
  - If the desired demos are not in a row, hold down the Ctrl key on your keyboard and click them one at a time.

- To choose non-standard demos, start at the top left of the **Multi Demographic Selection Screen**. Single-click a **Gender**. In the **Starting Age** and **Ending Age** columns, single-click your choices. The demo you have selected should be displayed in the small window on the far, left side of the demo selection screen. If the demo is correct, click **Add**. If you made a mistake, simply change the gender or age selections until the correct demo is displayed then click **Add**.
- To choose **DMA Households** as a demo, simply click the **DMA HH** button.

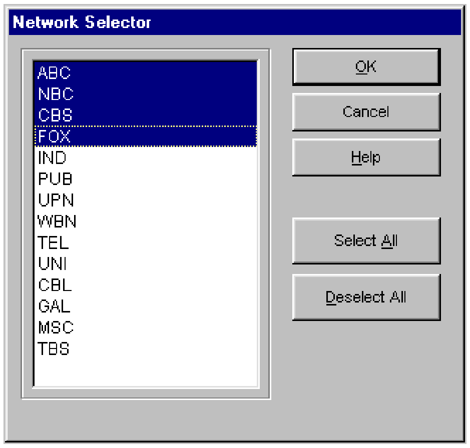
The demos you select will appear in the **Selected Demos** column on the far right side of the demo selection screen.

To remove a demo from the **Selected Demos** column, single-click to highlight it then click **Delete** to remove it from the list.

When you are finished selecting demos, click OK.

Selecting Affiliations in Analyzer

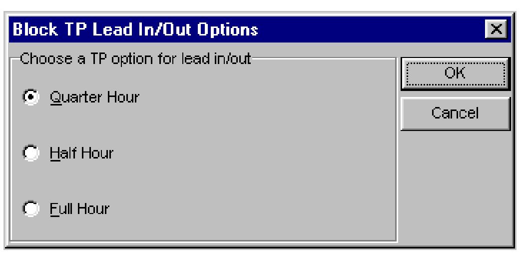
Click the **Affiliations** button. This will open the **Network Selector** menu:



- To select one affiliation, double-click it.
- To compare among all affiliations, click Select All.
- To compare specific affiliations:
  - If the ones you need are listed consecutively, click and drag to highlight them. Release the mouse button and click **OK**.
  - If they are not in a row, hold down the Ctrl key on your keyboard while clicking affiliations one at a time. When the ones you need are highlighted, click **OK**.
  - If you make a mistake, click Deselect All and start over.
- When all desired affiliations are highlighted, click OK.

Lead In / Lead Out Time Period Options

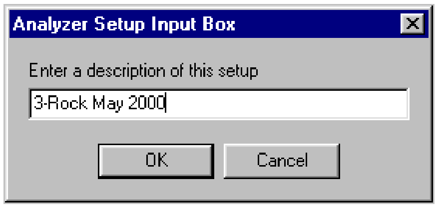
When you click the **Lead In/Out TP Block Size** button, the Lead In/Lead Out Time Period Options screen will open:



To choose the length of the lead in and lead out blocks surrounding the chosen program, simply single-click your choice. If the block length you need is already chosen, click **OK**.

Saving an Analyzer Setup

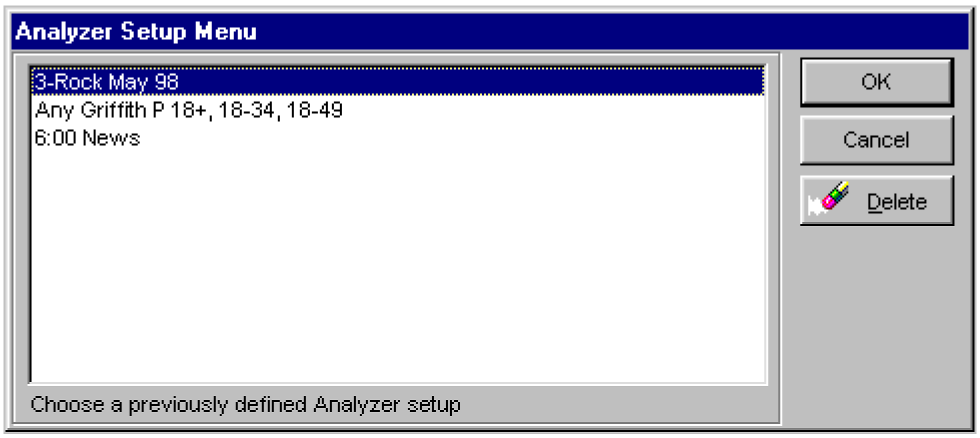
Clicking this button will open the **Analyzer Setup Input Box**, which asks you to name the current setup. Use a name that indicates the content of the setup:



Analyzer will save the current Analyzer setup in a list according to the name it is saved under.

Loading (Retrieving) A Saved Analyzer Setup

Click the **Load Setup** button to open the list of previously saved setups**:**



To select a setup, double-click it. When the setup appears, you may make any changes you want, then click **OK** to pull the report.

To delete a setup, single-click to highlight it then click Delete.

Analyzer Worksheet

Once you have completed the setup screen and clicked **OK**, the **Analyzer Worksheet** will open. The information will display according to the information you provide in the setup screen.

The Analyzer Worksheet has Speed Button that offer options to tailor the report to meet your objectives. See *Using the Analyzer Worksheet's Speed Buttons* for details.

The Analyzer Worksheet is color-coded, making information easy to identify. The **DMA market** is in **yellow** and shows the percent of US represented by this market. The **benchmark** (selected) **program** line is displayed in **light blue**.

Station/Affiliation

Station call letters are on top; affiliation is beneath the call letters.

Program/Time

The program's name and the time it aired during the sweep.

Position/Weeks

"Position" is the position of a program relative to the benchmark. "Weeks" is which weeks the program aired during the sweep. The weeks are numbered 1, 2, 3, and 4.

- L In stands for "Lead In," meaning the program on that line preceded the benchmark program during the sweep.
- Prog, or "Program," is the position of the benchmark program. It will always be on the light blue line.
- L Out is the code for "Lead Out," or programs that followed the benchmark program during the sweep.
- Comp is "Competition," meaning the program aired on a competing station at the same time as the benchmark.

Demo Rating/ Thousands

"**Demo Rating**" is the program's rating for the demo noted in the column heading. "**Thousands**" will only display if it has been turned on.

To turn on **Thousands**: Click **Display Options** and click **Thousands**. Follow the same steps to turn it off.

Share/HUT

"**Share**" is the share for the program on the same line. The program's **HUT** is shown below its share.

Using The Analyzer Worksheet Speed Buttons

This button allows you to choose a different market. You will only be able to choose other markets if you have Nielsen data loaded for them.

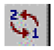
You may change the demo(s) on your worksheet by clicking this button. When you click it, the **Multi-Demographic Selection** screen will open. Use it the same way you did in the **Analyzer Setup** screen.

To analyze a different program, click this button. It will open the **Program Selector** screen. Double-click the desired program.


Find Market: you will use this button only if you use more than one Nielsen Market. It allows you to choose a different market.

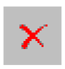

History: this option lets you select historical PAV books so that a trending of a specific program may be obtained. **For further information, see the section in this chapter on the History Speed Button.**


Affiliation: allows you to choose different networks than are displayed. Clicking it opens the **Network Selector** screen where you can click and drag, or hold down the **Ctrl key** on your keyboard while clicking desired networks. Click **Select All** to choose all networks, or **Deselect All** to clear your choices and start over.

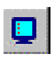
 **First Demo:** If the report covers more than one demo, you can select the one to appear first. Click **First Demo** and all of the demos you selected in the **Analyzer Setup** screen will appear. Single-click the demo to list first.

 **Sort Markets:** Allows you to set the sort order of markets in your report. This is another feature that will be used only by those who use multiple Nielsen markets.

 **Graph:** Click the **Graph** button to change the **Demo Graphing Defaults** entered on the setup screen. If "**None - Show all demos**" is checked, all selected demos appear with no graph. If you check any other option, it will appear as bar graph applicable to one demo at a time. Use the **First Demo** button to quickly switch to the other demos.

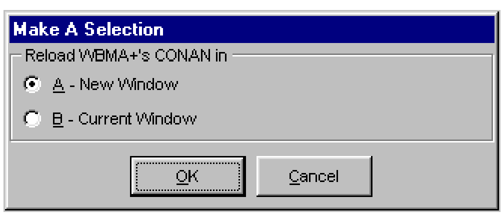
 **Delete:** To remove a program from the **Analyzer Worksheet**, single-click it then click **Delete**. Click **Yes** to delete or **No** to cancel the delete command.

 **Time Period:** To change the selection made in the **Time Period Numbers** section of **Analyzer Setup**, click this button and select from the drop-down menu.

 **Display Options:** Click **Display Options** to change the selections you made in the Display Options area of the setup screen. Click selections on the drop-down menu. Click TV HH Pop / US HH Percentage to toggle the between these two numbers in the yellow bar at the top of the worksheet.

Reloading a program

You can reload any program on the **Analyzer Worksheet** by double-clicking the program. If you do this, a box like this will open with a choice to reload the program in a ***new window*** or in the ***current window***.



New Window

The current report remains open and a second worksheet opens according to the original setup, with the reloaded program as the basis of the report. To switch back to the original report, click the word **Window** at the top of the screen and choose the first report.

NOTE: *Every time you reload and choose* ***New Window*** *this list will grow, allowing you to choose any report from the list. Each report must be closed individually in order to close* ***Analyzer****.*

Current Window

The original report actually ***CHANGES***. All setup information remains, but the reloaded program will be the basis of the report. To get the original report back, reload the original program.

History Speed Button

For historical data for the selected program click this button for a listing of all loaded PAV books.

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*The listing includes **ALL PAV books** in the data subdirectory. When using multiple markets, books may appear that are not available for all markets. This is the case if identical PAV books for each market have not been loaded.* **If a book is selected that is not available for a market, historical data will not appear for that market.**

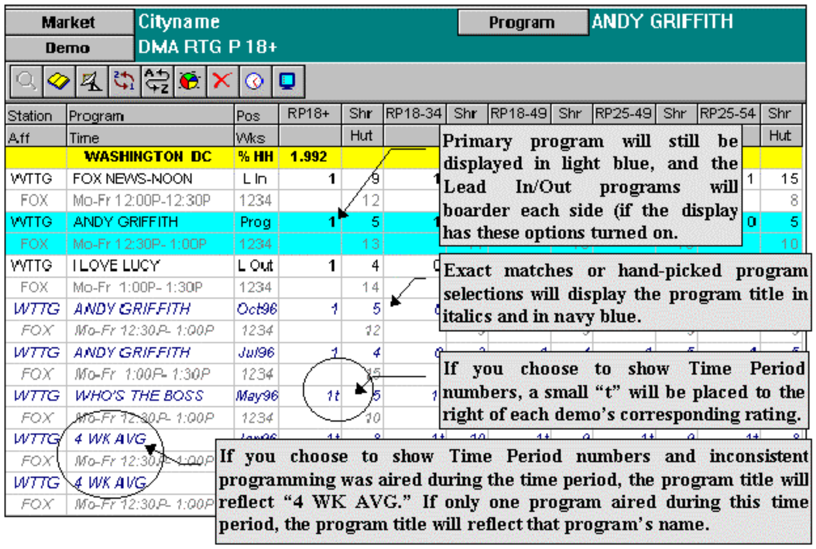
Make your book selection in one of the following ways:

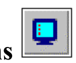
- If the desired books are listed consecutively, drag the cursor over them then click **OK**.
- If they are not listed in a row, hold down the **Ctrl key** on your keyboard while clicking each selection one at a time, then click **OK**.
- To select only one book, double-click it. You may also single-click it and click **OK**.

The system processes the information and one (or more) of the following will happen:

- **If an exact match was found** (meaning the primary program ran in the same time slot, under the same program name within each historical book selected), you will return to the **Analyzer** spreadsheet with the historical data now displayed.
- **If an exact match is not found** (meaning the program ran in a different time slot or the program is listed in the PAV books differently), a menu of available titles will appear. The top of the window indicates the book in which an identical match was not found. Since programs can be spelled differently from book to book, use the scroll bars on the right of the menu (or the up/down arrow keys on your keyboard) to search for the program that matches the primary program. When a match is found, single-click it then click **OK**; or just double-click it. This process will be repeated for all books--and for all markets---in which an identical match can't be obtained.
- I**f the program did not air during the specified book period** the process is similar. However, since the program is not listed, you can either select a PAV match from a similar program or use straight time period numbers. If you choose time period, click **Use TP Only**, which will give time period numbers for the time period of the *primary program*.
- **If more than one entry of the primary program is found,** this means the program ran out of the selected time period or aired on a different station. It may also find more than one entry if you selected a PAV match from a different program with more than one entry in the PAV book. In any of these cases, the Time Selector window will open. Single-click the desired entry, then click ***OK***; or just double-click your selection.

Once back at the **Analyzer** table you will see the data displayed in the following manner:



To remove the historical books display, click the **Display Options**  button and remove the check mark from the **History** option. Re-selecting the primary program will also remove all historical data from the **Analyzer** spreadsheet. To reload data, return to the Analyzer's **Setup Menu**. To do this, close then re-open Analyzer.

Printing the Analyzer Report

It is strongly recommended that you use the **Speed Buttons** on the **Analyzer Worksheet** to tailor the report to your needs, because unlike Flight Plan, there are no report setup options in Analyzer's print setup. The report will print exactly the way it is displayed on your screen.

When you are ready to print, click the **Print** button. For further printing help, see the chapter in this manual on **Print Setup**.

Demo Tracker

The first time you use **Demo Tracker**, the **Demo Tracker Setup** window will be blank. If you have already worked with **Demo Tracker**, the setup screen will be filled out with the last report's setup. Click the button next to each field to establish or change any settings on this screen.

*All fields on this screen are required, with the exception of except Qualitative and Cable Adjusts---both of these are optional entries. The **OK** button remains unavailable until all* required *fields are set.*

What is a Demo Tracker?

Demo Tracker tracks audience flow throughout a specified time period. Multiple stations, books, and demos may be used. Additionally, you may use any type of data needed (with or without rates applied), so that competitive analysis may be obtained from various perspectives. Qualitative factors may also be applied to your analysis if you subscribe to QualiTAP.

Daypart/Time Period Selection

This is where you will identify all dayparts/time periods to be used on the report. You may select either inventory dayparts or standard time periods. Define the dayparts needed for this report in one of the following ways:

Selecting Inventory Dayparts

The **Inventory Dayparts** button, is where you make selections by "*Daypart*"…Using this version of time period definition will access inventory…for example, if the **Prime** daypart is selected, all inventory items which have a daypart code designation of "prime" will be brought into the report.

Click the **Inventory Dayparts** button and the **Daypart Codes** window will be displayed. Identify the various time periods to be used on this report by doing any of the following:

- If you want to select multiple dayparts, and those dayparts are listed consecutively, drag the cursor over those days, then click **OK**
- If the dayparts are not listed contiguously, click on each of the different dayparts while pressing the **Control** key, then click **OK**
- If you only want to select one inventory daypart, single-click on that specific day of the week, then click **OK**
- Clicking the **Select All** button automatically selects all inventory dayparts
- Clicking the **Deselect All** automatically "un-selects" all selected dayparts

Selecting Time Periods

The **Time Periods** section of this screen is where you will select pre-configured **standard time periods**.

Click the **Standard T.P.s** button and the **Standard Time Periods** menu will be brought to screen. Identify which dayparts will be used in one of the following ways:

- To select multiple dayparts listed consecutively, click and drag the cursor over them then click **OK**
- If they are not in a row, hold down the **Ctrl key** on your keyboard while clicking desired dayparts one at a time, then click **OK**
- To select one inventory daypart, single-click it then click **OK**
- Click **Select All** to automatically select all inventory dayparts
- Click **Deselect All** to automatically clears all selected dayparts

Manually Entering Time Period Selection

To manually build a time period, click the **Add** button. The **Time Entry** window will then be displayed. Select the day(s) of the week during which this time period will encompass one of the following ways:

- To select multiple days listed consecutively, drag the cursor over them then click **OK**
- If the days of the week are not listed contiguously, click on each of the different days while pressing the control key, then click **OK**
- If this is a single day daypart, single-click on that specific day of the week, then click **OK**

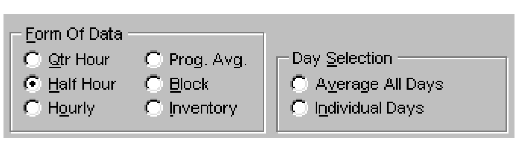
Establish the starting and ending times in the **Start Time** and **End Time** boxes. Type the time frame with entries such as 530a (5:30AM), 615a (6:15AM), etc., ***without*** using colons (:) or the AM or PM designation. Click the arrow buttons next to each time field, then select from a list of all times broken out in 15-minute increments.

When the desired time frame is identified, click **OK** to open the **Time Definition** window where the defined daypart appears. Click **Add** to include another time period in this entry. To change a line of the time period definition, click the line and select **Edit**. To delete a time definition component, highlight it and click **Delete**.

When you finish, click **OK** to return to the setup window.

Identifying the Form of Data

After you identify the time periods to be analyzed, use the options in the **Form of Data** box to identify how the data will be displayed, and if PAV data is desired. (These options stay dimmed until a non-inventory daypart has been selected.)



*Select Program Average **(Prog.Avg.)** to base the report on PAV data. If you select Prog.Avg., **books MUST be re-selected!***

NOTE REGARDING PAV TRENDERS: The first book selected will be the **Trender's** benchmark from which all program titles are displayed.

Click the format in which the data will appear on the report by selecting **Qtr Hour**, **Half Hour** or **Hourly**. If you choose **Inventory**, all inventory items with a time definition included in the selected **Standard Daypart** will be included in the report. When using the **Qtr Hour**, **Half Hour** or **Hourly**, define how the data of “multiple-day” dayparts should appear:

- **Average All Days** shows data for the daypart as an inclusive, single entity.
- **Individual Days** displays each individual day of the daypart separately.

The Demo Tracker Worksheet

Demo Tracker defaults to a **multiple book format** reflecting information about each program. To change to a multiple demo format, click the **Multi-Demo** tab at the bottom left corner of the window. Click the **Multi-Book** tab to return to a multiple-book environment.

- Click the arrow buttons in the **Target** and **Spot Length** boxes to toggle up and down to the selections made at the setup screen. Click the **Target** and **Spot Length** buttons to automatically change the data to reflect the next available selection.
- Use the **Rate Level** arrow buttons to toggle to the various rate levels; or click on the **Rate Level** button for the next level to automatically be brought to screen.
- The speed buttons will allow you to perform various actions on the fly.

Understanding the Demo Tracker Worksheet

The first column notes which station's rate is being used in the comparison. Column two of the Demo Tracker report reflects what program/daypart is being analyzed. The third reflects the rate being used for the corresponding program/daypart. The remaining columns show corresponding information (rating, share & CPP) about each program. A "**p**" next to a rating indicates the number is a program average. An asterisk (*****) indicates the number has been estimated. The horizontal headers reflect either the books or demos being used, depending on which report format is being used.

Double-click any of these fields to revise them. In the **station selection** or **time period** areas, a window will open in which revisions can be made. In other fields, revisions can be typed as soon as you double-click the field.

Generating a Program Average Report

To produce a report based upon pure Program Average Data (not created PAV books from within Inventory), click the **Reload Speed Button**. This will bring you back to the **Setup** screen. Now click the **Times/Dayparts** button.

Select the desired time period by using one of the options in the **Time Periods** section (i.e. do NOT select an Inventory Daypart). After the time period selection has been made, select **Prog. Avg**. from the **Form Of Data** area, then click **OK**.

In order for the report to be based on the PAV data ***books must be re-selected!***

Select **Book Menu** to open the book selection. Only **PAV surveys** will be available. Single-click each book to be included. Click **OK** (for **Do Not Adjust**) when prompted to select a book for the HUT levels.

At the setup window click **OK**. The system will ask, "**Do you wish to include programs airing only once?**" Select **Yes** or **No** to return to the report display.

NOTE REGARDING PAV TRENDERS: *The first book selected will be the* ***Trender's*** *benchmark from which all program titles are displayed. If the program ran in subsequent books with the same time and exact program name, the book will display the number with a "p" next to it indicating a PAV number. If no "p" is displayed, the number is a four-week time period number.*

Printing a Demo Tracker Report

There are several printing options available. For detailed information on all graphing options, see **Graphing a Report**.

You can use **Print Preview** to see what the report will look like on paper, before actually printing it, or you can send the report directly to the printer without previewing it. The steps are basically the same whether previewing or directly entering the print routine.

To preview or print a **Demo Tracker** report, click **Print** or select the Window's task-bar's **File** option. You will then be given the options to **Print** or to **Print Preview**. Click your selection to open the **Report Setup** window.

Report Selection Window

Single-click a report format and choose the books (or Demos if viewing the Mutli-Demo worksheet) to be displayed on the printout. The following reports are available:

- **Multi-Book Worksheet: Single Book/Demo (graphical):** This report displays the current demo's performance for all time periods for a selected book.
- **Multi-Book Worksheet: Multi Book/Demo (non-graphical):** This report allows you to select multiple books and shows the current demographic's performance in each. This is a non-graphical report.
- **Multi-Demo Worksheet: Single Book/Demo (graphical):** This report displays the current demo's performance for all time periods for a selected book.
- **Multi-Demo Worksheet: Multi Book/Demo (non-graphical):** This report allows you to select multiple demographics and shows the current demographic's performance in each. This is a non-graphical report.

The **Include rates** option is only viable when using the **Multi Book** report format. Next select the books/demos to include on the printout. Make your selection in one of the following ways:

- If the desired selections are listed consecutively, click and drag the cursor over them.
- If they are not listed in a row, hold down the Ctrl key on your keyboard while clicking each selection one at a time.
- To select only one target, single-click it, or simply double-click on that line.

Click **OK** to open either the Print Settings window, or the Print Preview environment, depending on which print option you selected.

Multi-Book: Single Book/Demo

This graphical report focuses on the programs rating for one book, one demo. The HUT/PVT levels are reflected for each time period as well. The demo which is currently displayed on the **Demo Tracker** spreadsheet is the demo on which the data will be based.

Multi-Book: Multi Book/Demo

This report format reflects the exact information that is displayed on the **Demo Tracker** screen: Rating, Share, Rate & CPP/CPM for each selected book. The demo currently displayed on the **Demo Tracker spreadsheet** is the demo on which the data will be based.

Multi-Demo: Single Book/Demo

Identical to the **Single Book** report, this report shows the ratings for each program for a selected demo. The book that is currently displayed on the **Demo Tracker** spreadsheet is the book on which the data will be based.

Multi-Demo: Multi Book/Demo

This informative spreadsheet reflects the various pertinent information for each selected demo. The book that is currently displayed on the **Demo Tracker** spreadsheet is the book on which the data will be based.

Chapter 4

Using the Client Database

Changing the Security Options

The security options let you decide which computers should have the capability of allowing employees to modify information about clients and other employees in the database. You can control the ability to add, edit or delete clients or employees from each computer.

Assigning access rights to employees

The access rights control whether an employee's computer has the ability to Add, Edit or Delete clients, their products and contacts, and employees from the database. The access level defaults to only allowing employees to add users and customers, not editing or deleting them.
To assign access levels to an employee:

1. Open the User List or Customer List from *their* computer.

2. Select the **Security** button.

3. Enter the Security Password and select the **OK** button.

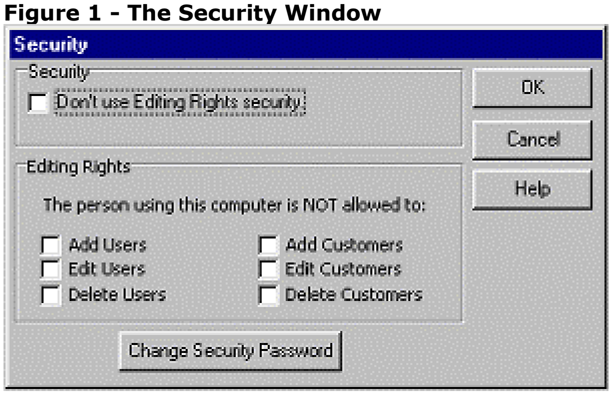
4. The *Security* window opens when the correct password is entered (Figure 1).

    - To allow complete access to the database, select the "Don't use Editing Rights security" box.

    - To limit access, clear the "Don't use Editing Rights security" box, then select the Editing Rights that you want to turn off.

5. Select the **OK** button.

Figure 1 - The Security Window



Changing the Security password

The security password let's you access the part of the program where you set up rights on other computers. The default password is included with the documentation that came with the installation kit. If you cannot find the password, contact Client Services at (800) 543-7300. There can be only one Security password and changing the password will also change it for others who have manager access to this part of the system.
To change the Security password:

1. From the User or Customer Database window, select the **Security** button.
2. Enter the Security Password and select the **OK** button. The *Security* window opens when the correct password is entered.
3. Select the **Change Security Password** button.
4. Enter the new password and select the **OK** button.

Using the Employee/User List

The user list is where you select your name before going into any Tapscan program. Using names can help you identify schedules easier, since the saved campaigns also include the name of the employee who created the schedule. Anyone who uses this program or any other Tapscan program should have their name listed.

Selecting your name from the list

Several features in the User List let you find your name quickly. Once it is highlighted, you can click the **OK** button to start using the program, select the **Edit** button to change your password or name, or the **Delete** button to remove your name permanently from the list.

- The program defaults to sorting the list alphabetically by first name, but you can also sort by last name or initials by clicking on its column header. An asterisk denotes that employees are sorted by that column. In this example we are sorting by last name:

- You can type the first few letters of your first name to find it in the list. Before typing, click on any name to enable the typing feature. The first letter you type advances you to the names that begin with that letter. To further sort through the list, type the second letter of your name and continue until it is highlighted. To start over, press the Backspace key and retype your first name.
- Use the up arrow and down arrow or Page Up and Page Down keys on your keyboard to scroll through the list.

Adding an employee

To add an employee to the User List:

1. Select the **Add** button.
2. Enter the employee's first and last name and initials.
3. As an option, you can enter a password for the employee.

Using a password with your employee name is an option included in the User Database that can prevent others from logging on to the system as you. If you enter a password, you will be prompted for that password each time the program is started.

4. Select the **Save Changes** button.

Deleting an employee

To remove an employee from the User List:

1. Select the employee's name.

2. Select the **Delete** button.

Editing employee information

To edit an employee's name or password:

1. Select the employee's name.

2. Select the **Edit** button.

3. Update the employee name and password (initials cannot be modified).

4. Select the **Save Changes** button.

Using the Client/Customer Database

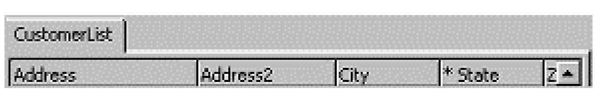
The Customer Database is where basic information about your clients is stored. This information can include addresses, phone numbers, e-mail addresses, products and contacts. Using the database can help you identify schedules easier, since saved campaigns include the client name and product, and the name of the employee who created the schedule.

Selecting a customer from the list

Several features in the Customer List let you find clients quickly. Once the client selected (highlighted), you can click the **OK** button to use the name on a Schedule or Order, select the **Edit** button to change information about the client, or the **Delete** button to remove the client permanently from the list.

- The Show lists let's you display: All clients, only Advertisers, only Agencies or other. The clients that appear in the list depend on the client type assigned to them when they were added. See *Editing a company name* to change the company type.

- The program defaults to sorting the list alphabetically by client name, but you can click on any column header to sort by that item. An asterisk denotes that clients are being sorted by that column. In this example we are sorting by the State where the clients are located:



- You can type the first few letters of the company to find them in the list. Before typing, click on any customer to enable the typing feature. The first letter you type advances you to the company names that begin with that letter. To further sort through the list, type the second letter of the company's name and continue until the company you want to select is highlighted. To start over, press the

Backspace key and retype the company's name.

- Use the up arrow and down arrow or Page Up and Page Down keys on your keyboard to scroll through the list.

Adding a customer

To add a new client to the database:

1. From the *Customer Database* window, select the **Add** button.
2. Enter their name, address and phone numbers.
3. Select the company type: Advertiser, Agency or Other.
4. Add the products.
5. As an option, you can add contacts for that company.
6. Select the **Save Changes** button.

Editing a company

To edit a company's name:

1. Select the client from the list and select the **Edit** button.
2. Enter the correct name for the company.
3. Select the company type.
4. Select the **Save Changes** button.

Deleting a customer

To remove a client from the customer list:

1. Select the client from the list.
2. Select the **Delete** button.

Adding contact information

To add contact information:

1. Select the client from the list or add a new one and select the **Edit** button.
2. Select the *Contacts* tab.
3. Select the **Add** button.
4. Enter the contact's name, address and phone numbers.
5. Select the **Save Changes** button.

Editing contact information

To edit a company's contact information:

1. Select the client from the list and select the **Edit** button.
2. Select the *Contacts* tab.
3. Select the contact to update and select the **Edit** button.
4. Enter the contact information- name, address and phone numbers.
5. Select the **Save Changes** button.

Deleting a contact

To delete a company's contact:

1. Select the client from the list and select the **Edit** button.
2. Select the *Contacts* tab.
3. Select the contact to remove and select the **Delete** button.

Adding new products

To add products:

1. Select the client from the list or add a new one and select the **Edit** button.
2. Select the *Products* tab and select the **Add** button.
3. From the *All Products* page tab, select the **Add** button.
4. Enter the product name and product number (if applicable).
5. Select the **Save Changes** button.

To associate a new product with a particular client, see *Assigning products to clients*.

Assigning products to clients

To assign a product to a client:

1. Select the client from the list or add a new one and select the **Edit** button.
2. Select the *Products* tab and select the **Add** button.
3. From the *All Products* page tab, select the product(s). Press and hold the "Ctrl" on your keyboard to select more than one, then select .
4. Select the **Save Changes** button.

Editing a product name

To rename a product:

1. Select the client from the list, then select the **Edit** button.
2. From the *Products* tab and select the product to rename and select the **Edit** button.
3. Enter the new Product name and number.
4. Select the **Save Changes** button.

Deleting a product

To delete a product:

1. Select the client from the list, then select the **Edit** button.
2. From the *Products* tab and select the product select the **Delete** button.
3. Enter the new Product name and number.

FAQ

Why aren't my clients sorted alphabetically?

You can sort clients by their name, address, State or any other field. An asterisk denotes that that column is sorting clients. Click on the column header called "Name" to sort the clients alphabetically.

Why can't I select a client after adding them?

Clients that you add may not appear in the list if the company type is different than the ones you have elected to show. Four options are available in the Show list: Show All, Show Advertisers, Show Agencies or Show Other. Select the show All option and see if the client is listed. You can change the client type by editing the company. If the client still does not appear in the list, add the client again.

Why can't I add, edit or delete a customer or employee from the list?

An employee with manager rights needs to change the rights on your computer so you can modify information in the list. See Assigning access levels to employees.

Is my password the same as the one used in the P.I.M.?

If you had the manager password, it has changed. Please refer to the documentation included in the kit that came with the installation. If you did not have a manager password, but still used one to access the program, the password has remained the same.

How do I update the database on my laptop if I disconnect from my network drive?

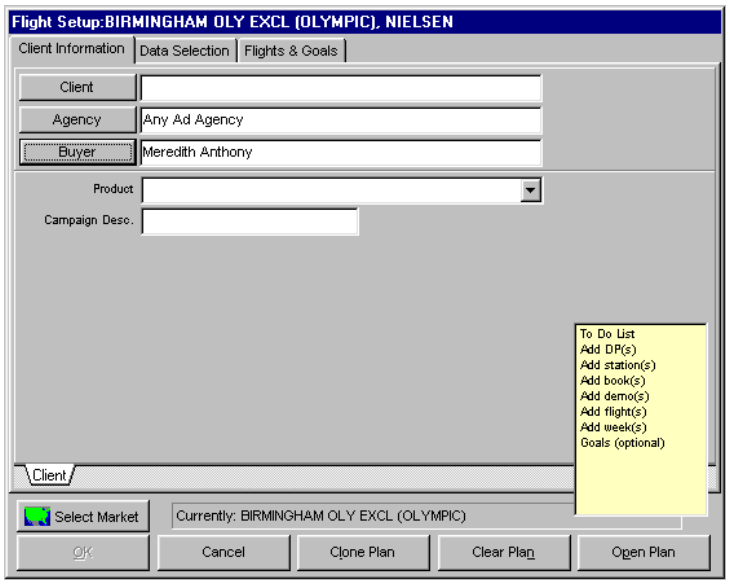
The database syncs with your computer automatically. A master copy of the database is stored on your network drive and a duplicate copy is stored on your computer. Any time that you log onto the network and use a Tapscan program, the master database is copied to your computer, and any clients that you have added while disconnected from the network are added to the master copy.

Chapter 5

Flight Plan Setup

Flight Plan conveniently integrates three modules to take you easily from **Estimates** to **Planner** to **Orders**. Create an **Estimate**, then a single mouse click opens the **Planner** to build your schedule. From there, go to **Orders** and create your order. An array of options is available at all points along the way!

Flight Plan encompasses three fundamental elements: **Estimates**, **Schedules** and **Orders**. Click the **Flight Plan** button at the top of the **Main Menu**. On the drop-down menu, single-click **Flight Plan** to open the **Flight Plan Setup** window:



This is where you set up the **header information**, for your **Flight Plan**. Notice the tabs across the top of the setup screen, and the **To Do List** on the right.

To Do List

This tells you what information needs to be entered on the setup screen before **OK** can be clicked to open your Flight Plan.

NOTE:* *"Goals"* *is optional. All other items on the list are required.

Buttons

The buttons on the Flight Plan setup window help you complete the necessary header information.

Tabs

Each tab (located across the top of the setup screen) contains fields from the **To Do List**. When setting up your **Flight Plan**, click each tab to complete the setup.

Flight Plan Setup Buttons

Open Plan
Click this button to load an existing **Flight Plan**.

Change Market
If you subscribe to multiple markets and have the **Market Organizer** established, click this button to select a different market.

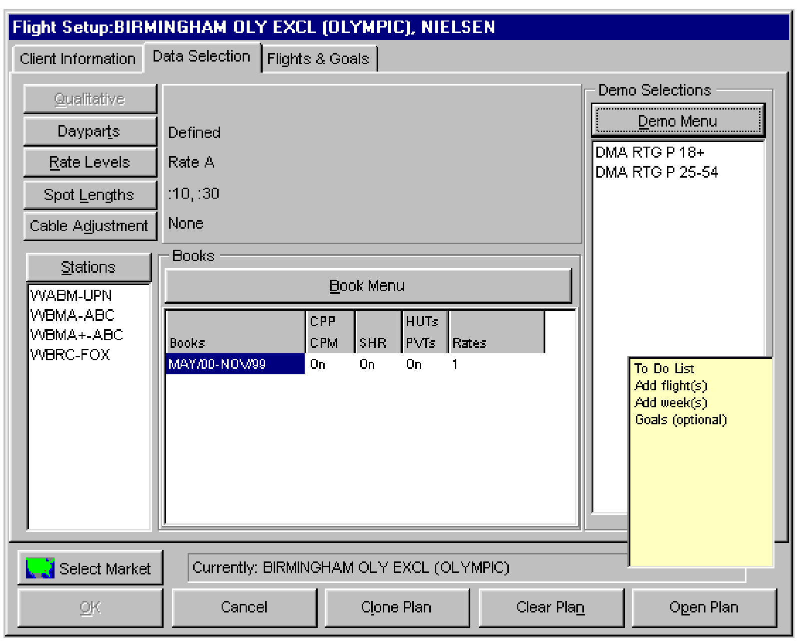
OK
This button is not available until all settings on the **To Do List** are established (with the exception of ***Goaling***, which is optional). Click **OK** to open the **Estimates Worksheet**.

Client Information Tab

You may manually fill in the four fields at the top (**Client**, **Buyer**, and **Product**) by single clicking in the yellow or white field, then typing the information. After completing the client information, click the Data Selection Tab to continue setting up the header.

Completing the Data Selection Tab

Two fields on this tab, **Qualitative** and **Cable Adjust**, are optional. All other fields on the **Data Selection Tab** are required to complete your To Do List and open the Flight Plan. Follow the fields on this tab in a "U" shape to ensure you do not leave anything out:



Qualitative
If the **qualitative bridge** is not set up, the **Qualitative** button will be unavailable.

Dayparts

Single-click this button to open the **Daypart Codes** window. There are several options for selecting dayparts:

- To select **one daypart**, double-click it.
- To select more than one **listed consecutively**, click and drag to highlight them then click **OK**.
- If they are **not in a row**, hold down the **Ctrl key** on your keyboard while single-clicking dayparts one at a time. When you finish, click **OK**.
- To select all dayparts, click Select All.
- To clear your selections and start over, click Deselect All.

For more help, see the section **Times/Dayparts Selection** in this chapter.

Rate Levels

Single-click to open the **Rate Levels menu**. You have the same options on this menu that are available on the Daypart Codes window. For more information, see the section entitled **Rate Level Selection** in this chapter.

Spot Lengths

Opens the **Spot Lengths menu** with the same options as Daypart Codes and Rate Levels. In addition to standard spot lengths, special options are available:

- **BB** means "billboards."
- **PP** stands for "paid programming."
- **EX** is "extended," i.e., a spot in excess of 120 seconds.

For further help, see the section in this chapter on **Spot Length Selection.**

Cable Adjust (Optional)

Cable Adjust allows you to apply cable adjustment factors. Single-click this button to open the **Geography Database Menu**. For more information, see the section in this chapter on **Cable Adjustments**.

Stations

Single-click to open the **Stations Menu**. Again, the same options in Dayparts are available here. See the section in this chapter on **Selecting Stations**.

Book Menu

This button opens the **Book Selection Window**. For more information, turn in this chapter to the section on **Selecting Surveys**.

Demo Menu

Opens the Target Demographic Menu.

- Single-click to select a **Household** or **Thousands** demo.
- To select a **Persons** demo, single-click it to open the **Multi Demographic Selection Window.** For more information, see the section entitled **Multi Demographic Selection Window** in this chapter.

See the section below on **Selecting Demos** for more help with **Demo Menu**.

Selecting Demos

To define all demographic targets to be used on the report, click the **Demo Menu** button to open the **Target Demographic Menu**. Single-click each target to move it to the **Demos Selected** portion of the window. If you select a **Persons demo**, the **Multi Demographic Selection** window opens where you further define the target.

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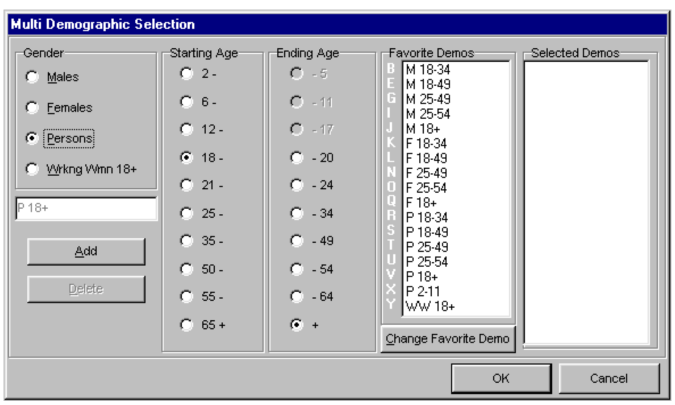
*If you are using **qualitative criteria** with this report, it will <u>require</u> a **qualitative demo!***

Selecting a Persons Demo

The Multi Demographic Selection window will open when you select a Persons demo from the Target Demographic Menu:



If the demo(s) you need is on the Favorites list:

- Double-click your choice if you only need one demo.
- Click and drag if you need more than one that are listed consecutively.
- Hold down the **Ctrl key** on your keyboard and click demos that are not in a row.
- To choose non-standard demos, start at the top left of the Multi Demographic Selection Screen. Select a **Gender** by single-clicking your choice.

❑ In the **Starting Age** column, single-click your choice. Choose the **Ending Age** the same way in the next column. The demo you have selected should be displayed in the small window on the far left side of the demo selection screen.

- If the demo is correct, click **Add**.

- To edit, change gender or age selections until the correct demo shows, then click **Add**.
- To choose **DMA Households** as a demo, simply click the **DMA HH** button.

The demos you select will appear in the **Selected Demos** column on the far right side of the demo selection screen.

- ❑ To remove a demo from the Selected Demos column, single-click to highlight it then click Delete to remove it from the list.
- ❑ When you are finished selecting demos, click **OK**.

Selecting Surveys

To select the books to be used on the report, click the **Book Menu** button to open the **Book Selection** window.

Single-click each book to use. As you make each selection, you will see it noted in the **Selected** box. If you select a T.P. (Time Period) or PAV (Program Average) book, you will be prompted to select a HUT adjustment book. If you do not wish to take the HUTs from a separate book, click **OK** for the default selection which is **Do not use Adj. Book**. Once all book selections are made, click **OK** to return to **Flight Plan'**s setup menu, where you will see all selected books listed.

You may turn off the CPP (or CPM), the Share (SHR) or the HUT levels for any book by single-clicking the appropriate field in the **Books** box of the setup window. You will see the **On** setting change to **Off**.

The **Rate** column of the **Book Menu** pertains to the **Estimates** worksheet only. If you wish to not have rates displayed for a specific book, keep the **None** designation for that book. To assign a rate level to a specific book, double-click in the **Rate** column for that book and make a selection.

You may turn this information (CPP,CPM, Share, HUTs/PVTs) on and off when at the worksheet by simply double-clicking on the field you wish to toggle.

Station Selection

To select all the stations you wish to include on this report click the **Stations** button and the **Station Menu** will appear. Make your selection in one of the following ways:

- **Select All** automatically selects all stations listed on the station menu;
- **All Commercial Stns** automatically selects all stations available for commercial advertising;
- If desired stations are listed consecutively, drag the cursor over them then click **OK**;
- If they are not in a row, click them while holding the **Ctrl key** on your keyboard then click **OK**;
- To select only one station, single-click it and click **OK** -- or simply double-click the station;
- **Deselect All** will automatically "un-highlight" all previously selected stations.

After you have made your selection, you will be returned to the setup window.

Times/Dayparts Selection

Click the **Times/Dayparts** button and the **Dayparts/Time Period Options** window will be displayed. Identify the various time periods to be used on this report by doing any of the following:

- To select multiple dayparts listed consecutively, drag the cursor over them then click **OK**
- If they are not in a row, click desired dayparts while pressing the **Ctrl** key on your keyboard then click **OK**
- To select one inventory daypart, single-click it then click **OK**
- Clicking **Select All** automatically selects all inventory dayparts
- Clicking the **Deselect All** automatically "un-selects" all selected dayparts

Spot Length Selection

You can select multiple spot lengths for the report. Click **Spot Lengths** to open the **Spot Lengths** menu. Make your spot lengths selection by doing one of the following:

- If the desired spot lengths are listed consecutively, drag the cursor over them then click **OK**.
- If they are not in a row, click each selections while holding down the Ctrl key on your keyboard, then click **OK**.
- Click **Select All** to automatically select all spot lengths, then click **OK**.
- To select only one spot length, single-click it and click **OK** -- or double-click it.

Rate Level Selection

To select rate card(s), click the **Rate Levels** button. You may select up to four rate levels. Make your selection in one of the following ways:

- If the desired rate cards are listed consecutively, drag the cursor over them then click **OK**
- If they are not in a row, hold down the **Ctrl** key on your keyboard while you click them one at a time, then click **OK**
- To select only one rate card, single-click it and click **OK**; or just double-click it.

Incorporating Qualitative Factors into a Report

Before you may incorporate qualitative factors, the **bridge** must be set up between the **qualitative data** you are using and the **Nielsen data.** Click the **Qualitative** button on the **Data Selection Tab** to open the **Qualitative Definition Menu**. To select an established qualitative factor, single-click it then click **OK**.

Adding Qualitative Definitions

To establish a qualitative factor, click **Add** to open the **Criteria Setup** window. The buttons at the bottom of the screen help you build criteria.

1. Establish the geographic base of the report.

The system's geographic default is the DMA Survey Area. If you wish to keep this setting, you do not need to enter this portion of Setup. If you want to customize the geography, click the Geo (geography) button.

2. Select the desired Classification.
This is where you will begin to define the qualitative aspects of the target group to be analyzed. The Classification box is located on the left side of screen. Scroll through the different Classifications by using the corresponding scroll bars on the right side of the box.

Once you have found the line containing the desired Classification, click on that line. You will see all Categories contained within that Classification displayed in the Category box (top box of the Category quadrant).

3. Select the Category that contains the desired qualitative factors.
Highlight the desired Category, and you will see all qualitative selections in the lower portion of the Category box. These are the items from which you will select. Do this in one of the following ways:

- Double-click the desired selection
- Click the desired selection, then click **Add**
- If multiple selections are needed, drag the cursor over each line then click **Add**

As you make qualitative selections, they will appear in the **Criteria** box (box at the top of the window), indicating each addition to the qualitative criteria. Use the "And," "Or" and "Not" buttons to build the desired qualitative target.

- To delete any selected criteria, highlight it (in the Criteria box) and click **Delete**.
- Click **Save** to use selected criteria for future use. Give the criteria a name then click **OK**.

Once the target group has been properly defined, click the **OK** button.

Cable Adjustment Factors

If you wish to apply a cable adjustment factor to this report, you will click the **Cable Adjustments** button. This will take you to the **Geography Menu** where all previously established geographic definitions will be listed. To select a geographic factor, highlight that line and click **OK**. If you do not want to select a geographic area, click **Cancel**.

You may also perform any needed maintenance on the **Geography Database** at this screen:

Adding an Entry

To add an entry to the database, click **Add**. This will bring the **Geography Database Entry** window to screen where you will enter all information pertaining to this specific geographic zone. To record information, click on the first field and enter information. To move from field to field, you may use the **Tab** key or click on the next field.

Enter a geographic description in the "Company" field so that you can distinguish one geographic definition from another. The "Cable" percentage **represents TOTAL cable penetration of the DMA. The "System" percentage** represents the (specific) cable SYSTEM penetration of the TOTAL market (DMA).

Once you have entered all needed geographic information for this entry, click ***Save***, and you will be brought back to the Geographic Menu. You will continue to add each additional geographic zone in the same manner.

Editing an Entry

To edit a previously entered geographic entry, highlight that entry and click **Edit**. That entry's window of information will then appear. Click on the field to edit, and enter the modified information. Once all changes have been made, click **Save**.

Deleting an Entry

To delete a previously entered geographic zone, highlight that line and click **Delete**.

Once back at the Flight Plan setup window, if you wish to remove the selected geographic area, click the **Cable Adj.** button and the system will prompt you to confirm the action. Select **Yes**, and the adjustment will be removed.

Selecting the Geographic Area

The system will default to the DMA or Metro Survey Area. If you wish to keep the default, you do not need to enter this portion of Flight Plan. To redefine the geographic focus of the report, click this button and the "Geographic Definition" window will be displayed.

In the **Available Survey Areas** box, double-click on the area you wish to use (i.e. DMA or Metro), and you will be brought back to the report's setup window. If you wish to select specific counties or zip codes as the report's geographic benchmark, single-click on the appropriate button. This will bring the components of that selection to the lower left box, along with the number of respondents each contains. You are now ready to select which counties or zip codes you wish to include. You may do this in one of the following ways:

- Highlight each county or zip code you wish to include, then click **Add**;
- Double-click on each selection
- Drag the cursor over a group of counties/zip codes, then click **Add**

As you make each selection, you will see that component(s) move to the right box, indicating it has been selected. If you wish to remove (deselect) a previously chosen component(s), highlight that selection, then click the **Remove** button. It will then be moved back to the left box. The respondent count in the bottom right corner will reflect the number of actual people who live in the respective county/zip code and participated in the actual survey. The respondent count must be 35 or above to be operational.

Once all counties/zip codes have been added to the geographic definition, click **OK**.

"And," "Or" and "Not" Options

Further define the qualitative definition with these buttons at the bottom of the **Criteria** window.

The "And" Button

Adding an "And" statement to existing criteria will make your target **more specific**, thereby *reducing* the number of respondents. For example, if you select "HH income of $75K or higher" as the first line of criteria, then click the **And** button and select "Own a home," you have selected a narrower group of people. This is because respondents must have a household income of $75,000 or higher **and** also own a home to be included on the report.

Click **And**, then select the additional criteria. You will see the added category(ies) displayed in the Criteria box, and the number of respondents (more than likely) reduced.

You may continue to define your criteria in this same manner.

The "Or" Button

Adding an "Or" statement to existing criteria will **broaden your target**; therefore *increasing* the respondent base. For example, if you select "HH income of $75K or higher" as the first line of criteria, then click the **Or** button and select "Own a home," you will be looking at three different groups of people:

- People who have a household income of $75,000 or higher
- People who own their home
- People who have a household income of $75K or higher **AND** own their home

Click **Or**, then select the additional criteria. You will see the added category(s) added to the target has been adjusted, as have the number of respondents.

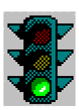
The "Not" Button

The **Not** button lets you add a line of criteria that you do NOT want your target to achieve.

Here's an example of how to use this function:

Let's say I need to generate a report based upon people who have bought home furniture within the past three months, but **DID NOT** purchase this furniture at Smith Furniture.

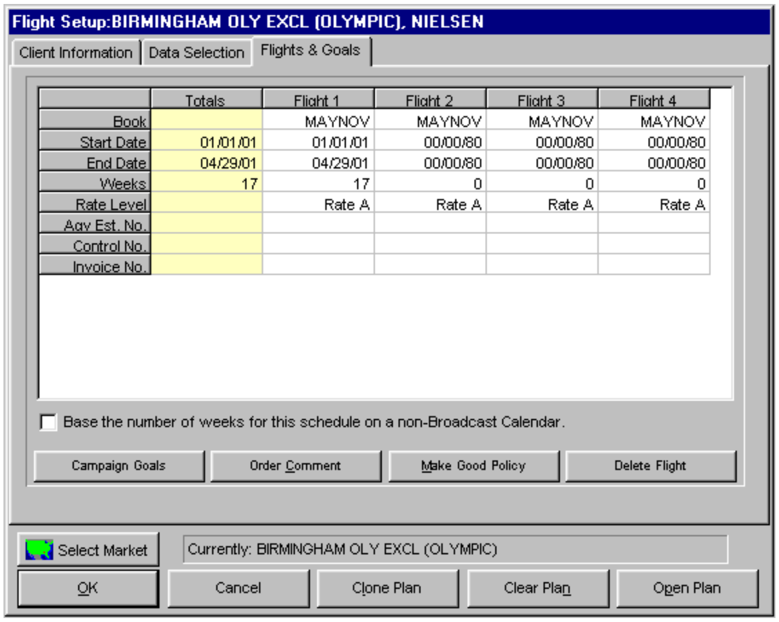
Step one would be to identify the first line of criteria. In this circumstance: "*People who have purchased furniture in the past three months*." Next, I would click the **NOT** button, then select "*Shopped Smith Furniture in the past three months*." The criteria would then indicate the group of people being analyzed is people who bought furniture in the past three months, but (since they have not shopped at Smith Furniture in the past three months) we know they did NOT purchase this furniture at Smith Furniture.



As you build criteria, watch the **Traffic Light**. It is green while the respondent base is large enough to calculate accurate estimates. It turns yellow if the respondent base gets low, but you can continue adding criteria. If the respondents drop below 35, the light turns red and you cannot continue until the base is broadened. To broaden the respondent base, try using **OR** instead of **AND**.

Flights & Goals Tab

Click on the **Flights & Goals** tab to enter the start and end dates of each flight in the plan, see a layout of basic information about it and set goals for each flight.



Things to Remember about Flights & Goals:

- The **Totals** column reflects the "running totals" of all flights combined.
- The **Flight** columns represent each flight of the campaign.

- To change the name of a flight, double-click the flight name (such as "**Flight 1**") and type the new name using up to eight characters.
- Press the **Enter key** on your keyboard when finished.

- Each flight plan can have up to **four flights**, with a limit of **26 weeks per flight**.
- The rows on this window lay out details of each flight.
- Click **Order Comment** to open the **Order Comment** window. For more information, see the section in this chapter on **Order Comments.**
- To set a **Make Good Policy**, click this button to open the **Make Good Policies** window.
- For detailed help, see the section in this chapter on **Make Good Policies.**
- Click **Delete Flight** then click **YES** on the confirmation dialog to delete the last flight. For example, if you have three flights, clicking **Delete Flight** will remove the third one (the last one defined). You may go through the steps again to delete the second flight, then the first one.
- To set goals, click **Campaign Goals** to open the **Schedule Goals** window. See the section in this chapter on **Goaling in TvSCAN** for further help.

Flighting in Flight Plan

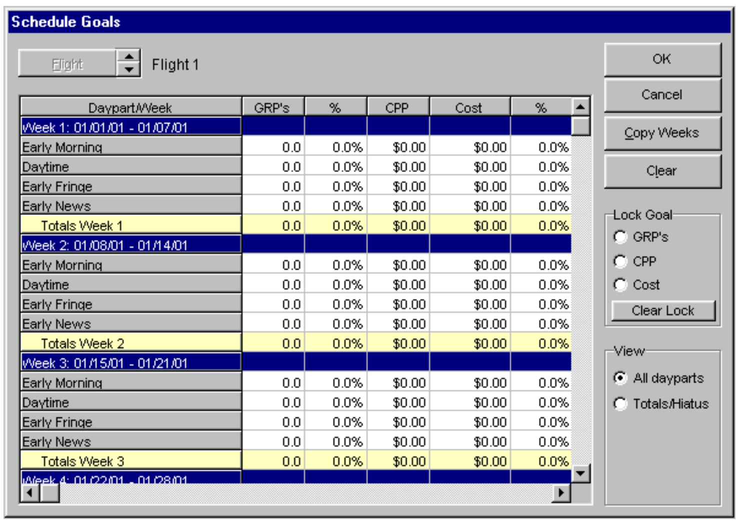
Flight Plan offers the ability to generate up to four flights per plan. For example, **Flight One** may consist of a 16 week schedule for the first quarter; **Flight Two** might consist of 26 weeks for the second quarter, and so forth.

There is a maximum of 26 weeks per flight of the campaign!

Enter the flight dates for each flight of the campaign by double-clicking on the **Start Date** field under the appropriate flight column. Type a start and end date in the available fields, or click **Calendar** to view a standard broadcast calendar (Monday through Sunday), from which you can select the start and end dates for the flight.

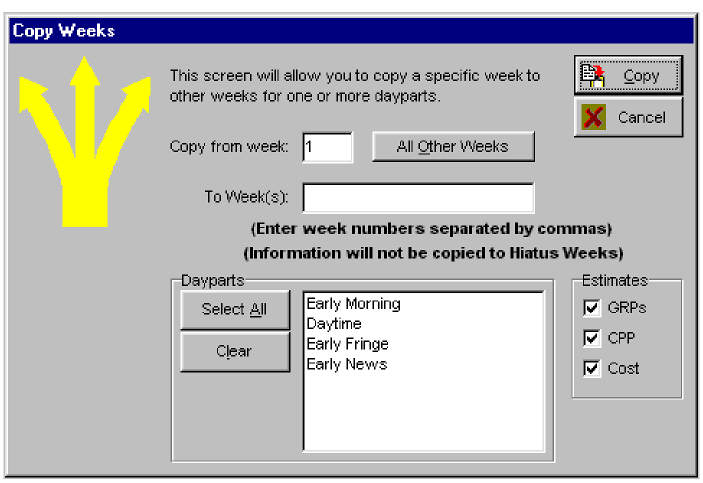
Goaling in Flight Plan

There are two ways to open the **Schedule Goals** window: When setting up your Flight Plan, you can click **Campaign Goals** on the **Flights & Goals** tab, or from the **Flight Plan** worksheet, you can click **View** and select **Goal Scheduling**.



The bar at the top indicates the flight currently displayed. To set goals for a different flight, click the bar and select the desired flight. You can also click the up/down arrow buttons to scroll through the list of flights.

To set the same goals for more than one week, set them for one week then click **Copy Week**:



- Select the week to copy ***FROM*** and the week(s) to copy ***TO*** (select **All Other Weeks** to have identical goals for all weeks in the flight).
- Select dayparts to copy.

- Click **Select All** to copy the goals for ***ALL*** dayparts.
- Click **Copy**.

Click **Clear** to instantly remove all goals for the current flight.

In the **Lock Goal** box, click the circle next to the goal to be locked. Lock a goal to protect it from other factors changing. For example, if you set CPP goals and lock them, the goals will not change if another factor such as budget changes.

In the **View** box, select whether to see the full report or totals only. You can also put certain weeks of the plan on hiatus in this area.

- **To see the *full report*,** click **All Dayparts**. The display will be segmented by week, listing the dayparts and goal totals for each. A grand total will be at the bottom of the display.
- **To see the *totals for each week*** in the flight with a grand total of all weeks, click **Totals/Hiatus**. The display will show only the goal totals for each week and the grand total for all weeks.
- ***To put a week on hiatus or take a week off hiatus,*** click **Totals/Hiatus** and highlight the week. Click the appropriate button (**OFF Hiatus** or **ON Hiatus**). Hiatus weeks are highlighted in **RED** with the word **Hiatus** in the **GRP** column.

Goaling Options

You can monitor your goals from any **Flight Plan** worksheet (Estimate, Plan, or Order). Click the **Goals** tab at the top of the worksheet (above the **Flight Plan** speed buttons) to open a window in which you can view, edit or set goals ***as you work with the Flight Plan.*** Click **View** at the top of the **TVSCAN** screen to open a menu of goaling options:

View Goals for All Dayparts

This is the default. When checked, the **Goals tab** reflects all goaling fields for all dayparts included in the **Flight Plan**.

View Goal Totals/ Hiatus

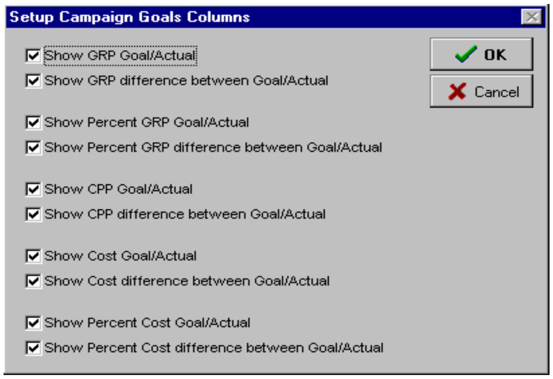
Check this option to change the **Goals tab** display to reflect goals for weekly totals, indicating the difference between each goal and the actual attainment.

Goal Scheduling

Select **Goal Scheduling** to open the **Schedule Goals** window, where you can set goals for the current **Flight Plan**.

Goal Column Options

Click this to open a list of columns available on the **Goals tab**:



Items that are checked appear as columns on the **Goals tab**. To remove an item from the **Goals tab**, single-click it to remove the checkmark. Single-click it again to replace the checkmark and return the column to the **Goals tab**.

Importing your PlanMaster Goals

After designing your plan using PlanMaster for your television buy, you can easily create your schedule(s) by importing the goaling information created in PlanMaster. Click the Flight Plan button and select Import from PlanMaster to open the Load Esisting Plan window so you can select your plan.

Note: If there are no created goals for TV, flight setup will open and the Import from PlanMaster option will not appear. Verify that goals have been created and saved to PlanMaster's default directory using the Schedule Goals window found in the MediaMaster program.

Selecting your PlanMaster Plan

All plans which have goals scheduled for television are listed and a description of each plan is displayed. Highlight the plan to import then click OK.

Deleting PlanMaster plans

From the Load Existing Plan window, you can delete any PlanMaster plan. Highlight the plan to be deleted then click Delete.

Warning: Deleting a plan while in TvScan also deletes the plan in MediaMaster since they are the same file.

Importing your goals from a different folder

When the PlanMaster plans are not listed when importing goals, you need to select the drive and folder were the plans reside. From the 'Load Schedule From' box, select 'Custom Path' and click browse. Choose the drive and folder that contain the plans.

Hint: After clicking Browse and selecting the drive and folder, any plans that are found are listed underneath the cancel button. If no files are listed, select a different folder.

If the plan is on a floppy disk, insert the disk into the drive and select 'Floppy Drive A:' from the 'Load Schedule From' box. The plans contained on the disk are automatically listed.

Including Markets, Demos, and Dayparts

After choosing the plan to import, each market that has telvision goals is listed. To include all of these markets in your schedule, click Select All. Otherwise, double-click in the box to the left of the markets to include. A green checkmark indicates that the market's goals will be imported into your TvScan schedule.

One Demo per market can be included in a flight when importing. If multiple demos were used when the plan was created, you can select a demo different from the default by clicking in the demography box for the market to change. A dropdown menu appears and can be used to select a different demo. Repeat this step for any additional markets.

Initially, all dayparts that were included in the plan are selected (highlighted) for the import. However, you can choose the dayparts for the goals you would like to import. Highlight only the dayparts to include.

Click OK, which opens the Flight Setup window.

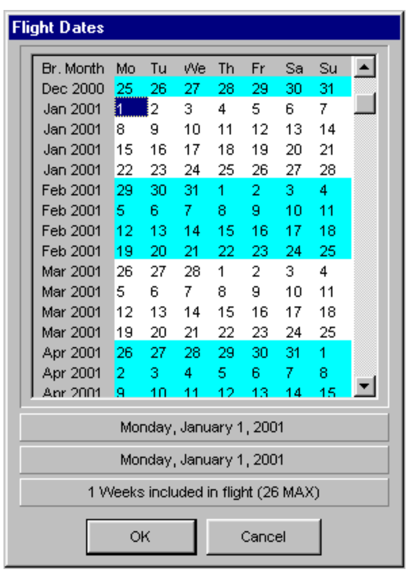
Flight Setup

The majority of flight setup is completed using the information imported from PlanMaster. Complete the two items remaining on the "To do" list - Adding Station(s) and Adding Book(s) - then click OK to open the flight worksheets. You are ready to start scheduling your buy.

- To switch to a different market, select it from the markets box on the Description tab of the header.
- To view the imported goals, click the Goals tab on the header.

Calendar Option

When you click the **Calendar** button, the **Flight Dates** calendar window will open:



The current date is highlighted. To help you distinguish one month from another, every other month is color-shaded. Use the scroll bar to see other months. To select week(s) for this flight, click the starting date. Hold the mouse button and drag the cursor to the correct ending date, then release. Selected weeks will be highlighted. The three button bars at the bottom of the window will reflect the Flight's beginning date, ending date, and the number of weeks encompassed in the flight. Remember there is a maximum of

26 weeks per flight! When you have the desired flight dates highlighted, click **OK**.

The **Flights & Goals** display will note Flight information in the corresponding flight column and also in the **Totals** column. The next step will be to add the flight starting and ending dates for the remaining flights of the campaign. As before, double-click the **Start Date** field in the appropriate Flight's column and again either type the dates or use the calendar.

When you have established dates for all flights, you will return to the **Flights & Goals** tab. Flight information for all defined flights will be reflected in the corresponding columns. The **Totals** column shows combined information for all flights.

The Book Row

The **Book** row defaults to the first book selected in the **Data Information** window regardless of whether additional books were selected. To change a Flight's book selection, double-click it to open a list of all books selected at the **Data Information** window. Double-click the desired book. You will return to the **Flights & Goals** tab, showing the new book selection.

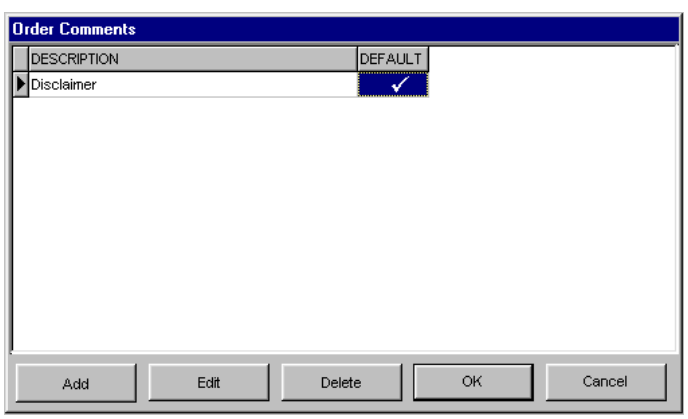
Assigning a Rate Level to a Flight

The **Rate Level** defaults to the first rate level chosen in the **Data Information** window, regardless of whether additional rate levels were selected. To change a Flight's rate level, double-click it to open a list of all rate levels selected on the **Data Selection Tab**. Double-click the desired rate level to return to the **Flights & Goals** tab, showing the new rate level selection.

NOTE: *Editing the specified rate level may not be necessary if you do not have rates stored within Inventory for this market, or it you are going to make manual changes to the rates once you are at the Plan (scheduling) display.*

Order Comment Button

Click **Order Comment** to open the **Order Comment** window.

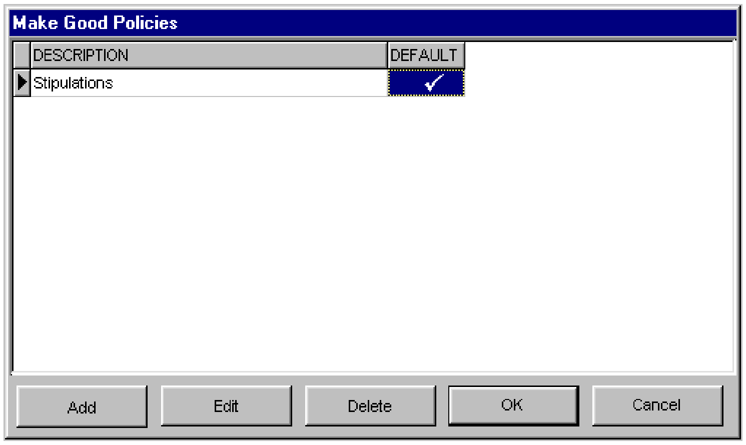


- To create a comment, click **Add**. A new line will appear in the list, where a title for the comment is typed. Use a descriptive title to make comment selection easier.
- When the name is typed, click **Edit** to open the **Comment Editor** window. Type the body of the comment. You can use the buttons at the bottom of the window to cut, copy and paste text, or to clear the comment or check spelling.

- Click **OK** to save the comment and return to the **Order Comment** window.
- To remove a comment from the **Order Comment** list, click the comment to be removed then click **Delete**.

Make Good Policy

To set a **Make Good Policy**, click this button to open the **Make Good Policies** window.



- To create a make good policy, click **Add**. A new line will appear in the list, where a title for the policy is typed. Use a descriptive title to make selection easier.
- When the name is typed, click **Edit** and type the body of the make good policy. Use the buttons at the bottom of the window to cut, clear, copy and paste or check spelling.
- Click **OK** to save the make good policy and return to the **Make Good Policies** window.
- To remove a make good policy from the list, click the one to be removed then click **Delete**.

Saving your work

There is more to the file saving features in TvScan than just saving files. Each feature lets you manipulate buys differently and helps to you work more efficiently. But pros and cons are present in each of them and knowing when to use each feature and what the feature does will save you time and lost work.

File > Save

The **Save** feature lets you save your work at any time. Simply select **File** and **Save** from the menu to save your latest work to a file. It is best to use this feature when you are creating new schedules and to save them often. There have been times where people lost hours of work because of a blackout or a tripped surge protector and they failed to save while working. If you save your work frequently, unexpected problems won't cause such a headache when they occur.

The important thing to remember is that once a file is saved, you can't go back and undo what was just saved. If you are making changes that you may not want to keep, don't save your work until you are satisfied with the results. If you have spent a lot time on the changes and are unsure, save your work to a new file, using File > Save As.

TIP: Use the keyboard shortcut to save your work quickly-- press and hold the 'Ctrl' key, while pressing the 'S' key, and press 'Enter' to answer Yes to the confirmation message.

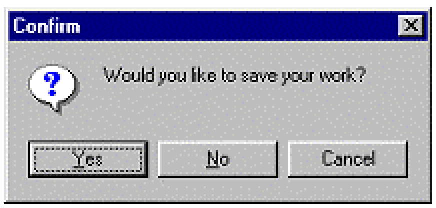
File > Save As

The **Save As** feature lets you save an existing file as new file, while keeping the original in tact. To save your work as a new file, select **File** and **Save As** from the menu. This feature can be used to create duplicate copies of buys or to save modified buys as a new file, leaving the original in tact.

If you save duplicate flights often, saved flights list can become quite lengthy and difficult to determine which flights actually aired. You can better manage the lists by using a descriptive campaign name for each variation of a flight and also by deleting the variations that were not used.

Prompted Saves

The Prompted Save serves as a fail-safe method that can prevent you from losing work accidentally. Whenever you modify a flight or post and try to close it, you will be prompted to save your work. Look at the three options provided in the illustration below.



Selecting **Yes** saves your changes and appends the flight you have open.

Selecting **No** ignores your changes and leaves the file like it was since the last time it was saved.

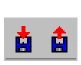
Selecting **Cancel** returns you to the worksheet (instead of closing it) and keeps your changes on the screen without saving them to the file.

Use the prompted save method when you make a drastic mistake, such as deleting all but one line of programming on a buy where you have already placed spots. You can close the flight, select **No** so the mistake won't be saved, then reopen the flight. Consequently, nothing since your last save will appear on the flight and you may have to redo some work.

When you use File > Save in conjunction with the prompted save, you can prevent a lot of time and effort from becoming lost. Remember to save and save often, and use all of the saving features to your advantage.

Saving & Retrieving Flight Plans

Flight Plan's method of saving and retrieving built reports is simple and automatic. The New Plan and Open Plan buttons at the bottom of the Setup window are used for these functions.

Use the  buttons on the Setup window toolbar to save and retrieve Flight Plans from floppies.

Saving to a Floppy

Click the first button to save the currently highlighted Flight Plan to a diskette. After you click this button, the **Save to a Floppy** window will be displayed. This is where you will designate the drive to where you will be saving the Flight Plan. This window also displays information about how much disk space will be needed in order to successfully save the report. Once all settings have been properly established, click the **Execute Copy** button and the report will be saved to the designated drive.

Loading from a Floppy

Click the button and the **Retrieve Plans from Floppy** window will appear. This is where you will establish the drive that holds the floppy disk that contains the report. Once a floppy has been placed in the designated drive, the system will list all information about all stored Flight Plan reports. Highlight the Plan you wish to retrieve, then click the **Retrieve Plans** button.

Saving a Flight Plan

To save your Flight Plan, click **File > Save**. A **Plan number** is also automatically assigned to each configuration so that multiple reports may be stored and distinguished from one another. You will see how this information is relevant when retrieving a **Flight Plan** report.

Retrieving a Flight Plan Setup

To retrieve a saved **Flight Plan** configuration, click **Open Plan** at the bottom of the setup window to open the **Flight Plan Headers** window where all saved reports will be listed. The columns on this window give information about the corresponding **Flight Plan**:

Advertiser & Product Fields

These names are assigned by the user at the **Advertiser Information** tab when creating the report.

Created & Modified Columns

The next two columns reflect when the report was originally created, and the last time it was modified.

Plan # Column

The **Plan Number** is assigned by the system and determines how the system handles new and saved plans. See the **Plan Number** section below for more information.

Beg. Date, End Date and User Columns

The beginning and end dates of the **Flight Plan,** including ALL FLIGHTS in the plan. The User column indicates who created the report.

Delete & Plan Search Buttons

To delete a plan, click it then click **Delete**. **To search for a plan** click **Plan Search**, enter the plan number then click **OK**. **Sort Options** allows you to set the order in which the saved plans appear.

Flight Plan's Number Assignment

Each plan has a unique **Plan Number** so TVSCAN can distinguish one from another. How should the system handle revisions to the plan you are about to open? **Your decision *dramatically* affects how the**

plan will be saved!

To REVISE and REPLACE

Highlight a plan and click **Open** and **Yes** to open the **Flight Plan Setup** window with the original report settings. Make revisions then click **OK** to return to the **Flight Plan** worksheet.

To open a plan as a *NEW* report

*(Creates a **copy** of the original, leaving the original setup intact.)*
Click the **Open plan with new number** checkbox. This assigns a new headline number, leaving the original untouched. Click **OK** to return to the **Flight Plan Setup** window with the original report settings. Make revisions if needed then click **OK** to proceed to the **Flight Plan** worksheet.

Header Button Bar

Key Button

The **Key** button takes you into **Master User Mode**, making all previously saved Flight Plans for ALL TVSCAN users available for selection.

NOTE: *The password assigned in **TvScan Setup** (if one was assigned) must be entered to enable **Master User Mode**.*

If you select another user's report *without* activating "**Open with new Plan number,**" the report will be re-assigned to the currently logged-in user. To *retain* the original user's **Flight Plan** and make a copy for yourself, **be sure to place a check in this field.**

Flashlight

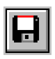
The Flashlight key will re-configure the numbering of the Headline codes. Use this option ONLY under direct instruction of a Client Services Representative. Client Services can be reached at (800) 543-7300.

Flight Plan Worksheet Speed Buttons

The speed buttons above the **Flight Plan** worksheets give several on-the-fly options. Move the mouse pointer to any one of the buttons for a pop-up description of the button's function. If a button is grayed out, it is not available for the current worksheet. To remove the buttons, right-click anywhere on the screen and select **Speed Buttons**. They will disappear, but can be replaced by repeating the steps for removal.

Reverse

Toggles between **multi-demo/single book** and a **multi-book/single demo** display.



Save Changes

Click this button to save the **Flight Plan** setup without exiting the report.

Add Market

Click the Add market button to add an additional market to your schedule. The Flight Setup window opens. Complete the header information. The additional market is loaded. Use the Market scroll buttons to select another market's worksheet.

Add Inventory

Allows you to add a program(s) to the **Flight Plan** worksheet. You can add programming from inventory or create new programming.

Reload

Reload settings established at the **Flight Plan Setup** screen or reload original rates and ratings after you have edited them on the worksheet.

Edit Header and reload necessary data: Takes you back to the Flight Plan Setup screen where you will make any needed changes to the previously established parameters. **(This is the only option available when viewing the Order worksheet.)**

Sort Options

The worksheet can be sorted by your choice of sorting options. Highlight a sort order then click **OK**.

Global

Highlight a rate on the worksheet to activate this button.

Adjust other spot lengths

When you edit a program's rate, you can proportionately adjust rates for its other spot lengths by the rate percentages in TVSCAN Setup.

Copy Rates to all items in Estimates for this rate level

Copies the highlighted rate to all programs on the ***Estimate worksheet only***.

Copy Rates to all weeks for this item in planner/order using this rate level

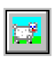
Copies the highlighted rate to the planner and order worksheets for the ***current program only***.

Copy Rate to all weeks of all items in planner/order using this rate level

Copies the highlighted rate or CPP/CPM to all other items in the planner and order worksheets.

PAV

Use this button to assign a PAV number to the current program's rating.



Clone

Offers various copying options:

Clone Weeks

Copies one week's schedule to another. See the section in this chapter entitled Cloning Weeks for details.

Clone Spot Lengths

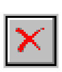
Copies all scheduled spots for a specific spot length to another spot length. See the section in this chapter entitled Cloning Spot lengths for details.

Clone Line

Duplicates the currently highlighted program and places the clone at the bottom of the Avail worksheet.

Copy Rates from Estimates to Planner

Will copy the rates from the Estimates worksheet (including all revised or changed rates) to the Package and Order worksheets



Delete

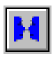
Allows you to delete programming. This button may be used in two ways:

1. To remove **one line**, click it then click **Delete**. Click **Yes** on the confirmation dialog and the line will be removed from the worksheet.

2. When used with the **tagging** option, you can delete **multiple lines** at once. Select one of the following: ***Delete All Un-Tagged lines:*** To select lines you want to keep and delete all others, double-click all lines you want to keep. A checkmark appears next to each one. Click **Delete** and select this option. Or ***Delete Tagged lines:*** To select lines to remove from the worksheet, double-click each line to be deleted. A checkmark appears next to each one. Click **Delete** and select this option.

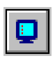
Demo Tracker

Opens a **Demo Tracker** using your **Flight Plan**'s header information and the programs from your **Estimates**.



Profiles

Demographic Profile from currently highlighted program. A host of other information may be displayed or printed.



Display Options

This button offers different features depending on the current worksheet. See the Speed Button section of each Worksheet chapter for details.

Detail

This option allows you to "take a closer look" at all data pertaining to the currently highlighted program. It is also here that you will go to attach an *OTO Comment* or select comments from inventory. See the section entitled **Detail Speed Button** (following this table) for more help.

Tools

The Tools speed button can be used with Inventory, Flight Plan, and Autopost. The following is a list of functions found in the Tools menu. Note: only the functions that apply to the section your are in will appear on the menu.

Inventory

Manual Inventory Backup: Allows you to backup your inventory to a floppy, harddrive, or server.

Global FTC/LTC Date Change: Allows you to change the FTC/LTC Dates for each station.

Flight Plan

Auto adjust all lenghts' rate when edited: When you change a rate for a particular spot length, the system will change the rate for your other spot lengths, when selected.

Auto adjust all other demos when rating edited: When you change the rating for one demo, the system will change the rating for your other demos, when selected.

Apply Rates back to Inventory: The system will copy the rates that you have entered in Flight Plan, back to Inventory when the program names match.

Set agency commission: Allows you to set a separate commission for each Flight Plan.

Re-assign Sort Codes to current sort order: After using the sort option, the system will re-number the sort codes in sequential order by tens.

Export to MediaMaster: Allows you to export your schedule to the MediaMaster program.

Delete all unscheduled items: After completing your schedule, you can delete the unscheduled items by selecting this option.

Spread X’s for all items: The system will put x’s in the order so the station can schedule your spots.

Spread spots for all items: The system will automatically spread your spots according to your schedule.

Spread X’s for current item: The system will put x’s for the program you select allowing the station to schedule the spots.

Spread spots for current item: The system will automatically spread the spots for the program you selected.

Clear all spread X’s and Spots: The system will clear the order allowing you to schedule spots.

Autopost

Set all Break Averages: Allows you to set the break average for all schedule spots.

Auto adjust all other demos when rating edited: When you change the rating for one demo, the system will change the rating for your other demos, when selected.

Set agency commission: Allows you to set the commission percentage for the post.

Import from VCI: Allows you to import from your VCI accounting software.

Import other TvScan post: Allows you to import another employees post into yours.

Approve all rates: Approves all the rates entered into the system whether they match or not.

Approve all Non-Approved rates: Approves all the rates that you haven’t approved yet.

Select View

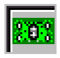
Click this button for a list of available stations and dayparts. Make your station/daypart selections by doing one of the following:

- To select stations/dayparts listed consecutively, drag the cursor over them and click **OK**;
- If they are not in a row, hold the **Ctrl** key on your keyboard while clicking them then click **OK**;
- To select only one station and daypart, single-click each then click **OK**.

You will then be brought back to the **Estimates** display with only that information displayed.

Σ Summaries

Gives various summary perspectives of the schedule. See the section in this chapter entitled **Summaries** for details.

 RSP

Click this button to access RSP data. NOTE: This button is only available in the Package worksheets.

Cloning Weeks

If you have weeks with the same spot and/or rate levels in your schedule, you have the option of copying one week to any or all of the schedule's remaining weeks via the Cloning options. Using this will alleviate having to re-create identical weeks.

Click on the **Clone** speed button, then select the **Clone Weeks** option. The **Clone Weeks-Current Flight #** window will then appear. In the **From** box, single-click the week to copy.

In the **To** box, select the weeks of the current flight to receive the copied schedule. Make your selection in one of the following ways:

- To select consecutively listed stations/dayparts, drag the cursor over them and click **OK**
- If they are not in a row, click each while pressing the **Ctrl** key, then click **OK**
- To select only one station and daypart, single click them then click **OK**

The **Options** area is where you select characteristics of the "**From**" week's schedule to be copied. Click items to copy, placing a checkmark next to each (**Spot Dist**. option pertains to the Order Worksheet's spot distribution). Select **All Options** to instantly select all options. Click **OK**.

Keep in mind that what information is copied to other weeks is determined by which worksheet is current when you select this option. If you are in the Multi-Spot Length Plan worksheet, all spot levels will be copied. If you only want to copy the schedule for the current spot level, use this option while in the Multi-Week or Full-Plan displays.

Cloning Spot Lengths

To clone the number of spots scheduled for a specific spot length, select this option to open the **Clone Spot Lengths** window. Single-click one of the lines in the **From** box to select a spot length schedule to copy.

Next, in the **To** box, select the spot length(s) to receive the cloned spot length schedule. Make your selection in one of the following ways:

- To select multiple spot lengths listed consecutively, drag the cursor over them and click **OK**;
- If they are not in a row, click each while pressing the **Ctrl** key, then click **OK**;
- To select only one spot length, single-click it then click **OK**.

The **Options** area is where you select characteristics of the "**From**" week's schedule to be copied. Click items to copy, placing a checkmark next to each (**Spot Dist**. option pertains to the Order Worksheet's spot distribution). Select **All Options** to instantly select all options. Click **OK**.

Detail Speed Button

The **Details** option allows you to view all pertinent information about a specific program, including information for all selected demos and all books, on one spreadsheet. It is also here where you can toggle on/off the **HUT/PVT** levels, **ratings**, and **CPP/CPM** for a specific program, as well as enter an OTO

Comment or select Comments from inventory for that program.

Highlight the program to analyze then click the **Detail** button. The following options are available on the **Detail** window:

Program Button

Toggles the display to show information about other programs on the worksheet.

Spot Length Button

Lets you toggle to a different spot level.

Worksheet Fields

The first column will display each book selected at the setup screen, along with the corresponding **Share**, **HUT/PVT** level and **CPP/CPM** amount for each.

The second column represents whether or not the book or estimate is active for the report. To turn off a book or estimate, place the cursor on the row of the item to be turned off, then double-click in the second column. You will then see the status changed to "off." Turn the item back on by double clicking in that same area of the worksheet.

The **top right field** reflects the current rate level's rate for that program. To change to another rate card, use the **Rate Level** button.

Comment Button

To add an **OTO Comment** to an **Estimate worksheet**, place the cursor in the **OTO Comment** field (right side of table—first line of program). Double-click then following the steps outlined in the following paragraphs.

To attach an **OTO Comment** or rationale (only valid for this program and Flight Plan report) to this program, click the **Comment** button. The **Comment page** will then list all previously created comments. Click **Add** to open the **Comment Editor** which will be in the open-edit mode in the **Title** field. Type a title for this comment, such as *Footbal*.

If this comment is relevant to one specific demo, (for example, only with **Override Demos**), click **Demo** and select the appropriate demo cells. This comment will then only print on a report when the specific demo is being used.

Use the **Book** option to attach the comment to a book. If you do not, the comment will print whenever the program is on a report, regardless what book is being used. The result is that the comment will print even in reports that do not include the book in which the program was estimated. Only one book can be assigned to each comment.

Source is where you label your source (such as **NSI** or **REP**). You may use up to three characters.

The text area is where you can describe the rationale that supports your estimate. It is advisable to use this field and to be as specific as possible so that months later you won't have to rely on your memory (and also to help others understand your estimate should it come into question).

Cut, **Copy** and **Paste** allow you to duplicate comments. See below for detailed help.

The **title** (name) of the comment **will not** print on any report. Its purpose is to distinguish one comment from another at the **Comment Menu**. Once you have entered the title, use the **Tab** key to move to the other areas on the **Comment Editor** screen.

Copying One Comment to Another

You may copy or cut comment text and paste that material into the body of another comment by using the **Cut**, **Copy** and **Paste** options at the **Comment Editor**.

Highlight the text to copy or cut by dragging the cursor over it. Click either **Cut** or **Copy**: ***Cut*** allows you to remove the text from the Comment window and transfer the text to another Comment body; ***Copy*** duplicates the original Comment text.

Click **OK** to complete the first Comment. When you return to the Comment menu, click **OK** until you return to the **Inventory Database**. Highlight the item to receive the copied comment, then click **Projections/Estimate**. Click the **Comment** tab and select **Add**. Type a name for the comment then tab to the comment text field and click **Paste**. The comment appears in the text field.

Miscellaneous Speed Button

A check mark by any of these options indicates the function is turned on:

Auto adjust all lengths' rates when edited

When the rate for one spot length is changed, the system will proportionally adjust the rates for all other spot lengths.

Auto adjust all other demos when rating edited

When the rating for one demo is edited, the system will proportionally adjust the ratings for all other demos.

Spread X's/Spots for…

These four options (available only on the **Order** worksheet) allow you to automatically distribute scheduled spots. See the section entitled **Automatic Distribution of Spots** in the **Order Worksheet chapter** for details.

Apply rates back to inventory

If you have changed or added rates, you can copy them to one of the 12 inventory rate cards. Click this option and select a rate level. The rates will be copied to the selected rate level in inventory. **IMPORTANT: This procedure overwrites existing rate card rates. You are advised to not use this option without clearance from your management.**

Delete all unscheduled items

Globally delete all programs for which no spots have been placed. **NOTE**: This will remove the program from the TOTAL Flight Plan (i.e. all weeks and all flights) and is available only at the **Planner** worksheets.)

Set agency commission

Set an agency commission percentage. This allows you to monitor total agency commission as you built a schedule in the **Package** or **Order** worksheets.

Summaries

To view the schedule from various scheduling perspectives, click **Summaries** and select a report option. Once the Summaries window is open, click any tab to view other summary reports:

Daypart Breakdown

Shows each daypart's effectiveness for the total campaign including GRP, reach attainment and the number of spots per spot length. Click **Display** at the bottom of the window to view other weeks. To erase all spots assigned to a daypart, highlight the daypart then click **Clear Daypart**.

Weekly Breakdown

A week-by-week breakdown the campaign. Use the prompts at the bottom to change the data display. Click the **Clone** button to clone weeks on this window. To place a week on **Hiatus**, double-click on that week's **Hiatus** box. This turns off that week, marking it "NA" [not available] on the worksheet. Click **Clear Weeks** to erase all spots assigned to that week.

Station Breakdown

The campaign's effectiveness by station. To remove a station, click **Remove Station**. If you have turned on the ***Package Discount*** option, that information appears on this report.

(To activate Package Discount, click Setup, Management Settings, General Setup, then select Edit Company Information. Click Allow Discount Option in Flight Plan. To use the option, click the Summaries speed button and select Station Breakdown.)

Frequency Distribution

The campaign’s frequency attainment. Click Station display to analyze a station’s frequency achievement.

Multi Demo

The campaign's effectiveness per estimate for each target demo selected at the **Setup** window.

Spot Length Breakdown

The effectiveness of each spot length in relation to the campaign.

Flight Summary

Statistics on the campaign's effectiveness broken by flight.

Flight Plan Worksheets

Once all parameters of the **Flight Plan Setup** have been established click **OK** to open the **Estimate worksheet**. This is a **multi-demo**, **single-spot length** worksheet. Note the tabs at the bottom of the worksheet's window. Click them to toggle to the **Planner** and **Order** worksheets. The arrow buttons in the **Spot Length**, **Books** and **Rate level** boxes allow you to toggle through the selections made at the setup screen. Another way of accessing all on-screen and speed button options is to right-click with the mouse.

Goaling

Click **View** on the Windows Taskbar at the top of the screen and select **Goal Scheduling**. For more help, see the section **Goaling In Flight Plan** in the **Flight Plan** chapter of this manual.

The Speed Button Toolbar

Some speed buttons have different functions depending on the current worksheet. See the section entitled **Flight Plan Speed Buttons** in the **Flight Plan** chapter for a full description of all options and functions for each speed button.

Optimizing your workspace

Your monitor size, display adapter and vision play a major role in the amount of information you can view on the screen. When computers first became popular to use in business, the common screen size was 640 pixels wide by 480 pixels high--the same resolution used for standard television sets. Even though you can buy larger televisions, the resolution always remains the same. In other words, a 32" TV produces the same picture as 13" TV, magnifying the picture rather than using the extra screen space to show more of the scene.

A computer's display adapter and monitor works just the opposite. You can change the resolution so that more information appears on the screen, which provides a bigger picture but also diminishes the size of everything on the screen. Instead of 640 x 480 pixels, you can display 800 x 600 and maybe even 1024 x 768. It all depends on the capability of your display adapter, the size of the monitor, and how comfortable it is for you to read smaller looking text. The higher the number of pixels, the more information you can view on the screen.

Let's compare what resolution might work best for your monitor's size then look at what resolution you're using. If your display adapter supports higher resolutions, you'll be able to increase the resolution.

Resolution	**Diagonal Screen Size**
640 x 480	**14" or smaller**
800 x 600 or 1024 x 768	**15" - 17"**
1024x768 or higher	**19" or larger**

To check or change the resolution

1. Open the **Settings** tab of the **Display Properties** window.

2. In the **Screen area** section, select the desired resolution.

An alternative to changing resolution is to use the feature in TvScan that hides certain menus and toolbars while working with Flights and Posts. The three items you can hide are:

- the main toolbar

- description/goals

- the speed buttons

To hide TvScan menus and toolbars

- From Flight Plan, select **Screen View Options** from the **View** menu.

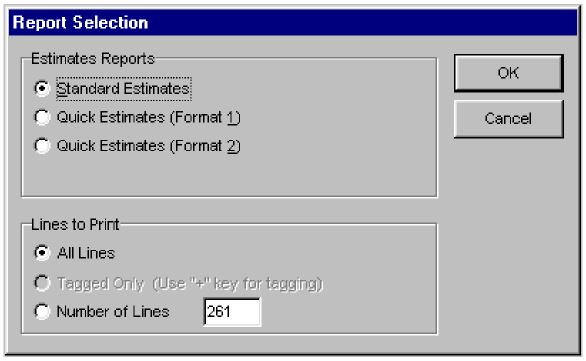
- From Autopost, select **View**.

Printing an Estimates Report

*Report design choices available when printing a **Flight Plan** worksheet are contingent upon which worksheet is active when you click **Print**.*

You can send a report directly to the printer or you can use **Print Preview** to see what the finished report will look like *without* having to put it on paper.

Click the **Print** button (located on the TVSCAN Toolbar), or **File** on the Windows task bar. Select **Print** or **Print Preview** to open the **Reports Selection** menu for the current worksheet:



The **Report Selection** window for the **Estimates** worksheet offers three report formats:

Standard Estimates

This printout is a more lengthy, detailed report. You may use up to 15 books, 13 demos, four rate levels and ten different spot lengths.

Quick Estimates #1

This format is a shorter, more concise report. You may use up to 15 books, seven demos, one rate level and one spot length.

Quick Estimates #2

Another concise report; however, this report also includes the availability dates (FTC/LTC) of each program

At the bottom of this window, designate the lines of programming to include on the report:

- If **All Lines** is selected, all lines on the screen report will be printed.
- To print only specific lines, access the **Tagged Only** feature. (This option is not available until at least one line has been tagged. Do this by highlighting that line then pressing the **plus** ("+") key.
- To print a specific number of lines (consecutively listed lines), mark the **Number of Lines** field then enter the number of lines to print in the corresponding entry box.

After selecting a report format and identifying the information to include, a succession of windows will prompt you to select **books**, **demos**, **rate levels** and **spot lengths** for the report. Select these items in one of the following ways:

- If the desired selections are listed consecutively, drag the cursor over them and click **OK**
- If they are not in a row, hold the **Ctrl key** while clicking them then click **OK**
- To select only one item, double-click it. You may also single-click it then click **OK**

If you are printing a Quick Estimates report, you will now be taken to either **Print Setup** or **Print Preview**, depending on your selection. If you are generating a Standard Estimates report, the **Report Options** window will appear listing all information available for inclusion on the printed report. Place a **check mark** next to each desired option single clicking in the corresponding field. Click **OK** once all selections are made to open either **Print Setup** or **Print Preview**, depending on your selection.

Planner Worksheets

Flight Plan offers three different scheduling perspectives:

Multi-Spot Length Plan format

Focuses on one particular week of the current flight. This worksheet will allow you to view multiple spot lengths and concentrates on one target demographic. (You may select several different demographics; however, only one is display at a time.)

Multi-Week Plan format

This worksheet allows you to view all weeks of the current flight of the campaign on one spreadsheet while focusing on one target demographic and one specific spot length. (Once again, you may select several different demographics and several spot lengths; however, only one of each of these will be displayed at a time).

Full Plan format

This worksheet allows you to view all weeks of the current flight and multiple spot lengths on one spreadsheet while focusing on one target demographic and one specific spot length. (You may select several different demographics; however, only one is displayed at a time).

A tab, located at the bottom left of the Flight Plan Window represents each of these unique worksheets. You may toggle from one worksheet to another by single-clicking these tabs. **"NA"** means the program is not available for scheduling for the current week because the week's start/end dates do not coincide with the program's daypart definition or FTC/LTC.

Each area of the worksheet reflects important information:

Column One

Indicates the station airing the current program. To change the station benchmark, double click the current call letters then select another station.

Column Two

Reflects the assigned program title (**Program**), the actual daypart definition (**Daypart**), and the corresponding First and Last TeleCast dates (**FTC/LTC Dates**). To change any of these definitions, double-click the line to be changed type revisions.

Column Three

The type of data (**Type**) being used, the primary daypart code assigned to the program (**Daypart Code**) and the program's sort code (**Sort Code**).

Type indicates whether time period data (**t.p**.), program average data (**P.A.**) or an estimated number (**Est.**) is being viewed.

To change the daypart code, double-click it and make a selection. Note that only the daypart codes selected at Flight Plan Setup are available for selection.

To edit the sort code, double-click it and type the new sort code. To re-sort the program listing click the

Sort button and select **Sort Code**.

Column Four

The current program's rating/000, share and HUT/PVT level. These numbers can be edited without affecting inventory.

To change the Rating/000, Share or HUT/PVT estimate, double-click the number to edit and type the new estimate.

NOTE: *If any of estimates are changed, an asterisk (*) appears next to the rating/000—indicating an estimated number. Also, if any of these fields is double-clicked, an asterisk will appear whether a change is made or not. To reload the actual rating/000, click **Reload** and select **Reload ratings data for current item**.*

Column Five

The current flight's participation in the campaign. **Total Cost** indicates how many spots (including all spot lengths) have been scheduled for the current program. **Cost** reflects how much has been spent on the current program for all scheduled spots and spot lengths.

Remaining Columns

All remaining columns of the worksheets reflect the *number of spots scheduled* the *assigned rate* and the *resulting CPP/CPM*.

To enter a number of spots to be aired, simply move the cursor into the specific area of the **Spots** row where the you wish to place the entry and begin typing; alternatively, you may double-click in the exact **Spots** field, then enter the desired amount. Once you move the cursor out of that area, you will see that information calculated and all other related information (Reach, GRP attainment, etc.) reflected. Use the right arrow key to move horizontally when entering spots; alternatively, you may press the **Enter** key to bounce down to the next item's field, then type the number of spots and so forth.

To change the assigned rate, or to enter a rate, for the current program, move the cursor into the specific area of the **Rate** row where the you wish to place the entry and begin typing; alternatively you may double-click in the **Rate** row. You will then see the **CPP/CPM** amount adjusted accordingly. Use the right arrow key to move horizontally when entering rates; alternatively, you may press the **Enter** key to bounce down to the next item's field, then type the number of spots and so forth.

If you wish the system to automatically generate a rate for the current program that will accommodate a specific CPP/CPM, move the cursor where you wish to make the entry and begin typing; alternatively, you may double-click in the **CPP/CPM** field and enter the specified amount. Once the cursor has been moved from this field, you will see the **rate** adjusted to the amount needed to achieve this CPP/CPM.

Goaling

To set goals for a Flight Plan, click the word **View** on the Windows Taskbar at the top of the screen and select **Goal Scheduling**. For more help, see the Flight Plan chapter in this manual and refer to the section entitled **Goaling in Flight Plan**.

Planner Worksheet's Speed Buttons

For help with the speed buttons, see the section on **Flight Plan Speed Buttons** in the **Flight Plan** chapter.

Multi-Spot Length Plan Worksheet

Click the **Multi-Spot Length Plan** tab to view this worksheet:

- The **Spot Length** button is grayed at this worksheet, indicating it is not a viable option at this time. This is because this worksheet displays all selected spot lengths automatically.
- The **arrow key** buttons in the **Target** box allows you to toggle through the various demo selections made at the setup screen. Clicking on the corresponding button automatically changes the display to reflect the next available selection.
- Use the **Book** button to toggle the display to reflect each selected book's data. Clicking on the corresponding arrow buttons will automatically change the data to reflect the next available selection.
- The **Week** button is turned off since this worksheet displays all weeks for the current flight.
- The **Rate Level** option is not viable on any Planner worksheets since it was defined at the Flights & Goals screen and cannot be changed on the fly.
- If you recorded different flight dates for this campaign at the Flights & Goals tab, you may change the worksheet's display to a different flight by accessing the **Flight** button.
- Clicking the Choose **Totals** button allows you to toggle the Totals rows display to reflect one of the following:

    1) Total number of Spots scheduled for each spot length, as well as for the total flight.
    2) The current flights total Cost per spot length
    3) GRP achievement broken-out for each spot length, as well as for the total flight.

- **Choose Summary Button-**This option lets you select which stations schedule totals will be displayed in the bottom portion of the scheduling worksheet (displayed in blue). Click on **Choose Summary**, and a window will be displayed listing all those stations that were selected at the setup window. Single click on the station to view, then click OK; alternatively, you may double click on the desired selection. Selecting All Stations will show the combined schedule totals for all stations.
- You can also access all on-screen and speed button options by right-clicking in a blank area of the worksheet.
- "NA" next to a program means it is not available for scheduling for the week due to one of the following occurrences:
- The current week's start and end dates do not coincide with the program's daypart definition or FTC/LTC, or the week displayed is flagged as a hiatus week.

Multi-Week Plan Worksheet

Click the **Multi-Spot Length Plan** to access this worksheet:

- This worksheet includes all spot lengths; therefore, the **Spot Length** button is unavailable.
- The arrow buttons in the **Target** box toggle through the demos selected at the setup screen. Click the arrow buttons to scroll through available selections and view applicable data.

- Use the **Book** button to toggle to the data in each selected book. Click the arrow buttons to scroll through available selections and view applicable data.
- The **Week** button is turned off since this worksheet displays all weeks for the current flight.
- The Rate Level option is not viable on any Planner worksheets since it was defined at the Flights & Goals screen and cannot be changed on the fly.
- If you recorded different flight dates for this campaign at the Flights & Goals tab, you may change the worksheet's display to a different flight by accessing the **Flight** button.
- Clicking the **Choose Totals** button allows you to toggle the Totals row's display to reflect one of the following:

    1) Total number of Spots scheduled for each spot length, as well as for the total flight.
    2) The current flights total Cost per spot length
    3) GRP achievement broken-out for each spot length, as well as for the total flight.

- **Choose Summary Button**—This option lets you select which stations' schedule totals will be displayed in the bottom portion of the scheduling worksheet (displayed in blue). Click on Choose Summary, and a window will be displayed listing all stations that were selected at the setup window. Single click on the station to view, then click OK; alternatively, you may double click on the desired selection. Selecting All Stations will show the combined schedule totals for all stations.
- You can also access all on-screen and speed button options by right-clicking in a blank area of the worksheet.
- "NA" next to a program means the program is not available for scheduling for the week due to one of the following occurrences:
- The current week's start and end dates do not coincide with the program's daypart definition or FTC/LTC, or the particular week displayed is flagged as a hiatus week.

Full Plan Worksheet

- Click the **Full Plan** tab and the window will change to reflect this perspective's various fields of information:
- The **Spot Length** button is grayed at this worksheet, indicating it is not a viable option at this time. This is because this worksheet displays all selected spot lengths automatically.
- The arrow key buttons in the Target box allows you to toggle through the various demo selections made at the setup screen. Clicking on the corresponding button automatically changes the display to reflect the next available selection.
- Use the **Book** button to toggle the display to reflect each selected book's data. Clicking on the corresponding arrow buttons will automatically change the data to reflect the next available selection.
- The **Week** button is turned off since this worksheet displays all weeks for the current flight.
- The **Rate Level** option is not viable on any Planner worksheets since it was defined at the Flights & Goals screen and cannot be changed on the fly.

- If you recorded different flight dates for this campaign at the Flights & Goals tab, you may change the worksheet's display to a different flight by accessing the **Flight** button.
- Clicking the **Choose Totals** button allows you to toggle the Totals rows display to reflect one of the following:

    1) Total number of Spots scheduled for each spot length, as well as for the total flight.

    2) The current flights total Cost per spot length.

    3) GRP achievement broken-out for each spot length, as well as for the total flight.

- **Choose Summary** button—This option lets you select which stations' schedule totals will be displayed in the bottom portion of the scheduling worksheet (displayed in blue). Click on Choose Summary, and a window will be displayed listing all stations that were selected at the setup window. Single-click on the station to view, then click OK; alternatively, you may double-click on the desired selection. Selecting All Stations will show the combined schedule totals for all stations.
- You can also access all on-screen and speed button options by right-clicking in a blank area of the worksheet.
- The Speed Button toolbar will allow you to perform various scheduling and perspective functions.
- "NA" next to a program means the program is not available for scheduling for the week due to one of the following occurrences:
-
- The current week's start and end dates do not coincide with the program's daypart definition or FTC/LTC, or the week displayed is flagged as a hiatus week.

Printing a Planner (Schedule)

You can send a report directly to the printer or you can use **Print Preview** to see what the finished report will look like *without* having to put it on paper.

Click the **Print** button (located on the TVSCAN Toolbar), or **File** on the Windows task bar. Select **Print** or **Print Preview** to open the **Reports Selection** menu for the current worksheet. The **Report Selection** window for the **Planner worksheets** offers several report formats:

Multi-Demo Schedule Summary

Prints a scheduling summary for up to five demos.

Single Demo Schedule Summary

An analysis of one demo including spot assignments for each spot length on the schedule.

Week by Week Summary

A breakout of each week's effectiveness for up to five demos.

Landscape Blocking Chart

A landscape report of each week's achievement with one demo.

Goals Report

All goals by week, daypart and goal. Weekly total goals are also included.

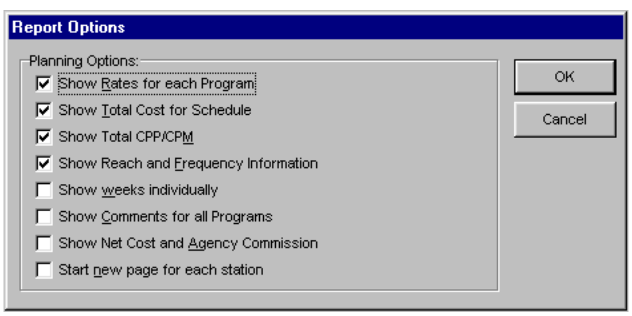
If you select one of the three **Summary** reports or the **Landscape Blocking** report, the next step is to designate the lines of programming to include:

- If the **All Lines** selection is designated, all lines on the screen will be printed.
- To only print specific lines, use the **Tagged Only** feature. Highlight a line then press the **plus** ("+") key. After you tag at least one line, the **Tagged Only** option will be available.
- To print a specific number of lines (consecutively listed lines), mark the **Number of Lines** field then enter the number of lines to print in the corresponding entry box.

After selecting content for the report, click **OK** to open the **Targets Available** window. Make your selection in one of the following ways:

- If desired demos are listed consecutively, click and drag to highlight them then click **OK**.
- If they are not in a row, hold down the **Ctrl key** while clicking them then click **OK**.
- To select only one target, single-click it then click **OK**; or simply double-click the demo.

Next the **Report Options** window will open, where you may turn on and off various information fields from the printout:



Single-click the checkboxes. A checkmark indicates the option is selected. Click **OK** once all selections are made. Either Print Setup or Print Preview opens, depending on your selection.

Order Worksheet

Once you have completed the schedule at the **Flight Plan Planner** worksheets, you are ready to generate a broadcast order. To do this, click on the Order tab and its corresponding worksheet will be displayed. The information displayed on this screen is basically the same as displayed on the Planner screens; however, it is presented in a more explicit manner.

- The **Length/Week** column scheduled spot lengths and the weeks during which spots will air.
- The **Spots/Rate** column shows the number of spots scheduled with the rate for each.
- You still can view the campaign's total effectiveness, or view each station's contribution to the schedule individually by using the **Choose Summary** option.
- You can insert a comment or a notation for a program. **Comments** print below the program. A **Notation** is a reference of 15 characters or less that prints to the right of the program.
- The **Comment** and **Notation** fields are on the right side of the **Order worksheet**. The Comment line is directly above the Notation line. To type or edit either, click the appropriate line and begin typing.
- The **Order** worksheet is grouped **by stations** first, then sort order. It shows each program's scheduled spots broken out by **week** and **spot length** for the current flight.

Understanding the Order Worksheet

Column One

The station that will air the current program. To change the station benchmark, double-click the call letters and select another station.

Column Two

Program title (**Program**), daypart definition (**Daypart**), and telecast dates (**FTC/LTC Dates**). To edit a definition, double-click it and type the change.

Column Three

The **primary daypart code** assigned to the program (**Daypart Code**). To change the assigned daypart code double-click it and make a new selection. You may select any daypart code selected at **Flight Plan** setup.

Column Four

The current program's rating/000. To change one of these numbers, double click it and type the revision. ***NOTE: Estimating done on the worksheet IS NOT saved in Inventory!***

When these numbers are edited, an asterisk (*) appears next to the edited number. This happens anytime an estimate is double-clicked, ***regardless of whether an edit is actually made***. To reload the original rating/000, click the Reload button and select **Reload ratings data for current item**.

Column Five

The spot length scheduled on the current program and the week in which it airs.

Remaining columns

Each day of the week and program comments. These fields are used when placing spots on specific days (***manually spreading spots--see below for details***) and when attaching a comment to a program. (Refer to **Placement of Spots on Order Worksheet**.)

Placement of Spots on the Order Worksheet

The obvious difference between this worksheet and the planners is the day-by-day breakout on the right of the screen which allows you to distribute scheduled spots and view spot placement. The system will default to all spots listed in the **Spots** field; however, none of them will be placed on specific days--instead, a zero (0) appears in each day field that is available for scheduling.

There are two ways to distribute spots: **Manually** create the spot distribution or have the **Automatically** distribute spots.

Manually Spreading Spots

To manually place a spot on a specific day, click the field that matches the program and the desired day of the week. Type the number of spots to air. Once you move the cursor from that spot, the entry will be recorded. Continue until all spots are placed.

Automatic Distribution of Spots

Click the **Miscellaneous** button and select one of the following options:

Spread 'X's for ALL Items

Spread X's over all days of the week on which spot may air. For example, 2 spots scheduled on a Monday through Friday program will have X's for the Monday through Friday fields, meaning the 2 spots can air on the program on any of the days with an X.

Spread Spots for ALL Items

Spread all spots to specific time slots. For example, a spot scheduled to air at sometime during Prime time, M-F, might be placed on Wednesday. In this case, the number 1 will appear in the Wednesday field.

Spread 'X's for current Item:

Spread X's over all days of the week during which the scheduled spot may air. This option works the same way as option number 1 above, but only the currently highlighted line is affected.

Spread Spots for Current Item

Places the currently highlighted program's scheduled spot(s) on specific days of the week. This option works the same way as option number 2 above, but only the currently highlighted line is affected.

Click an option to return to the worksheet, reflecting the selected automatic spot distribution.

Goaling

To set goals for a Flight Plan, click the word **View** on the Windows Taskbar at the top of the screen and select **Goal Scheduling**. For more help, see the Flight Plan chapter in this manual and refer to the section entitled **Goaling In Flight Plan**.

Order Worksheet's Speed Buttons

Several of **Flight Plan**'s speed buttons are unavailable (on this worksheet. Detailed help for the speed buttons is given in the **Flight Plan Speed Buttons** section of the **Flight Plan** chapter. However, some buttons apply only to the **Order** worksheet or function differently on this worksheet. See the table below for details:

Make Good Policy

Click this button to open the **Make Good Policies** window where you can select, create, edit or delete make good policies:

- ***To create a Make Good Policy***, click **Add**. Click on the new line and type a name. Click **Edit** and type the body of the policy. Use the buttons at the lower left to cut, paste, copy, spell check or clear the screen.

- ***To edit a Make Good Policy***, click it then click **Edit**. Use the buttons in the lower left to cut, paste, copy, spell check or clear the screen.

- *To delete a Make good Policy*, click it then click Delete.

- ***To select a Make Good Policy***, double-click in the **Default** field. The selected (checked) policy remains the default until another one is selected.

Misc. Tools

On the **Order** worksheet, this button offers spot distribution options. See the section in this chapter entitled **Automatic Distribution of Spots** for details.

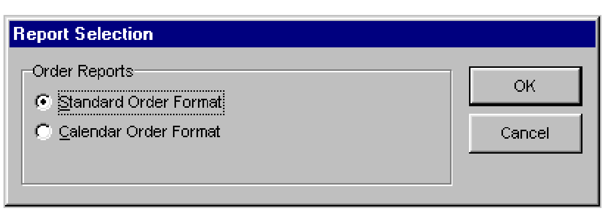
Xmit

Sends the order to your accounting system, if you have it and TVSCAN set up to interface. Click **Xmit** to open the following window, showing information relevant to the current **Order**. Click **OK** to transmit the order or **Cancel** to return to the worksheet without transmitting.

Printing an Order

You can send a report directly to the printer or you can use **Print Preview** to see what the finished report will look like *without* having to put it on paper.

Click the **Print** button (located on the TVSCAN Toolbar), or **File** on the Windows task bar. Select **Print** or **Print Preview** to open the **Reports Selection** menu for the current worksheet. Depending on your printer configuration, the following report options will be displayed:



Standard Order

A basic printout showing each program's spot level, rate and the week when it will air, including ratings information and monthly breakouts. Up to two demos may be used. You can also select which stations will be included on the printout.

Calendar Order

Your Laser Printer must have two megabytes of RAM to print this report. This is a desktop-quality week-by-week breakout of the Order, in a landscape orientation. One demo can be used on this report.

The **Targets Available** window will open. Make your selection in one of the following ways:

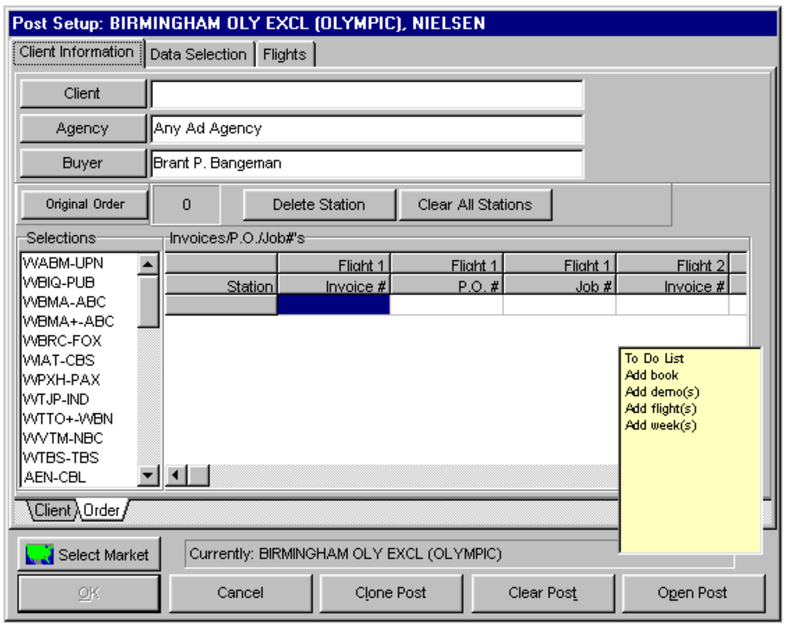
- If desired demos are listed consecutively, click and drag to highlight them then click **OK**.
- If they are not in a row, hold the **Ctrl key** while clicking them then click **OK**.
- To select only one target, single-click it then click **OK**; or simply double-click it.

Single-click the checkbox next to each desired option then click **OK**. Either **Print Settings** or **Print Preview** opens, depending on your selection.

AutoPosting

Autopost is where you may input an invoice's billing information, then have the system automatically reconcile it with a previously created **Order**. You may also use **Autopost** if you have not created an **Order**.

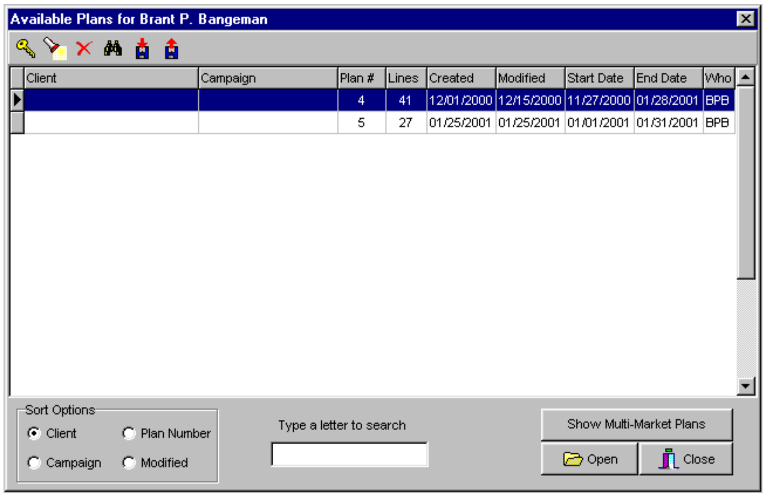
To access Autopost, click the Autopost button at the top of the Main Menu. This will open the **Post Setup** window, which looks like this:



- To enter an invoice and **reconcile** it to a previously saved **Order**, click **Original Order**.
- To create a **new post** without a previously saved **Order**, enter header information then click **OK**.
- To work with a previously created post, click Open Post.

Loading an Order

When you click the **Original Order** button, the **Order Menu** will open, which is a list of all previously saved Orders:

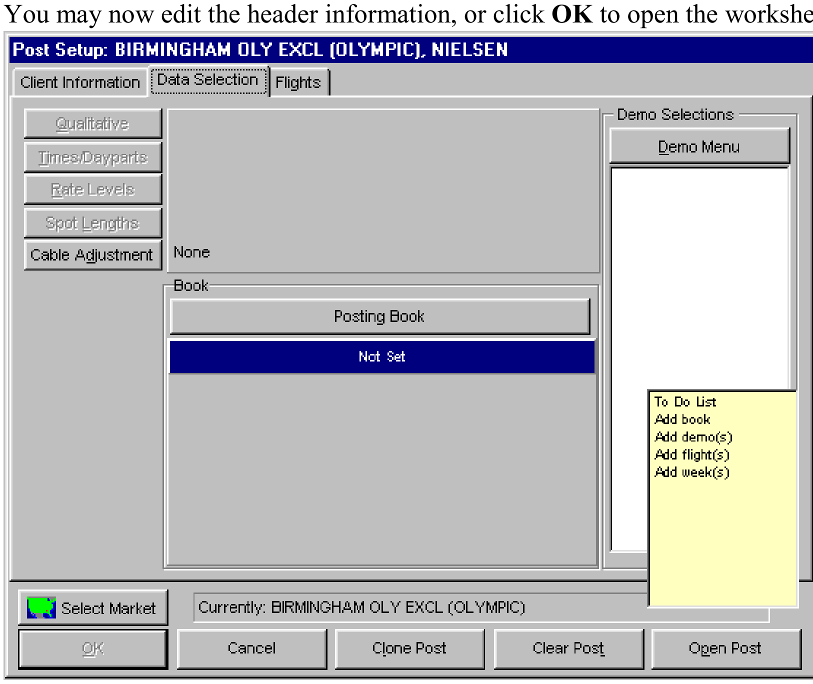


Double-click the order you want to work with, or single-click to highlight it then click **OK.** A Confirmation dialog box will open. Click **YES** and the Post Setup window will re-open with the header information from the selected Order.

The **To Do List** will show that you need to select a **Posting Book**:

- Click the **Data Selection** tab.
- Click the **Posting Book** button.
- Double-click the book you need to post with.
- Double-click an adjustment book, or click **OK** for "Do not use adj. Book."

You may now edit the header information, or click **OK** to open the worksheet.



Editing the AutoPost Header

Header information such as demos or books can be edited on the **Post Setup** screen. If a **"To Do List"** is at the lower right corner of the **Post Setup** screen, it means necessary information is missing. Everything noted on the list must be entered before **OK** can be clicked.

To switch from one area to another in **Post Setup**, click the tabs along the top of the **Post Setup** window to complete the information on the **To Do List**.

When the setup is complete, click OK to open the Autopost Worksheet.

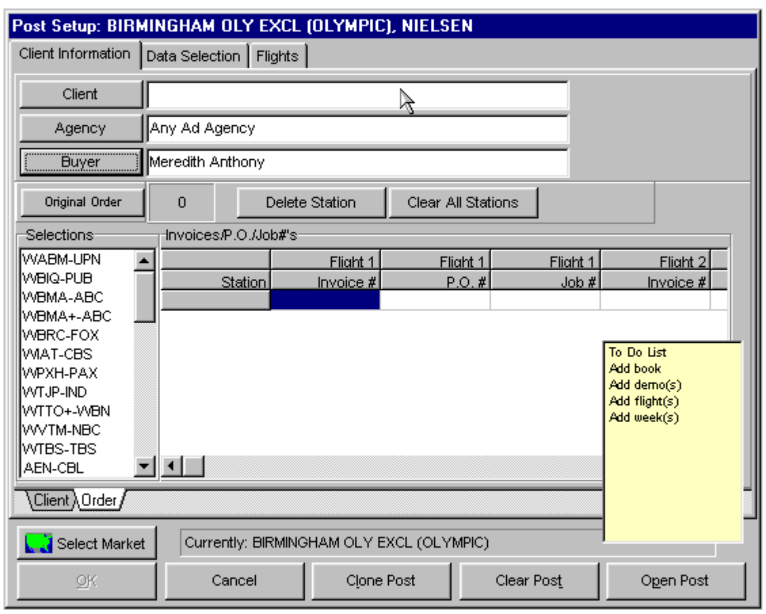
Creating a New Post

If you do not have a previously saved order, you can enter an invoice and reconcile it manually. To do this, begin on the **Post Setup** screen.

A "To Do List" at the lower right corner of the Post Setup screen helps you complete the header information. Everything on the list must be entered before OK can be clicked. To switch from one area to another in Post Setup, click the tabs along the top of the Post Setup window to complete the information on the To Do List. When the setup is complete, click OK to open the Autopost Worksheet.

AutoPost Client Information Tab

The **Post Setup** window opens to the **Client Information** tab. Here is an example:

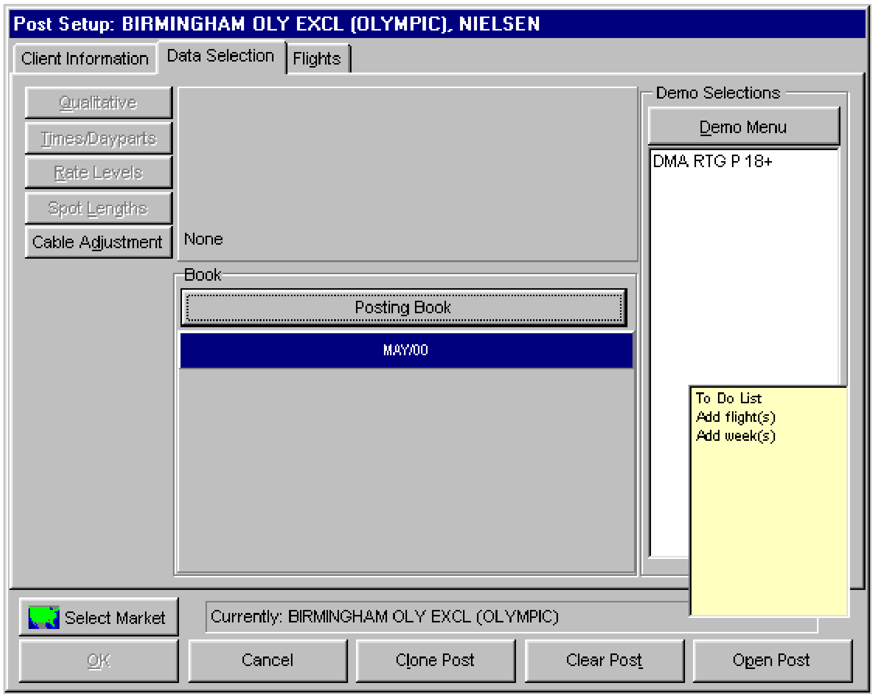


- Enter the name of the client/advertiser in the **Advertiser** field. Your post will save according to the name you enter and will later appear on the Post Menu with that name.
- Information in the **Agency** and **Buyer** fields will depend on your post:
- If you are creating a **new post,** enter the appropriate information.
- If you selected a **previously saved Order,** this information will import ***if*** the original Order had the

information. However, if the original Order did not include Agency and Buyer, you may type it in on the **Post Setup** screen.

Auto Post Data Selection Tab

Select the **Posting Book** and **Demo** for the post on the **Data Selection** tab. Here is an example of the **Data Selection** screen:



- To choose a book for posting, click the **Posting Book** button. The **T.P. Books Available** screen will open, listing all available Time Period books. Although you ***cannot*** use a PAV, PJ or Estimate book as the Posting Book, you ***can*** apply PAVs at the **Post Worksheet**.

- Single-click on the book you wish to use and the system will prompt you to select a **HUT** adjustment book. If you do ***not*** want to adjust to HUTs from another book, just click **OK** for "Do not use adj. Book."

- If you selected a previously saved Order, you can accept the imported demo or demos by simply ***skipping*** the Demo Menu button.

- To edit or enter demo selections click the **Demo Menu** button. This will open the **Target Demographic Menu**:

- Single click your target demo selections, one at a time. If you choose a ***Persons*** demo, the **Multi Demographic Selection** window will open:

- Select demos from the **Favorites** list by single-clicking them one at a time.

- Create **custom demos** by single-clicking a **Gender**, **Starting** and **Ending Age**, then the **Add button**.

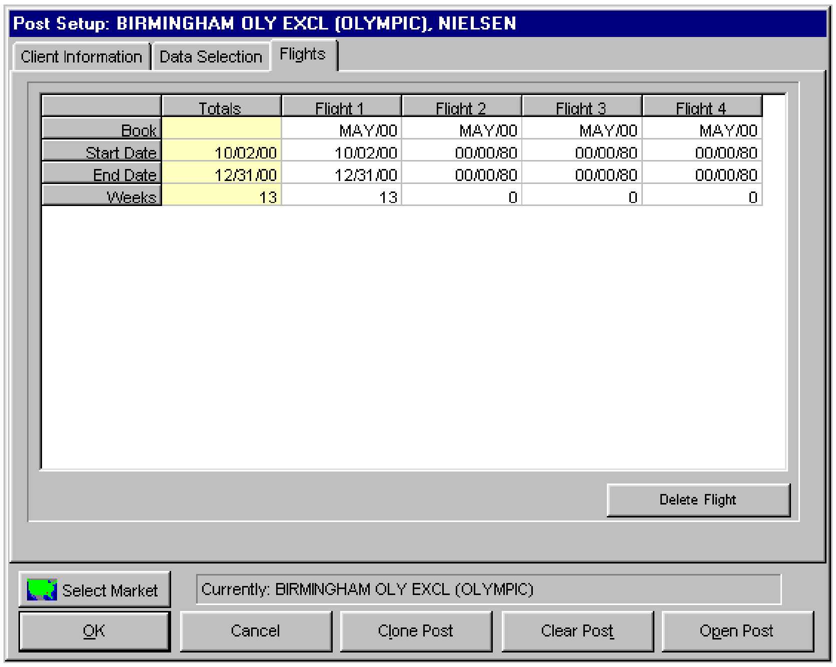
- To remove a demo from the **Selected Demos** list, single-click the demo to highlight it, then click the **Delete** button.

- When the **Selected Demos** list shows all demos to be included in the post, click **OK**.

You will be returned to the Target Demographic menu. You can either continue selecting demos, or click **OK** to return to the Data Selection tab.

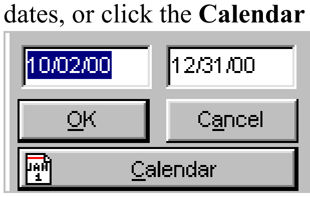
Flights Tab

The Flights Tab is where you establish the dates of the post. Autopost offers the ability to generate up to four flights per report. There is a maximum of 26 weeks (6 months or 2 quarters) per flight.



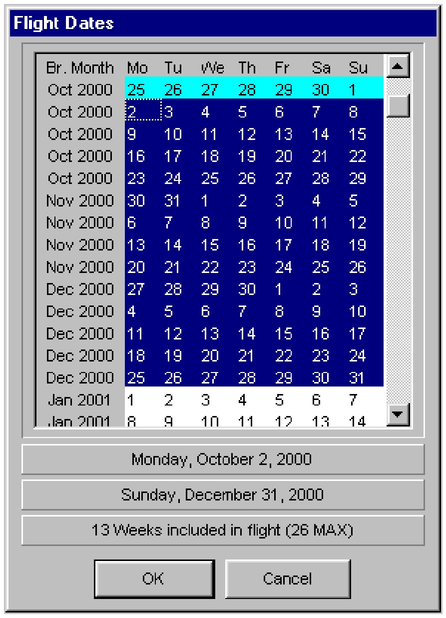
To customize the names of the Flight columns, double-click in the Flight column's header. (For example, to change **Flight 1** to another name, double-click the header title **Flight 1**.)

The header will go into an open edit mode. Just type in the new header label, using up to eight characters. Press **Enter** once you are finished.
To enter the beginning and ending dates for each flight of the post, double-click on the **Start Date** field (located just below the book name) in the appropriate flight column. Type the appropriate start and end dates, or click the **Calendar** button:



Calendar Option

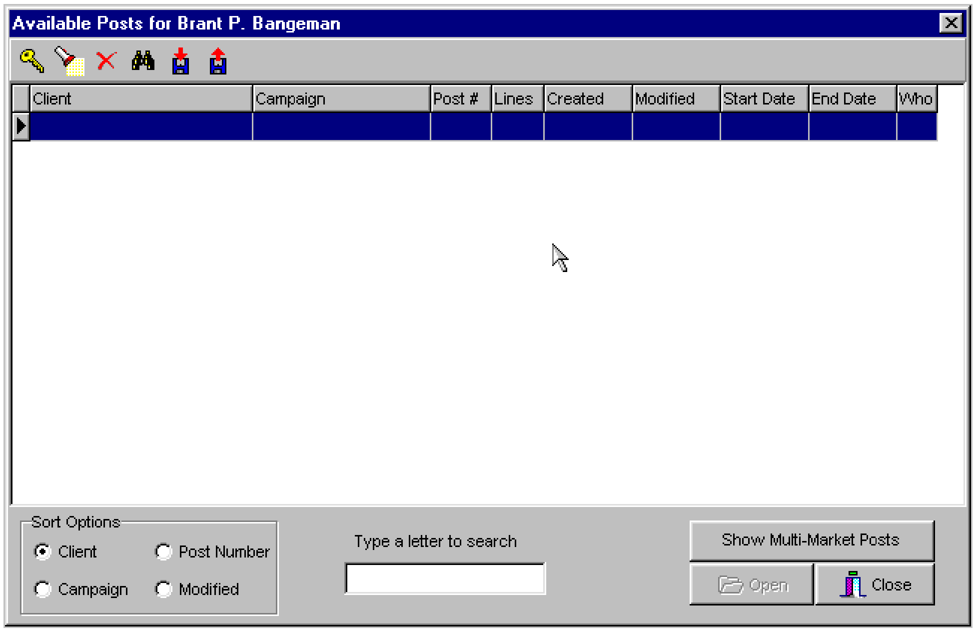
When you click the Calendar button to establish flight dates, the Flight Dates calendar window will open:



- Every other month is color-shaded so you can easily distinguish one month from the next. Use the **scroll bar** to see other months.
- The calendar is set up on the standard broadcast week of **Monday through Sunday**.
- To select the week(s) for the flight, click on the appropriate starting date, then hold down the mouse button while moving the mouse to **drag the cursor** until you reach the correct ending date.
- As you drag the cursor, watch the **three bars below the calendar window**. They will display your start date, end date, and the number of weeks you have included. When you reach the desired end date or desired number of weeks, release the mouse button.
- If you make a mistake, simply start over by clicking the correct start date and dragging again to the desired end date. When the start and end dates are correct, click **OK**. You will be returned to the Flights display where you will see the Flight information you selected.

Open Post

When you click **Open Post** on the Post Setup screen, the **Available Posts** window will open, listing all previously saved posts that were created by the current user. The posts will be listed alphabetically by **Advertiser** name:



To open a post, double-click it. You may also single-click it then click OK. The following is an explanation of the **buttons** on the Available Posts screen:

Master User Mode

Allows access to all previously saved posts that were created by all users in the current data directory. **You must have the System Password (set up by your administrator) to access this option.**

Recover Posts

Recover Posts is used in certain diagnostic situations. Since using this function in the wrong circumstances may cause problems, it is password protected.

Your System Password will not access this function. To determine if your circumstances warrant using it, call Customer Service at (800) 543-7300.

Delete

To delete a post, single-click to highlight it then click **Delete**. This will open a confirmation box naming the post. Click **Yes** to delete.

Quick Post Search by Number

If you have a long list of posts, you can find one quickly if you know its number. Click **Quick Search** then type the post number when prompted. Press Enter, and if you have entered a valid post number TvScan will find and highlight it. Click **OK** to open the **Post Setup** screen for that post.

Write Post to a Floppy

This function is used to transfer a post to a different computer.

Single-click the post to highlight it. Click **Write Post to a Floppy**. Place a disk in Drive A and click **Execute Copy**. Take note of the warning on the Save to Floppy screen. The highlighted post will be copied to the disk. The original copy will still be in the data directory.

Retrieve Posts from a Floppy

Use this function to copy posts from a diskette to a computer. Place the disk that contains the post copies into Drive A. Click **Retrieve Posts from a Floppy**. This will open the Retrieve Post From Floppy window, listing all posts that have been copied to that disk. Highlight the post you wish to retrieve by single-clicking it. To get more than one post, hold down the Ctrl key on your keyboard while highlighting all of the posts you need to retrieve. Take note of the warning on the Retrieve screen. Click **Retrieve Posts**. When TVSCAN is finished retrieving, you will be returned to the Available Posts screen. The retrieved posts will now be on the list and are immediately available to open.

NOTE: *Retrieved posts will be attached to the current user's ID rather than the ID of the user who originally created the posts.*

AutoPost Worksheet

When you click **OK** after completing the **Post Setup** screen, the **Autopost Worksheet** opens. When creating a new post <u>without</u> a previously saved **Order**, the worksheet will have the **All Stations Total** line at the bottom. However, if you clicked **Original Order** on the **Post Setup** screen and selected a previously saved order to reconcile to, the **Autopost Worksheet** will look a little different. It includes a **Reconcile** tab at the bottom of the screen, as well as a line showing “ordered” totals for quick and easy comparison with the **Station Totals**:

Entering Invoice Information in AutoPost

Use the **Entry line** to enter the invoice information. Once you have completed the entry, the **Add Line** button will activate. Click it to add the entry to the worksheet.

1. In the Station field, click the “down arrow” button. Single-click your choice of station from the drop down menu then press **Enter** to advance to the next field.

2. Continue to enter the information for each field (pressing **Enter** to go to the next field) until the invoice line is complete.

3. Do not use colons. Also it does not matter whether your entry is upper or lower case. To designate "AM" or "PM" time entries, use **a** or **p**. For example, 5:45 PM would be entered as **545p**.

4. Click **Add Line** when the invoice line is complete, and the information will be added to the worksheet. For subsequent invoice lines, the entry line retains a copy of the information entered. This helps save keystrokes when you have several lines that are similar. To enter the next line, just double-click on the entry line in the field to be changed. Type in the new information for that field and press **Enter**. After each completed entry, click **Add Line** to add the information to the worksheet.

The Worksheet itself offers options for editing and adding comments:

Lines can be edited on the worksheet by double-clicking the field to be changed, then typing in the new information. Press **Enter** after typing each change.

Use the right arrow key on your keyboard or the scroll bar at the bottom of the Worksheet screen to scroll all the way to the right. This will reveal the **Comments** column. To enter a comment, simply double-click on the appropriate line under Comments and begin typing. Press **Enter** when finished.

NOTE: Comments added in this column will be available to print on the report.

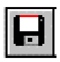
Use the Autopost Worksheet **speed buttons** to perform other functions. The speed buttons are found above the **Entry Line**.

If you are reconciling the post to an order, click the **Reconcile** tab at the bottom once the worksheet is completed.

AutoPost Speed Buttons

The **Speed Buttons** across the top of the worksheet help you perform various tasks:

Following is a list of each button on the **Speed Button Bar** with an explanation of each button's function:

 **Save Changes:** Click this button to save your work. It is a good idea to protect your work by saving periodically, especially if you are working on a very long post.

 **Reload:** There are two options after clicking **Reload**:

- **Edit Header and Reload Necessary Data** returns you to the Post Setup screen where you can make any needed changes, such as book or demo.

- **Reload Ratings Data for Current Item** will undo changes made to the ratings data, for the current line only. The current line is the line that is highlighted on the **Autopost Worksheet**.

 **Sort Options:** This button allows you to determine the order in which the lines of the post will appear. When you click **Sort Options**, the **Sorting Options** window will open. Simply double-click the sort order to use. **If the sort order you need is not on the list, choose Custom.**

Choose items from the list according to the desired sort order. For example, the sort order **Station/Day/Time/Rating** is not available on the list.

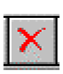
- To sort the post in this order, click **Custom**.

- Highlight **Station** and click the > button to add it to the **Destination List** on the right.

- Next, click **Day**, **Time**, and **Rating**, clicking > after each one.

- When the **Destination List** shows the order in which you want to sort, click **OK**.

Program Average: Apply a program average to the currently highlighted line.

 **Delete:** To delete the currently highlighted item, click **Delete**. "**Tagging**" makes **deleting multiple lines** quick and easy. Tag lines by by double-clicking them one at a time in the **Tag** column on the left side of the worksheet. A check in this column means the line is tagged. **To clear a tagged item, double-click the checkmark in the Tag column.**

- When all lines you wish to **keep** are tagged, click **Delete** and choose **Delete All BUT Tagged Items**.

- If you are **deleting more items than you are keeping**, tag the lines you wish to *keep.*
- If you are **keeping more items than you are deleting**, tag the lines you wish to *delete*.
- When all lines you wish to delete are tagged, click **Delete** and choose **Delete All Tagged Items**.

Display Options: The default is to show ratings information with decimals in **Autopost Worksheet**. You can toggle from decimals to whole numbers by clicking **Display Options**. Click **Decimals** to turn it on or off. A checkmark indicate that decimals are one.

Clone: You can duplicate the currently highlighted line by clicking **Clone**. Enter the number of copies you want to make and click **OK**.

Tools: Choose **Set All Break Averages**, then enter the break average and click **OK**. This will set the break average for ALL lines of the post to the specified number.

Autopost defaults to **edit ratings incrementally** for all demos in the post, according to edits made for any one demo. Adjustments are made for the currently highlighted line only.

Example: You have two demos M 18-49 and F 18-49. You increase the rating for the evening news by .5% for F 18-49. The rating for M 18-49 will be automatically adjusted by the same percentage.

To turn this option **OFF**, single-click on it to remove the check mark. It can be turned back on at any time by clicking on it again.

When you click **Set Agency Commission**, the **Agency Commission** window will open. Enter the agency commission as a ***percentage*** and click **OK**. The commission will be set for the current post only.

To fill in the body of the worksheet with lines from another post, click **Import Other TvScan Post**. The **Available Posts** window will open.

Double-click the post to be imported. You will return to the worksheet. The lines from the imported post will be copied to the worksheet and will be displayed **below** any lines entered prior to importing.

Select View: This option allows you to control which stations and what dayparts are displayed on the post worksheet at one time.

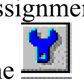
After clicking on this button, the **Select View** window will open, listing all available stations and dayparts. Make your station/daypart selections by doing one of the following:

Summaries: Gives varying perspectives on the post. When you click **Summaries**, you will get a list of report types.

- • Choose any one of them and the **Post Summaries** window will open to the report you selected.
- • To choose a different perspective, just single-click the corresponding tab along the top of the window.
- • Close **Post Summaries** by clicking the button in the upper right corner of the Post Summaries window.

Break Averaging in Autopost

Break Averaging controls how the system calculates the ratings on the post. For example, if Break Averaging is set at "***2***" (two minutes), the system is going to take a spot that airs two or less minutes before or after any quarter-hour break, and average the two quarter hours to derive the rating.

The system defaults to a Break Average assignment of "***0***" for the first entry. You can **Set All Break Averages** for the entire post by clicking the  speed button on the Post Worksheet's speed button bar.

Applying PAV in Autopost

To apply a PAV definition to a program, highlight that program and click the PAV speed button to open the **Program Average Selection** window. The appearance of this window is determined by one of the following scenarios:

If the system finds an **EXACT** match (meaning only one program entry was found for that particular time period), the Program Average Selection window will display that program, and will have automatically selected that program, indicated by the check mark placed in the left column. If a check mark appears in this column, a PAV definition has been selected.

- To accept this PAV assignment, click **OK**.
- To remove this selection, single-click it to remove the check mark.
- If multiple programming entries are found for the specified daypart, all will be listed at the Program Average Selection window.
- If no programming is found for the selected time period, the Program Average Selection window will appear with no programming listed.
- Regardless of the manner in which the PAV Selection window is displayed, you can handpick the PAV assignment by utilizing the various options available.

Printing Post Summaries

To print a **Post Summary**, click the tab representing the report you need then click **Print**

Reconciling in AutoPost

A post can only be reconciled if you selected an order to reconcile it to by clicking Original Order at the Post Setup window.

How to Reconcile:

After you have finished entering invoice information on the worksheet, click the **Reconcile** tab located in the lower left portion of the worksheet window. As soon as the Reconcile tab is clicked, the system automatically reconciles the **invoiced spots** (on the post) to the **ordered spots** (on the order).

Each **ordered** spot appears in a yellow bar, just above its matching **invoiced** spot in a white bar. Deviations are in bold red type. In the example above, the rate deviates.

All ordered lines with matching invoiced lines are in light gray type, while ordered and invoiced lines that do not have a match are displayed in bold type.

Invoiced spots that do not have an "ordered" counterpart appear in the bottom half of the posting, in cyan (light blue) bars.

To "***match***" an invoiced spot from the unmatched section (in the blue at the bottom of the worksheet) to an ordered spot, double-click the zero in the second column of the blue area. Type the number of an "ordered" line to assign to the "invoiced" line.

If an unmatched spot has been moved to the wrong ordered line, you can move it to any other order line by editing the Order number. If you need to move a spot from the main area of the worksheet to the unmatched area (blue area), simply change the Order number to zero.

If you have established multiple flight dates (at the Post Setup window), you may toggle to a different flight by clicking on the **arrow keys** located in the **Flights** field of the Post header…thus making AutoPost flight specific. Use the flight selection capability to assign specific spot levels to individual flights. Once you build various flights you can reconcile each separate flight by clicking on the **Reconcile** tab.

The Order you selected at the Post Setup window may be viewed at any time when working on the post by clicking the **Window** option on the top menu bar, then clicking **Flight Plan**. The **Order Worksheet** will open. **You may make changes to the order at this point. ALL changes made at this time WILL be reflected when you return to the post.**

Printing in AutoPost

To print a report from the **Autopost Worksheet**, click the **Print** button at the top of the screen, which looks like the example shown here. If you have **reconciled this post** to an order and currently have the **Reconciliation worksheet** displayed, you will have four report choices. If you **did not reconcile** this post to an order, or are viewing the **Post worksheet**, only the Post Summary and the Post Spot Rotation Summary reports will be available to you.

Post Summary

Gives all pertinent post information including a line by line breakout of each post entry.

Post Reconciliation

Shows a line by line order-to-post comparison with all discrepancies.

Post Reconciliation Summary

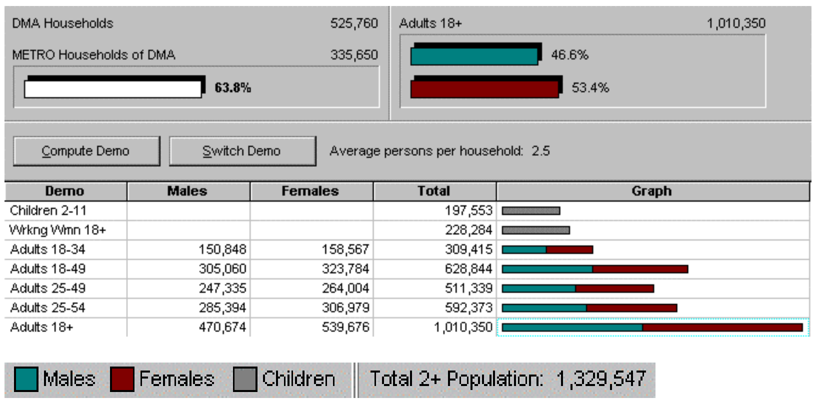
This report gives a recap of the order-to-post comparison.

Post Spot Rotation Summary

This is a summary of how closely the schedule's spot rotation was placed. For example, if you input a time span of ten minutes, this report will display spots that ran within ten minutes of each other.

Market Statistics

Market Statistics gives population figures at-a-glance. The numbers given come from the currently selected Nielsen survey. Click the Market Statistics button at the top of the **Main Menu**. Population and demographic figures appear instantly. Here is an example and explanation of the **Market Statistics** screen:



Demo	Males	Females	Total	Graph
Children 2-11			197,553	
Wrkng Wmn 18+			228,284	
Adults 18-34	150,848	158,567	309,415	
Adults 18-49	305,060	323,784	628,844	
Adults 25-49	247,335	264,004	511,339	
Adults 25-54	285,394	306,979	592,373	
Adults 18+	470,674	539,676	1,010,350	

DMA Households is the number of TV households in the DMA.

Metro Households of DMA is the number of TV households in the Metro area that are also in the DMA.

The bar below Metro Households shows the percentage of TV households in the DMA that are also Metro area TV households. To calculate this percentage, divide the Metro households number by the DMA households number, then move the decimal two places to the right.

Adults 18+ shows the total number of people in the DMA who are 18 years or older.

The **Bar Graph** shows how many of the Adults 18+ are Females, and how many are Males. **NOTE:** The **Red** bar represents Females and the **Green** bar represents Males.

Average Persons Per Household is based on the total population and indicates the average number of people including children (referred to as **Total 2+ Population**) in each TV household in the DMA. Average Persons Per Household is calculated by dividing the Total 2+ Population by the number of DMA Households. The Total 2+ Population can be found at the bottom of the Market Statistics screen.

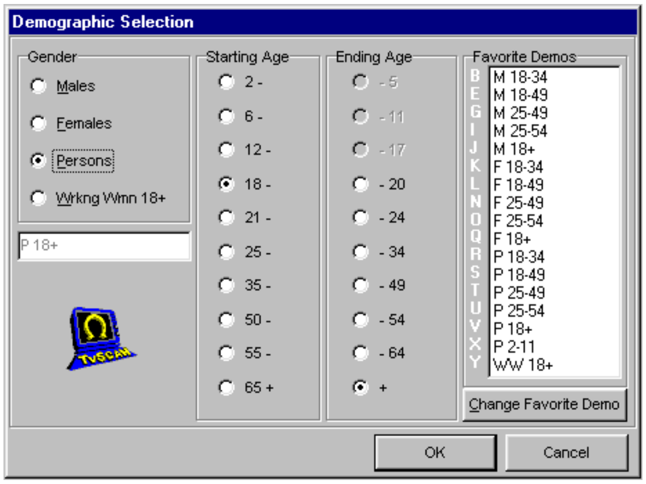
Switch Demo toggles between two different sets of demographic age cells. You will notice the graph change as you click the Switch Demo button.

Compute Demo allows you to find the population of a non-standard age cell.

How To Compute a Demo

Compute Demo allows you to find the total population within a specific demo. This also helps you find out populations of non-standard demos. For example, you can find out how many people in the DMA are Females between the ages of 12 – 20.

Click the **Compute Demo** button. This will open the **Demographic Selection** screen:



If the demo you need is on the **Favorites** list, simply double click the demo and the system will automatically compute the total number of people in the DMA who fall into the selected demo.

To select a custom demo, start in the far left column. Choose a **gender** by single-clicking on it. Select the **Starting Age** by single clicking it in the next column, and single click the **Ending Age** in the third column. The custom demo will appear in the box in the left column. Click **OK** and the system will automatically compute the total number of people in the DMA who fall into the custom demo.

How to change the Current Survey

By using the **Select Survey** button on the **Current Settings** tab of the **Utilities Menu**, you can choose which survey **Market Statistics** will use for pulling demographic population figures.

On the Main Menu, click the **Setup** button 

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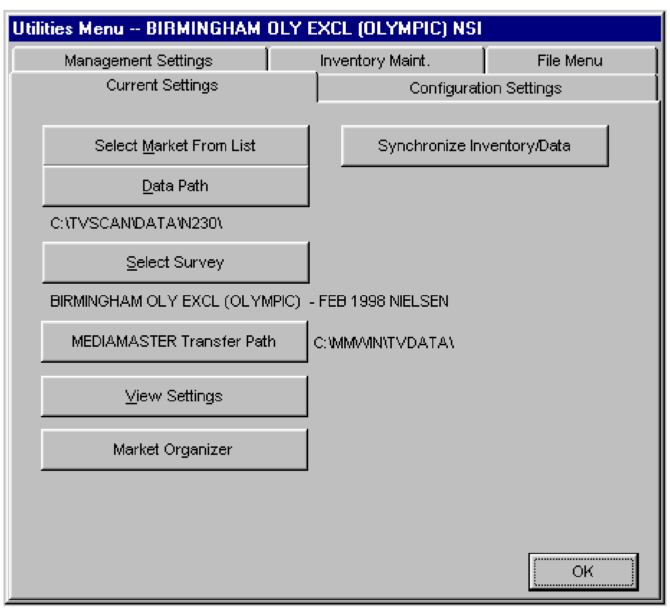
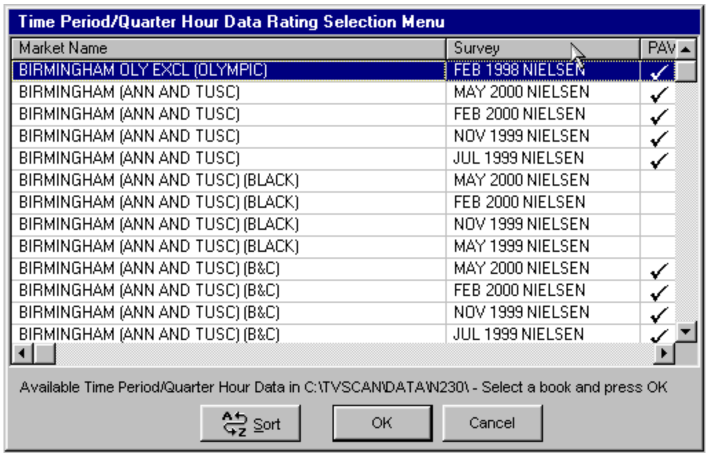


This will open the **Setup/Utilities Menu**, defaulted to the **Current Settings** tab as shown here:

Click the **Select Survey** button. This will open a list of all surveys available to be selected as the **Current Survey**. Here is an example of the list:

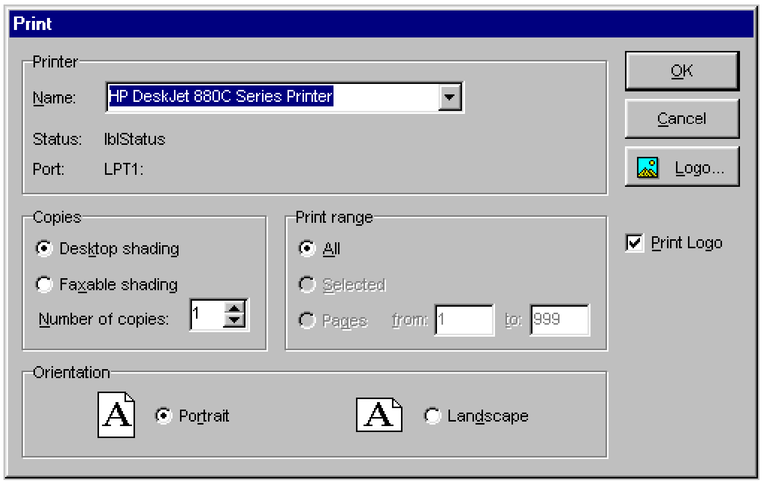


Double-click the desired survey. You may also single-click the survey then click **OK**.

NOTE: *You are not required to choose the most recent survey. Keep in mind, however, that numbers in Market Statistics, and in some other parts of TVSCAN, depend on which survey is selected here.*

Printing

If you choose Print after clicking the Print button,  the Print Setup screen will open:



The Print Setup screen has five different sections:

Printer

This section describes the name of the printer and the print port. It also gives the status of the last print job.

Copies

This is where you set shading and the number of copies to print.

Desktop Shading is dark and is generally not suitable for faxing.

Faxable Shading is lighter and faxes more clearly.

Number of Copies can be set by clicking the up and down scroll buttons, or by typing a number into the field.

Print Range

Set which page(s) of the report to print. To print a specific page or pages of a multiple-page report, click **Selected**. Enter the page number(s) using the scroll arrow buttons or by typing the page numbers in.

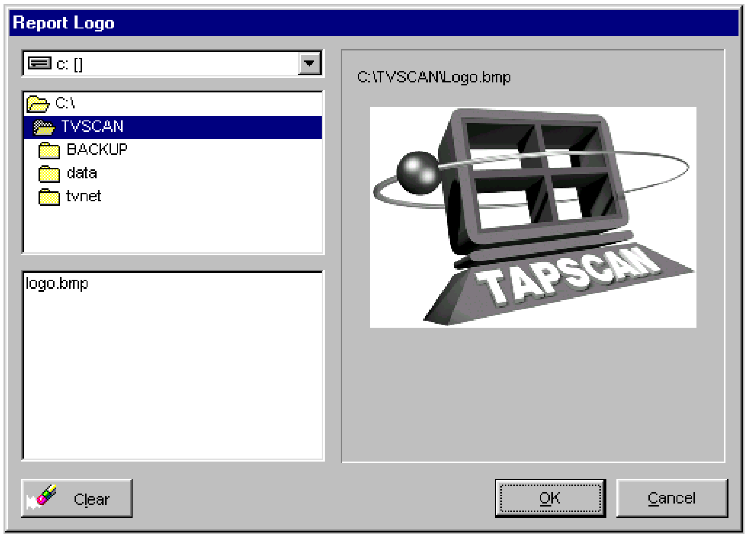
Note that **Selected** will be grayed out if the entire report is only one page.

Orientation

Set the page orientation by choosing **Landscape** or **Portrait**.

The Print Setup Buttons

If your logo has already been created and saved as a bitmap, click **Logo** to tell TVSCAN where it is saved. When you click the button, the Report Logo screen will open, which looks like this:

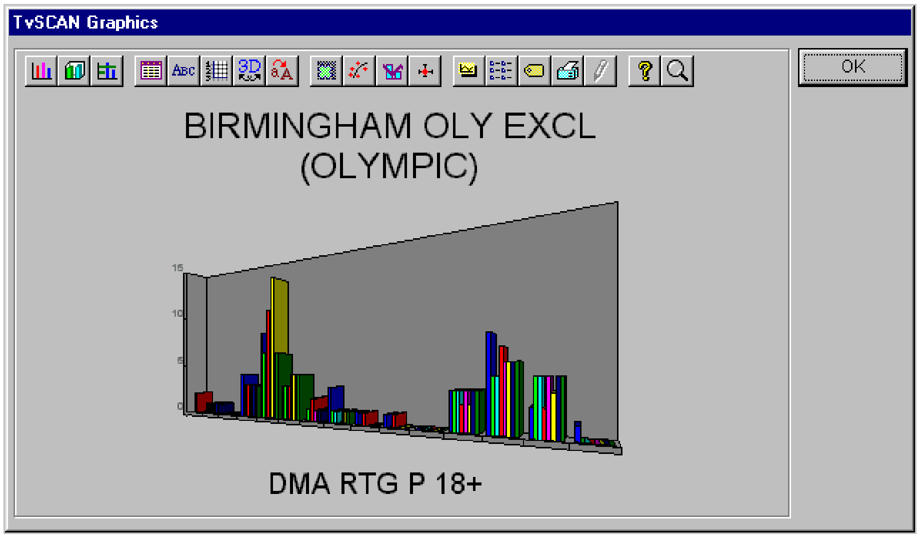


At the top of the Report Logo screen, click the scroll arrow to choose the drive where the bitmap is saved. In the center of the screen, double-click the folders to choose the correct subdirectory. If a bitmap is saved in the selected directory, the filename will appear in the large box at the bottom left of the Report Logo screen. To view the bitmap, single-click to select it from the list. The image will appear on the right side of the Report **Logo** screen. When you have selected the correct bitmap, click **OK**.

GRAPHING A REPORT

There are two basic ways to enter the print queue in TVSCAN. Both will allow you to print out the report, but there are various options available to enhance your report such as **graphing** options and the **tag mode** option.

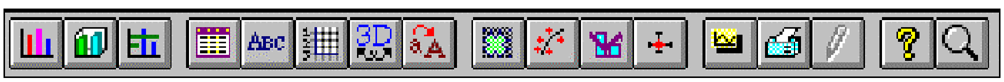
After you activate the **Graph** speed button, the report data will change to a graphical format:



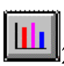
This display will vary contingent upon what report you are viewing.

GRAPHING WINDOW'S TOOLBAR

Note the toolbar displayed at the top of this window:

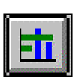


Use the various button options to manipulate the graph's display and perform various other options.

**2-D Gallery:** Opens a selection of 2-D graphs from which you may choose. Click on the graph type you wish to use.

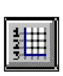
To view how the graph will appear without closing this window, click **Apply Now**. To select the graph type and exit the **Graph Control** window, click the desired graph type, then select **OK**.

**3-D Gallery:** Similar to the previous button. All available 3-D graph formats are listed. Click the graph type to use. To view how it will appear without closing **Graph Control**, click **Apply Now**. To select the graph type and exit **Graph Control**, click a graph type then click **OK**.

 **Style:** Controls parameters of the selected graph. You can *change the graph from a vertical to a horizontal format*, or *switch to a stacked graph*.

 **Data:** This tab pertains to the graph's values, how the data is labeled and where you may apply a legend to the graph.

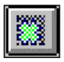
 **Titles:** This is where you may **modify** and **add** bottom, top, left and right graph **labels**. Customize your graph to reflect the message you wish to send.

 **Axis:** Where you will define the parameters of the graph's axis (body). The various options displayed

on this tab will be grayed-out for most graphs since this button mainly deals with line graphs.

 **3-D:** Where you will control the 3-D aspects of your 3-D graph.

 **Fonts:** Allows you to change the graph title's font.

 **Markers:** This option lets you modify the colors and patterns of the graph. Click the area of the graph to change, then select the appropriate color/pattern.

 **Trends:** Allows you to also chart statistical information for linear charts. These options are only viable for graphs that can accommodate the visual aspects of this information.

 **Overlay:** Controls how the factors of an overlay graph, such as Symbols, Lines and connecting Sticks, are displayed. Only available for a limited number of 2-D graphs.

 **Error Bar:** Lets you apply an error bar to the Y or X axis of the graph, depending on the orientation of the graph. Only available with 2-D Bar graphs.

 **Background:** Controls the look of the graph's background including color, border for the graph title and whether a bitmap is placed on the graph.

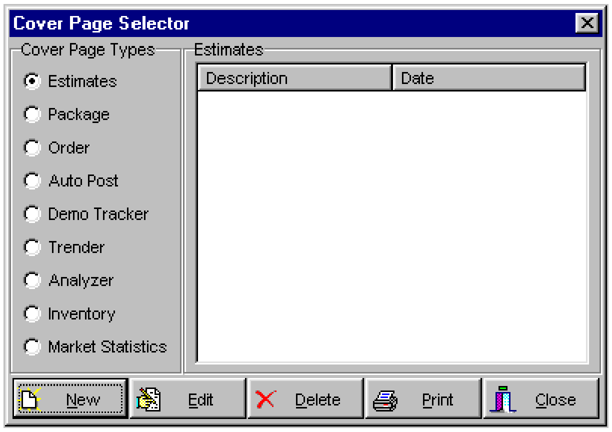
 **System:** Used to print the graph, save it to a metafile/bitmap, or copy the graphical data to the clipboard.

 **Run Help:** Starts the On-line Help System.

Creating A Cover Page

You can create a customized cover page for any TVSCAN report. Click the **Print** button at the top of the screen. It can be accessed from almost any part of TVSCAN.

When you click the Print button, a drop-down menu appears. Single-click **Cover Page**. This will open **Cover Page Selector**, which looks like this:



There are three sections to the **Cover Page Selector**:

Cover Page Types is where you choose the type of report the cover page is for, depending on which TVSCAN module it is in. Single-click your selection, depending on which module of TVSCAN you are using.

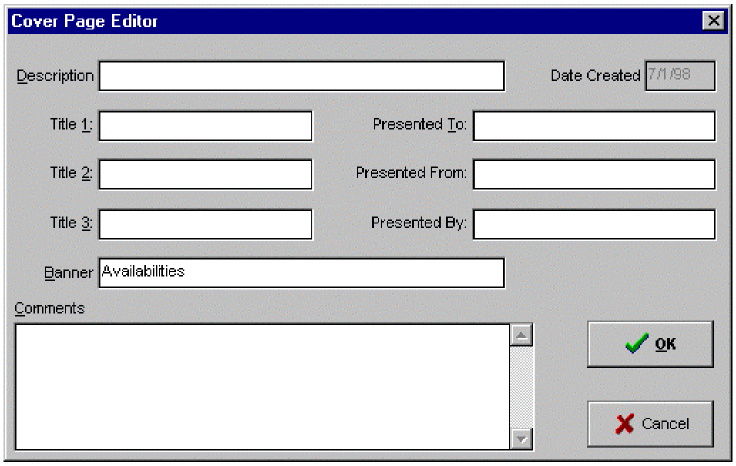
Cover Page List shows the module selected in the Cover Page Types section. It also lists all previously saved cover pages. Your Cover Page Type selection will be at the top of this section. Below that is a list of all previously created cover pages. **Note:** The list is different for each module; therefore it will only show cover pages that were created and saved under the selected **Cover Page Type**. To select a cover page from the list, single-click it then use the buttons.

The Buttons allow you to create, edit, or see a print preview of the cover page.

- To create a new cover page, click the **New** button at the bottom of the Cover Page Selector screen.
- To make changes to a previously saved cover page, single-click it on the Cover Page List then click the **Edit** button.
- To remove a previously saved cover page from the Cover Page List, single-click it then click **Delete**.
- To see a print preview of a previously saved cover page, single-click it then click **Print**.
- When you are finished with the Cover Page module, click **Close**.

Creating A New Cover Page

When you click **New** or **Edit** on the **Cover Page Selector** screen, the **Cover Page Editor** opens, which looks like this:



There are nine fields on the Cover Page Editor screen:

Description:

This is where you enter the name of the cover page. The name you put in this field will appear on the Cover Page List.

Title 1, 2 and 3

A headline can be entered in these fields. They may also be left blank. If text is entered in these fields, it will print below the logo on the upper left portion of the cover page. Each Title line can hold up to 20 characters and spaces.

Banner

This field will default to the module selected on the Cover Page Selector screen under Cover Page Types. You may delete the default and either leave this field blank or enter a custom banner. If text is entered, it will print vertically on a gray background down the left margin of the page. The banner can contain up to 20 characters and spaces.

Comments

The Comments field can also be left blank. If comments are entered they will print below the Title lines, near the left-center area of the cover page. You can enter up to 16 lines in the Comments field.

Date Created

This field defaults to the current date and is not editable.

Presented To

Enter the name of the client you are using the cover page for. If a name is entered, it will print near the bottom right of the cover page.

Presented From

Enter the name of your company. It will print below the "Presented To" line.

Presented By

Enter your name. It will print below the "Presented From" line.

Note: *If the "Presented" fields are left blank, the names of the fields will still print on the bottom right corner of the cover page.*

Editing an Existing Cover Page

To open the Cover Page Editor:

1. On the **Cover Page List**, single-click the cover page to be edited.
2. Click the **Edit** button at the bottom of the Cover Page Selector screen.

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*If you edit an existing cover page, it must be saved as a new cover page before it can be printed. The original cover page will remain on the **Cover Page List**, along with the new one.*

Profiles

You can only access Profiles while viewing a report's display.

Clicking the **Profile** speed button gives you the ability to perform **on-the-fly profiling** of a specific time period.

Place the cursor on the line of the program/daypart you wish to profile (if multiple books are displayed across the top of the report grid, highlight a specific book's rating, and then click this button). You can also access the profiling option by right clicking and select **Profile**. This will bring the **Demographic Profile** window to screen reflecting each individual age cell's performance for the specific time period.

Profile's Speed Buttons

Switch Demo

Reverses Demo selection from core to cumulative demos; alternatively, you may right click, then select **Demo**.

Target

Displays the different estimates which may be displayed on the spreadsheets.

By choosing the **Share**, for example, an additional column reflecting the Share of this profile will be displayed. Click the **Target** button once again, select **HUT/PVT** and this data will be added to this report. You may continue to select different targets in this same manner. As you add each additional estimate, you will see a new tab added to the report page at the bottom left corner of the screen. To flip to a specific target, click on its corresponding tab. As you change the report focus to a different estimate, the graphical column (the last column to the right) will change to graphically reflect that estimate.

The number of Targets which may be displayed will depend on the resolution of your computer's monitor.

Comp Demo

This button only effects the Percent Comp estimate. The universe the percent comp estimate uses defaults to P2+; however, using the **Comp Demo** option, you may change this universe to any demographic you wish. For example, if you wish to find the percentage of this program's P18-54 audience that is comprised of M18-34, click Comp Demo and select the P18-54 demo. Once you are back at the report displayed, click the *% Comp* tab (you must have previously selected this estimate for display), and you will see all numbers (and the graphical display) reflecting this information:

You may change the rate at the screen as well. Highlight the rate field (displayed in the report header) and press **<F2>**. To return to the Negotiator spreadsheet, press **<CTRL F4>** or click **Edit** then **Close**.

Display Options

Lets you toggle between decimals or whole numbers.

Chapter 12

Trenders & Rankers

All trending and ranking are performed in the same area. You can toggle between the Trender and Ranker displays with a click of the mouse. Reports may be based on any survey, any time period, and any book. Click the **Trender** button on the TVSCAN Tool Bar.

The first time you enter **Trender/Ranker**, the setup window will be blank. If you have already worked with **Trender/Ranker**, the setup screen will open with the last report's setup. To enter or change information on the setup screen, click each button to set the corresponding report setting.

*You must establish all settings before the **OK** button becomes available (except **Qualitative** and **Cable Adjusts**---both of these are optional).*

When the setup screen is complete, **OK** becomes active. Click it to open the **Trender** worksheet.

Trender vs. Ranker--What's the Difference?

A **Trender** will let you view **multiple book** information based upon **one specific demo**, all on one spreadsheet. A **Ranker** shows you **multiple demo** information based upon **one specific book**, all on one spreadsheet.

Trenders

The Trender worksheet is a single-demo, multiple book format. Click **Target** to change the current demographic selection. Note the tabs at the left bottom corner of the report display. To switch to a ranker worksheet, click the Ranker tab. Use the arrow key buttons in the **Spot Length** box to toggle to the selections made at the setup screen. Click the **Spot Length** button to change the data to reflect the next available selection. Use the **Rate Level** arrow keys to toggle to the various rate levels; or click on the **Rate Level** button for the next level to automatically be brought to screen. The speed buttons will allow you to perform various actions on the fly.

Understanding the Trender Worksheet

The first column notes which station's rate is being used in the comparison. Column two of the worksheet reflects what daypart is being analyzed. The third column (smaller column) consists of an "**R**," "**S**" and a "**H**." These note what the numbers to the right of each represent: Rating, **Share** and **HUT**, respectively. The remaining columns will reflect the corresponding Rating, Share and Hut level for each selected book. A small "**p**" next to a rating indicates the number is a PAV data. An asterisk (*****) indicates the number has been estimated.

To make any modifications to any of these fields, double-click in that field. If you are changing a **station selection** or **time period**, upon double clicking on that field, a window will be brought to screen displaying the various actions to make that needed change. Other fields, such as **rate** or **CPP/CPM**, you will be brought into the open-edit mode where you will simply type in the needed change.

Printing & Previewing a Trender

To preview and/or print a **Trender** report, click **Print** or click **File** on the Windows Task Bar. Select **Print** or **Print Preview** and you will then be brought to the **Report Selection** window.

There are several printing options available. For a detailed walk-through of all graphing options, see Graphing a Report.

Report Selection Window

This is where you will select the report format you wish to generate. Select the report to use, then click the **OK** button then designate which lines of programming you wish to include on the printed report:

- If **All Lines** is designated, all lines on the report will be printed.
- If you want to only print specific lines, access the **Tagged Only** feature. (This option is not available until at least one line has been tagged. Do this by highlighting that line then pressing the **plus** ("+") key.
- To print a specific number of lines (consecutively listed lines), mark the **Number of Lines** field then enter the number of lines to print in the corresponding entry box.

Normal Report - Trenders

This is the basic report which shows will list all selected programming and the corresponding rating broken out per book. The demo, which was displayed upon entering the print routine, is the demo which will be used on the printed report.

After you select this report, you will be asked, "**Do you wish to select a specific station?**" If you select **Yes**, the report will bold the selected station's programming on the printout. After you designate a specific station (or select "No" to not specify a station), the Trender Report options will appear, listing the various additional lines of information you may include on the printout. Tag all desired items you wish to display on the report by clicking on the square to the left of each. Afterwards, click **OK**.

Highlight the desired selection, then you will be taken to either the Print Settings window or the Print Preview environment, contingent upon which print option you selected (i.e. **Print** or **Print Preview**).

Screen Format

This report is named "Screen Format" because it offers a report showing the basic information displayed on the Trender worksheet: The rating, share and HUT/PVT levels for each program/each book. The demo, which was displayed upon entering the print routine, is the demo which will be used on the printed report.

After you select this report format, you will be taken to the Books menu where you will identify all books to be included on the printout. Make your selection in one of the following ways:

- If the desired books are listed consecutively, drag the cursor over those items, then click the **OK** button.
- If the items are not listed in continuous order, click on each of the different selections WHILE PRESSING THE CTRL KEY, then click **OK**.
- If you want to select only one choice, single-click on that selection and click the **OK** button; or simply double-click on that line.

You will then be taken to either the Print Settings window or the Print Preview environment, contingent upon which print option you selected (i.e. **Print** or **Print Preview**).

Multi-Demo Report

This report shows each program's corresponding rating and share per book for each selected demo. You may select up to five different target demographics.

After you select this report choice, you are prompted to select which demos you wish to include on the report. Make your selection in one of the following ways:

- If the desired demos are listed consecutively, drag the cursor over those items then click the **OK** button.
- If the demos are not in a row, click each selection while holding down the **Ctrl** key on your keyboard, then click **OK**.
- To select only one target, single-click it and click **OK**; or simply double-click the demo.

Make your selection and the **Trender Report options** will appear, offering the option of showing additional lines of information other than just each program's rating. Tag those lines you wish to display on the report by clicking on the square to the left of each. Afterwards, click **OK**. If you do not wish to print any of these options, simply click **OK**.

You will then be taken to either the Print Settings window or the Print Preview environment, contingent upon which print option you selected (i.e. **Print** or **Print Preview**).

Detailed Report

This is a multi-demo, multi-book report that prints one program per page, and displays the rating, share and hut for each demo/each book.

After you select this choice, you will be prompted to select which demos you wish to include on the report. Make your selection in one of the following ways:

- If the desired demos are listed consecutively, drag the cursor over those items then click the **OK** button.
- If the demos are not in a row, click each selection while holding down the **Ctrl** key on your keyboard, then click **OK**.
- To select only one target, single-click it and click **OK**; or simply double-click the demo.

After you select the demos to be used, you will be prompted to select the books you wish to include on the report. Make your book selection in the same manner as with the target demographic selection, afterwards the **Trender Report options** will appear, offering the option of showing additional lines of information other than just each program's rating. Tag those lines you wish to display on the report by clicking on the square to the left of each. Afterwards, click **OK**. If you do not wish to print any of these options, simply click **OK**.

You will then be taken to either the Print Settings window or the Print Preview environment, contingent upon which print option you selected (i.e. **Print** or **Print Preview**).

Competitive Report

This is an in-depth report that allows you to perform a comparative analysis between programming of different stations.

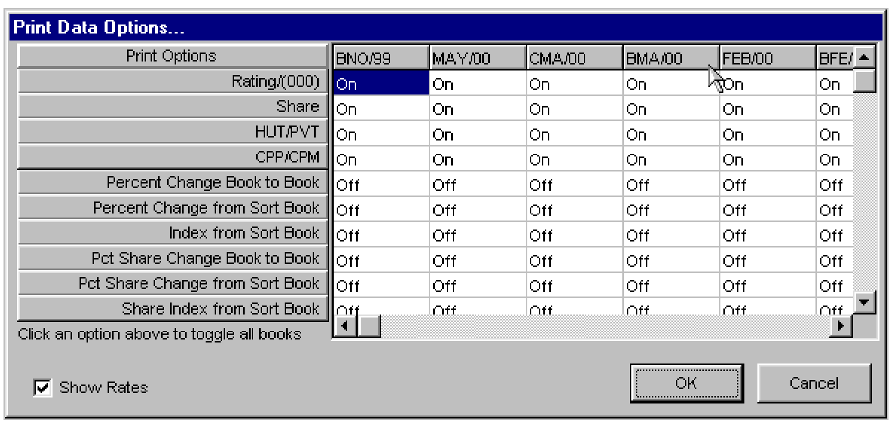
After making this selection, you will be given the option of selecting which stations will be included on the report. You may select up to five stations. Make your selection in one of the following ways:

- If the desired stations are listed consecutively, drag the cursor over those items then click the **OK** button.
- If the demos are not in a row, click each selection while holding down the **Ctrl** key on your keyboard, then click **OK**.
- To select only one target, single-click it and click **OK**; or simply double-click the demo.

Afterwards, you will select which demos you wish to include on the printout. You may select up to three targets. Make your selection in the same manner as when selecting the stations.

Print Data Options

The **Print Data options** window will now appear:



This is where you will designate all data that will be displayed on the report. The **Print Options** column lists what data estimates are available for inclusion on the report. The remanding columns (to the right of the Print Options column) represent the books being used, and reflects whether or not the corresponding data estimate will or will not be included on the printout.

- To turn an estimate on or off for a **specific book only**, single-click in the corresponding field for the book.
- To globally turn an estimate on or off **for all books**, click the corresponding estimate's button (in the Print Options column).
- Click the **Show Rates** box to show cost factors on the report.

Group Setup

Click **OK** once you have all data estimates set to your specifications and the **Group Setup** window will then appear. This window reflects all stations selected and programming/time periods available for competitive reporting.

- The "**Group Number 1 of X#**" field indicates how many different time periods are available in the Trender for competitive analysis.

- You can name each time period with a "group" name such as "**Prime**" or "**Daytime**" if you so desire. To do this, click on the **Name** field, then enter the appropriate text.
- To remove the displayed **group** of time periods from the report, click on that group, then click the **Delete** button. To delete a **line** from any "group" of time periods, highlight the line to remove, then select the **Kill Line** button.
- Clicking the **Previous Group** and **Next Group** buttons will display the different groups of time periods included on the **Trender**.
- If you come across a "group" in which a station has a "non selected" designation, you can double-click on the station and select a time period from its inventory.

You will then be taken to either the Print Settings window or the Print Preview environment, contingent upon which print option you selected (i.e. **Print** or **Print Preview**).

Rankers

To display the Ranker Worksheet, you must first click the **Ranker tab** (located at the bottom left corner of the Trender Worksheet). Afterwards, the display will change from a single demo, multiple book display to a **single book**, **multiple demo** display.

- The Ranker worksheet is a single-demo, multiple book format. To change the current book selection, access the **Book** button.
- The arrow key buttons in the **Spot Length** box allow you to toggle up and down to the various selections made at the setup screen. Clicking on the corresponding **Spot Length** button will automatically change the data to reflect the next available selection.
- Use the **Rate Level** arrow keys to toggle to the various rate levels; or click on the **Rate Level** button for the next level to automatically be brought to screen.
- Note the tabs at the left bottom corner of the report display. To switch to a Trender format worksheet, click on the Trender Worksheet tab.
- The speed buttons will allow you to perform various actions on the fly.

Understanding the Ranker Worksheet

The first column notes which station's rate is being used in the comparison. Column two of the worksheet reflects what daypart is being analyzed. The third column (smaller column) consists of an "**R**," "**S**" and a "**H**." These note what the numbers to the right of each represent: **Rating**, **Share** and **HUT**, respectively. The remaining columns will reflect the corresponding Rating, Share and Hut level for each selected demographic. A "**p**" next to a rating indicates the number is a PAV data. An asterisk (*) indicates the number has been estimated.

Printing & Previewing a Ranker

You can send a report directly to the printer or you can use **Print Preview** to see what the finished report will look like.

NOTE: There are several printing options. For a detailed walk-through of all graphing options, see Graphing a Report.

To preview and/or print a **Ranker**, click **Print** or click **File** on the Windows task bar. Select **Print** or **Print Preview** to open the **Report Selection** window.

Report Selection Window

This is where you will select the report format you wish to generate. You will see that only the Screen Format and Competitive Report options are available when printing a Ranker. Select the report to use, then click the **OK** button and designate which lines of programming to include on the printed report:

- If **All Lines** is designated, all lines on the worksheet will be printed.

- To only print specific lines, access the **Tagged Only** feature. (This option is not available until at least one line has been tagged. Do this by highlighting that line then pressing the **plus** ("+") key.

- To print a specific number of lines (consecutively listed lines), mark the **Number of Lines** field then enter the number of lines to print in the corresponding entry box.

Screen Format - Rankers

After you select this report This report is named "Screen Format" since it offers a report showing the basic information displayed on the Ranker worksheet: The rating, share and HUT/PVT levels for each program. This report format accommodates up to five demos.

Competitive Report - Rankers

This report is an in-depth report that allows you to perform a comparative analysis between programming of different stations. After making this selection, you can select up to five stations to include on the report. Make your selection in one of the following ways:

- If the desired stations are listed consecutively, drag the cursor over those items then click the **OK** button.

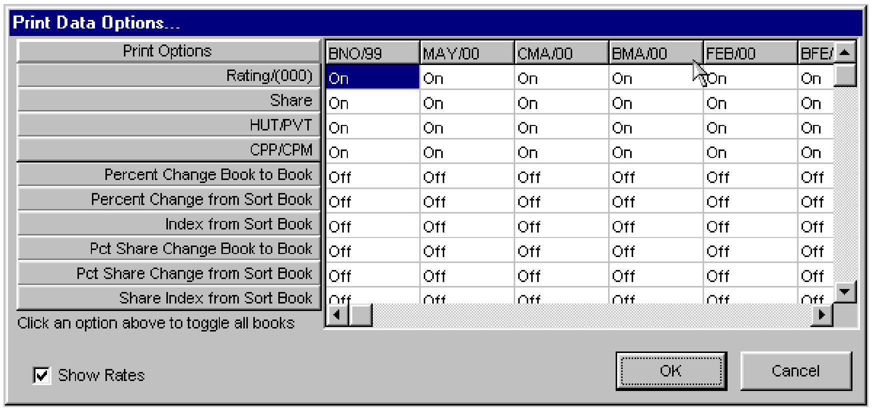
- If they are not in a row, click each while holding the **Ctrl** key on your keyboard, then click **OK**.

- To select only one demo, single-click it then click **OK**; or simply double-click it.

Select up to three demos to include on the printout. Make your selection in the same manner as when selecting the stations.

Print Data Options

The **Print Data options** window will now appear:



This is where you will designate all data that will be displayed on the report. The **Print Options** column lists what data estimates are available for inclusion on the report. The remanding columns (to the right of the Print Options column) represent the books being used, and reflects whether or not the corresponding data estimate will or will not be included on the printout.

- To turn an estimate on or off for a **specific book only**, single-click in the field for the book.
- To globally turn an estimate on or off **for all books**, click the estimate's button in the **Print Options** column.
- Click the **Show Rates** box to show cost factors on the report.

Group Setup

Click **OK** once you have all data estimates set to your specifications and the **Group Setup** window will then appear. This window reflects all stations selected and programming/time periods available for competitive reporting.

- The "**Group Number 1 of X#**" field indicates how many different time periods are available in the Trender for competitive analysis.
- You can name each time period with a "group" name such as "**Prime**" or "**Daytime**" if you so desire. To do this, click on the **Name** field, then enter the appropriate text.
- To remove the displayed **group** of time periods from the report, click on that group, then click the **Delete** button. To delete a **line** from any "group" of time periods, highlight the line to remove, then select the **Kill Line** button.
- Clicking the **Previous Group** and **Next Group** buttons will display the different groups of time periods included on the **Trender**.
- If you come across a "group" in which a station has a "non selected" designation, you can double-click on the station and select a time period from its inventory.

You will then be taken to either the Print Settings window or the Print Preview environment, contingent upon which print option you selected (i.e. **Print** or **Print Preview**).

Graphic Ranker

This report allows you to display one target demographic and one book in a table listing all pertinent information about each program; however, this report adds a graphic bar chart, making the report simple and easy to understand.

After you select this report, you will be prompted to select the demo and the book. Click **OK** and you will then be taken to either the Print Settings window or the Print Preview environment, contingent upon which print option you selected (i.e. **Print** or **Print Preview**).

Chapter 13

Inventory

Inventory is where TVSCAN stores all customized station programming. It is also where you create and store PAV historical books and perform estimating. Prior to creating Inventory, you should verify the **Standard** and **Inventory Daypart Code** definitions to ensure the time periods assigned to these codes reflect the correct time zone for which the station resides.

After clicking on the **Inventory** button found on the TVSCAN Toolbar, you will be prompted to select which station's database you wish to enter. Highlight the desired station and click ***OK***; alternatively, you may double-click on the station. This will bring you to the **Inventory Database** window. Use the **Speed Button Toolbar** to perform various functions:

Once you have created a station's inventory, you may print an inventory list. Click **Print**, select the type of report to view then click **OK**. If you have just created the initial inventory, the PAV report option will not be available since PAV books have not been created.

Once all Inventory work for this particular station has been completed, click the **Save** button. To move to the next station, do one of the following:

- Click the **Reload** speed button and choose the next station
- Click word “Inventory” on the Windows task bar, click the **Reload** speed button, then select the next station
- Right-click, select **Reload**, then select the next station

Use the "**Sell Pattern**" column (last column on the Inventory spreadsheet) to enter up to ten alphanumeric characters if you use time period "codes" for your traffic system. Afterwards, when the item is brought into FLIGHT PLAN and printed on any traffic form, the item's time period (such as M-F 9a-10a) will be replaced by the "code" applied within inventory. If no code is assigned within inventory, the time period will print on the traffic form. Consider "Sell Pattern" as the term that refers to any traffic system's time period ID code.

What is Inventory?

There are important maintenance steps you will need to take so that all facets of the TVSCAN System are available for use. **Inventory** refers to customized programming, created by the user, which allows reports to reflect programming in a realistic manner. Since Inventory's basic source is Nielsen data, you must have data loaded prior to creating Inventory.

When building inventory, each step that you establish for each program will play an important role when building your reports; therefore, pay close attention when responding to each step. Consider each step a filtering process for the other modules of the system. For example, lets say you are creating a Flight Plan schedule. You have select the daypart codes of "Access" and "Prime,", and set the flight dates as 2/1/98 to 3/20/98. Only those items from Inventory which have the **Access** and/or **Prime** daypart codes assign to them AND have an FTC & LTC of 2/1/98 to 3/20/98 will be available for scheduling. Also, keep in mind that each station has its own unique set of inventory; therefore, you must create inventory for each station you wish to house customized programming.

Verifying Standard Inventory Daypart Codes

Click the **Setup** button on the TVSCAN toolbar, then click the **Management Settings** tab. This will bring to screen the **Utilities Menu**. Locate the **Standard Dayparts** and **Inventory Dayparts** buttons.

Standard Dayparts

After selecting this button the **Standard Daypart Editor** will be displayed. This window is comprised of three columns: **Days**, **Names** and **Time Defs**. (definitions). You may change both the **Name** and **Time Definition** if needed. The **Days** definition cannot be modified.

Name Change

To change the name of a daypart, double-click on that field. This will bring the Standard Daypart definition to screen. Type in the customized daypart name, then click OK.

Time Change

To change the time definition of a daypart, double-click on that specific field and the **Time Entry** window will be displayed. Input the modified time component in the **Start Time** and **End Time** fields. Valid entries are, for example, **530a (5:30AM)**, **615a (6:15AM)**, etc. You do not need to use colons (**:**) or the complete "**AM/PM**" designation. Click **OK** once you have entered the correct time period.

Inventory Dayparts

After selecting the Inventory Dayparts button, the **Inventory Daypart Editor** window will appear. You will see each Inventory Daypart with its pre-defined time definition directly listed to the right. To change a daypart time definition, double-click on that specific field and the *Time Entry* window will appear.

To change the times of this daypart, place the cursor in the corresponding field and input the modified time component. Valid entries are, for example, **530a (5:30AM)**, **615a (6:15AM)**, etc. You do not need to use colons or the complete "**AM/PM**" designation. To modify the days component of the daypart do one of the following:

The Difference between TPT and PAV Data

Because of the various and complex Inventory-related issues, it is important that you have a clear understanding of the difference between the two basic types of television data: Time Period (TPT) and PAV (Program Average).

PAV data cannot run independently from TPT data; therefore, it is imperative that you never load a PAV book without the corresponding TPT book! (TPT can run without PAV.)

Time Period Data

This data is known as "**TPT**" data. This is Average Quarter Hour data and is the most commonly used type of data within the TV industry. This data is comprised of Ratings, Shares, HUT/PUT Levels and is averaged over a four week period. Data may be obtained from three different areas: the DMA (most commonly used), Metro and NST.

The Rating, Share and HUT/PUT numbers obtained in TPT data are strictly an average of the four-weeks. This data does NOT reflect a **particular** program's rating, share or HUT/PUT number; but rather an average of **ALL** of the programs that aired in that time period.

For example: Let's say that for the November TPT Book during the time period of **Monday 7pm - 7:30pm**, (the four Monday's during the survey), the following programs aired:

Week One	Monday Night Football
Week Two	Monday Night Football
Week Three	Bob Hope's Thanksgiving Special
Week Four	Monday Night Movie

With TPT data, you cannot obtain a rating for the **Bob Hope Thanksgiving Special** since all four weeks are averaged to yield the TPT rating, share and HUT/PUT numbers.

Program Average Data

This data is referred to as "**PAV**" Data and is also Quarter hour data; however, this data is broken-down by program titles; therefore specific programs' actual viewing performance can be analyzed without the numbers being averaged with different programming.

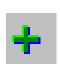
Using the same example as above, the rating numbers for the **Bob Hope Thanksgiving Special** could be extracted from the other unlike programming to yield that program's "pure" viewing performance.

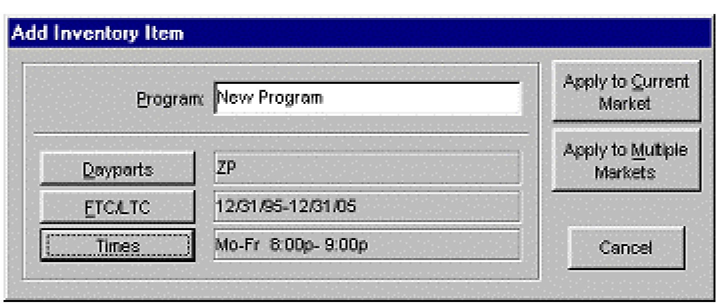
However, using the same example, the two weeks of **Monday Night Football** cannot be separated since, if a program airs in multiple weeks of the survey period (same time/day during each week), the program's data is averaged and one rating is produced.

PAV data is an excellent source to ensure your TPT ratings are not over delivering or under delivering. There are two basic ways of creating Inventory: manually or automatically.

Manual Creation of Inventory

This is the most basic way of creating Inventory since you manually enter each item of programming. While you may not choose to input all programming into the system in this manner, it is imperative that you know how to do this since programming rosters are continually changing, and you must know how to reflect these changes as they happen.

Click on the  **Add** button. This will open the **Add Inventory Item** window where you will the details of the program. Use the six steps below to add an Inventory item.



1. **Program** - Click in this field and enter the name you wish to assign this inventory item.

2. **Dayparts -** Click the Dayparts button to assign the daypart codes. Make your selection in one of the following ways:
   - To select several codes, drag the cursor over those *consecutively* listed codes and click **OK**;
   - If the desired lines of programming are not in a contiguous listing, click on each single daypart code while pressing the **Control** key, then click **OK**;
   - If you wish to only attach one daypart code, single click on that code then click **OK**.

3. **FTC/LTC** - This button allows you to establish the *FTC* (first telecast date) and *LTC* (last telecast date) for this program. If the current FTC/LTC is acceptable, you will not need to modify this entry. Click the **FTC/LTC** button and the **Dates** calendar will be displayed. You will select the FTC and LTC in the same manner; simply do one of the following:
   - Using the large arrow keys located under the **Month** and **Year** buttons, toggle until the correct month and year are on screen. Once on screen, simply single-click on the desired FTC and LTC date, then click **OK**.
   - Use the **Month** and **Year** buttons for both the FTC and LTC and select the appropriate Month/Year. Once on screen, simply single-click on the desired FTC and LTC date, then click **OK**.

   Once back at the **Add Inventory Item** window, you will see the designated dates in the FTC/LTC field.

4. **Times** - To define the actual time parameters of this program, click the **Times** button. This will bring the **Times Entry** window to screen. Define the time frame in one of two ways:

   Use the **Dayparts** button to select a pre-configured inventory daypart. After clicking this button, a pull-down menu will be displayed showing all inventory dayparts. Click on the daypart you wish to use and click **OK**; alternatively, you may simply double-click on the desired daypart. Click **OK** to leave the Times Definition window.

   Manually enter the time frame of the program. Do this by entering the starting and ending times in the corresponding fields. Valid time entries are, for example, 530a (5:30AM), 615a (6:15AM), etc. (You do not need to use colons (**:**) or the complete AM or PM designation.) You may also access the arrow keys in each of these fields; this will bring a listing of time increments, broken-out in 15 second increments. After you have established the times of the program, you will need to designate the days of the week during which this program spans. Choose one of these simple steps to accomplish this:
   - If you want to select multiple days, and those days are listed consecutively, drag the cursor over those days then click **OK**
   - If the days of the week are not listed contiguously, click on each of the different days while pressing the control key, then click **OK**
   - If this is a single day daypart, single-click on that specific day of the week, then click **OK**

   Once the time period definition has been established, you will be brought to the **Time Definition** box where you may further define the daypart if needed by using the buttons at this window:
   - Click the **Add** button to add another time period to this entry.
   - If you need to edit a time period line, highlight that line, then click the **Edit** button.
   - To delete a time definition component, highlight that line and click the **Delete** button. (The

Delete button stays dim until multiple time entries have been made.)

5. **Applying the program to markets** - Your new program will not be added to Inventory until you click the **Apply to Current Market** or the **Apply to Multiple Markets** button.
   - click 'Apply to Current Market' to add the program only to the inventory you have open
   - click the 'Apply to Multiple Markets' to add the program to the affiliate stations in other markets (see Assigning markets to manually created inventory on the next page)

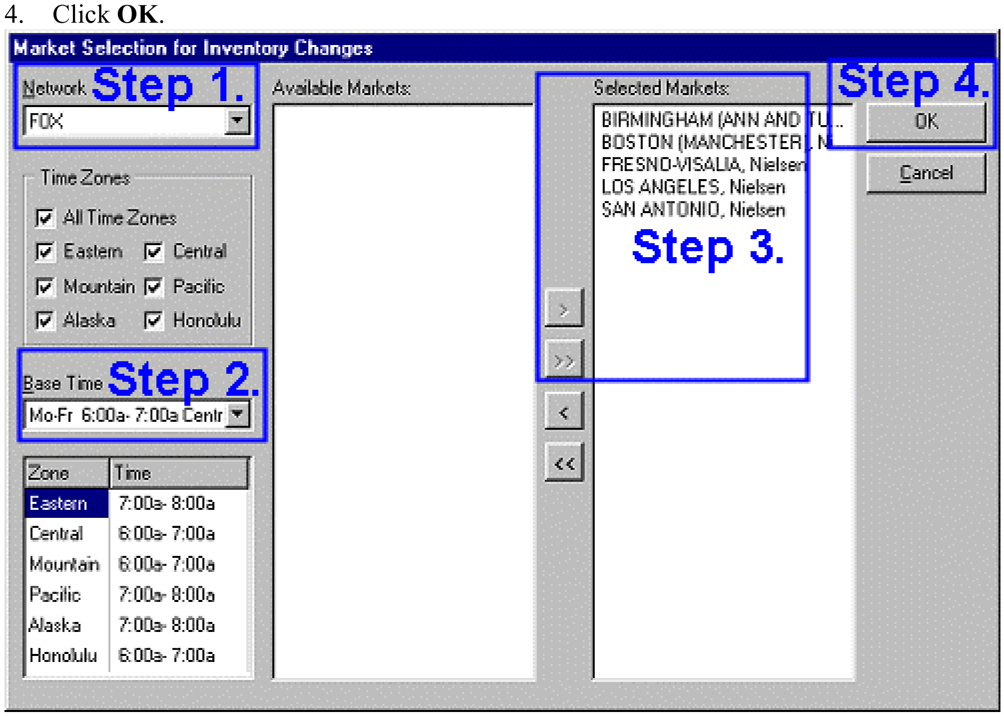
6. **Entering the rate** - You will then be taken to the **Rate Card** window to screen. Double-click in the rate level/spot length column then input the rate for that spot length. You will see the remaining spot lengths be adjusted according to the step-up increments established within the Setup portion of TVSCAN. Click **OK** once you have finished entering all rates.

Assigning markets to manually created inventory

After creating the program in Inventory and clicking the 'Apply to Muliple Markets' button, the *Market Selection for Inventory Changes* window opens so you can select the markets where you want the program added. TvScan automatically adjusts programs to match the starting times for the various time zones. A Primetime program starting at 8 o'clock Eastern will show up as starting at 7 o'clock for markets in the Central time zone.

To select the markets:

1. Select the network's affiliation.
2. Select the Time Zone of the open market.
3. Move the markets to the 'Selected Markets' list where the program should be added.
4. Click **OK**.



Automatic Creation of Inventory

Automatic creation refers to the system creating the inventory for you. When using this option, you have two options as to what data is the benchmark: **TPT version** refers to the system using the most recent Time Period survey as the benchmark when creating data; **PAV version** refers to the most recent PAV book used as the Inventory benchmark.

TPT Version

The problem with creating inventory based on TPT data is you get a lot of "*Various*" and "*Average of 4 wks*" as some of the program titles. This is due to the fact that this is TIME PERIOD data, thus is TIME PERIOD specific, NOT program specific. In the example of Prime time and other time periods which are more susceptible to non-consistent programming activity during the four weeks of the survey period, "Various" will be entered into the programming list. Chances are, you will want more specific programming than this.

PAV Version

Just as with the TPT version, this is a quick way to start building a station's inventory. The primary advantage of using PAV data rather than TPT data is that you will get specific program names and titles upon creation. However, just as with the TPT data, you will get a lot of unneeded programming. A program that airs Mon-Fri may be listed as a Mon-Fri entry, but also may be listed with the individual days (i.e. Monday, Tuesday, Wednesday, etc.). So there will still be considerable maintenance after you have copied the PAV data into inventory.

In a nutshell, automatic creation of inventory, whether using TPT or PAV data, is an excellent shortcut when building inventory; however, since so much of the inventory will be generic, it will have to be edited, deleted or added. You will also need to enter rates.

To automatically create TPT or PAV based Inventory, click on the ***Load*** button, found on the Inventory Database header. You will then see the following options:

Load from PAV/T.P. Book

Clicking either **Load from PAV Book** or **Load from TP Book** will begin the creation process. Once complete, you will be back at the Inventory Database display. *NOTE: The PAV option will be dimmed (not operable) if no PAV surveys have been loaded.*

Load from Another Station

Load from Another Station lets you copy one station's programming listing to another. After selecting this option you will input the call letters of the station you wish to copy. Enter those call letters, click **OK**, and the programming list will be copied to the current station.

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*When automatically creating inventory, whether **TPT** or **PAV** version, the system will assign each program's **FTC (first telecast date)** as the current date on your computer. To enter an earlier date so that post-buy analyses may be performed, enter at least one program with the desired **FTC** date prior to activating the automatic creation process.*

Importing station Inventory

Stations that use the OMEGA^{32}TM spot-selling software can e-mail copy of their inventory as a file that's compatible with TvScan. Using inventory direct from the station provides several advantages:

By using exact station inventory, you'll help to eliminate human error since your Orders will list the identical program names used in Traffic. Stations tend to modify Nielsen assigned Program titles, eliminating the ambiguity. For instance, Nielsen might list a news program as "5 NEWS-6" and the station might change it to "ABC 5 NEWS 6PM".

You have the option to add their rates to inventory. Negotiating becomes easier when your Inventory includes rates and you can use Demo Tracker in Flight Plan to its fullest potential. With all of the station rates, you can perform a simple CPP analysis for a time slot and let a station know when their rates are out of line, compared to the rest of the market.

Your Inventory will become more accurate. Instead of using inventory from the last book, you'll have the Inventory airing for the next quarter. Station FTC/LTC dates are usually exact. Programs will be listed with the actual dates they air.

There are a few steps that the station rep will need to complete in order to send you their inventory.

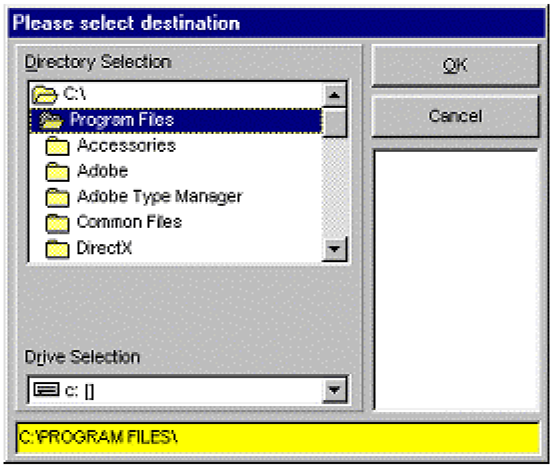
Instructions for stations

Here are the steps that make it easy to send a copy of your inventory through e-mail.

1. Open the inventory for your station in OMEGA$^{32\text{ TM}}$. (OMEGA^{32} is a trademark of Tapscan, Inc.)
2. Press the 'F9' key on your keyboard.
3. Click the *Diagnostics* button in the lower right-hand corner and select *Current Data Directory*.

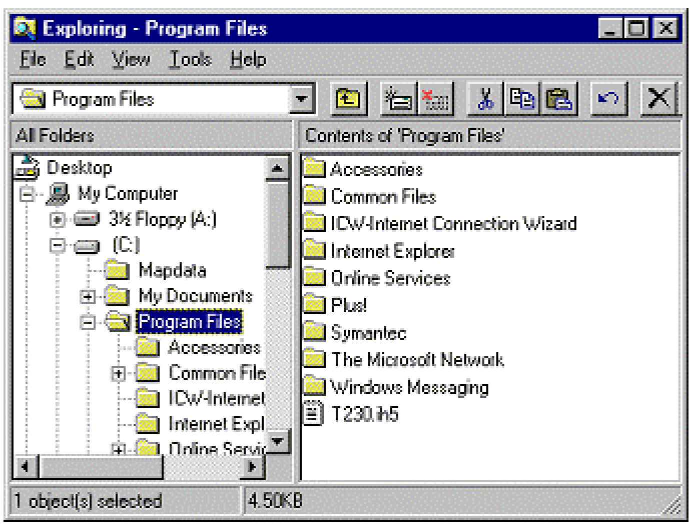
File Name	Date	Time	Size
T230.dpe	07/26/01	09:20a	2,049
T230.ih5	07/27/01	08:56a	1,582,304
T230.st5	07/26/01	09:20a	5,632
T2300201.KEY	03/24/01	09:09a	57
T2300201.tpt	04/18/01	01:37p	919,774

4. Look for the filename *Txxx.ih5* (xxx are the numbers that represent the market code). Click once on the file to highlight that line.
5. Click on the blue wrench and choose *Copy*.
6. Select the C Drive in the *Drive Selection* list.
7. In the *Directory Selection* list, double-click on *C:* then *Program Files*.
8. Click *OK*.



9. Open Windows Explorer by clicking *Start* > *Program Files* > *Windows Explorer*.

10. In the left-hand pane, select the *Program Files* folder on the C Drive.



11. In the right-hand pane, scroll down past the folders, right-click on the Txxx.ih5 file and select *Send To* > *Mail Recipient*.

12. A new e-mail message will open with the inventory file ready to be sent.

Importing Inventory and your current Inventory

Before you decide to import station inventory you should understand how programming is matched to your current Inventory.

When you import inventory:

- your current inventory is only deleted when the program names and time periods are identical
- program names that do not match will be added as another program, even when the date and times match
- you be asked if you want to add their rates to your own inventory

How to import Inventory

When you are ready to import station inventory, backup your own inventory and save the e-mail attachment to a temporary folder. If you want to use only the station's inventory, delete any inventory you have for that station first.

To import station inventory:

1. Open the inventory for the market where you want to import station inventory.
2. Click  the Import Inventory button.
3. Select YES to import the station's rates NO to leave rates as zero. When YES is selected, the Rate Card Selection window is displayed and you can choose the rate level(s) to import. These rate levels will overwrite the rate levels for your current inventory.
4. Browse to the IH5 file that the station sent you and click OPEN.
5. Select the station that you are importing.

Note: Stations maintain the inventory of their competitors in the same file you receive for their inventory. Verify that you select only the station that sent you the inventory, not the other stations.

Fine-Tuning Inventory

Once the inventory has been created or copied, you can make any needed revisions, additions or deletions with a few keystrokes. You may scroll through the different lines of programming with the scroll bars displayed on the right portion of this window. You may first wish to re-rank (sort) the inventory listing. Do this by clicking the **Sort Options** button, then double-clicking on the option which will be the sorting benchmark. You will be brought back to the Inventory Database with all programming listed accordingly. If you wish to make the revised sort selection the default program listing, click **Reassign Sort Codes**, then select **Save**.

To add additional inventory programming, click the Add button.
To modify a particular field of a program (i.e. program name, FTC/LTC, etc.) double-click on that field; alternatively, you may highlight that field and press the space bar, or use the Windows standard **F2** option to modify a field.

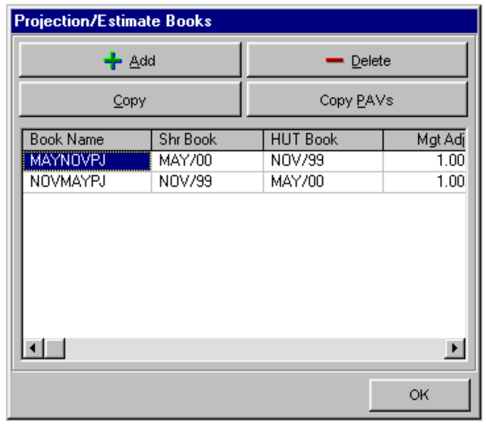
- To delete a single line of programming, place the cursor on that line and click the **Delete** button.
- To delete multiple lines of programming simultaneously, you will access the **Tag** option.
- To tag a program, double-click in the left-most box of each line of programming to be deleted or kept, or press the **+ (plus)** key on each item you wish to tab. You will then see that program line marked with a check mark. Now click the **Delete** button, and all Delete options available to you will be displayed:
  - Delete All tagged items: deletes all programming lines that contain a check mark.
  - Delete All BUT tagged items: deletes all unmarked programming.
  - Delete <Highlighted program>: deletes the currently highlighted program.
  - Do not delete anything: deletes nothing and takes you back to the Inventory database display without making any modifications.

- To duplicate an inventory item, highlight the line to be copied, then click the **Copy** button. This will bring a window to screen where you may set the number of copies you wish to make. Once complete, you will see these duplicate(s) listed at the bottom of the inventory roster. To move these items from the bottom of the inventory list, arrow to the right side of the screen until the Sort Code column appears. Next, locate where in the inventory list you wish the new item to be placed, note the sort code of the item above this position, then change the copied item's sort code to reflect the next highest number.
- If you have modified the sort codes of any of the programs, you may then choose the **Reassign Sort Code** button so that all are in chronological order, in increments of ten (10).
- You may make global changes to a specific rate card level by clicking on the Rate Card Menu button. This will give you the follow options:
    - Copy one rate level to another: to copy one rate level's rates to another rate level, select the first option. You will then input the rate level you wish to copy, then to which rate level that information will be copied.
    - Adjust a rate level up or down: if you wish to make a global up or down percentage adjustment to a specific rate level, select this option. After selecting the rate level you wish to modify, the *Adjust Rate Level* window will be displayed where you will enter the step-up or step-down percentage to be applied. Use the plus (+) and minus (-) keys to indicate where you wish to increase or decrease the rates. Click ***OK*** when ready.
    - Zero out a rate level: this will quickly erase all rates pertaining to a particular rate level.
    - Round a rate level to $5 increment: this option will round a specific rate level up or down, to the closest $5 increment.
- If you have a time period which has multiple time definition components, you may switch from those numbers being averaged to being aggregated (added together). Do this by clicking the **Load** button, then selecting **Aggregate**.

Creating Projection & Estimate Books

The procedure for the basic creation of both **Projection** and **Estimate** books is the same (except for the actual estimating in an **Estimate** book):

1. Click **Setup** or click the word "**Utilities**" on the Windows task bar, then select **Setup**.
2. The **Utilities** menu will open. Select the **Inventory Maintenance** tab.
3. Click **Projection/Estimate Books**. All previously created PJ/Estimate books will be listed on this menu.



4. Select **Add** and the **Add Projection/Estimate Book** menu will be displayed.

5. You will now input the name of the book that you are about to create. The cursor will already be placed in the **Name** field and will be in the open-edit mode. You may use up to eight characters to define the book's name. It is suggested that you give the book a name that will reflect from which books the shares and HUTs are taken and if the book is a straight projection or an estimate book. For example, if you are creating a February (shares) to May (HUT) Projection book, the name for the book will be **FEBMAYPJ**; **FEB** reflecting February Shares, **MAY** reflecting May HUTS, **PJ** reflecting Projection. If this were going to be an estimate book for 2nd quarter, a logical name would be **FEBMAYES** or **2NDQTRES**; **ES** noting that it is an Estimate book.

6. Once the name has been entered, you will select the Share Book. The system will default to the most recent book loaded since the most recent survey's Shares are usually used when creating a Projection book. If you wish to select a different book, click on **Share Book** and a listing of all available Time Period books from which you may select will be displayed. Highlight the book you wish to use and click **OK**; alternatively, you may double-click on the desired book.

7. Now click on **HUT Book** so that you may designate from which survey the HUTs will be taken. Once again, highlight the desired book and click **OK**. You will then be taken back to the **Add Projection/Estimate Book** window.

8. To apply a **Management Adjustment**, enter it in the Management Adj. Field.

9. Click **OK** and the system will begin create the book by applying the Share and HUT settings to each time period in Inventory to produce a rating. Once complete, you will return to the **Projection/Estimate Books** window where the newly created book will be listed.

The Difference Between a Projection Book and an Estimate Book

Both Projection and Estimate Books are user **CREATED**, and are used to realistically **project** ratings for a particular quarter of the year.

A **Projection book**, (referred to as a "**PJ**" book) is commonly used for scheduling and availabilities. PJ books are always comprised of two elements: The **Share book** (which is the four week average rating divided by the four week HUT of that same book) & the **HUT book** (which is the four week HUT/PUT level of the HUT Book). A "straight" Projection book contains no estimating.

An **Estimate book** houses program estimating (user manipulated ratings), and is also comprised of a Share book and a HUT book; however, depending upon the estimating being performed, the Shares and HUTs of an estimate book may come from the same survey, then estimating applied to that data. An Estimate book will store all changes made to program's ratings, thus allowing all TvScan user's access to the estimated data.

Why Project or Estimate?

Let's assume you are pitching the Smith Pool Supply account. It's March, but Mr. Smith, the decision-maker, is interested in advertising during the month of May since this is when the weather starts warming considerably. The most recent book is February. Considering the dramatic differences in viewing habits between the months of February and May, if you use the February data, you may over or under deliver your audience since the February book does not reflect the true performance of the May audience.

That's where a **straight Projection** book will be used. With a PJ book, you can effectively illustrate to the advertiser that, although a particular show yielded a 12 rating in February, if projected against the HUT levels for when the commercial will actually air (May), that same program will command a 14 rating.

Estimating will allow you to show your programming with modified ratings. There are some circumstances, such as a program's growing or declining popularity or affiliate change, which merit modifications to a program's quoted NSI rating. Estimating allows you to adjust a daypart's rating either up or down. All estimated programs are marked as such on all printed reports.

Since straight Time Period projections can be generated on-the-fly throughout the system, it is recommended that you use this area for books created for estimating only.

For further help, see the chapter in this Manual entitled Estimating.

Applying a Management Adjustment

There is one other factor to consider before you begin to create the projection book: **Whether or not to apply a global Management Adjustment.**

A Management Adjustment allows you to apply a specific GLOBAL increase or decrease to the created book. **Do not mistake applying a Management Adjustment to Estimating.** Estimating lets you **customize individual program ratings** to accommodate the various and unique situations. A Management Adjustment is **an across the board adjustment**. Also, any report using a projection book with a Management Adjustment applied will be marked as an estimated number. In most cases, estimating is the more practical and needed option.

The Management Adjustment field is displayed in the middle of the window. The default setting is **1.0.** This indicates the rating value is at 100 percent. If you wish to change this, click on that field and enter the desired amount of change. Examples of valid entries: An entry of **2.0** will double the book's ratings (200 percent), an entry of **.50** will yield ratings decreased by 50 percent.

Copying PAV Definitions into a PJ/Estimate Book

If you select a Share book that has PAV definitions assigned to it within inventory (created PAV book), those definitions are **NOT** automatically transferred to the Projection/Estimate books upon creation. If you desire for those PAV definitions to be used as the share ratings rather than the TPT numbers, you must use the **Copy PAVs** option. The PAV book must already be created **BEFORE** you may copy the PAV definitions to a PJ/Estimate Book.

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*It is recommended that you copy all PAV book definitions to the **Projection/Estimate** book prior to estimating in that book.*

To copy over a PAV Book's definitions into a Projection/Estimate Book, click the **Copy PAVs** button from the Projection/Estimate Menu. This will bring a window to screen displaying all created PAV Books (left side of window), and all created Projection/Estimates (right side of window). Single-click on the PAV Book (what is being copied) and the PJ/Estimate Book (where it is being copied to), then click **OK**.

The **Daypart Copy Options** menu will appear where you will set the parameters in which the PAV definitions will be copied.

Copy Sports Daypart, Copy Specials Daypart

If you have performed any estimating in this Projection book for sports and specials, do you want to override (erase) that estimate and use the PAV definitions of the book which you are copying? Sports and Specials generally are "futuristic" programming, and PAV's defined in the PAV book may not be applicable to these programs. If all Sports and Specials are marked "undefined" in the PAV book, it will not matter if you turn these options on or off. If you do wish to turn this option on, check the corresponding box.

Copy ALL other Dayparts

Other than Sports and Specials, do you wish to use the PAV definitions of the selected book for the Shares in this PJ book, rather than those of the TPT book (that's the book that was originally selected as the Share book for the PJ book). If so, check this box.

Copy over Share Book

If this option is turned on, the shares from the PAV book will replace those from the selected Time Period book.

Copy over HUT Book

The last option is automatically turned off since, in most cases, you will not want the system to bring over HUT levels from the PAV Book. However, you may change this if you need by checking this box.

Click **OK**, and the system will process the information. There afterwards, the selected **Projection/Estimate Book** will contained the specified ***PAV*** book's definitions.

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*NOTE: If you modify a **PAV** book's definitions, and that **PAV** book is connected to a **Projection/Estimate** book, you will be given the option of updating any **PJ/Estimate** book with the revised **PAV** definitions.*

Creating PAV Books

For those clients who subscribe to Program Average (PAV) data in addition to Time Period (TPT) data, you will want to create a Program Average Book for each survey loaded into your system. A logical question is "What's the difference between a 'created' PAV Book and the actual PAV data that I load from the diskette?"

Simply put, the PAV data that comes on the diskette matches what is printed in the Nielsen book. But how many stations have inventory that matches exactly the programming listed in the Nielsen book? When you create a PAV book, often referred to as "historical data," you will merge the actual raw PAV data with your created inventory.

After you have loaded a Program Average book and created inventory, you will be ready to apply that data to your inventory and create a PAV book:

1. Click **Setup** or click the word “**Utilities**“ on the Windows' task bar, then select **Setup**.
2. The **Utilities** menu will open. Select the **Inventory Maintenance** tab.
3. At the **Inventory Maintenance** menu, click **Program Averages**.

The **Defined PAV Books** menu will open. If you have previously created any PAV books, they will be listed here.

NOTE: *Regardless how many Program Average books are loaded into your system, if you have not created a PAV book with that survey, it will not be listed in this window.*

4. To create this book click **Add** and the PAV Books Available menu will appear and will reflect all PAV books that have been loaded into your system, whether or not they have been applied to your inventory. Highlight the book you wish to create and click the **OK** button.
5. At this point, the system will start processing and creating the PAV Book. You will note the activity on the screen as it applies this data back to your inventory. After the book has been created, you will be brought back to the PAV Book menu. You will see that book now listed on this menu.

Verifying & Assigning PAV Definitions

In order to verify a created PAV book's assignments, and to manually select the PAV definition(s) you wish to attach to a program, open the inventory database: Click **Inventory** then select a station. The **Inventory Database** window will open. Use the arrow keys on the bottom of this window to scroll to the right until the column representing the desired PAV book appears. There will be one column for each PAV book that has been created. Each row in the PAV book column will contain either a "**1**" or a "**TP.**" A "1" indicates one PAV definition entry was found and automatically attached to the program. A "**TP**" notes that either multiple or no PAV definitions were found.

Changing PAV Assignments

The process of verifying and applying PAV definitions primarily consists of three steps:

- Check the programs marked with a "**1**" to ensure that the correct PAV definition has been applied.
- Assign PAV definitions to programs marked "TP"
- Undefine all programming that you do not want to be available with a specific PAV book.

Checking Automatic PAV Assignments

At the Inventory Database display, move the cursor to the first PAV book column and place it on the first line of programming marked with a **1**. Double-click on this field and the **PAV Definition** screen will appear which will reflect the assigned PAV definition for this particular program.

If this is the PAV definition you wish to keep, click the **OK** button, and you will be returned to the Inventory Database display.

If this PAV definition is **NOT** what you want this program to carry for this particular book, you will have to manually change this. Do this by clicking the **Edit** button. This will bring to screen the **Program Average Selection** window where you will see the PAV definition displayed and marked with a check mark (indicating it is automatically selected). To de-select this program, single-click on that line; you will see the check mark removed. You can then use the various search modes to find the desired PAV definition(s).

Search Mode

Let's you toggle between *Exact Match Mode* and *Station/Day/Time Scan Mode* (the latter scan mode is a broader scope)

Search Criteria

To set criteria for the search, first click **Exact Match Mode** to open the **Program Average Search Criteria** menu. Click each search option to be used. If you select **Alternate Station**, **Program Name** or **Program Code Range**, enter the appropriate information in the corresponding field(s). To do so, highlight the field and type the information. Click **OK** when finished.

Remove all Search Criteria

This option will remove all criteria from the search, yielding a listing of all programming for all stations and all times. This is useful when you are not sure which program(s) you seek. This option is also not viable until you are in the **Exact Match Mode**.

Once all search criteria has been selected, click **OK** to return to the **Program Average Selection** window which will reflect all programming meeting the criteria you set. If the program(s) you seek are reflected, single-click on each line. (The check mark will appear to the left of each, indicating each have been selected for inclusion.) You can continue to edit your search criteria if you still have not found the **Program Average** definition you wish to attach to this program. If all else fails, use the **Remove all Search Criteria** option and manually search through all pages of programming available.

Once you have your PAV definitions assigned, click **OK**. The system will then ask, "**Update projections/estimates using this book as SHARE book?**" If you select **Yes** to this question, you will automatically assign the PAV definition to all PJ/Estimate books which have this PAV book designated as its share book. Confirm **Yes** or **No**, and you will be taken back to the **Inventory Database**.

NOTE: *If you choose **No**, you can still copy over the PAV book to all Projection/Estimate books that use this book as its share book by using the **Copy PAV** option in **TVSCAN Setup**.*

Once back at the **Inventory Database** window, you will then see that program will have a numerical assignment, contingent upon how many PAV definitions were assigned. If you select a PAV definition from a time period different from that of the inventory item, the ***selected*** PAV definition's HUT/PVT levels will supersede those of the inventory items.

Assigning PAV Definitions to Items Marked "TP"

At the Inventory Database display, move the cursor to the first PAV book column and place it on the first line of programming marked with a **TP**. Double-click on this field and the **Program Average Selection** window will be displayed.

- If the desired PAV definition(s) is displayed, Single-click on that line(s). You will then see the check mark appear to the left of the program line. Click **OK** and you will be taken back to the Inventory Database display. Notice that the **TP** designation is now a **1** (or to the number of PAV definitions which were selected).

- If the PAV definition(s) you wish to assign is not displayed at this screen, and if undesirable programming appeared on this screen, or if no programming was found, you must now go and search for the correct PAV definition(s). You will do this by accessing the various search displayed on this screen:

Search Mode

Let's you toggle between *Exact Match Mode* and *Station/Day/Time Scan Mode* (the latter scan mode is a broader scope)

Search Criteria

Where you will set the actual criteria on which the system will conduct the program search. This option is not viable until you are in the Exact Match Mode setting. After clicking this button, the **Program Average Search Criteria** menu will be displayed. To turn-on any of the criteria so that it will be used in the search, click on that box. If you want to turn on Alternate Station, Program Name or Program Code Range, you need to, not only make sure the box is checked, but that the appropriate information is reflected in the corresponding fields to the right of each. To change these, highlight the field and enter the revised information. Click **OK** once all search parameters have been set.

Remove all Search Criteria

This option will remove all criteria from the search, yielding a listing of all programming for all stations and all times. This is useful when you are not sure which program(s) you seek. This option is also not viable until you are in the Exact Match Mode.

Once all search criteria has been selected, click **OK**, to return to the **Program Average Selection** window which will reflect all programming meeting the criteria you set. If the program(s) you seek are reflected, single-click them. A check mark will appear to the left of each, indicating selection. You can continue to edit your search criteria. Another option is to use **Remove all Search Criteria** to manually search through all pages of programming available.

Once you have your PAV definitions assigned, click **OK**. The system will then ask, "**Update projections/estimates using this book as SHARE book?**" If you select **Yes** to this question, you will automatically assign the PAV definition to all PJ/Estimate books which have this PAV book designated as its share book. Confirm **Yes** or **No**, and you will be taken back to the Inventory Database.

NOTE: *If you choose **No**, you can still copy over the PAV book to all Projection/Estimate books that use this book as its share book by using the **Copy PAV** option in **TvScan Setup.***

Once back at the **Inventory Database** window, you will then see that program will have a numerical assignment, contingent upon how many PAV definitions were assigned. If you select a PAV definition from a different time period than that of the inventory item, the ***selected*** PAV definition's HUT/PVT levels will supersede those of the inventory items.

Undefining or Assigning TP to a Program

You have the option of undefining or assigning a TP designation to programming. There are various reasons you will want to mark a program undefined. If this is a Special or a News program, you may not want this program to be available when using historical PAV books. Marking a program **Undefined** will make that program "**unavailable**" for use throughout the TVSCAN System when the current PAV book is in use. That means all undefined programming will not be brought into the report's display.

Giving a program a "**TP**" designation will mean anytime the PAV book is in use, the program will be represented with a Time Period number, rather than a Program Average number. From the Inventory Database display, move the cursor to the first PAV book column and place it on the first line of programming where you wish to place this designation. Double-click on this field and one of the two following things will happen:

- If there is currently a PAV designation, you will be brought to the PAV Definition window. Click **Edit** and you will be brought to the **Program Average Selection** window.

- If there was no PAV definition has been attached, you will be brought directly to the **Program Average Selection** window.

Once at the Program Average Selection screen you will do one of the following, depending upon the circumstance:

- If a PAV definition is showing on the screen with a check mark on the left side, single-click on that line. This will de-select, or unattach, the PAV definition from this program. Now click **OK**.

- If no PAV definition has been selected (meaning that there is no programming displayed at the Program Average Selection screen, or multiple programming entries---none which have a check mark to the left), simply click **OK**.

After you click **OK**, the Definition window will appear offering two options: Time Period Options and Not Available Options. Time period options assign the undefined definition to the program. Not Available Options assign the program a Time Period value.
This will then bring you back to the Inventory Database display and you will see the **TP** or **Undefined** designation placed in that field, depending upon the selection made. You will want to repeat this process for each PAV book which you have created, as well as each additional book you will create in the future.

How Does TvScan Assign PAV Definitions

Before you edit any PAV assignments made by the system upon creating a PAV book, lets analyze on what basis TVSCAN assigns PAV definitions when creating a PAV book.

Each survey period is comprised of four different weeks. During that four-week period some programming, such as Monday through Friday daytime or network news, will air at consistent times throughout the survey period. However, there are some dayparts, such as Prime Time programming and weekends, which are more susceptible to deviations. Circumstances such as **Special News Bulletins**, **holiday specials** and **sports events** will interrupt programming that usually runs at the same time each day or week. These inconsistencies have an impact on the created PAV book.

During the creation of a PAV book, several things happen simultaneously. First, the system looks at each inventory item's TIME PERIOD definition and compares that to the time periods of the raw PAV data. If the system finds only one program aired during that specified time period, a PAV definition is attached to that inventory item. This is reflected by a "1" listed in the book's PAV column within Inventory. Keep in mind, however, the system's comparison is based upon one thing: **Time period-NOT PROGRAM NAME**.

If a single entry is not found, whether because there was no one program which aired consistently or there was more than one entry found, a PAV definition will not be attached. This will be reflected by a "T.P." listed in the book's PAV column within Inventory. This means, unless manually defined, that program will carry a Time Period number when this PAV book is used. The following examples will illustrate how PAV definitions are determined:

Inventory Item	PAV Raw Data	WKS Aired	Result
Nightly News M-F 6p-6:30p	**Nightly News** M-F 6p-6:30p	1-2-3-4	PAV definition will be attached.

In this circumstance, the PAV assignment would be correct.

Inventory Item	PAV Raw Data	WKS Aired	Result
Seinfeld Thursday 8p-8:30p	**Bugs Bunny** Thursday 8p-8:30p	1-2-3-4	PAV definition will be attached.

In this example, even though the system attached a PAV definition to Seinfeld, it will yield the rating and demo skew for Bugs Bunny. More than likely, this will not be the desired PAV attachment.

Inventory Item	PAV Raw Data	WKS Aired	Result
Melrose Place Monday 7p-8p	**Melrose Place** Monday 7p-8p	1- 3-4	No PAV definition will be attached.
	NFL Football Monday 7p-11p	-2-	

Since the search process found multiple entries for this inventory entry, it cannot distinguish which entry(s) you wish to designate as the PAV definition; therefore, a PAV assignment is not made.

There may also be situations when you will want to attach multiple PAV definitions to a program, or attached a PAV definition from one station to a program airing on a different station. What about those programs that did not run consistently in the same time slot? What if there was a News Special or any other special which cause multiple entries in the PAV raw data? If you were to build a schedule with this particular PAV Book at this point, and requested one of these programs, you would get a **time period** number for that show. In most circumstances, you will want to have a PAV definition attached to most programs in your Inventory for these programs.

You see, various entries will yield various results; therefore, it is imperative that you now go into Inventory and review/edit all PAV assignments automatically assigned when the book was created.

Understanding the Program Average Selection Window

At the **Inventory Database** display, move the cursor to the first PAV book column and place it on the first line of programming marked with a **TP**. Double-click on this field and the **Program Average Selection** window will be displayed.

NOTE: Use the following instructions also when applying PAV in AutoPost:

Since the actions you take at this screen will impact the selection of programming from which you will select the desired PAV designation(s), it is imperative you understand how to use each of the various options at the above screen:

Clear All Selections

Click this button to clear all selected PAV assignments.

Remove All Search Criteria

This will remove all search criteria, making available for PAV assignment all programming for every station in the market.

Print

Prints all listed PAV choices whether selected or not. This may be used as an easy guide for you to use in making PAV definitions.

Header Area

This area reflects the program as it is listed in Inventory. The Search Mode and Search Criteria buttons will allow you to "fine-tune" the search for PAV definition(s).

Station Column

The station on which the program aired.

Program Column

Name of the program that aired during the specified time period.

Time Period Column

The actual time the program aired.

Code Column

NSI code (can be used to search for specific programs).

Weeks Column

The weeks of the survey the program aired. For example, an entry of 1_34 means that the program did not air in the second week of the survey.

Average Type Column

Type of data being displayed.

HH RTG Column

The **HOUSEHOLD** rating, **NOT** a demo rating

Program Average Selection Options

If the PAV definition(s) you wish to use are not displayed on the screen, you can search for them. The search options displayed on this screen will help you:

Search Mode

T toggles between **Exact Match Mode** and **Station/Day/Time Scan Mode** (the latter scan mode is a broader scope)

Search Criteria

Where you set the criteria for the program search. This option is only viable in **Exact Match Mode**.

- Click this to open the Program Average Search Criteria menu.
- To turn on the criteria you wish to use in the search, click on the corresponding box.
- If you turn on Alternate Station, Program Name or Program Code Range, be sure the appropriate information is reflected in the corresponding fields to the right of each. To change these, highlight the field and enter the correct information.
- Click OK once all search parameters have been set.

Remove all Search Criteria

This option removes all criteria from the search, yielding a listing of all programming for all stations and all times. Since it is the broadest search available, it is useful when you are not sure which program(s) you need. This option is also only viable in **Exact Match Mode**.

Once all search criteria has been selected, click OK to return to the Program Average Selection window, which will display all programming that meets the criteria you set. If the program(s) you need are reflected, single-click each one. (A check mark will appear to the left of each, indicating selection for inclusion in the PAV definition.)

Once you have your PAV definitions selected, click **OK** to return to the Estimates worksheet. A small "p" will appear to the right of each rating. This indicates the rating carries a PAV assignment. If you select a PAV definition from a different time period than that of the original program, the **selected** PAV definition's HUT/PVT levels will override those of the original program.

NOTE: The remaining instructions apply to the Inventory Database only (not AutoPost).

When you finish assigning PAV definitions, click **OK**. The system will then ask, "**Update projections/estimates using this book as SHARE book?**"

If you answer **Yes,** the PAV definition will be automatically assigned all PJ/Estimate books which have this PAV book designated as its share book. Confirm **Yes** or **No**, and you will be taken back to the Inventory Database.

NOTE: *If you choose **No**, you can still copy over the PAV book to all Projection/Estimate books that use this book as its share book by using the **Copy PAV** option in **TVSCAN Setup.***

Once back at the Inventory Database window, you will then see that program will have a numerical assignment, contingent upon how many PAV definitions were assigned. If you select a PAV definition from a different time period than that of the inventory item, the ***selected*** PAV definition's HUT/PVT levels will supersede those of the inventory items.

Attaching PAV Definitions to a New Inventory Item

When performing inventory maintenance, you will occasionally have to add new programming to your inventory. When you have created PAV books residing in your inventory prior to adding the program, you have additional steps to take than when initially creating inventory.

Once the correct time definition has been composed, click the ***OK*** button. At that point, the **Program Average Selection** window will be displayed for the first created PAV book you have stored within Inventory. Here you will do one of the following:

- Accept the automatically selected PAV definition by clicking **OK**;
- Search and select the desired PAV definition;
- Assign a TP (Time Period) definition to this program so that, when using this PAV book, this specific program will reflect a TP number;
- Undefine the program for this particular PAV book.

Once completed, the system will automatically bring the **Program Average Selection** display to screen for the next created PAV book. Continue to define all other PAV books in this same way. Once complete, you'll be back at the **Inventory Database** screen.

Qualitative Bridge

This is where you "***build the bridge***" to your qualitative data to allow application of qualitative factors to TVSCAN reports. Click **Setup**, **Inventory Maintenance**, then click the **Qualitative Surveys** button.

The following instructions involve technical applications of data to be applied to inventory. We advise that the person who normally has the task of maintaining the inventory be the ***only*** person to perform these tasks!

There are several steps that must be taken prior to merging qualitative data with Nielsen data. Follow each step carefully to ensure a successful bridge.

NOTE: *Before you can bridge to qualitative data, the data must be loaded on your computer or network and you will need to know where it is located (drive and path).*

Set the path to your qualitative data

Click the **Qualitative Surveys** button to open the **Qualitative Data Path** window where you will select the drive and directory where the qualitative data resides:

To change drives, click on that box's arrow, then double click on the appropriate drive. Double clicking on a directory will change the data path setting to that directory. You may click the **Directory Name** box, and simply type the drive and directory name to which you wish to change the data path. Once the drive and folder are selected, click the **OK** button.

If you have more than one qualitative survey loaded in the identified directory, you will then select the specific book you wish to use. If this path has previously been set, the Confirmation window will appear confirming you wish to reselect the path.

Yes clears current qualitative assignments from inventory and starts the bridging process.
TVSCAN inventory is will be compared to the inventory of the qualitative database. Both **station** and **time period definition** were analyzed, **not program title**. The system attaches a qualitative definition to all exact matches. **No** takes you back to Inventory Maintenance with no modifications made.

Building Qualitative Assignments

If you are using Scarborough Data, much of your inventory now has qualitative definitions assigned since this data company includes television data. The next step for Scarborough subscribers is to check all qualitative definitions.

Most other data sources include a limited, if any, amount of TV characteristics; therefore, all inventory items will now be marked "**undefined**." The next step for those users of data sources other than Scarborough will be to manually assign those items in inventory which you would like to possess a qualitative element, such as, "Watch NFL Football."

To perform all maintenance on **Qualitative Assignments**, click the **Inventory** button. A menu of stations will appear. Click a station and click **OK**. When the **Inventory Database** opens, use the scroll bar to move the screen **to the right** until you come to the **QUAL. DEF** column.

If the system found a match for the program in the qualitative database, you will see the **station source** reflected here with a **TP** (time period) designation (example: **TP-KDDD**). If no match was found, you will see "**undefined**" in this column. Verify qualitative definitions that have automatically been assigned to the inventory and establish qualitative definitions for programs marked "**Undefined;**" Completely remove the qualitative definition for programs which should not be accessible to users when using qualitative factors; Attach a qualitative assignment to the program.

Choose Qualitative Time Period

To use straight Scarborough TV numbers, but change the qualitative time period's times and/or station definition(s), use this option. This will be used in situations such as when a program aired in a non-consistent protocol (i.e. at a different time or on a different station) between the qualitative and Nielsen surveys. This option allows you to modify the station or time focus of the qualitative (not the Nielsen time period) time period so that the data is accurate.

Click this field and you will be prompted to select the qualitative station benchmark. Single-click on the station you wish to use then click the **OK** button. You will then be brought to the **Time Entry** window where you will define the time parameters of the program.

To change the times of this daypart, place the cursor in the corresponding field and input the modified time component. Valid entries are, for example, **530a (5:30AM)**, **615a (6:15AM)**, etc. You do not need to use colons (**:**) or the complete AM/FM designation. To modify the days of the week component, do one of the following:

- To select multiple days listed consecutively, drag the cursor over them then click **OK**;
- If they are not in a row, hold down the **Ctrl key** on your keyboard while clicking each station one at a time. When all needed selections are highlighted, release **Ctrl** and click **OK**;
- To select a single-day daypart, single-click it then click **OK**.

When you finish verifying qualitative information, click **Save.** To verify or perform any modifications to a program, double-click the program in the **Qual Def** column to open the **Qualitative Definition** window offering three options:

Undefine Option

This setting means the program carries no qualitative definition. This will be used when you do not wish a program to be available for use when qualitative factors are being used. To designate a program as **undefined**, simply click this selection.

Choose Qualitative Assignment

This option allows you to place a qualitative value on a program, rather than using the straight Scarborough time period numbers. An example of when this option would be desirable is with sports specials, such as **NBA Playoffs - Saturday 7p-10p**. Rather than using Scarborough numbers for Saturday 7p-10p, (which, depending upon when the qualitative survey was conducted, could have been comprised of cartoons rather than any sports show) you may place a qualitative value such as "**watch NBA basketball**," on that particular piece of programming.

To establish a qualitative value for a program:

1. Click **Choose Qualitative** to open the **Qualitative Definition Menu**. If any criteria were previously set, they will be listed at this screen. Click **Add** to open the **Criteria Setup** window and select qualitative factors.
2. The **Criteria** box is where all selected criteria appears along with the respondent count and the traffic light that warns you when the respondent base needs to be broadened.
3. The **Classification** window displays broad characteristics such as *marital status*, *income characteristics* and *automobile ownership*. Think of classifications as the topic of the question being asked. ***<u>Classifications contain categories.</u>***
4. The **Category** area is comprised of two components. The top area displays the question(s) contained within that category. The bottom box displays the answers to the corresponding question.
5. When a **Classification** is highlighted, the **Category** box will indicate the categories that go with it. The available choices for that category will appear in the lower category box. Use the scroll buttons to search through the classifications and categories. In the example of **NBA Playoffs**, the ***Television characteristics*** <u>classification</u> will be selected with the <u>category</u> ***Sports programs watched on TV (yr)***. Select **NBA Basketball Playoffs** and click **Add**. Click **OK** to open the **Criteria Description** window.

6. This window will contain the **Description** and the **Body of Description** of the selected criteria. To change either, click it and make the needed change. Click **OK** to return to the **Qualitative Definition Menu**. You can continue adding to this list by repeating **Steps 5 and 6** until the list is complete.

7. Once the criteria are saved, assign it to the program by highlighting the criteria line and clicking **OK**. The **Qual. Def.** column will now reflect **Qual. Assn**. You may assign the same criteria to as many programs as you desire.

After you build qualitative assignments, the bridge between TVSCAN and qualitative data will be complete, enabling you to incorporate qualitative factors into reports by clicking the **Qualitative** button on each report's setup screen.

Bridging to National Qualitative Data

To merge the qualitative and quantitative data, you will "weight" individual programs with qualitative assignments from QUALITAP. In other words, you will place a value on selected programs in Inventory. For example: A station's **Early Evening News** can have a qualitative "weight" or assignment from QUALITAP of "**People who watch TV between 5p and 7pm**" (or however the qualitative data being used has this television characteristic defined). For each program that you wish to be represented by an adjusted number when merging qualitative data with TvSCAN, the program MUST have a qualitative assignment in TvSCAN Inventory. Programming that does not have a qualitative assignment will not be available for use when using a qualitative demo.

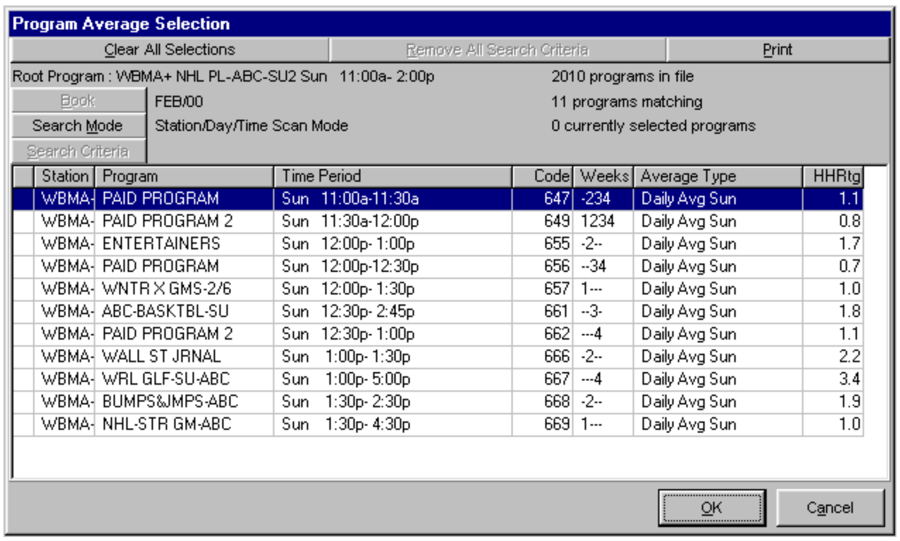
Estimating

Estimating means manually making changes to a program's ratings. Since specific situations necessitate estimating, this chapter contains scenarios in which estimating would be needed. The only area of the system where estimates may be built, maintained and stored is in a **Projection/Estimate** book which MUST be created prior to estimating.

Click the **Inventory** button then select a station. When the **Inventory Database** opens, click **Projection/Estimate**. If you have multiple PJ/Estimate books, a menu will list them. Select the book in which the estimates will be stored, and the **Estimating Screen** will open.

Understanding the Estimating Screen

It is important that you understand the various fields of the **Program Average Selection** screen; therefore, review the following:



Clear All Selections

Clears all selected PAV assignments.

Remove All Search Criteria

Removes all filters, showing all programming for all stations.

Print

Prints all listed PAV options, whether selected or not. This may be used as a guide for defining the PAV definitions.

Header

Indicates how the program is listed in Inventory. The *Search Mode* and *Search Criteria* buttons allow you to "fine-tune" the search for PAV definition(s).

Column One

Indicates whether the PAV definition is selected.

Column Two

The station on which the program aired.

Column Three

The program that aired during the specified time period.

Column Four

The ***actual*** time the program aired.

Column Five

NSI code (can be used to search for specific programs).

Column Six

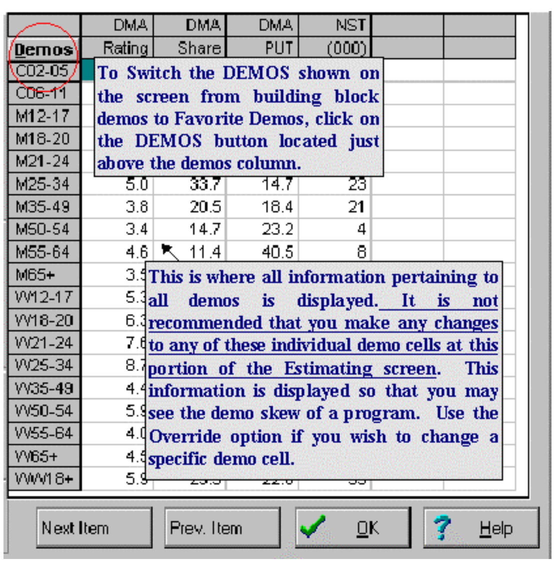
The weeks of the survey in which the program aired.

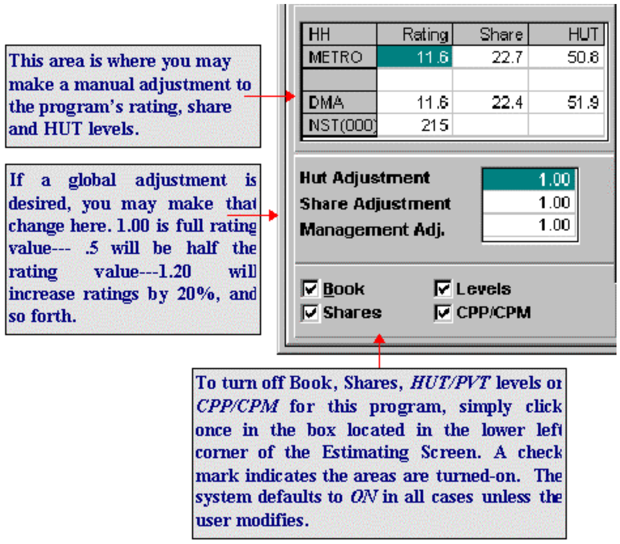
Column Seven

Type of data being displayed.

Column Eight

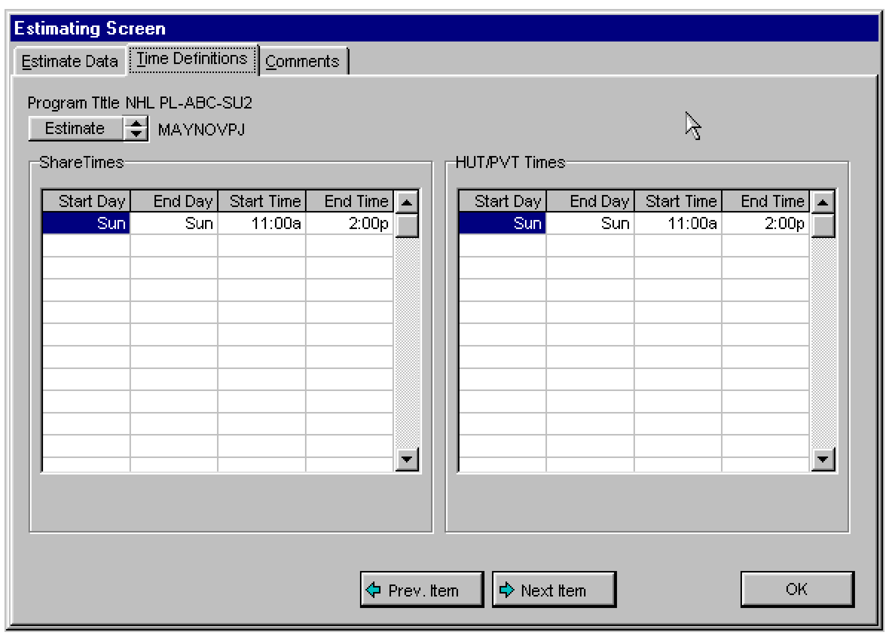
The ***household*** rating, *NOT* a demo rating.





Time Definitions Window

Click on the **Time Definitions tab**, displayed at the top of the Estimating Screen window. This will bring the **Time Definitions** window to screen:



You may still toggle among PJ/Estimate books with the **Estimate** button.

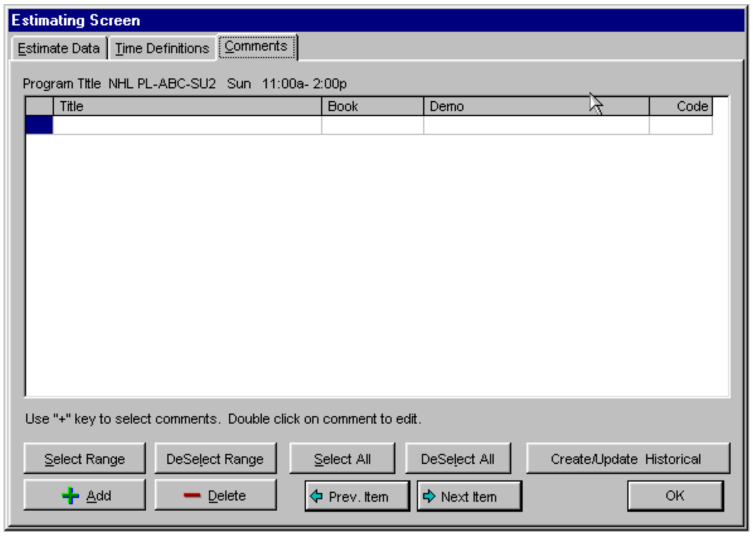
The main body of this window is where you may view the times of the **Share** and **HUT**. This will be useful when you have applied a PAV from a different time period. To change the Share or HUT time definitions, double-click the corresponding field and make the appropriate selection.

To go to the next inventory item, click **Next Item**. To go to the previous inventory program, click **Prev. Item**. As you toggle to different programs, you will be prompted to save your work.

Click **OK** on the **Time Definitions** screen to close the **Estimating** screen. To return to view the estimating portion instead of closing this area, choose the **Estimate Data** tab.

Comments Tab

Click the **Comments** tab:



Estimating is sometimes simply a judgment call by the person doing the estimating. Therefore, it is important to attach the rationale explaining why a program's ratings have been adjusted. To do this, enter a **Comment** for each estimated program. After a comment has been assigned to a program, reports that contain estimated programming can also reflect the estimating rationale.

Once at the **Comment** window, all previously created comments will be listed. To add a comment, click **Add**, and you will be taken to the **Comment Editor**. Here you will be in the open-edit mode in the **Title** field where you will input the title of this Comment, such as **NFL Football**.

If this comment is relevant to a specific demo cell only, such as when you are using Override Demos, click this button and select the appropriate demo cells. This comment will then only print on a report when the specific demo is being used.

The **Source** field is where you will label the source of the comment, such as **NSI** or **REP** . You may use up to three characters.

The **Book** option is where you may attach this comment to a specific book. In most cases, you will want to use this option. If you do not attach this comment to a specific book, it will print whenever the program is included on a report, regardless what PJ/Est. book is being used. (There will be no reason for this comment to print for books where it is not estimated, but if no book is specified, it will do just that!) You may assign only one book per comment.

Enter the name of the comment in the **Title** field. This will not print on any report; this is only used for distinguishing one comment from another at the Comment Menu. Once you have entered the title, use the **Tab** key to move to the other areas on the Comment Editor screen.

Copying One Comment To Another

You may copy or cut comment text and paste that material into the body of another comment by using the **Cut**, **Copy** and **Paste** options located at the Comment Editor.

Highlight the text you wish to copy or cut by dragging the cursor over that area of the Comment window. Next, click either the **Cut** or **Copy** button, depending upon the action you wish to take: Cut allows you to remove the text from the Comment window and transfer the text to another Comment body; Copy duplicates the original Comment text.

Click **OK** to complete the first Comment entry and you will be taken back to the Comment menu. Select **OK** until you return to the Inventory Database display. Next, highlight the item to which you will copy this comment, then select **Projections/Estimate**. Choose the Comment tab, then select **Add**. Enter the name of the comment, tab to the comment text field and select **Paste**. The previous comment will then be placed in that Comment's text field.

Adding/Updating Historical Comments

To generate a comment listing historical data for the current program, simply click the **Create/Update Historical** button. This will process the program's historical programming based upon the data available and then display that information on screen. Click **OK** and you will be asked if you want to add the Historical information. Click **Yes** and you will see that comment listed. To move a **Comment** to another position in the **Comment** list, highlight its Code, type the desired position, then press Enter. When you finish, click **OK** then click **Yes** to save the Comment along with your estimating.

Override Demos

If certain demo cells are not reflecting the rating that you want them to possess, the **Override Demo** feature will allow you to isolate and modify a specific demo cell without affecting any other overlapping demo group.

On the **Estimate Data** window, click on the **Overrides** button and the **Override Demos** screen will be displayed.

At this point you will click **Add**. The system display the **Demographic Selection** window where you will identify the **gender**, the **starting age** and the **ending demo cell** of the target for which you wish to estimate. Do this in one of the following ways:

- Double-click on a pre-configured target contained in the **Favorite Demo** box.
- Manually select the **gender** and **start/end age cells** by single-clicking in the appropriate field.

The selected demo that will contain the override demo will be noted in the field on the left side of this window. Click **OK** once the appropriate age is displayed.

After selecting a demo, click **OK**. To estimate DMA numbers, enter the desired rating. The **DMA Persons** and **DMA Share** will be bumped up or down according to the percentage of increase or decrease. Note that the HUT/PUT and NSI Demo information will not change. To have the same change with the NSI numbers, click on that field and enter the desired number. When you complete the override demo, you will be back at the Override Demo Screen. You may add another demo to this estimate in the same manner.

Once an override demo is added, the actual ratings data will display on the **Estimating Screen** with the letter "**O**" next to the demo cell. When this PAV book is used, this demo will be represented by this rating/number.

Scenario One: Rating and Demo Skew

Scenario: KJJJ-TV, an independent station, will begin airing **Seinfeld** in syndication next month in the **Mon-Fri, 5p to 5:30p time period**. This program is still a top rated Adult 25-49 Prime program that airs on NBC on Thursday. The program presently airing on KJJJ during the Mon-Fri, 5-5:30p time period is **Family Matters**, a show which traditionally has been a younger skewing audience. KJJJ believes Seinfeld will not only attract more viewers than Family Matters, but will also appeal to an audience that has a completely different demo skew. So KJJJ needs realistic numbers for Seinfeld adjusted to the HUT levels of 5-5:30p rather than those of Prime.

If the program does not currently reside in Inventory, add it.

Since this is a new program, it must be added to Inventory. Keep in mind when assigning PAV definitions for created books, if you do not want this program to be available when using a created PAV book, mark the program **undefined**.

Go to the program's Estimating Screen

When the program is added to inventory, highlight it and click **Projections/Estimate** to open the **Estimating screen**.

Change the demo skew to reflect a more mature audience composition.

On the **Estimating Screen** you will see this program's ratings for individual demographic cells. When you make any modifications to the program's ratings, you will see the effect on each. **At this time, you are viewing straight time period numbers for the specified time period**. If you adjust these numbers without making any adjustments to the current demo composition, the displayed demo skew will be retained. This will not correctly represent the correct audience. To remedy this, **copy a similar program's numbers by applying a PAV from the similar program**.

The basic rationale for applying a similar program's PAV is based upon the logical assumption that "like-programming" will have "like" demo skews. So by borrowing numbers from a comparable program, you are ensuring that the program for which you are estimating will have the proper audience composition.

Applying PAV

If the program to be applied is currently airing on a different station, click the **PAV** button on the **Estimating** screen. Select the PAV book from which the assignment will come (the PAV selection does ***NOT*** have to be the same survey as the selected Share book of this Estimate Book). Click **OK** after highlighting your book selection or just double-click your book selection.

The **Program Average Selection** window will appear. Now you will search for the program to apply to the program being estimated. If you are currently in **Exact Match Mode** (noted in the field to the right of the **Search Mode** button), click the **Search Criteria** button. If you are not in **Exact Match Mode**, click **Search Mode** then click **Search Criteria** to open the **Program Average Search Criteria**.

Un-check all of the columns on this window, then check (turn-on) the **Program Name field**. (Make sure you have the program title spelled correctly.) Click **OK** and the **Program Average Selection** window will appear once again and should reflect the desired program. (Note that you can change the PAV book selection "on-the-fly" by clicking the **Book** button.)

If the program is not found, you may continue to search or click Book and select another book in which to search. When you find the correct PAV definition, single-click it to place a check mark to the left of the program title, then click **OK**. The system will then ask, "**Do you want me to automatically adjust the HUT book too?**"

YES - Uses the PAV time period's HUT levels, rather than the HUT level from the Estimate book.

NO - When obtaining a demo skew and using a PAV from a different time period.

You will then be brought back to the **Estimating Screen** and will see the adjusted ratings:

Make the change in the program's rating

At this point, decide whether you should increase or decrease the ratings. For example, if PAV applied is from a Prime show, and the program you are estimating will air during Access (traditionally, Prime carries more viewers than Access). To change the rating, double-click the desired estimate in the ratings box:

HH	Rating	Share	HUT
METRO	1.4	3.0	46.7
DMA	1.2	2.6	44.5
NST(000)	8		

Double-click an estimate in the ratings box and type the new rating on the **Data Entry** screen. Click **OK** and you will be prompted: "Should I apply the same percentage change in rating to demos as well?" In other words, "**Do you wish to keep the demo skew integrity**?" If you do, answer **Yes**. You will then return to the **Estimating Screen**.

The estimate is complete. You will be prompted to save your work when you click **OK**.

Scenario Two: Estimating Sports & Specials

A station will be airing NFL football on Thanksgiving. An estimate is needed so that the traditional increased viewing for Thanksgiving football may be reflected. Last year, the same station aired NFL on Thanksgiving. Therefore, a simple estimate may be created by applying PAV from last year's football game; however, in this estimating situation, applying the PAV book's HUT levels will help you ensure that the program's demo skew is correct, and accurate HUT levels for holiday football viewing are reflected.

Create the **Estimate** book that will house this estimate.

In this example, assume the most current book to be released is May. Select **May** as our **Share** book and last year's **November** survey as our **Hut** book. We will call this book **4QTRES** (4th Quarter Estimate book). When the book is created, you will be ready to add the NFL item to the station's inventory database.

NOTE: *When entering the FTC and LTC for this program enter* ***only the date on which the football game airs*** -- The dates will be identical. *When prompted to select a PAV assignment for all historical PAV books, mark this program* ***undefined****.*

Once the NFL program has been entered into Inventory, highlight that item, and click the **Estimate/Projections** button. The **Estimating Screen** will be displayed. At this point, you are looking at May Time Period numbers adjusted to November Hut Levels.

Click the **PAV** button, select the November survey and you will be brought to the **Program Average Selection** window. You will now need to search for the NFL program from which you want to apply the PAV.

- The **Program Average Selection** window will appear. Search for last year's Thanksgiving NFL game. If you are currently in **Exact Match Mode** (noted in the field to the right of the **Search Mode** button), click the **Search Criteria** button.

- If you are not in Exact Match Mode, click the Search Mode button then click Search Criteria to open the Program Average Search Criteria window.

Broaden the search criteria to include **all** programming on the station so that all that aired during the November survey will be displayed. To do this, deselect all criteria except **Original Station,** then click **OK**. When the programming appears, scroll to NFL Football and single-click it. A check mark will appear in the box on the left, indicating the program is selected. If the program is not found, continue to search or click **Remove All Search Criteria** and manually find the desired program.

Click **OK** when a PAV selection is made. The system will ask, "**Do you want me to automatically adjust the HUT book too?**" In this situation, respond **Yes** so that the HUT will be the same as your PAV. You'll return to the **Estimating Screen** where you will see the effect of this change on the numbers.

The estimate is complete and ready to be used throughout TVSCAN.

This estimating method may be used for **specials** such as **holiday programs**. For example, if an estimate is needed for a **Thanksgiving Family Special** to be aired on a particular station, but a similar program had not previously aired on that station, a PAV could be applied from another station that aired a similar holiday special. Once the PAV is applied, adjust the ratings up or down as needed.

Scenario Three: Straight Share Adjustment

Suppose a station's News has had a steady increase in share over the past four surveys. You expect it to continue to increase in market share. To reflect this increase in your Estimates and schedules, modify the DMA HH Share upward to reflect the anticipated higher ratings.

This scenario very simple since you already have the show in Inventory (you won't have to "borrow" another program's PAV to ensure the proper demo skew).

Assuming the Estimate book has been prepared, open the station's Inventory, highlight the news program and select **Projections/Estimates**. This will bring you to the **Estimating Screen**.

Click the **DMA HH SHR** field and overwrite this with the desired share. Click **OK** once complete and your estimate will be preserved.

HH	Rating	Share	HUT
METRO	11.6	22.7	50.8
DMA	11.6	22.4	51.9
NST(000)	215		

Chapter 14

Technical & Application Support

We work hard to provide you with intuitive ratings analysis software. We also strive to provide superior documentation to enable you to work independently with our applications. However, should you find yourself with a situation that cannot be resolved or a question that cannot be answered with the provided tools, please contact Customer Service. Our knowledgeable support representatives are eager to assist you.

Customer Service Hotline, offering 24/7 support:

(800)543-7300 option 2

Fax: (205) 977-6214

E-mail: client.services@arbitron.com

Support Checklist

When you contact Customer Service regarding a technical problem you are experiencing--whether you are contacting us via e-mail, fax, or phone, have the following information ready to help reduce time spent on the phone or waiting for a reply:

Frequently Asked Questions

"How do I 'Tag' a program?"

Use the **Plus** (+) key, or on a laptop use the **Shift/Plus** (+) key. Use the **Tag** option to keep or delete programming.

"How do I delete a program from a worksheet?"

Press the **DEL** key, or go to the **Red X**. To delete multiple programs, first tag the lines, then click **DEL** or the **red X**.

"If I delete a program by mistake, how do I get it back?"

Click on the **Inventory** speed button, and then select **Go to Inventory**. Once at the Inventory display, single click on the program and click **OK**. To select multiple programs, press **CTRL**, single click on each programming line, then click **OK**.

"What if I want to schedule spots over an entire flight, but not specifically by week?"

You can do this---but with caution. You can indicate at the setup window the total number of weeks the schedule will encompass so that they will print on your schedule printout. then when scheduling, place all spots into week one. When you are ready to print the report, print either the **Single Demo** or **Multiple Demo Summary**. Make sure that you don't print the Reach & Frequency because it will not be correct. (By scheduling in week one only, the system assumes all spots you have placed will be the reach for one week, not for the whole schedule. This, of course, will not be correct.)

You will not be able to convert this schedule into an order because it will not spread the spots over the entire life of the schedule—it will place all spots into week one. In addition, if you choose to do this, you may not export the schedule from TVSCAN into a traffic system.

"In Flight Plan, HOW do I save...to WHERE is the information save...and WHEN does the system save?"

A Flight Plan's settings and headline number are saved as soon as you click the **OK** button and go to the Flight Plan worksheet. The headline number has the **advertiser**, **product**, **flight dates**, **demos**, **books**, **dayparts**, and **spot lengths** attached. When you leave Flight Plan, your avail/schedule/order is saved again. If your computer network or printer occasionally "**locks up**," it is a good idea to click the **Save** button while working at a Flight Plan worksheet to ensure that your changes are indeed captured and saved. In addition, if your computer goes to a screen saver before it has a chance to save, you may lose edits. **So it is a good habit to click the Save speed button as you are working.** You may access this option as many times and as frequently as needed.

Your schedule can be retrieve by going back into Flight Plan and accessing the **Open Plan** button.

Frequently Asked Questions

"Can I save a Flight Plan to a disk and transfer it to another computer?"

Yes. From the Flight Plan menu, click **Open Plan**. You will then see two disk icons appear. You will use these buttons to **SAVE TO A DISKETTE** and to **RETRIEVE FROM A DISKETTE**.

"How do I schedule HIATUS weeks?"

When you input the flight dates of the schedule, include the **TOTAL** amount of weeks encompassed by the campaign--from start date to the end date. Once at the Flight Plan scheduling worksheet, before you start entering the various spot levels, go to the **Weekly Breakdown Summary**. There you will see **HIATUS WEEKS**. Simply check "off" the weeks that are on hiatus. The system will assign a **NA** notation to those weeks to help remind you not to schedule spots during those weeks.

"If I use the same schedule month after month, and only need to change the date, how do I do it?"

Save the original schedule. Re-enter Flight Plan and click the **Open Plan** button at the Flight Plan menu. Simple highlight that schedule and select to **CLONE WITH A NEW HEADLINE NUMBER**. This copies the old plan exactly and saves your old schedule in its original form. Just change the dates in the setup and your old schedule is now a new plan—same spots, same rates and new dates.

"How do I change a program's rating or rate?"

Place the cursor over the item to be changed and begin typing in the revised entry. Keep in mind, any time a rating is changed, and asterisk (*) will be placed next to that item indicating the number has been estimated.

"If I want my spots to run Wed-Fri, how do I change the program's time? If I do this, does it change the rating?"

There are two different ways to change the days during which a program may air:

- Double click on the Mon-Fri days and edit it to the revised parameters.
- Go to **Weekly Breakdown** and edit the days of each week. You will then access the Reload button to reload the ratings. This will calculate the revised rating to reflect the Wed-Fri dates.

When you change the time/day components of a program, the ratings will be revised.

Glossary

If you have any suggestions for terms to add to this Glossary, please fax or e-mail our Client Services Department.

A

Ad noting. Respondents are asked to leaf through a magazine or newspaper then are asked if they had "noted" a part of an ad or an ad.

Affiliate. A station associated contractually with a network for the purpose of broadcasting network programs.

Audience composition. The demographic breakout of a specific station's audience.

Audience duplication. The portion of a station's audience that is exposed to more than one media vehicle. In other words, a station's "shared" audience.

Availabilities (“avails”). A specific period of unsold airtime that is available for sale to an advertiser.

Average composition. The percentage of a station's AQH audience that meets the target demographic.

Average rating. The percentage of a particular demographic population that tune-in to a specific station during any quarter hour of a defined daypart, for at least five minutes. (The Average Persons expressed as a percentage of the demographic population.)

Average share. The percentage of all people listening to radio during any given quarter hour of a specified daypart who are tuning in to a particular station.

Average issue readership. A newspaper's average amount of readers for one issue, both primary and pass-along.

Average quarter hour persons. The average number of people who tune in to a station for at least five minutes during a quarter hour.

B

Barter. An agreement between a station and advertiser where goods and/or services are exchanged for airtime rather than cash.

Billboarding. The capability to increase or decrease the Average Rating by giving credit for promotional and news sponsorship spots.

Bonus spot. An additional radio or television commercial given to an advertiser at no cost.

C

Cable TV penetration. The percentage of a specific market that is connected to cable TV systems.

Column inch. A newspaper term referring to the unit of space one column wide and one inch deep (14 agate lines).

Co-op advertising. Retail Advertising run by a retailer and a manufacturer with shared costs for the mutual benefit of both.

Cost per per (CPP) . The cost of achieving one rating point, which represents one percent of the demographic population.

Cost per thousand (CPM). The cost of achieving 1000 exposures within the target demographic one or more times.

Cost per thousand effective net reach (CMP Eff NR). The cost of reaching 1000 persons of a specified demographic target effectively (3 or more times.)

Cost per thousand net reach (CPM NR). Total Cost divided by Net Reach expressed in thousands (000's).

Cume composition (%12+). The percentage of a station's cume audience that meets the target demographic.

Cume composition index (% 12+). The likelihood of a station's audience to be between the ages of the target demographic. One hundred is the average or benchmark. If a station has a Cume Composition Index of 124, that audience is 24 percent MORE likely to fit the target demographic. A Cume Composition Index of 90 would indicate that specific audience is 10 percent less likely to meet the target demographic.

Cume persons. The total number of different (unduplicated) people within a specific demographic category that tune-in to a station for at least five minutes in a quarter hour within a specified daypart.

Cume rating. The cume persons expressed as a percentage of the demographic population.

D

Daily time spent listening (TSL) in hours:minutes. The amount of time, expressed in hours and minutes, the average listener will listen to a specific station per day.

Daypart. The different specific time period breakouts of a broadcast day for which audience estimates are reported.

Designated market area (DMA). Nielsen's geographic definition of exclusive TV Markets broken into counties in which home market stations receive the predominant share of viewing.

Direct mail advertising. Letters, folders, brochures and other advertising materials sent through the mail directly to prospective customers.

Direct response advertising. An advertising message that calls for a prompt purchase commitment by the reader or listener/viewer directly to the manufacturer.

Drive time. The weekday commuting hours of 6:00AM - 10:00AM (Morning Drive) and 3:00PM - 7:00PM (Afternoon Drive).

E

Effective frequency. The minimum level of frequency, or number of exposures, determined to be affective in achieving the goals of an advertising campaign. This level will vary with individual products or services and the marketing objectives of the campaign but is usually a frequency of 3 or more exposures.

Effective rating points (ERP's). Effective Reach expressed as a percentage of the target demographic population.

Effective reach. The percentage of the targeted demographic population that is exposed to the message three or more times.

Estimate. Measurements such as Average Persons, Cume Persons, Time Spent Listening, etc.,
used to analyze the potential effectiveness of specific stations.

Exclusivity. The right given to the advertiser to where no competitor would be permitted to advertise
in a specfic media vehicle. This usually

calls for a major commitment by an advertiser.

Exposure. An individual's contact with an advertising message or medium.

F

Flighting. To input a multiple week schedule in which all weeks' spot levels are not consistent
throughout the campaign.

Frequency. The average number of times the target demographic population will be exposed to the message.

Frequency distribution. A tabulation separating those reached by a schedule, according to their minimum levels of frequency, or frequency: 2 or more times, 3 or more times, 4 or more times, etc.

Fringe. A television term referring to the period of time surrounding the prime time broadcast hours.

G

Gross. The cost of advertising before agency commission and any discounts are applied.

Gross impressions. The total amount of exposures an advertising message will receive. This does NOT indicate the number of different people the message will be exposed to.

Gross impressions. The total amount of exposures an advertising message will receive. This does NOT indicate the number of different people the message will be exposed to.

Gross rating points (GRP's). The total accumulation of average rating points a schedule will yield, each rating point representing one percent of the population.

H

Hiatus. A scheduled period of time in which advertising activity ceases.

Households using television (HUT's). The number of homes within a particular market that use at least one television set during a specific period of time.

I

Index. A ratio in percentage terms which indicates the likelihood of a particular media to meet a
specified goal or criteria. An index score is "graded" using 100 as the benchmark. An index of 123 indicates a 23 percent more likelihood of meeting a specified criteria. An index score of 88 shows a 12 percent less likelihood of that medium to meet the specified criteria.

Insert. A preprinted advertisement supplied by the advertiser. An insert is usually printed on different paper and/or different color reproduction that is superior in quality to that of the rest of the publication. An insert is bound or tucked into a publication.

Insertion order. A written order from an advertising agency which authorizes a publication to print a specified advertisement.

In-tab sample. The actual number of usable diaries or interviews used by research organizations to produce audience estimates.

M

Make-Good. Comparable commercial time or space given to an advertiser at no additional cost when advertising is pre-empted, omitted or airs in an unfit condition.

N

Net cost. The cost of advertising after the agency commission or any discounts have been deducted.

Net effective reach. The number of people who are exposed to a message three or more times. Net Effective Reach is expressed in persons rather than as a percentage.

Net reach. The number of people who are exposed to a message one or more times. Net Reach
is expressed in persons rather than as a percentage.

O

Orbit. The broadcast term used to define Commercials that are rotated throughout the different programs and/or time periods.

O.T.O. Stands for "one time only". This is a spot that runs only once and is usually bought outright or is a makegood for a discrepancy.

Overnights. A service provided by Nielsen which measures Prime Time viewing the day after broadcasting.

P

Pass-along audience. Those readers of a publication that did not purchase the publication, nor did other members of his/her household.

Penetration. The degree to which a medium has obtained area coverage. Also referred to as the "effectiveness" of a advertising schedule.

Percent of cume. The percentage of a station's total unduplicated audience that is reached by a particular schedule.

Persons using radio (PUR). The percentage of an area's population (Persons 12+) listening to radio during a specified time period.

Persons using television (PUT's). The number of people viewing all television stations including network, independent, public broadcast and cable channels during a given time period. This reflects the total amount of people turned to TV in general rather than to a specific program.

Primary circulation. The number of home subscriptions and newsstand sales of a particular publication.
Primary Circulation does not include pass-along readership.

Prime access. The half-hour time period immediately preceding the network prime time.

Promo. A brief announcement encouraging listeners or viewers to tune to a program on the
station or network.

R

Rate. The cost of advertising on/in a media vehicle as defined by that media source. Usually a rate is given to one unit such as one spot of air-time, one ad for a publication, or one outdoor billboard.

Rate card. A listing distributed by a medium containing advertising cost, issue dates, closing dates,
mechanical requirements, cancellation dates and circulation data.

Rating. An estimate of the size of an audience expressed as a percentage of the total demographic or household population within a market. One rating point represents one percent of the targeted population.

Reach. The percentage of the targeted demo population that is exposed to the message one or more times.

Readers per copy. The average number of readers of one copy of a newspaper or magazine.

Retail trading zone. The newspaper circulation area including the city line and beyond from which retailers draw sufficient customers to justify including this area in the coverage area.

Run of paper/press (R.O.P.). A newspaper insertion for which a position is left to the discretion of the publisher and not specified.

Run of schedule/station (R.O.S.). A broadcast commercial for which a specific time or day has not been requested but will be aired at the discretion of the radio or television station.

Rotation. Spots which rotate throughout the various days during the duration of the schedule.

S

Satellite. A station which is dependent upon another station for most of its programming.

Sets in use. The number or percentage of radio/television sets which are tuned in to the same program at any given time within a coverage area.

Share. The percentage of the total broadcast audience tuned to a specific station during a specific time period.

Simulcast. Broadcast of the same programming on two radio stations at the exact same time. This also refers to a radio station broadcasting the audio portion of a TV program simultaneously.

Spots. A commercial; one unit of air-time.

Sponsorship. The purchase of all or part of the airtime during a radio or TV program.

Standard newspaper. A large-sized newspaper that is usually eight (8) columns wide.

Starch. A company that provides newspaper and magazine advertising recall research information.

Sweeps. The different times Nielsen conducts the actual surveying of a market's TV viewing habits.

Syndicated program. A program that is purchased by an advertiser or station from an independent organization that is not a network.

T

Tabloid. A tabloid is usually about half the size of a standard newspaper and measures about 5 to 6 columns wide and 200 lines deep.

Tag. An identification of the dealer which is usually added to the end of a commercial to advise listeners/viewers where the product that is advertised can be purchased.

Time spent listening. The number of quarter-hours spent listening to a particular station by the population group being analyzed.

Total audience plan (TAP). A radio schedule consisting of announcements which air in all major dayparts.

Tear sheets. Pages that are removed from a publication to provide proof that an advertisement was run.

Traffic. The department in radio/television stations, publications and advertising agencies that handles schedule instructions and commercial materials.

Turnover. The ratio that indicates the frequency with which an audience of a media vehicle changes (turns over) over a period of time.

V

Vehicle. Anything capable of exposing an advertising message to consumers.

Viewers per household (VPH). The average number of persons viewing a broadcast per viewing household.

Viewers per viewing household (VPVH). The average number of persons viewing a broadcast or viewing during a specific period of time per viewing household.

W

Weekly time spend listening (TSL) in quarter hours. The number of quarter-hours spent listening to a particular station by the population group being analyzed in a one week period of time.

Weekly time spent listening (TSL) in hours:minutes. The total amount of time expressed in hours
and minutes spent listening to a particular station by the population group being analyzed in a one week period of time.