

WO Sales v1.6

WideOrbit
WO Sales Training Guide



Ratings Management

Mapping Inventory to NSI Books

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Mapping Inventory to NSI Books

Mapping Inventory to the appropriate Nielsen PAVs ensures the correct ratings are applied to Avails and Proposals and establishes the basis for projections and estimates. Mapping in WO Sales sets the link between the traffic system and the PAV books. Below is the list of steps required for mapping inventory.

Note: The Mapping process only needs to be done once; the system will automatically map the other books for the same month.

Ratings Management / Books

From the Books tab of Ratings Management clicking Search will return the list of books currently available. Using the filter options on the top, you may narrow the search results. Select the PAV book that you would like to map and click **Open**.

Mapping Window

Clicking Search will populate the inventory mapping window. The left side of the window colored blue represents inventory and the Nielsen data on the right side is colored in green. Initially the inventory items will be flagged with a red **E** icon indicating error, unmapped or missing.

Program Name	Air Time & Days	Active..#	Day...	NSI Name	Program Times	HH			M25-54			
						RTG	SHR	H/P	RTG	SHR	H/P	
Paid Program	WTV... 3:00a - 3:30a Sa	1234-	12/28/08 PAID	POKER-M-SA-NBC	KSDK 2:30a - 3:30a F-Sa 1-----	0.3	2	16.30	0.1	1	10.91	0.5
Paid Program	WTV... 3:30a - 4:00a Sa	1234-	12/28/08 PAID	AN-J FALLN-NBC	KSDK 3:30a - 4:30a F-Sa 1-----	0.2	1	14.23	0.0	0	9.35	0.3
Paid Program	WTV... 4:00a - 4:30a M	1234-	12/28/08 ON	-TP RATING-								
Paid Program	WTV... 4:00a - 4:30a Tu	1234-	12/28/08 ON	-TP RATING-								

Figure 1

Auto Mapping

Use the checkbox on the top left-hand side (Figure 1) to select all rows. Once the rows are selected, the **Auto Map** option on the top of the window becomes available. Next, the system will automatically map as much inventory as possible. The inventory items that the system was able to map are flagged with a green **A** icon. The yellow **A** icon indicates these mappings must be confirmed manually. By highlighting an item flagged with this icon the option to **Confirm Mapping** becomes available at the top of the window. Confirming the item will accept the mapping and flag it with a green **C** icon.

Manual Mapping

The remaining unmapped inventory will need to be mapped manually, which can be accomplished via multiple methods. To begin, an unmapped piece of inventory must be selected.

<input type="checkbox"/>	A Justins revenge	WTV... 2:00a - 3:00a M-Su	1234- 07/21/09 ON
<input type="checkbox"/>	E Poker After Dark	POKER-M-SA-NBC 2:00a - 3:00a 2:30a - 3:30a	1234- M-F*8/08 1234-
<input type="checkbox"/>	C Poker After Dark	WTV... 2:00a - 3:00a Sa	1234- 12/28/08 ON
<input checked="" type="checkbox"/>	E -MISSING-		

Figure 2

Suggested workflow

Drag and Drop the line with missing data onto the appropriate Program line.

Mapping Inventory to NSI Books (continued)

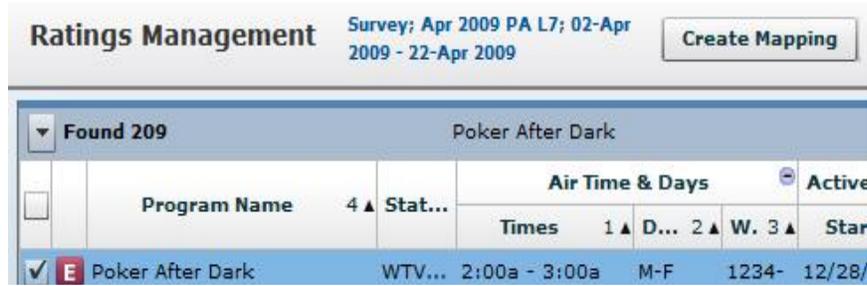


Figure 3

Create Mapping

Click the **Create Mapping** Button. Selecting this option opens an annotated list of suggested matches. Use the check boxes to select what you wish to use and click the “Done” button at the bottom of the window to complete that mapping.

Your mapped line will then be flagged with a green **M** icon.

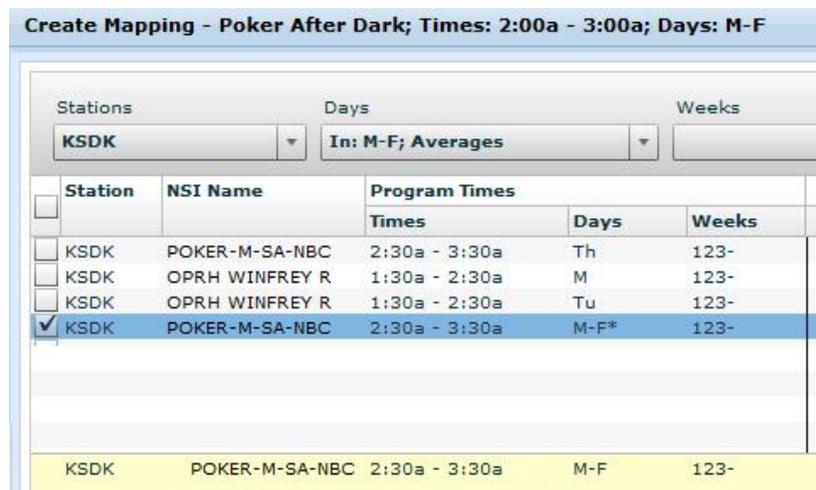


Figure 4

Additional Mapping Methods

Additional methods of mapping inventory are available from this window. They are determined by the lines selected and are as follows:

Merge

With two lines selected this option becomes available and allows you to map the inventory by merging them.

Set Best Match

The system will attempt to select the best match for the selected unmapped inventory.

Change Mapping

This option allows you to manually adjust any mapping.

Program Mapping

This provides the same functionality available in the Inventory/Programs area of the application.