

Local Demo Analyzer (formerly DEM32) – Research

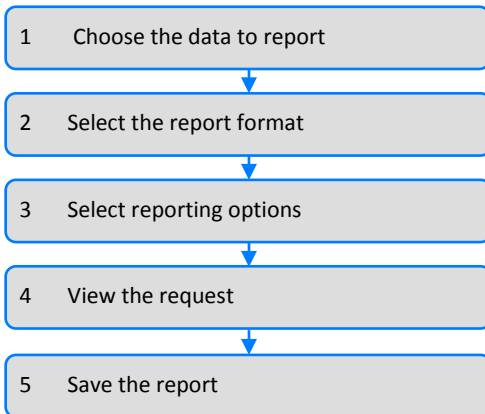


Mediaocean Professional Services
spot@mediaocean.com
www.mediaocean.com

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Workflow



Overview

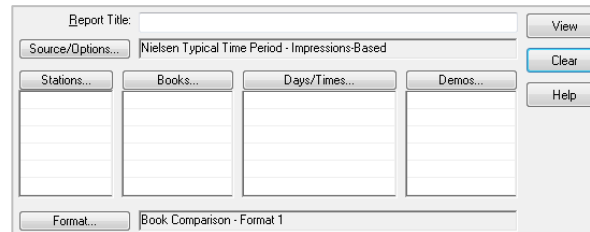
Local Demo Analyzer is a Windows application that you can use to create online demo reports from the Spectra DS mainframe. You can review the data on-screen or on printed reports, using a wide variety of display formats.

A few features and benefits of Local Demo Analyzer are listed below:

- Trend data across books and demographics
- Request rankers by station and by day/time
- List available books and markets for reporting
- Add CPP/CPM/rate information for demo analysis

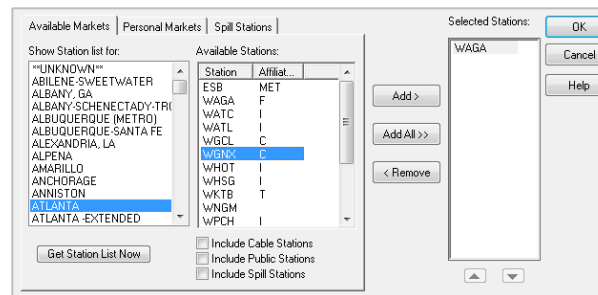
1. Choosing the data you want to see

On the **Request** dialog, complete the **Stations**, **Books**, **Days/Times** and **Demos** columns to select the data to report.



Selecting stations

1. Click **Stations** to select from a list of available stations. The **Station Selection** dialog opens.

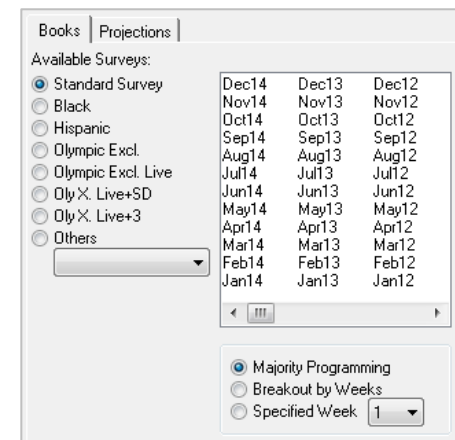


2. (Optional) To include cable, public and/or spill stations in the list of available stations, select the appropriate check boxes.
3. In the **Show Station list for** list, highlight a market and click **Get Station List Now** to display the stations in that market.
4. Highlight the stations to be included and click **Add** to add the stations to the **Selected Stations** list. Click **Add All** to add all available stations.
5. Click **OK**. The stations you selected appear in the **Stations** column on the **Request** dialog.

* You can also manually type stations in the **Stations** column on the **Request** dialog.

Selecting books

1. Click **Books** to choose from a list of available books.
2. On the **Book Selection** dialog, select the radio button for the survey on which you wish to report. **Standard Survey** is selected by default.
3. Highlight the desired books and click **Add** to add the books to the **Selected Books** list.
4. (Optional) Choose whether to report majority programming or a weekly breakout. **Majority Programming** is selected by default.
5. Click **OK**. The books you selected appear in the **Books** column on the **Request** dialog.



The books displayed depend on the stations selected. The June book, for instance, would not be displayed for a station in a Diary market.

* You can also manually type books in the **Books** column on the **Request** dialog.

Selecting days and times

1. Click **Days/Times** to select the day(s) and time period(s) to report.
2. On the **Day Time Selection** dialog, highlight the desired days and times and click **Add** to add them to the **Selected Days/Times** list.
3. Click **OK**. The day/time combination(s) you selected appear in the **Days/Times** column on the **Request** dialog.

All Days/Times		Custom Rotations			
Daily #s:	Times:				
Mon	5:00 A	12:00 P	7:00 P	2:00 A	
Tue	5:30 A	12:30 P	7:30 P	2:30 A	
Wed	6:00 A	1:00 P	8:00 P	3:00 A	
Thu	6:30 A	1:30 P	8:30 P	3:30 A	
Fri	7:00 A	2:00 P	9:00 P	4:00 A	
Sat	7:30 A	2:30 P	9:30 P	4:30 A	
Sun	8:00 A	3:00 P	10:00 P	5:00 A	
Rtg Service	8:30 A	3:30 P	10:30 P		
Averages:	9:00 A	4:00 P	11:00 P		
	9:30 A	4:30 P	11:30 P		
M-F	10:00 A	5:00 P	12:00 A		
M-SU	10:30 A	5:30 P	12:30 A		
SA-SU	11:00 A	6:00 P	1:00 A		
	11:30 A	6:30 P	1:30 A		

* You can manually type days and times in the **Days/Times** column on the **Request** dialog.

Selecting days and times

1. Click **Days/Times** to select the day(s) and time period(s) to report.
2. On the **Day Time Selection** dialog, highlight the desired days and times and click **Add** to add them to the **Selected Days/Times** list.
3. Click **OK**. The day/time combination(s) you selected appear in the **Days/Times** column on the **Request** dialog.

* You can manually type days and times in the **Days/Times** column on the **Request** dialog.

Selecting demos

SPECTRA DS SPOT- LOCAL DEMO ANALYZER
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1. Click **Demos** to select the demo categories to report.
2. On the **Demo Selection** dialog, select a category - **Homes, Women, Men, Adults** or **Others**.
3. Select the desired demos (e.g., WM1834) and demo modifiers (e.g., Ratings, Share, Impressions), and click **Add** to add them to the **Selected Demos** list.
4. Click **OK**. The demos you selected appear in the **Demos** column on the **Request** dialog.

* You can manually type demos in the **Demos** column on the **Request** dialog.

2. Data sources

You can report data other than Nielsen Typical Time Period by selecting a different source. For example, you can select to report on weekly or overnight data.

1. On the **Request** dialog, click **Source/Options**. The **Sources** tab is displayed.
2. Select a source from the list.
3. Click **OK**.

3. Selecting reporting options

Report options allow you to change the way report data is displayed. To access options, click **Source/Options** on the **Request** dialog, then select the **Data Display** tab.

Data Display Options

The **Data Display** tab allows you to choose whether to view a time period summary or details by ¼ hour, ½ hour or hour. You can also include or exclude program names. For Nielsen and comScore sources, you can select an option for Demo Precision. You can also choose to **Show Market Names** and/or **Show Affiliate codes**.

If you have access to comScore, you will see the comScore survey field which enables you to change the basis of the survey dates from Nielsen months (default) to Broadcast months.

Program Filters

If you are using the ¼ hour Show Detail option, you can click on the Program Filters tab to select the program types you want to include.

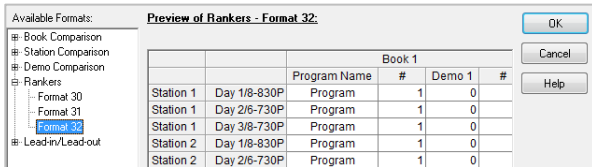
In-Market Share

The **In-Market Share** tab of the **Source/Options** dialog can be used to calculate in-market shares. You can choose to base in-market shares on specific stations or by affiliate.

* *The In-Market Share tab is not available for comScore.*

4. Selecting the report format

- To select a report format, click the **Format** button on the **Request** dialog.
- On the **Format** dialog, available formats are listed under the following groups: **Book Comparison**, **Station Comparison**, **Demo Comparison**, **Rankers** and **Lead-in/Lead-out**. Click to expand the list of available formats in a group.
- Select a format to preview on the right-hand side of the dialog.
- Select the desired format and click **OK**.



Viewing the report

After selecting the data to report, you can view the report.

- To display the report, click **View** from the **Request** dialog. The report opens in a new window.

FEB15										JAN15									
	Program Name	#	RHOMES	#	RW1834	#	RW1849	Program Name	#	RHOMES	#	RW1834	#	RW1849					
WABC	TH945-10P	12	13.2	11	10.0	11	10.6	TASTE-ABC (3)	277	3.0	177	1.3	243	1.5					
WNWV	W9-915P	13	13.0	10	8.6	18	8.6	EMPRE-FOX	2	11.5	1	7.2	1	8.3					
WNWV	W930-945P	13	13.0	14	9.4	14	10.1	EMPRE-FOX	7	10.8	4	6.9	4	7.9					
WNWV	W915-930P	15	12.9	17	8.9	17	9.8	EMPRE-FOX	6	10.9	3	7.1	3	8.0					
WNWV	W945-10P	15	12.9	12	9.8	13	10.3	EMPRE-FOX	10	10.7	1	7.2	2	8.2					
WABC	TH930-945P	17	12.8	12	9.8	12	10.4	TASTE-ABC (3)	297	2.8	202	1.9	243	1.5					
WABC	TH915-930P	18	12.7	14	9.4	16	9.9	TASTE-ABC (3)	297	2.8	207	1.1	210	1.8					
WABC	TH9-915P	19	12.5	18	8.7	19	9.5	TASTE-ABC (3)	277	3.0	207	1.1	222	1.7					
WCBS	F1030-1045P	20	12.4	207	1.3	159	2.7	BLUE BLOOD-CBS	11	10.6	289	0.7	222	1.7					
WCBS	F1045-11P	20	12.4	195	1.4	151	2.8	BLUE BLOOD-CBS	7	10.8	266	0.8	210	1.8					
WCBS	F1015-1030P	22	12.2	225	1.2	159	2.7	BLUE BLOOD-CBS	11	10.6	286	0.8	292	1.9					
WABC	TH10-1015P	23	12.1	20	8.3	21	8.3	HOW-MURDER-ABC	338	2.2	303	0.6	338	1.0					
WCBS	F10-1015P	24	11.9	195	1.4	151	2.8	BLUE BLOOD-CBS	14	10.4	296	0.8	292	1.9					
WABC	TH1015-1030P	25	11.5	21	7.5	24	7.8	HOW-MURDER-ABC	380	1.9	348	0.4	373	0.8					

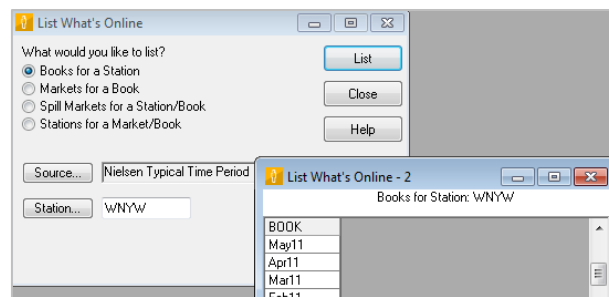
5. Listing what's online

You can find out what books are available for online reporting and what markets and stations are included in the rating service books by using the **List What's Online** feature.

* *This feature is not available for comScore.*

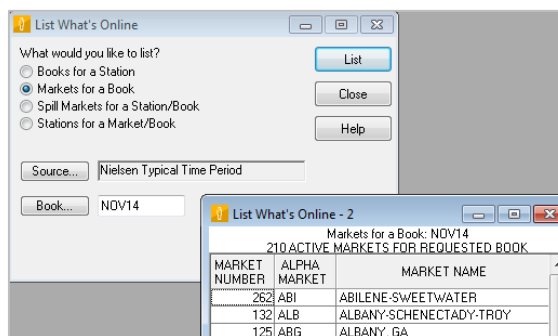
Viewing the books available for a station

- Click to bring up the **List What's Online** dialog.
- Select the **Books for a Station** radio button.
- Enter a station and click **List**.



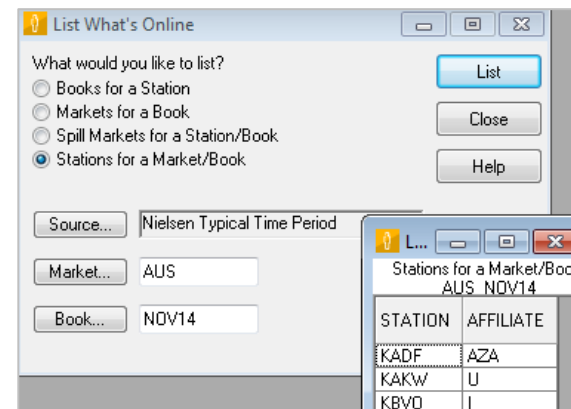
Viewing the markets reported in a book

- On the **List What's Online** dialog, select the **Markets for a Book** radio button.
- Enter a book and click **List**.



Viewing the stations reported in a market and book

- On the **List What's Online** dialog, select the **Stations for a Market/Book** radio button.
- Enter a market and book and click **List**.



6. Saving and retrieving requests and reports

You can save Local Demo Analyzer reports and requests for future use.

- To save a request for running future reports, click the **Save Request** button on the toolbar. Enter a file name and click **Save**.
- To retrieve a saved request, click on the toolbar. Select a saved request and click **Open**.
- To save the report for later viewing or printing, click **Save Report** on the **File** menu.
- To retrieve a saved report, click **Open Report** on the **File** menu.

To export report data to an Excel file, click . You can also export report data to an HTML file, a PDF, or a CSV file by selecting **Export** on the **File** menu.

Frequently Asked Questions

What kind of data am I reporting?

Unless specified otherwise, Local Demo Analyzer reports Live Plus 7 data for LPM and Set Meter markets and Live Plus 1 data for Diary markets. To report Live data (for LPM and Set Meter markets only), type (L) after the book on the **Request** dialog, e.g., MAY08 (L) .

How can I enter projections?

1. On the **Request** dialog, click **Books**.
2. Click the **Projections** tab.
3. Type a name for the projection, e.g., Spring 09.
4. Select the type of formula, e.g., **Share/PUT**.
5. Select the books to include in the projection.
6. Click **Add** to add the projection to the **Selected Books** list and click **OK**.

* *Projections cannot be requested with quarter-hour details, for Nielsen Audio Radio data source, or for comScore Overnights Time Period data source.*

How can I report Live Plus 3 data?

1. On the **Request** dialog, click **Source/Options**.
2. On the Sources tab of the **Source/Options Selection** dialog, select Nielsen Typical Time Period or 4 Week Time Period.
3. In the **Stations** column, type the station call letters.
4. In the **Books** column, enter a monthly book followed by a Live Plus 3 book type, e.g., MAY/08 (L3) . You can report Live Plus 3 data as part of a projection by entering the Live Plus 3 book type after the share book, e.g., UPT=PUT/JUL07 , BK=MAY08 (L3) .
5. Complete the **Days/Times** and **Demos** columns and click **OK**.

* *For LPM markets, Live Plus 3 data is available on a monthly basis. For Set Meter markets, Live Plus 3 data is available during sweep months.*

How do I report LPM weekly data?

1. On the **Request** dialog, click **Source/Options**.
2. On the Source/Options Selection dialog, select **Local People Meter Wkly** and click **OK**.

3. Select your stations as usual.
4. Click **Weeks** to display the **Weeks Selection** dialog, and select the weekly books to include.
5. Click **Add** to add the books to the **Selected Weeks** list and click **OK**.

Can I report program ratings across markets?

1. To report lead-in/lead-out data for specific network and/or syndicated programs across different markets, click the **Program Search** button on the toolbar.

NOV14									
PROGRAM NAME	MARKET NAME	STATION	AFFIL	DAY	EARLIEST START	LATEST END	AD1849	Lead In	
DATELINE FR-NBC	NEW YORK	WNBC	N	F	8P	9P	124.5	61.0	
	CHICAGO	WMAQ	N	F	7P	8P	63.5	24.0	
	LOS ANGELES	KNBC	N	F	8P	9P	92.5	35.0	

How can I report data from the Hispanic survey?

1. On the **Request** dialog, click **Books** to open the **Book Selection** dialog.
2. Select **Hispanic** from the **Available Surveys** list, and select the book(s) to report.
3. Click **Add** to include the books in the **Selected Books** list and click **OK**.

The Hispanic book is indicated by the (H) after the book name.