

PROMOTION OPTIMIZER

How to Read

The Promotion Optimizer report is a tool for finding the best places in a broadcast day to place promotions so that you can reach a source/target audience. This report determines what times on your own station to reach the source/target viewers in the greatest numbers. This report also ranks your programs in order of the amount of duplication with the target and shows how adding promotions to each daypart increases the reach of your source/target audience.

SOURCE REACH (IMP)

Source Reach is the unduplicated number of households/persons that watched the Source at least once. Reach (Impressions) is Reach% expressed as a projection.

In the example, during the selected date range and in the selected geography, 1,156,540 households watched WBBB M-F 6:00 pm to 6:30 pm.

Characteristic	Demo	Source of Promotion	Destination Viewing Source	Destination Daypart	Daypart Name	Source Reach	Destination Reach	Source Destina Reach
TV Households	HH	WBBB M-F 6p-6:30p	WAAA	M-F 4p-4:45p	Exciting TV Show	1,156,540	2,159,893	452
TV Households	HH	WBBB M-F 6p-6:30p	WAAA	M-F 5p-6:15p	AAA - World News	1,156,540	1,959,670	434
TV Households	HH	WBBB M-F 6p-6:30p	WAAA	M-F 7p-7:15p	Pro Football League	1,156,540	2,133,288	429
TV Households	HH	WBBB M-F 6p-6:30p	WAAA	M-F 6:30p-6:45p	Bowl Nation	1,156,540	2,007,929	422
TV Households	HH	WBBB M-F 6p-6:30p	WAAA	M-F 11p-11:30p	Studio 17	1,156,540	1,859,109	417
TV Households	HH	WBBB M-F 6p-6:30p	WAAA	M-F 12p-12:45p	Big News	1,156,540	2,142,986	412

DESTINATION REACH (IMP)

Destination Reach is the unduplicated number of households/persons that watched the Destination at least once. Reach (Impressions) is Reach% expressed as a projection.

In the example, during the selected date range and in the selected geography, 2,159,893 households watched WAAA M-F 4:00 pm to 4:45 pm.

Characteristic	Demo	Source of Promotion	Destination Viewing Source	Destination Daypart	Daypart Name	Source Reach	Destination Reach	Source Destina Reach
TV Households	HH	WBBB M-F 6p-6:30p	WAAA	M-F 4p-4:45p	Exciting TV Show	1,156,540	2,159,893	452
TV Households	HH	WBBB M-F 6p-6:30p	WAAA	M-F 5p-6:15p	AAA - World News	1,156,540	1,959,670	434
TV Households	HH	WBBB M-F 6p-6:30p	WAAA	M-F 7p-7:15p	Pro Football League	1,156,540	2,133,288	429
TV Households	HH	WBBB M-F 6p-6:30p	WAAA	M-F 6:30p-6:45p	Bowl Nation	1,156,540	2,007,929	422
TV Households	HH	WBBB M-F 6p-6:30p	WAAA	M-F 11p-11:30p	Studio 17	1,156,540	1,859,109	417
TV Households	HH	WBBB M-F 6p-6:30p	WAAA	M-F 12p-12:45p	Big News	1,156,540	2,142,986	412

SOURCE AND DESTINATION REACH (IMP)

The reach of duplicated viewers between the Source and the Destination.

In the example, during the selected date range and in the selected geography, 452,851 households watched WBBB M-F 6:00 pm to 6:30 pm and also watched WAAA from 4:00 pm to 4:30 pm. This report is sorted on this metric from highest to lowest.

Characteristic	Demo	Source of Promotion	Destination Viewing Source	Destination Daypart	Daypart Name	Source Reach	Destination Reach	Source & Destination Reach
Households	HH	WBBB M-F 6p-6:30p	WAAA	M-F 4p-4:45p	Exciting TV Show	1,156,540	2,159,893	452,851
Households	HH	WBBB M-F 6p-6:30p	WAAA	M-F 5p-6:15p	AAA - World News	1,156,540	1,959,670	434,078
Households	HH	WBBB M-F 6p-6:30p	WAAA	M-F 7p-7:15p	Pro Football League	1,156,540	2,133,288	425,523
Households	HH	WBBB M-F 6p-6:30p	WAAA	M-F 6:30p-6:45p	Bowl Nation	1,156,540	2,007,929	422,601
Households	HH	WBBB M-F 6p-6:30p	WAAA	M-F 11p-11:30p	Studio 17	1,156,540	1,859,109	417,398
Households	HH	WBBB M-F 6p-6:30p	WAAA	M-F 12p-12:45p	Big News	1,156,540	2,142,986	412,677

% OF SOURCE AUDIENCE EXPOSED TO BOTH

The percentage of the Source audience that was also exposed to the destination.

In the example, 39.2% of the source audience (households that watched WBBB M-F 6:00 pm to 6:30 pm) also watched the destination (WAAA MF 4:00 pm to 4:45 pm).during the selected date range and in the selected geography, 452,851 households watched WBBB M-F 6:00 pm to 6:30 pm and also watched WAAA from 4:00 pm to 4:30 pm. This report is sorted on this metric from highest to lowest.

Rank	Source of Promotion	Destination Viewing Source	Destination Daypart	Daypart Name	Source Reach	Destination Reach	Source & Destination Reach	% of Source Audience Exposed to Both (x.x)
1	WBBB M-F 6p-6:30p	WAAA	M-F 4p-4:45p	Exciting TV Show	1,156,540	2,159,893	452,851	39.2
2	WBBB M-F 6p-6:30p	WAAA	M-F 5p-6:15p	AAA - World News	1,156,540	1,959,670	434,078	37.5
3	WBBB M-F 6p-6:30p	WAAA	M-F 7p-7:15p	Pro Football League	1,156,540	2,133,288	425,523	36.8
4	WBBB M-F 6p-6:30p	WAAA	M-F 6:30p-6:45p	Bowl Nation	1,156,540	2,007,929	422,601	36.5
5	WBBB M-F 6p-6:30p	WAAA	M-F 11p-11:30p	Studio 17	1,156,540	1,859,109	417,398	36.1
6	WBBB M-F 6p-6:30p	WAAA	M-F 12p-12:45p	Big News	1,156,540	2,142,986	412,677	35.7

RANK

The rank is based on the estimated number of viewers watching both the Source and Destination. In the example, 39.2% of the source audience (households that watched WBBB M-F 6:00 pm to 6:30 pm) also watched the destination (WAAA MF 4:00 pm to 4:45 pm).during the selected date range and in the selected geography, 452,851 households watched WBBB M-F 6:00 pm to 6:30 pm and also watched WAAA from 4:00 pm to 4:30 pm. This report is sorted on this metric from highest to lowest.

In the example:

- 452,851 households watched both the Source and Destination. This is the highest Source & Destination Reach IMP. Hence, ranked number 1.
- 434,078 households watched both the Source and Destination. This is the second highest Source & Destination Reach IMP. Hence, ranked number 2.
- 425,523 households watched both the Source and Destination. This is the third highest Source & Destination Reach IMP. Hence, ranked number 3.

Source of Promotion	Destination Viewing Source	Destination Daypart	Daypart Name	Source Reach	Destination Reach	Source & Destination Reach	% of Source Audience Exposed to Both (x.x)	Rank
BBB M-F 6p-6:30p	WAAA	M-F 4p-4:45p	Exciting TV Show	1,156,540	2,159,893	452,851	39.2	1
BBB M-F 6p-6:30p	WAAA	M-F 5p-6:15p	AAA - World News	1,156,540	1,959,670	434,078	37.5	2
BBB M-F 6p-6:30p	WAAA	M-F 7p-7:15p	Pro Football League	1,156,540	2,133,288	425,523	36.8	3
BBB M-F 6p-6:30p	WAAA	M-F 6:30p-6:45p	Bowl Nation	1,156,540	2,007,929	422,601	36.5	4
BBB M-F 6p-6:30p	WAAA	M-F 11p-11:30p	Studio 17	1,156,540	1,859,109	417,398	36.1	5

SOURCE & DESTINATION PROGRESSIVE REACH (IMP)

The Source & Destination Progressive Reach (IMP) displays the reach build up within the Destination list. It is the reach of duplicated viewers between the Source and the Destination and the incremental reach that each additional Destination would provide.

In the example, 452,851 households watched both the Source and WAAA M-F 4:00 pm to 4:45 pm. 534,573 households watched the Source and either WAAA M-F 4:00 pm to 4:45 pm or WAAA M-F 5:00 pm and 6:15 pm. Therefore, an additional 81,722 households would be reached by placing a promotion both on WAAA M-F 4:00 pm to 4:45 pm and WAAA M-F 5:00 pm and 6:15 pm M-F 4:00 pm to 4:45 pm.

	Destination Viewing Source	Destination Daypart	Daypart Name	Source Reach	Destination Reach	Source & Destination Reach	% of Source Audience Exposed to Both (x.x)	Rank	Source & Destination Progressive Reach
Op	WAAA	M-F 4p-4:45p	Exciting TV Show	1,156,540	2,159,893	452,851	39.2	1	452,851
Op	WAAA	M-F 5p-6:15p	AAA - World News	1,156,540	1,959,670	434,078	37.5	2	534,573
Op	WAAA	M-F 7p-7:15p	Pro Football League	1,156,540	2,133,288	425,523	36.8	3	560,881
Op	WAAA	M-F 6:30p-6:45p	Bowl Nation	1,156,540	2,007,929	422,601	36.5	4	618,603
Op	WAAA	M-F 11p-11:30p	Studio 17	1,156,540	1,859,109	417,398	36.1	5	643,449
Op	WAAA	M-F 12p-12:45p	Big News	1,156,540	2,142,986	412,677	35.7	6	652,328

PROGRESSIVE % OF SOURCE AUDIENCE EXPOSED TO BOTH

The Progressive % of Source Audience Exposed to Both displays the percentage of build up of the percentage of the Source audience that was also exposed to the Destination and the incremental percent that each additional Destination would provide.

In the example, 39.2% of the source audience watched WAAA M-F 4:00 pm to 4:45 pm. 46.2% watched the Source and either WAAA M-F 4:00 pm to 4:45 pm or WAAA M-F 5:00 pm and 6:15 pm. Therefore, an additional 7% of the Source audience would be reached by placing a promotion both on WAAA M-F 4:00 pm to 4:45 pm and WAAA M-F 5:00 pm and 6:15.

on	Destination Daypart	Daypart Name	Source Reach	Destination Reach	Source & Destination Reach	% of Source Audience Exposed to Both (x.x)	Rank	Source & Destination Progressive Reach	Progressive % of Source Audience Exposed to Both (x.x)
	M-F 4p-4:45p	Exciting TV Show	1,156,540	2,159,893	452,851	39.2	1	452,851	39.2
	M-F 5p-6:15p	AAA - World News	1,156,540	1,959,670	434,078	37.5	2	534,573	46.2
	M-F 7p-7:15p	Pro Football League	1,156,540	2,133,288	425,523	36.8	3	560,881	48.5
	M-F 6:30p-6:45p	Bowl Nation	1,156,540	2,007,929	422,601	36.5	4	618,603	53.5
	M-F 11p-11:30p	Studio 17	1,156,540	1,859,109	417,398	36.1	5	643,449	55.6
	M-F 12p-12:45p	Big News	1,156,540	2,142,986	412,677	35.7	6	652,328	56.4

UNIFIED INTAB

The number of households or persons in the unified sample for a requested demographic/market break. Reach is computed by using a sample that only includes households that were present (in-tab) for most of the measurement period. This ensures that every household has an equal opportunity to contribute to reach. This is a unified sample.

In the example, during the selected date range and in the selected geography, 939 households were in-tab and contributed to the sample of the report.

on	Destination Daypart	Daypart Name	Source Reach	Destination Reach	Source & Destination Reach	% of Source Audience Exposed to Both (x.x)	Rank	Source & Destination Progressive Reach	Progressive % of Source Audience Exposed to Both (x.x)	Unified Intab
	M-F 4p-4:45p	Exciting TV Show	1,156,540	2,159,893	452,851	39.2	1	452,851	39.2	939
	M-F 5p-6:15p	AAA - World News	1,156,540	1,959,670	434,078	37.5	2	534,573	46.2	939
	M-F 7p-7:15p	Pro Football League	1,156,540	2,133,288	425,523	36.8	3	560,881	48.5	939
	M-F 6:30p-6:45p	Bowl Nation	1,156,540	2,007,929	422,601	36.5	4	618,603	53.5	939
	M-F 11p-11:30p	Studio 17	1,156,540	1,859,109	417,398	36.1	5	643,449	55.6	939
	M-F 12p-12:45p	Big News	1,156,540	2,142,986	412,677	35.7	6	652,328	56.4	939