

WO Sales v 2.1

WideOrbit **WO Sales Training Guide**



Research Reports

Overnight Title Tracker

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Overnight Title Tracker

WO Sales offers an Overnight Title Tracker report which allows you to view averaged and detailed Overnight ratings for specific programs over a date range.



Research/Research Reports





Search Screen – This screen lists any previously saved reports.

- Use filters 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.
- To utilize an existing report, double-click to open or select one and click **Open Report** at the top of the screen.

Creating an Overnight Title Tracker


- Select the **New Report** button at the top of the screen and select **Overnight Title Tracker**.
- The screen consists of three areas; **Report Options**, **Data Viewer** and **Export Options**.

Report Options – 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  indicates more information is needed.

- **Ratings** – Utilize filters to determine Provider, Ethnicity, Sample, Stream and Effective Dates. If you are in a Household only market, you can also select a Skew Book. Click the green Plus Sign icon  to add Overnights based on filter selections and Date Range. Selections display in the bottom portion of the screen.
- **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. *Note:* 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 .
- **Demos** – The Demos tab displays a list of customary demos; click  to add one or several. Or, create a **Custom Demo** by selecting the Gender and Start and End Ages on the Custom Demo tab.
- **Programming** – Select Programs you wish to view Overnight Ratings for.

PROGRAMMING




1. Programs that aired for the selected date range are listed on the left-side of the screen by NSI title.
 - Search for a particular Program using the Program Name field.
 - Select Programs by clicking the Green Plus icon, or select by checking the box on the left and clicking the **Add** button at the bottom of the screen.
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2. Check the **With Episodes Only** box to view a list of Programs that aired Episodes with subtitles or names other than the listed NSI title.
3. Selected Programs display on the right-side of the screen. Remove Programs by clicking  or select Programs and click **Remove**.

Data Viewer - This is a preview screen allowing you to view chosen data before exporting.

- Filter by Station if multiple chosen or by Books to limit the displayed results.
- Decimal Precision, found under the Manage Views pull down, can be changed for Rating, Share, HUT/PUT and Thousands.



- For selected Demos you can determine what Ratings information is displayed on the screen using the Select Demos pull down. 


Export Options – This screen is broken into four areas, including a Preview of the report and a Report Summary area recapping report selections. *Note:* Overnight Title Tracker can export program summary only.

- **Export Details**

- Assign a required Title and enter an optional description.

- **Report Display Options**

- Check boxes determine which Ratings values will appear on the report.
- Decimal **Precision** can be set for Ratings information.
- Click **Export to Excel** above the Summary box to create an Excel spreadsheet.

- **Optional Export Option** – On the Data Viewer tab click the Quick Export button . This button is located on the top right of the screen next to the save button. This will export the report to Excel but does not allow you to set options available on the Export Options screen, such as Title and Ratings values.

Report Results

- The Excel spreadsheet consists of a Report Summary section that can contain your Station's logo, and the report results area.
- Adjustments can be made to individual cells including text and numbers as you would with any Excel document.