

Software Tip

Advertising Database

Using Advertising Database to add rows to a Program List

Select **Dates, Dayparts and Network(s)** using the buttons from the Audience Watch toolbar.

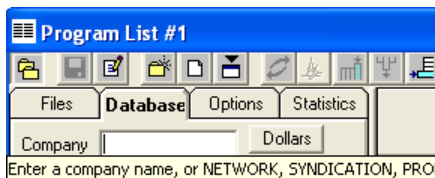
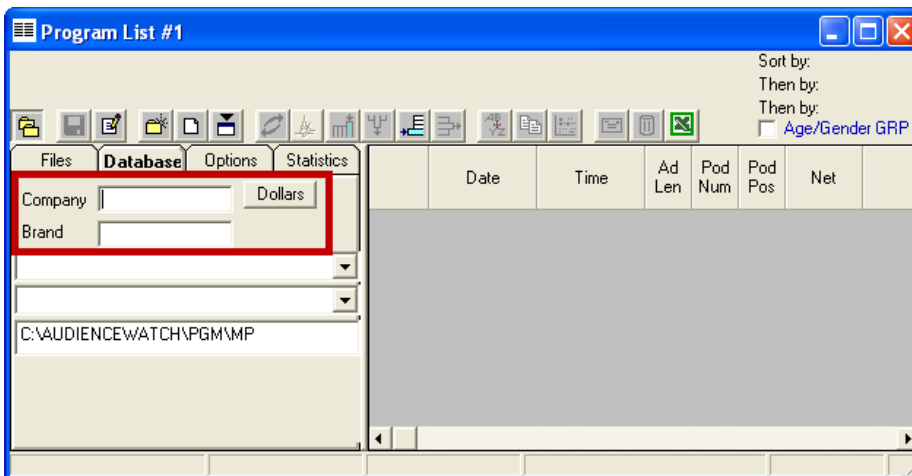
Open the **Program List** window by clicking on the **Program List** icon in the toolbar. Audience Watch is a program-based software and a list comprised of either programs or advertising activity is considered a Program List.

Click the **Database** tab to access your current advertising database. You will see the path to your advertising data. In the Monitor-Plus data example below, the path is C:\AUDIENCEWATCH\PGM\MP. Your path will correspond to the location of your advertising data files.

Use the **Brand** field to access advertising by brand name OR use the **Company** field to access advertising by company name. You may need to display the Database tab using the Display/Hide button.

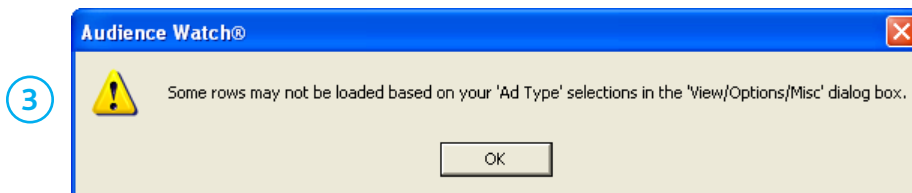
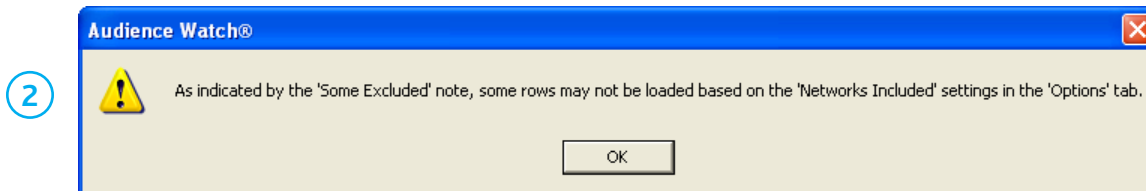
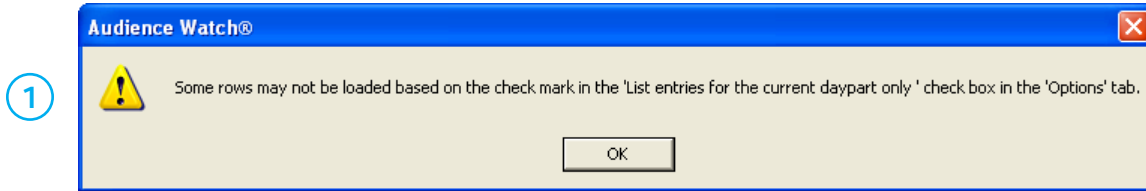
Type the name of a brand in the **Brand** field and a list appears of available brands. Click the desired brand to add it to the Program List on the right.

Type the name of a company, either parent company or subsidiary, in the **Company** field and a list appears of available companies. Click the desired company to add it to the Program List on the right.

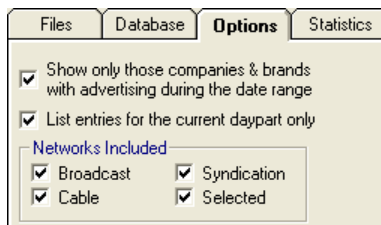


The **Company** field can also be used to locate advertising activity by **Network, Syndication, Promo, Public Service Announcement (PSA), Direct Response (DR), and Local** activity. If you hover the mouse over the **Company** field, a note appears (shown left) to remind you of the options you can type in the field.

You may encounter software notifications when selecting an item to create a Program List based on advertising activity.



Review the selections in the **Options** tab, adjacent to the database tab.



1.) If the **Options** tab has **List entries for current daypart only** checked, then the list will only display activity for the selected daypart and potentially not all activity.

2.) If any selections are unchecked in the **Networks Included** area, a notification will alert you as all networks may not be included.

3.) From the Audience Watch toolbar, go to **View > Options, Misc** tab to confirm you have selected the advertising types in the **Ad Types** area that correspond to your current request. Check or uncheck ad types as required by your reporting needs.

