

WO Sales v1.6

WideOrbit
WO Sales Training Guide



Ratings Management

Viewing Book Data

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Ratings Books

Ratings books, including Surveys, created Estimates, Projections, Rolling Averages and Overnights can be viewed, maintained and analyzed with *WO Sales Ratings Management*.

Research menu / Ratings Management

Books		Overnights										
Market	Provider	Data	Stream	Sample	Type	Effective Dates	Status	Search				
Show All	...	Sho...	Show All					
Found 188												
Book Name	Sample	Data	Stream	Time Period	Market	Date - Time Range		State	Type	Mapping	Book Status	Action
						Start	End					
Feb-2010 EST	DMA	T	L7	Feb 2010	St. Louis	02/01/10	02/28/10		Estimate	MAPPED	P	Open
Q1-2010 EST	DMA	PA	L7	Q1 2010	St. Louis	12/28/09	03/28/10		Estimate	MAPPED	P	Open
R 1W on M T	DMA	OTA	L7	10/26-11/02/09	St. Louis	10/26/09	11/02/09		OVAver...	UNMAPPED	P	Open
R 1W on M PA	DMA	OPA	L7	10/26-11/02/09	St. Louis	10/26/09	11/02/09		OVAver...	UNMAPPED	P	Open
Q4-2009 PJ	DMA	PA	L7	Q4 2009	St. Louis	09/28/09	12/27/09		Projection	MAPPED	P	Open
Q4-2009 EST	DMA	PA	L7	Q4 2009	St. Louis	09/28/09	12/27/09		Estimate	MAPPED	P	Open
Sep 2009 T L7	DMA	T	L7	Sep 2009	St. Louis	08/27/09	09/23/09		Survey	MAPPED	P	Open
Sep 2009 PA L7	DMA	PA	L7	Sep 2009	St. Louis	08/27/09	09/23/09		Survey	MAPPED_PART...	U	Open

- From tabs at the top left-hand side of the screen select **Books** or **Overnights**.

Books

- Click the **Search** button on this screen to display a list of all ratings books in the system; this can include any combination of overnight average, survey, projection, and estimate books.
- Filters at the top can be applied to limit the number of books returned in the resulting list.
- Columns of information on the screen can be rearranged and sorted on.
- The Status column contains icons indicating if a book is New **N**, Published for use **P**, Unpublished **U** or Archived **A**.
- Click the **Open** button  on a book line to view Ratings contained within.

Ratings Book

Ratings Management										Survey: Sep 2009 PA L7; 27-Aug 2009 - 23-Sep 2009		Close							
Stations	Days	Weeks	Daypart	Time Range	Program name	Search													
KAAA	ex: 12:00a-12:00p															
Found 112										Inventory Info		NSI Info		Individual Days		Select Demos		Manage views	
Program Name	Air Time & Days			Active..*	Day...	A25-54													
	Times	Days	We...			Start	RTG	SHR	H/P										
Dateline NBC	6:00p - 8:00p	Su	1234-	12/28/08	PR	2.5	7	35.05											
Law & Order: CI	9:00p - 10:00p	Sa	1234-	12/28/08	PR	3.5	8	42.00											
Chuck	7:00p - 8:00p	M	1234-	12/28/08	PR	3.6	9	42.00											
						5.0	12	43.24											
						2.0	5	39.51											
						4.3	10	43.24											
						1.0	2	39.51											
Law & Order	9:00p - 10:00p	Tu	1234-	12/28/08	PR	4.0	9	45.32											

- Utilize filters at the top of the window to limit the displayed list or search for a specific Program.
 - The Program Name field allows for wildcard search results. Use the % in front of a word to return results for all programs that include the searched word.
For example, **%News** will return all shows with News in the title.



- Sort by any column or multiple columns by clicking in the column header. For example, click the Program Name column header to sort the list of Programs in alphabetical order.
- An **+** icon next to a Program name indicates the ratings listed represent an average. Click the icon to expand and view specific ratings for aired programs. Check the NSI info box **NSI Info** to see NSI Program names that mapped to the Station built Program name. To illustrate: a sports event may air instead of the scheduled Program.

A TV-SC Local News at 10pm	10:00p - 10:30p	LN	Various	7:30p - 10:45p	Su*	-234-	10.5
			NBC SUN-FTBL	7:30p - 10:45p	Su	--34-	10.8
			NWS CH5-10P	10:00p - 10:30p	Su	-2---	6.2

Overnights

The screenshot shows the 'Overnights' tab with a search bar and a list of books. A dropdown menu is open for the 'Fri 10/23/09 OV' book, showing options like 'Latest Available', 'DMA GEN L7', 'DMA GEN L3', and 'DMA GEN L'.

- From the Overnights tab click Search to populate the available overnight books.
- Once populated click on the overnight book you wish to use. Click the Latest Available button **Latest Available** or utilize the pull down to select Live, Live plus 3 or Live plus 7 ratings.

Overnights Book

The screenshot shows the 'Ratings Management' window with filters for Stations (KSDK, KD...), Daypart (Show All), Time Range (ex: 12:00a-12:00p), and Program name. A table displays ratings for three programs:

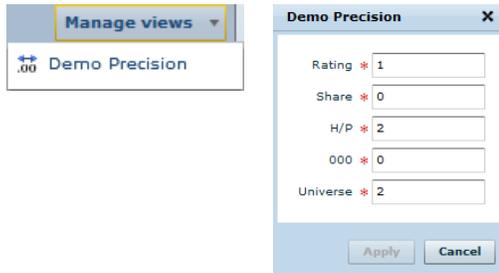
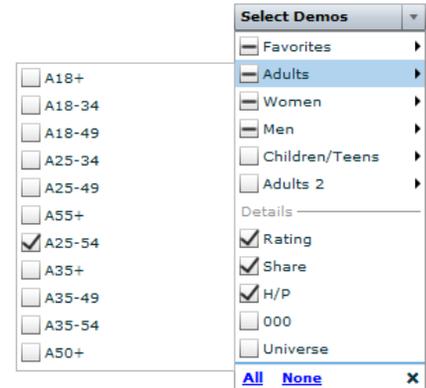
NSI Name	3 ▲	S... 2 ▲	Program T... 1 ▲	HH			M25-54			W25-54			A25-34		
				RTG	SHR	H/P	RTG	SHR	H/P	RTG	SHR	H/P	RTG	SHR	H/P
FAMILY GUY	KAAA	5:30p - 6:00p	1.5	3	43.30	1.1	5	21.26	0.8	4	21.21	0.5	3	17.28	
NBC NITELY NWS	KBBB	5:30p - 6:00p	10.5	24	43.30	3.3	15	21.26	3.7	17	21.21	2.9	17	17.28	
SIMPSONS	KCCC	6:00p - 6:30p	1.4	3	44.74	0.8	3	22.91	0.1	1	23.81	0.5	3	17.39	

- Utilize filters at the top of the window to select the Competitive stations, Daypart and Time Range or to search for a specific Program.
 - The Program Name field allows for wildcard search results. Use the % in front of a word to return results for all programs that include the searched word. For example, **%News** will return all shows with News in the title.
- Ratings are shown for each Program giving Household results.
- From the right-hand side of the screen use the **Select Demos** drop down to select preferred Demos. Choose to view as many demos as desired.
- Click the **+** next to a Program name to view quarter hour details.



Additional Viewing Options in Books and Overnights

- Select additional demos
 (organized based on station preference)
- Select desired demo details (Rating, Share, H/P, 000)
- Set demo detail decimal precision
 (defined separately by field)



- Click to close the selected book and return to the Books window.

How to view a book for Ranking

Overnights book

- Click twice on any of the **RTG** columns in a displayed demo to sort in descending order.
- This provides an immediate ranking of your station compared to the competitive stations.
- Drag and drop to organize or re-order demos on-screen.

Ratings Management DMA GEN L7; Wed 10/21/09 OV; 21-Oct 2009 - 22-Oct 2009

Stations	Daypart	Time Range	Program name					
KSDK, KD...	Show All	ex: 12:00a-12:00p						
Found 162 GLEE-FOX								
NSI Name	Stat...	Program Times	HH			A25-54		
			RTG 1	SHR	H/P	RTG	SHR	H/P
⊕ CRIMNL MND-CBS	KTTT	8:00p - 9:00p	14.4	21	69.26	7.7	16	47.83
⊕ CSI:NY-CBS	KHHH	9:00p - 10:00p	12.3	18	66.80	6.6	14	47.28
⊕ NBC NITELY NWS	KAAA	5:30p - 6:00p	11.8	25	47.45	4.1	17	23.99