

## Reallocation Guide

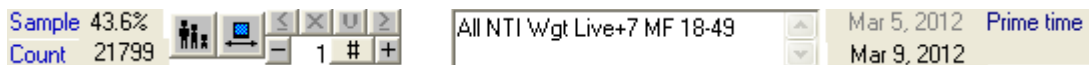
This guide demonstrates usage based on **All-Minute respondent level data** and **Monitor-Plus advertising data**.

### 1.) Select a primary demographic group.

Click on the **Demographic Settings** button from the toolbar which opens the Demographic Settings window.

- Each tab represents a demographic option: Ethnicity, Age/Gender, Income, etc.
- Tabs can also be added for Auxiliary Data like LPM (Local People Meter), Adults (Behavior Graphics), MRI Fusion, etc.
- There is a **Viewing** tab for setting Time-Shifted Viewing.
  - With All-Minutes data, enhanced options, such as Live +3 day playback are available
  - The currently selected demo will be displayed on the toolbar

**Example:** On March 9th, 2012, the demo of MF 18-49 is represented by 43.6% of the sample or 21,799 people in the sample.



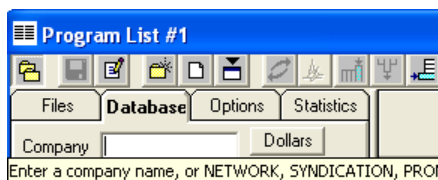
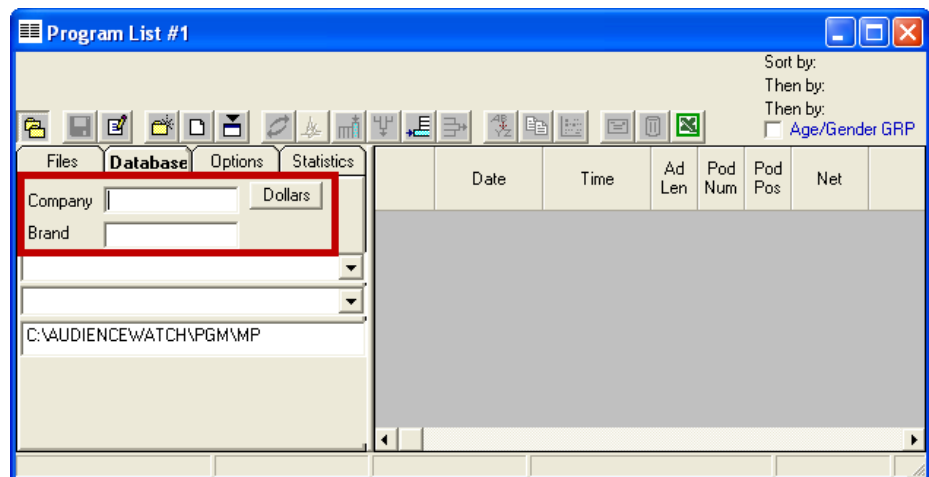
### 2.) Load a Program List of comprised of advertising.

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 from the Audience Watch toolbar.

Use the **Database** tab to locate advertising by brand name using the **Brand** field **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.

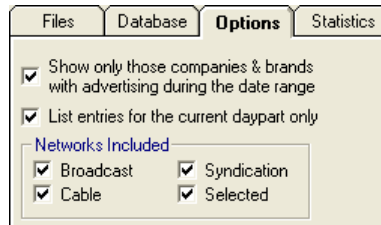
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# Audience Watch

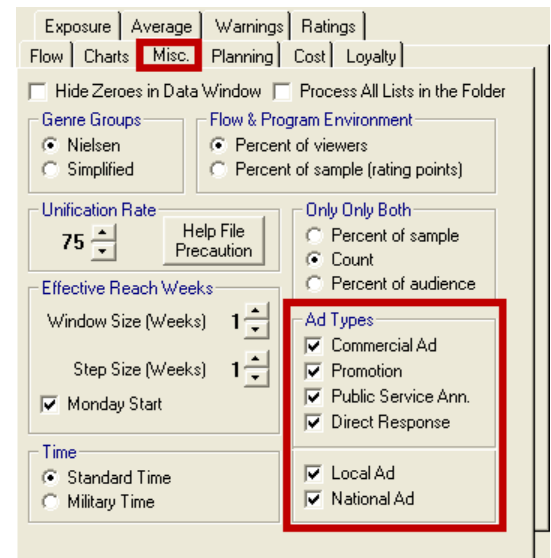
You may encounter software notifications when selecting an item to create a Program List based on advertising activity. Review the selections in the **Options** tab, adjacent to the database tab.

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

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




From the Audience Watch toolbar, go to **View > Options, Misc** tab (shown right) to confirm you have selected the advertising types corresponding to your current request. Check or uncheck ad types as required by your reporting needs.

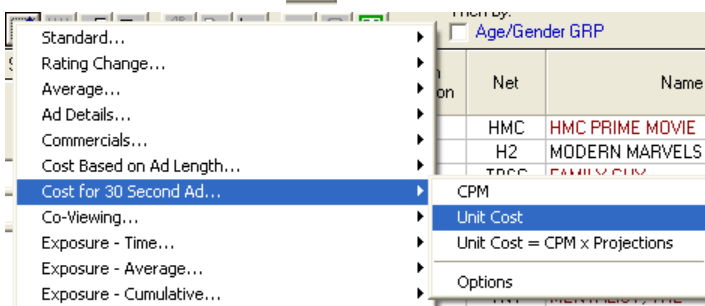


**Example:** Search for a brand and click on desired brand from the list to load a Program List based on advertising.

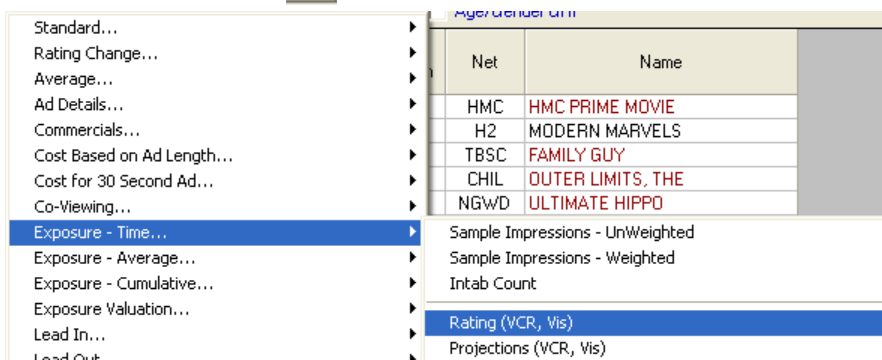
### 3.) Add Cost and Ratings Columns to evaluate the Program List.

Once you have loaded the program list, based on the selected spots, analyze it to obtain the baseline for your reallocation.

- Use Add Columns of Data  button, choose **Cost for 30 Second Ad > Unit Cost**



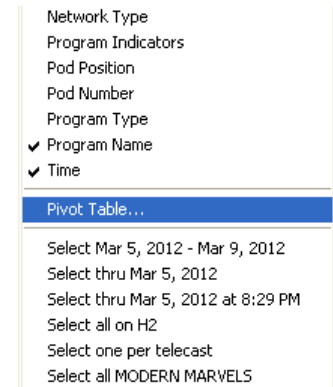
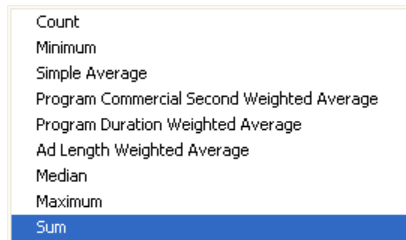
- Use Add Columns of Data  button, choose **Exposure - Time > Rating**



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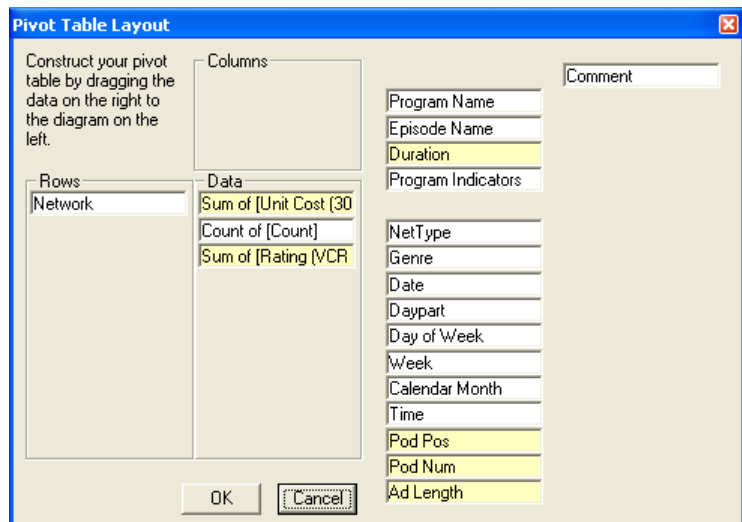
After you add those two columns, right-click on the Program List and choose **Pivot Table**.

- Drag **Network** from the right to the **Rows** area on the left.
  - Drag **Unit Cost (30 sec)** from the right to the **Data** area on the left.
- Right-click and choose **Sum** for **Sum of Unit Cost (30 sec)**.



- Drag **Count** from the right to the **Data** area on the left for **Count of [Count]**.
  - Drag **Rating (VCR, Vis)...** from the right to the **Data** area on the left.
- Right-click and choose **Sum** for **Sum of Rating**.

When your Pivot Table Layout appears like this image, click **OK**.




	A	B	C	D
1		Sum of [Unit Cost (30 sec)]	Count of [Count]	Sum of [Rating (VCR Vis) All NTI Live+7 MF 18-49]
2	ABC	165195.000	2.000	2.759
3	ADSM	78457.000	7.000	3.039
4	AEN	17712.000	2.000	1.728
5	AMC	50249.000	4.000	0.808
6	APL	8911.000	4.000	0.621
7	BBCA	1168.000	3.000	0.146
8	BET	5184.000	1.000	0.296
9	BRVD	12351.000	2.000	0.735
10	CBS	255206.000	1.000	2.440

When your Pivot Table window appears, you will see the list of spots summarized by cost, number of spots and GRPs delivered by network for the selected campaign.

Copy and paste this sheet into Excel by highlighting all the cells and clicking **Ctrl+C** and then **Ctrl+V** in Excel.


In Excel, use a formula to sum up the contents of each column to create a baseline of the original campaign delivery for Cost, Count and GRP.

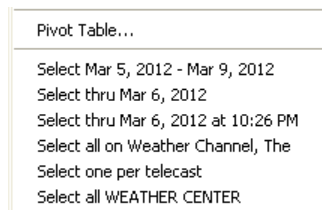
Close Pivot Table window and save your Program List using the Save  button.


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### 4.) Identify spots to remove from the Program List.

Review the Program List and determine which spots you want to remove based on criteria like cost or GRPs delivered. Ideally, select spots for removal with high cost and/or low GRP depending on the criteria most important for your project. There are several ways to identify spots for removal.

- If you know which spots you wish to remove, highlight a row by left-clicking on a row number. You can hold down the **Ctrl** key to select multiple rows. Click the **Remove Rows**  button.
- Right-click on a row for options to select spots based on criteria such as:
  - Select same date range
  - Select through selected spot's date
  - Select through selected spot's date and time
  - Select all on selected viewing source
  - Select one spot per telecast
  - Select all spots that aired during selected program name



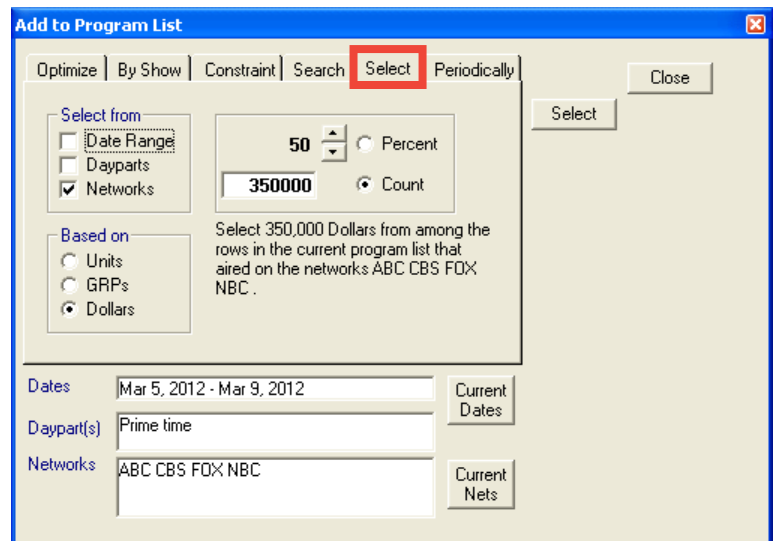
- Audience Watch can automatically select spots for you based on defined criteria. Click the **Add Rows**  button, then click the **Select** tab.


- The **Select from** area at the top left allows you to choose what criteria you'd like Audience Watch to use: **Date Range, Dayparts, or Networks**.
- The **Based on** area allows you to specify: **Units (spots), GRPs or Dollars**.
- The middle area allows you to choose either: **Percent** or **Count**. The sentence below this area is automatically updated to reflect your current selections. It is useful to confirm your selections.

**For Example:**

Audience Watch will select \$350,000 dollars from among the rows in the current program list that aired on the networks ABC, CBS, FOX and NBC.

- Use the **Dates, Daypart(s)** and **Networks** fields at the bottom of the box to update selections as needed.
- When selections are complete, click the **Select** button at the top right for Audience Watch to select spots for removal based on the criteria selected.



Once the desired spots are selected, click the **Remove Rows**  button.

You can hold down the **Ctrl** key to deselect any undesired rows.

No rows are removed until you click the Remove Rows button.


Please note there is **NO UNDO**.

If you mistakenly remove desired rows, you will need to reload the original list and start over.

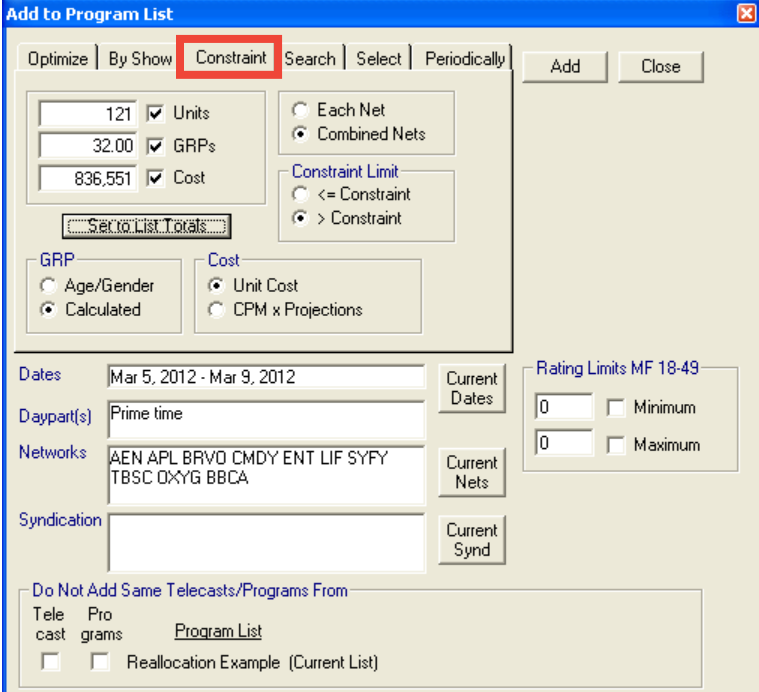
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## Audience Watch

### 5.) Identify spots to add to the Program List

Audience Watch can automatically select spots for you based on defined criteria. Click the **Add Rows**  button, then click the **Constrain** tab.

- The **Set to List Totals** button populates the top left boxes with the values from the active Program List. The active Program List has 121 spots which delivered 32.00 GRPs at an estimated cost of \$836,551.
- Use the **Units**, **GRPs** and/or **Cost** boxes at the top left to set criteria for the addition of spots to the list. If you want to add to the Program List based on a dollar amount, check only the **Cost** box at the top left and type in the desired amount.
- Use the **Each Net** or **Combined Nets** radio buttons to apply the values in the **Units**, **GRPs** and/or **Cost** boxes at the top left to each individual viewing sources, **Each Net** or to apply the value across all viewing sources in the list, **Combined Nets**.
- Determine how the Constraint should be applied in the **Constraint Limit** area. If the spots selected can exceed the constraint, use the **> Constraint** option. If the spots selected must remain below the constraint, use the **<= Constraint** option.
- In the **GRP** area, use the **Calculated** option to base GRP on selected demographic group and not only Age/Gender.
- In the **Cost** area, use the **Unit Cost** option to base cost on the spot unit cost.
- Use the **Dates**, **Daypart(s)**, **Networks**, and **Syndication** fields at the bottom of the box to update selections as needed.
- When selections are complete, click the **Add** button at the top right for Audience Watch to add spots to your Program List based on the criteria selected.



Your Program List should now contain more spots than the original list. Check the number at the top left of the table to confirm.

### 6.) Evaluate the new Program List by repeating Step 3 and comparing to original list.

- Delete any existing columns as the newly added spots will be blank for previously added columns.
- Add columns for **Cost for 30 Second Ad > Unit Cost** and **Exposure - Time > Rating**.
- Create a new **Pivot Table** as described in Step 3 and paste values in Excel spreadsheet creating formula to Sum columns.
- Success is achieved when the reallocated list yields more GRPs for less total cost.

#### For Example:

The original list contained 123 spots delivering 28.66 GRPs at a cost of \$871,990.

The reallocated list contains 217 spots delivering 52.44 GRPs at a cost of \$805,981.

The reallocated list added 94 spots and delivered 23.78 more GRPs at a savings of \$66,009.

If your reallocated list does not produce a similar resulting scenario, then return to the original list and identify different spots to remove or use different criteria for the addition of new spots. Repeat the process until you achieve the desired results.