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.

elsen Typical Time Books	Period - Impressions-Based Days/Times	Demos	Clear
Books	Days/Times	Domos	
		Denius	Help

Selecting stations

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

Available Markets Personal M
Show Station list fo: "UNKNOWN" ABLENE SWEETWATER ABLANY SOHENECTADY-TRI ABADY SOHENECTADY-TRI ABUDUERQUE SANTA FE ALEXANDRIA, LA ALEVANDRIA, LA ALPENA ANCHORAGE ANCHORAGE ANCHORAGE ATLANTA-EXTENDED Get Station List Now

- 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.
- 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.
- (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.
- 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.

	-			
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.
- 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.

- 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**.
- 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.

Weekly Homes	
🖲 Homes 🛛 Women	n 🔘 Men 🛛 🔘 Adults 🔘 Others
Available <u>D</u> emos:	Available Demo <u>M</u> odifiers:
HOMES	RATING/SHARES/PUTS
META METB	Imps/TSA Shares/TSA Tot Ratings Share Puts Market Impressions Impressions TSA Share TSA Totals Universes

* 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.

Sources Data Display Program	Filters In-Market Share
Time Period ✓ Show Summary Show Details ─ By 1/4 hour ─ By 1/2 hour ─ By hour	Program Name ☑ Show Program Names
Demo Precision Whole Numbers (x) 1 Decimal (xx) 2 Decimals (xxx)	Program Average Include Normal Programming Programs Ran Any Veek(s) Note: This does not apply to projection books.
Show Market Names Show Market Names Show Affiliate Codes	

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.

Selecting demos

SPECTRA DS SPOT- LOCAL DEMO ANALYZER NOVEMBER 2016



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

- 1. 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.
- 3. Select a format to preview on the right-hand side of the dialog.
- 4. Select the desired format and click OK.

Available Formats:				ÖK			
■ Book Comparison							
 Station Comparison Demo Comparison 				Book 1			Cancel
B-Bankers			Program Name	#	Demo 1	#	Help
- Format 30	Station 1	Day 1/8-830P	Program	1	0		нер
- Format 31	Station 1	Day 2/6-730P	Program	1	0		
Format 32	Station 1	Day 3/8-730P	Program	1	0		
i Lead-in/Lead-out	Station 2	Day 1/8-830P	Program	1	0		
	Station 2	Day 2/6-730P	Program	1	0		

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	Th/945-10P	SCANDAL-ABC	12	13.2	11	10.0	11	10.6	TASTE-ABC (3)	277	3.0	177	1.3	243	1.5
WNWW	W9-915P	EMPIRE-FOX	13	13.0	19	8.6	18	9.6	EMPIRE-FOX	2	11.5	1	7.2	1	8.3
WNYW	W/930-945P	EMPIRE-FOX	13	13.0	- 14	9.4	14	10.1	EMPIRE-FOX	7	10.8	4	6.9	4	7.5
WNYW	W/915-930P	EMPIRE-FOX	15	12.9	17	8.9	17	9.8	EMPIRE-FOX	6	10.9	3	7.1	3	8.0
WNYW	W/945-10P	EMPIRE-FOX	15	12.9	12	9.8	13	10.3	EMPIRE-FOX	10	10.7	1	7.2	2	8.2
WABC	Th/930-945P	SCANDAL-ABC	17	12.8	12	9.8	12	10.4	TASTE-ABC (3)	297	2.8	232	1.0	243	1.5
WABC	Th/915-930P	SCANDAL-ABC	18	12.7	14	9.4	16	9.9	TASTE-ABC (3)	297	2.8	207	1.1	210	1.8
WABC	Th/9-915P	SCANDAL-ABC	19	12.5	18	8.7	19	9.5	TASTE-ABC (3)	277	3.0	207	1.1	222	1.7
WCBS	F/1030-1045P	BLUE BLOOD-CBS	20	12.4	207	1.3	159	2.7	BLUE BLOOD-CBS	11	10.6	286	0.7	222	1.7
WCBS	F/1045-11P	BLUE BLOOD-CBS	20	12.4	195	1.4	151	2.8	BLUE BLOOD-CBS	7	10.8	266	0.8	210	1.8
WCBS	F/1015-1030P	BLUE BLOOD-CBS	22	12.2	225	1.2	159	2.7	BLUE BLOOD-CBS	11	10.6	266	0.8	202	1.9
WABC	Th/10-1015P	HOW-MURDER-ABC	23	12.1	20	8.3	21	8.3	HOW-MURDER-A(3)	336	2.2	303	0.6	338	1.0
WCBS	F/10-1015P	BLUE BLOOD-CBS	24	11.9	195	1.4	151	2.8	BLUE BLOOD-CBS	14	10.4	266	0.8	202	1.9
WARC	Th/1015-1020P	HOW, MI IRDER, ARC	25	11.5	21	7.5	24	7.9	HOW-MURDER-4(3)	260	10	249	0.4	373	0.9

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

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

🕴 List What's Online		
What would you like to list? Books for a Station Markets for a Book Spill Markets for a Station/Book Stations for a Market/Book	List Close Help	
Source Nielsen Typical Time Period	🚺 List What's Online - 2	2 - • •
Station WNYW	Books	s for Station: WNYW
	BOOK	•
	May11 Apr11	
	Mar11	E
	Eab11	

Viewing the markets reported in a book

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

👔 List What's Online			• 🛛		
What would you like to list? Books for a Station			List		
 Markets for a Book Spill Markets for a Station/Book 			Close		
Stations for a Market/Book			Help		
Source Nielsen Typical Time	Period				
Book NOV14	🥂 List Wh	at's Online	- 2		x
	2			Book: NOV14 OR REQUESTED BOOK	
	MARKET NUMBER	ALPHA MARKET		MARKET NAME	Â
	262	ABI	ABILENE-S	WEETWATER	
	132	ALB	ALBANY-SI	CHENECTADY-TROY	
	125	ABG	ALBANY, G	iA	

Viewing the stations reported in a market and book

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

🕴 List What's Online	
What would you like to list?	List
Books for a Station Markets for a Book Spill Markets for a Station/Book	Close
Stations for a Market/Book	Help
Source Nielsen Typical Time Period	
Market AUS	Stations for a Market/Book AUS_NOV14
Book NOV14	STATION AFFILIATE
	KADF AZA
	KAKW U
	KBVO I

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 A on the toolbar. Enter a file name and click Save.
- To retrieve a saved request, click and 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 **E**. You can also export report data to an HTML file, a PDF, or a CSV file by selecting Export to 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).

<u>R</u> eport	Title:			View
Source/Options	s Nielsen Typical T	ime Period - Impressions-Baser	d	Clear
Stations	Books	Days/Times	Demos	
WABC	N0V15(L)	M-F/7-8P	RHOMES	Help
WCBS			RW/M1834	
WNBC			RWM1849	
WNYW				
Format	Rankers - Format	32		

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.
- 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?

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

<u>R</u> eport Title: Source/Options	Nielsen Typical Tim	e Period - Imp	pressions	Based			View Clear]				
Book	Programs	Markets		s	Demos							
NOV14	DATELNE FR-NBC	CH	I		AD1849		Help					
	r logialits by Marker	- Tolillat oo										
Untitled) - 2												
Format		Network	/Syndica	ted Proj	gram Search - 6	50						
Fuilliac					NOV14							
roma				NO	V14							
PROGRAM NAME	MARKET NAME	STATION	AFFIL	NO DAY	V14 EARLIEST START	LATEST END	AD1849	Lead In				
	MARKET NAME	STATION WNBC	AFFIL N		EARLIEST		AD1849 124.5					
	NEW YORK			DAY	EARLIEST START	END						

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.