

*WO Sales v1.6*

**WideOrbit**  
**WO Sales Training Guide**



# **Ratings Management**

## Creating and Editing Estimates

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## Advanced Estimate Editor

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## Creating and Editing Estimates

When PAVs are mapped you can create Projection and Estimate books. Below you will find the steps required to create an Estimate book.

### Creating Estimates

- From the Home tab, select Ratings Management, then Books. Click **Search** on the top right-hand side of the window to return a list of books currently available.
- From the **Actions** drop down menu select **Create Est/PJ Book**. (Figure 1)



Figure 1

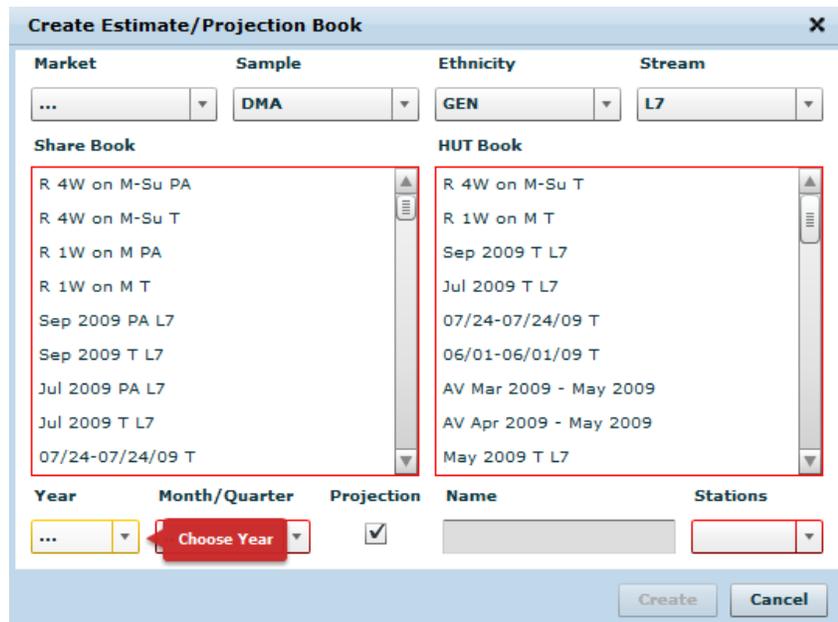


Figure 2

- This activates a popup menu (Figure 2) where you select the Share and HUT books you wish to use for your initial calculation.
- A red highlight box will appear **Choose Month** for all required information.
- In this window you will also select the year and month/quarter you are creating the book for.
- The system defaults to creating a Projection book simply uncheck the box under **Projection** to create an editable Estimate book.
- The Name field will auto fill with the year and month/quarter information you provided or you may choose a naming convention of your own.
- Click **Create** once all of the selections are made.



Editing Estimates

- Open the estimate book you would like to edit from the search results list.
- Highlight a Program and click **Edit Estimate**, this opens the Estimate Editor (Figure 3).

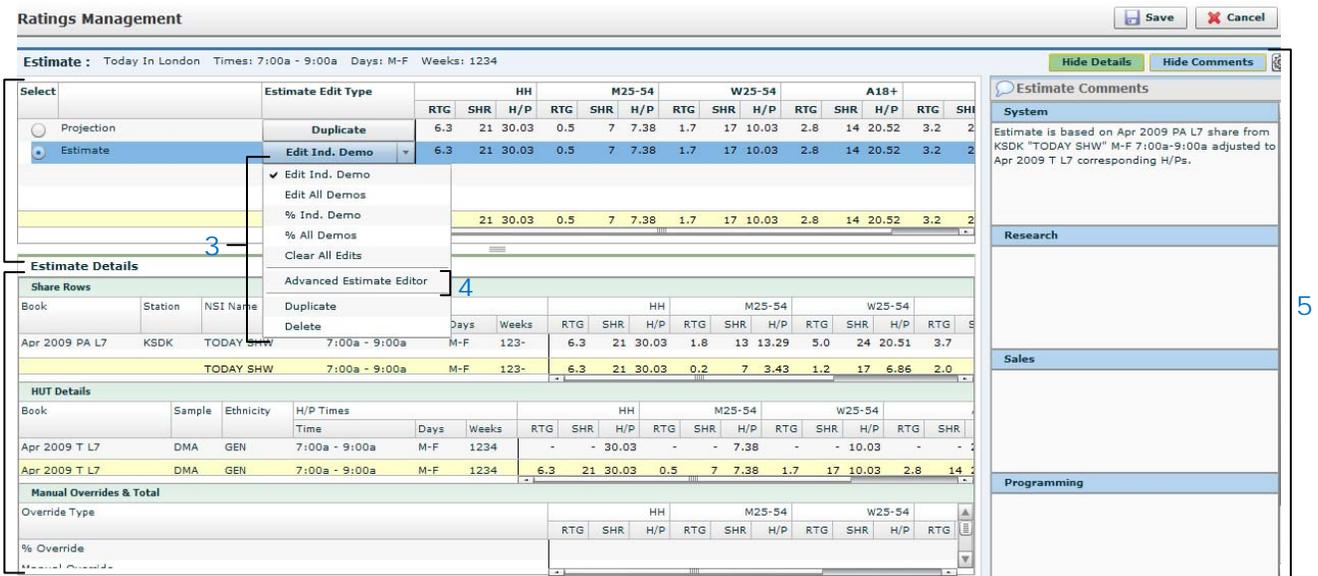


Figure 3

- 1. Top Pane** – recaps the Projection calculated when the book was created as well as the initial Estimate line which matches the existing Projection. Multiple estimates can be created for a single program: you can simply click the radio button in the Select column to choose the estimate you wish to apply. This selection can be changed at any time without having to delete any unused estimates.
- 2. Bottom Pane** – details the elements that make up the initial Estimate data. The share data will be based on the program mapping for that program/book, and the HUT data will reflect the viewing levels for the air time of the show for that book. Additionally, if any manual adjustments were made, they would be reflected in the bottom row of this details area.
- 3. Estimate Edit Drop Down** – utilize the options here to make adjustments to the fields you wish to edit by either a set amount or by a percent. Adjustments can be made to individual demos or all demos.  
  
*Note: If editing by a percent you will only need to type the percent amount in the field; for example if the adjustment is going to be 10% simply type the number 10 in the given field.*
- 4. Advanced Estimate Editor** – accesses advanced estimate editing options, where you may edit the data selections from Share and HUT books. (Figure 3).
- 5. Comments** – the top portion of the “Comments” area provides system created comments, this area will update automatically to reflect any adjustments made. Additionally there are three customizable comment fields that may be used.



Advanced Estimate Editor

**Estimate :** NBC Today Show Times: 7:00a - 8:00a Days: Su Weeks: 1234

Apply	Program Info	HH	M25-54	W25-54										
SHR	H/P	RTG	SHR	H/P	RTG	SHR	H/P	RTG						
Projection		SUN TODAY 4/12, 7:00a - 8:00a	Su*	123-	6.8	26	26.51	0.3	5	7.29	2.7	31	8.79	2.6
Share Adjustment		SUN TODAY 4/12, 7:00a - 8:00a	Su*	123-	6.8	26	26.51	0.2	5	4.37	1.9	31	5.94	2.3
H/P Adjustment		7:00a - 8:00a	Su*	1234			26.51			7.29			8.79	
% Override														
Manual Override														
SUN TODAY 4/12/-NBC					6.8	26	26.51	0.2	5	4.37	1.9	31	5.94	2.3

**Share Adjustment**

Type:  Book  % Override  Manual Override

Provider:  Ethnicity:  Sample:  Class:  Stream:  Effective Dates:  Book:

Filters: KSDK In: Su 7:00a - 8:00a

Book	Station	NSI Name	Program Times	Days	Weeks	RTG	SHR	H/P	RTG	SHR	H/P	RTG	SHR	H/P	RTG	
<input checked="" type="checkbox"/>	Apr 2009 PA L7	KSDK	SUN TODAY 4/12	7:00a - 8:00a	Su	-2--	6.5	24	26.51	2.8	17	16.46	3.7	24	15.53	3.9
<input checked="" type="checkbox"/>	Apr 2009 PA L7	KSDK	SUN TODAY-NBC	7:00a - 8:00a	Su	1-3-	6.9	26	26.51	2.5	15	16.46	4.1	26	15.53	4.2

Averaged Share Adjustment Summary: 6.8 26 26.51 2.6 16 16.46 4.0 26 15.53 4.1

Share Adjustment Result Summary: 6.8 26 26.51 0.2 5 4.37 1.9 31 5.94 2.3

Figure 3

- Top Panel** – This is where you will make the choice about the type of adjustment you would like to make.
  - From the top panel, you may choose to execute a “%” override or a “Manual” override by clicking in the associated fields. Figure 3 represents what a typical share adjustment screen would look like.

*Note: Share Adjustment is highlighted in blue designating the selection.*

- Bottom Pane** – the workspace will show the data that the existing ratings are based off of. Utilize this workspace to make any adjustments. You may select/deselect any of the books currently selected. The filters at the top of this workspace also provide you with an array of choices.
  - Make a Share adjustment using an overnight rather than or in addition to a book, you would use the drop down underneath the **Book** header to do so.
  - The **Provider** filters allow you to change the book you wish to use.
  - Filters** allow you to search for programs on other stations and/or airing at other times/days.

*Note: The associated filters available in the workspace will be dependent upon the row selected in the top pane of the window.*

- Click on the grey arrows next to each of the headers to expand that section. Once the adjustments are complete in this bottom pane click adjust to confirm the changes, which will then appear in the top pane.
- When you’re finished making all of your adjustments, click **Save** on the top right. You’ll be taken back to the initial Estimate screen, which will reflect your changes.