



Ranker and Trender Reports

WO Sales offers Ranker and Trender reports, comparing one program against others or reporting performance over time.

Research/Research Reports

Search Screen – this screen lists any previously saved reports which can be run again or altered to update data, demos, etc.

- Filters can be used to limit the displayed results list.
- A Star icon to the left of the title indicates the report has been tagged as a Favorite. A Globe or Lock icon to the far right indicate the report has been saved globally for others to use, or locked for private use by the report creator. Click the icons to toggle.
- Existing reports can be copied and data can be updated to create a new report. Select a report on the search screen and choose **Copy** from the **Actions** menu. Enter new settings, add a title on the Export page and click **Save**. *Note:* Within an existing report, change selections and click the **Save As** button if you wish to save a new version of the report.
- To utilize an existing report, double-click to open or select one and click **Open Report** at the top of the screen.

Existing Research Reports

- **Report Template** – change any necessary data, such as Books, Stations, Demos and Dayparts. *Note:* If Programming Parameter changes are necessary it must be done on the bottom of the Programming screen or the original selection must be deleted and new selections added. (figure 1)

Dayparts and Times segments								1 Added
	Daypart	Days	Times	PAV block	TP block	Structure	Use Inventory	Weeks
	EM	Early Morning	M-F	5:00a - 9:00a	Individual PAV	Block	Average	<input type="checkbox"/> Any # of weeks

(figure 1)

- **Data Editor** – if changes have been made to the report data, the system will generate a warning alerting you that the Report Template and the data are out of sync.
 - Via the **Apply Changes** menu you have the following options:
 - **Apply Changes** – Applies all additions and deletions of books, demos, stations, and programming made in the Report Template.
 - **Add New** – Adds any new elements from the Report Template, does not apply any deletions.
 - **Full Refresh** – Completely refreshes data, making any additions and deletions, and will undo any program merges.

Creating a Research Report

- Select the **New Report** button at the top of the screen and select the type of report you wish to create; **Ranking or Trending**. The set-up is the same for either report.
- The screen consists of three areas; **Report Template, Data Editor and Export Options**.

Report Template – This area is comprised of four steps listed down the left side of the screen. Select each step to display different screens of data. *Note:* Asterisks indicate mandatory fields, Green Checkmarks denote the screen is complete and a Red X indicates more information is needed.

- **Ratings** – Choose a ratings book or Overnights.
 - **Books tab** - Utilize optional filters to limit books then click **Search** to generate a list of available books. Click the green Plus Sign icon or double click on a book to add it to your selection list.
 - **Overnights tab** - Utilize filters to determine Provider, Ethnicity, Sample, Stream and Effective Dates. Click the green Plus Sign icon to add Overnights.
 - Selected books will be displayed at the bottom of the screen.



- Book types, such as Overnights and Surveys, can be mixed, but it is not recommended.

Report Template (continued) -

- **Stations** – stations are structured to show your “Own” station, followed by Competitors, Market Stations, Broadcast and Cable on the left side of the screen. Select one or multiple stations; to quickly select all stations in a category click the **+** on the header line. Selected stations will be displayed on the right side of the screen and can be removed by clicking the **X**.
- **Demos** – the Demos tab displays a list of customary demos; click **+** to add one or several designating one as the Primary Demo for Ranker Reports. Or, create a **Custom Demo** by selecting the Gender and Start and End Ages on the Custom Demo tab.
- **Programming** – select parameters in this step to determine how the data will be formatted. You have the option to select a Daypart, define a Time Segment or select specific Inventory.

PROGRAMMING

The screenshot shows the 'Select Dayparts and/or Time Segments to include*' interface. It features three tabs: 'Dayparts', 'Time Segments', and 'Inventory'. The 'Dayparts' tab is active, displaying a table with columns for Code, Name, Days, and Time. The 'EM' (Early Morning) row is selected. To the right, there are controls for 'All Week' (Mon-Fri, Sa-Su), 'Day Structure' (Any # of weeks, Average), a 'Use Inventory If Possible' checkbox, 'Time Period' (Block), and 'Program Average' (PAV Block (none)). An 'Add Daypart' button is at the bottom. Below this is a summary table titled 'Dayparts and Times segments' showing the selected 'EM' daypart with its parameters.

Code	Name	Days	Time
EM	Early Morning	M-Su	5:00a-9:00a
DY	Daytime	M-F	Various
EF	Early Fringe	M-Su	3:00p-5:00p
EN	Early News	M-Su	5:00p-6:30p
PA	Prime Access	M-Su	6:30p-7:00p
PR	Prime	M-Su	Various

(figure 1)

1. Select a **Daypart**, a custom **Time Segment** and/or **Inventory**. (figure 1)
2. Select days of the week you wish to see ratings for.
3. You have the option to pull programs based on **Any # of weeks**, 1 week only, 2+ weeks, etc. *Note:* filtering to **Aired 1 Week Only** is a great way to filter for Specials and one-time-only programs.
4. Opt to show the **Average** or **Individual Day's** ratings. You also have the choice to click the checkbox **Use Inventory if Available**.
 - Using this checkbox, the system will match Ratings results with the available built inventory for any station.
5. Use the **Time Period** menu to break out Time Period data from the block down to the quarter hour. Use the **Program Average** menu to break out PAV data from the block down to individual.
6. Once parameters are determined, click the **Add Daypart/Add Segment/Add Inventory** button to display choices in the lower portion of the screen. *Note:* to edit programming parameters, you must click the individual cells in the lower portion of the screen. To remove entirely, click the **X**.

Data Editor – This is a preview screen displaying chosen data and providing options to customize the data for your particular needs before exporting.

- Filter by Station, Daypart and Book to limit the displayed results.
- Decimal Precision can be changed for Rating, Share, HUT/PUT and Thousands. (found in the Manage views menu)
- For selected Demos you can select what Ratings information is displayed on the screen.



Data Editor (continued)

- Sort data by one or more columns by clicking in the column headers. *Note:* Clicking the **RTG** column header twice will rank the data from highest to lowest rating for a quick snapshot of the market when multiple stations are chosen.
- Rows can be deleted by checking the box on the left of the row and clicking the icon at the top of the screen.
- Individual Programs (a) can be merged by dragging one on top of the other (b), to create one block that displays the average rating. Expanding the row (c) displays individual shows that make up the block. (figure 2) **Note:** Merged Programs display in blue on the screen and can be renamed by clicking in the Name cell.

a	<input type="checkbox"/>	PR 7:00p-10:00p M-F	OFFICE-NBC	8:00p - 8:30p	Th	1234-	Nov 2008 PA L7	10.0
	<input type="checkbox"/>	PR 7:00p-10:00p M-F	30 ROCK-NBC	8:30p - 9:00p	Th	1234-	Nov 2008 PA L7	7.0
b	<input type="checkbox"/>	PR 7:00p-10:00p M-F	OFFICE-NBC	8:30p - 9:00p	Th	1234-	Nov 2008 PA L7	10.0
	<input checked="" type="checkbox"/>	PR 7:00p-10:00p M-F	30 ROCK-NBC	8:30p - 9:00p	Th	1234-	Nov 2008 PA L7	7.0
c	<input type="checkbox"/>	PR 7:00p-10:00p M-F	Various	8:00p - 9:00p	Th*	1234-	Nov 2008 PA L7 PA	8.5
	<input type="checkbox"/>		OFFICE-NBC	8:00p - 8:30p	Th	1234-		10.0
	<input type="checkbox"/>		30 ROCK-NBC	8:30p - 9:00p	Th	1234-		7.0

(figure 2)

Export Options – this screen is broken into four areas, including a Preview of the report and a Report Summary area recapping report selections.

- Export Details**
 - Assign a required Title and enter an optional description.
 - Choose a report template displaying either books or demos in columns or rows.
 - My Station PAV/Competitors-TP** checkbox is a report level setting that forces the report to NOT use PAV books for other than own stations. In this case only TP books are used for competitor, cable and market stations.
- Report Display Options**
 - Check boxes determine which Ratings values will appear on the report.
 - Decimal **Precision** can be set for Ratings information.
 - For Trending reports the **Show % Change** checkbox adds a column to the exported report for comparison purposes.
 - Click **Export to Excel** above the Summary box to create an Excel spreadsheet.

Report Results

- The Excel spreadsheet consists of a Report Summary section that can contain your Station’s logo, and the report results area.
- The spreadsheet can be modified by utilizing filters and sorting options for individual rows and columns. Columns can also be hidden and resized.
- Adjustments can be made to individual cells including text and numbers.
- In Ranker Report results if multiple Demos are chosen the report will rank on the Demo designated as Primary.
- In Trender Report results the % Change in rating is reflected for each book as compared to the target book.
- A Red arrow in the corner of a Program cell indicates various programs make up that block. Hover over the cell to view a tool tip detailing which shows are included.