

Booklook

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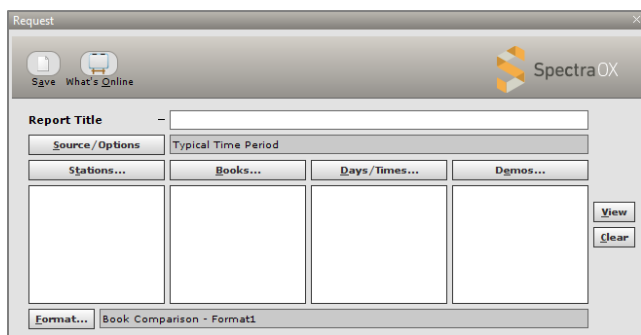
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1. Using Booklook

BookLook is a research tool for analyzing Spot TV ratings data. All BookLook inquiries are displayed onscreen with an option to export to Excel. The following inquiries are included in BookLook:

- Book Comparison
- Station Comparison
- Demo Comparison
- Rankers
- Lean-in/Lead-out

1. Access Booklook from the Navigation Bar by selecting **Spot Media, Buying, Prebuy/Research** and double clicking **Booklook***. The main screen appears.

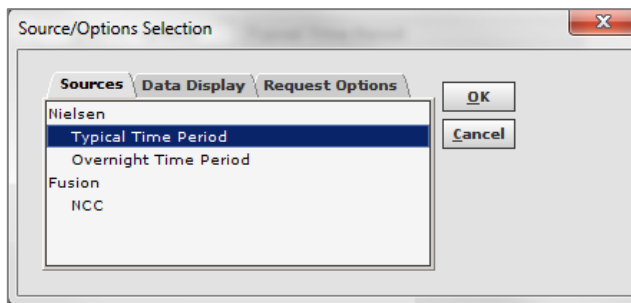


2. Enter a title (up to 60 alpha-numeric characters) for the report in the **Report Title** field.

2. Selecting sources/options

You can select your desired data sources, display options and request options in the **Source/Options** field.

1. On the Request screen, click **Source/Options**. The **Sources/Options** window appears.



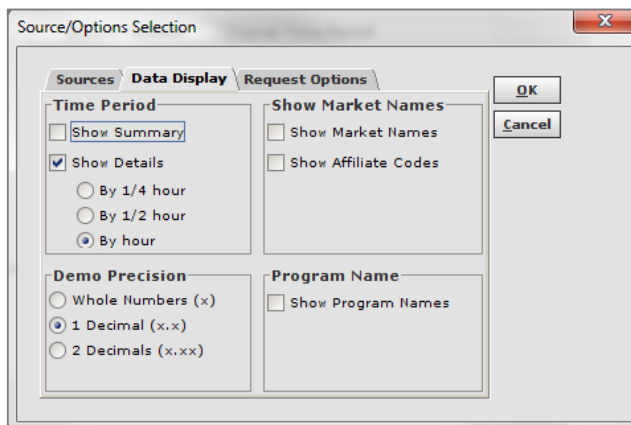
Selecting Data Sources

2. On the **Sources** tab, select a source from the list. Nielsen and Fusion options are available. Only one data source is available per request.

Selecting Data Display Options

The **Data Display** tab enables you to change the way report data is displayed.

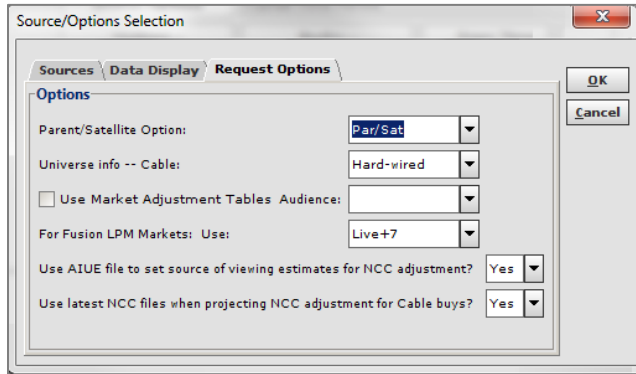
3. Click Data Display.



4. In the Time Period section, select the **Show Summary** check box to view a time period summary, or select the **Show Details** check box to view time period details by ¼ hour, ½ hour, or an hour.
5. Include or exclude market names and affiliate codes in the **Show Market Names** section.
6. Select the **Demo Precision**- either whole numbers, one decimal place or two decimal place numbers.
7. Include or exclude program names in the **Program Name** section.

Selecting Request Options

The **Request Options** tab is used to specify ratings survey and market type information.



8. Make your selections in the following fields:

- **Parent/Satellite Options:** use the drop-down list to select **Par/Sat** to include Nielsen parent and satellite stations or select **Parent Alone** to exclude satellite stations and report on parent stations only.
- **Universal Info -- Cable:** use the drop-down list to select a base on which to display viewing data. Select **Hard-wired** to only use cable homes as a base or select **DMA** to use the entire market.
- **Use Market Adjustment Tables/Audience:** select the check box to apply ethnic adjustment factors in markets that do not separately measure Hispanic or Black viewers. Use the drop-down list to select the audience type. **Hispanic** and **Black** are the options available.
- **For Fusion LPM Use:** use the drop-down list to select the Nielsen currency to use for Fusion data. **Live**, **Live + 7**, **Live + 3**, and **Live + SD** are the available options.
- **Use AIUE file to set source of viewing estimates for NCC adjustments?:** select **Yes** to adjust the research survey selected based on AIUE data when creating local cable projections. This option uses the full DMA for satellite provider viewing estimates and the CDMA for traditional local cable (interconnects, wired zones, cable systems, etc.) viewing estimates. Select **No** to solely use the Nielsen survey selected to create local cable projections per existing functionality.
- **Use latest NCC files when projecting NCC adjustment for Cable buys?:** select **Yes** to use the most recently received carriage file from NCC, which includes usage information for cable networks/systems within a DMA, to create local cable projections. The selected research survey is used for ratings information and the most recently received carriage file is used for carriage adjustments. Select **No** to solely use the research survey selected to create local cable projections per existing functionality. The carriage file linked to the research survey selected rather than the most recently received file available is used to create adjustments.
- **Rentrak Survey Model:** use the drop-down list to select **Standard** to use standard sweep dates for the selected

month or select **Broadcast** to use broadcast calendar dates for the selected month.

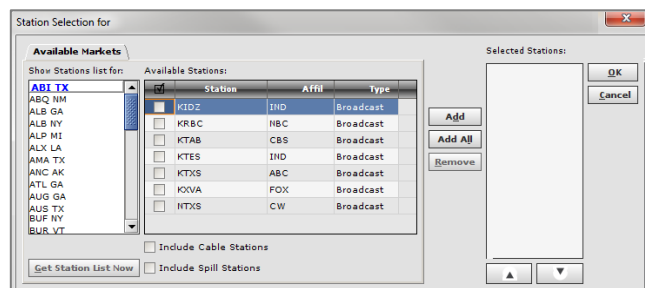
9. Click **OK**.

3. Selecting data

Reports are assembled by completing the four list boxes that appear in the upper portion of the Request screen: **Stations**, **Books**, **Days/Times**, and **Demos**. Click the button to display the corresponding dialog or type the criteria directly in the appropriate list box.

Selecting stations

1. Click **Stations** to select from a list of available stations. The **Station Selection** for window appears.



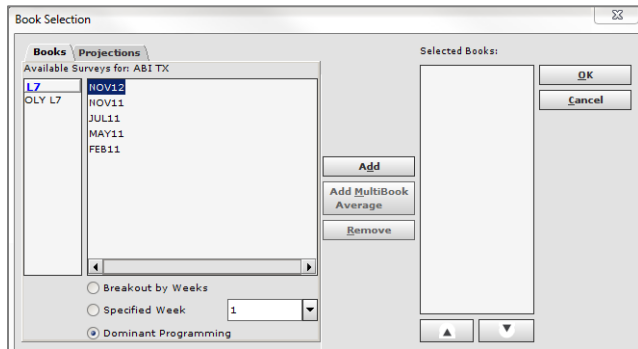
- (Optional) To include cable and/or spill stations in the list of available stations, select the appropriate checkboxes.
- In the **Show Station list for** list, highlight a market and click **Get Station List Now** to display the stations in that market.
- Highlight the stations to be included/ select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

* You can also manually enter stations in the **Stations** column on the Request screen.

Selecting books

Click **Books** to open the **Book Selection** window and select books to include in the inquiry. Multiple surveys may be selected to view or average and projections may be created. The **Book Selection** dialog includes two tabs, **Books** and **Projections**. On the **Books** tab, the books displayed are dependent upon the stations selected.

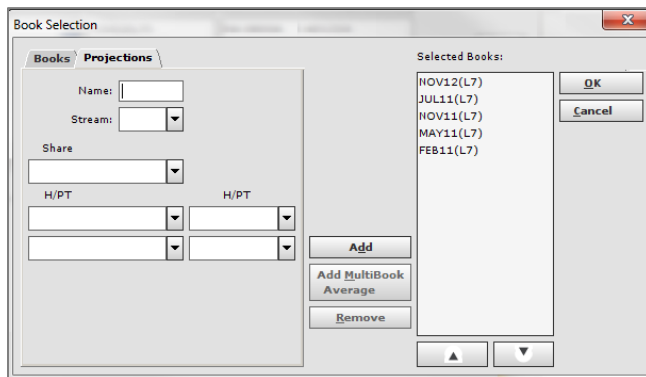
Books tab



- On the **Books** tab, select the survey you wish to report on.
- Click the books to be included and click **Add** to add the books to the **Selected Books** list.
- You can use **Add MultiBook Average** to report on the average of multiple books. Select the books to average within the books list box and click **Add MultiBook Average**. The newly created option is displayed in the Selected Books list box.
- (Optional) Choose whether to report a weekly breakout, a specified week, or dominant programming by selecting the appropriate radio button. **Dominant Programming** is selected by default.

Projections Tab

The **Projections** tab is used to create ratings projections using a single share book with up to four HUT/PUT books.

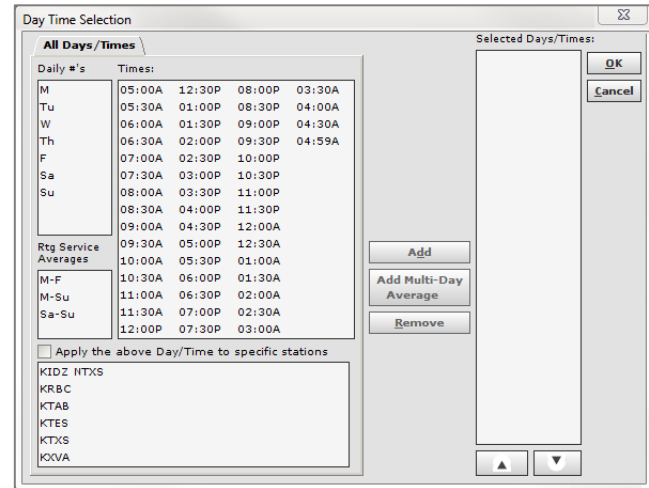


- Complete the following fields to create a projected book for an inquiry:
 - Enter the name to assign to the projected book in the **Name** field.
 - Use the **Stream** drop-down list to select a survey type.
 - Use the **Share** drop-down list to select a single book.
 - Use the **HUT/PUT** drop-down lists to select up to four books.
 - When all the fields above are completed, click **Add**. The name assigned to the projected book appears in the **Selected Books** list box.
- Click **OK**. The books you selected appear in the **Books** column on the Request screen.

* You can also manually enter books in the **Books** column on the Request screen.

Selecting days and times

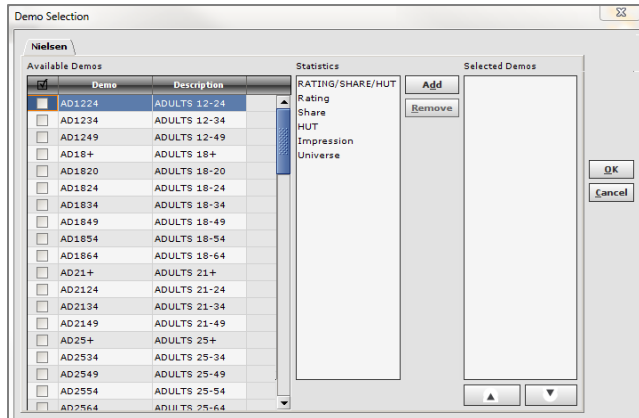
- Click **Days/Times** to select the day(s) and time period(s) to report.



- On the **Day Time Selection** window, double-click a single day to include within the inquiry or highlight multiple days to include within the inquiry in the **Daily #'s** list box.
 - Select one or more multi-day averages from the **Rtg Service Averages** list box to include within the inquiry. **M-F**, **M-Su**, and **Sa-Su** are the options available.
 - Use the **Add Multi-Day Average** button to calculate the average rating across multiple days. Select the days to average and click **Add Multi-Day Average**.
 - Select one or more time period options in the **Times** list box to include within the inquiry. A time period may be created by selecting the start time and end time while pressing **Shift**, or by clicking and dragging. All time periods within the start time and end time are selected.
 - Create day/time periods for specific stations by following the steps above to select days and times then selecting one or more stations from the station list box. Select the **Apply the above Day/Time to a specific station** check box.
 - Click **Add**. The selected days/time periods are displayed in the **Selected Days/Times** list box. Selected days/times may be removed from the list box by selecting one or more options and clicking **Remove**. The selection returns to the corresponding list box.
 - Click **OK**. The day/time combination(s) you selected appear in the Days/Times column on the Request screen.
- * You can manually enter days and times in the **Days/Times** column on the Request screen.

Selecting demos

- Click **Demos** to select the demo categories to report.



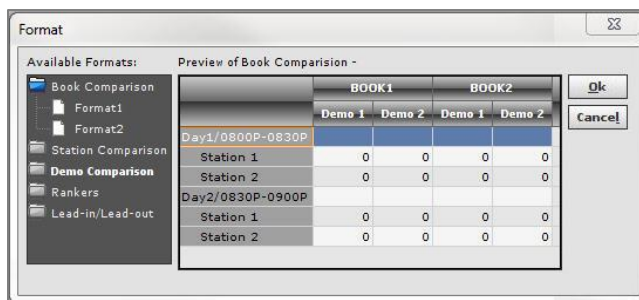
- On the **Nielsen** tab, select desired demos from the **Available Demos** field and demo modifiers (e.g., Ratings, Share, Impressions) from the **Statistics** field and click **Add** to add them to the **Selected Demos** list.
- Click **OK**. The demos you selected appear in the Demos column on the Request screen.

* You can manually enter demos in the Demos column on the Request screen.

OX also offers access to Rentrak demos in this window. If your agency subscribes to Rentrak, an additional tab is visible and is structured the same as the Nielsen tab. You can use the steps above to select the desired demos and demo modifiers.

4. Selecting the report format

- To select a report format, click **Format** on the Request screen.



- On the Format window, available formats are listed under the following folders: **Book Comparison**, **Station Comparison**, **Demo Comparison**, **Rankers** and **Lead-in/Lead-out**. Double click the corresponding folder to expand the list of available formats in a group.

Options		Description
Book Comparison	Format1	Available for all data sources. Displays books and demos as columns and dayparts and stations as rows.
	Format2	Available for all data sources. Displays books as columns and dayparts, stations, and demos as rows.

Station Comparison	Format10	Available for all data sources. Displays stations and demos as columns and dayparts and books as rows.
	Format11	Available for all data sources. Displays stations and books as columns and dayparts and demos as rows.
Demo Comparison	Format20	Available for all data sources. Displays demos and books as columns and dayparts and ratings as rows.
	Format21	Available for all data sources. Displays demos and stations as columns and dayparts and books as rows.
Rankers	Format30	Available for all data sources. Displays books and demos as columns and dayparts and stations as rows.
	Format32	Available for all data sources. Displays books and demos as columns and stations and dayparts as single rows.
Lead-in/Lead-out	Format40	Available for the majority of data sources except for program average data. Displays books and demos as columns and rotation, lead in, lead out, rotation+, in break average, and out break average as rows.

- Click formats to preview on the right-hand side of the window.
- Select the desired format and click **OK**.

5. Viewing the report

After selecting the data to report, you can view the report. To display the report, click **View** from the Request screen. The report appears on the bottom of the screen. A **Format** button is available to display the report in a separate window.

- Click **Format**.
- All of the available inquiry options appear on the left side of the dialog. Double-click any option to display that type of inquiry within the window.
- Filter options are available within the onscreen display for each inquiry option. Right-click any of the column headers within the inquiry and an options menu is displayed.
- Click **Simple Filter** to launch the search bar.
- Type in the data to search for and the onscreen display updates to retrieve that information. Advanced filters are also available by clicking the magnifying glass icon.
- Click **Column Filters** to launch the search bar for each column.
- Use the drop-down list to select a filter option and the onscreen display updates to retrieve that information.

Both **Simple** and **Column Filters** may be disabled by recalling the options menu and clearing the item to disable.

Export function

Any inquiry or any portion of an inquiry can be exported to Excel by right-clicking on any data displayed and selecting **Export to Excel Spreadsheet** or highlighting the specific data and clicking **Export Selection as Excel Spreadsheet**.

6. Save button

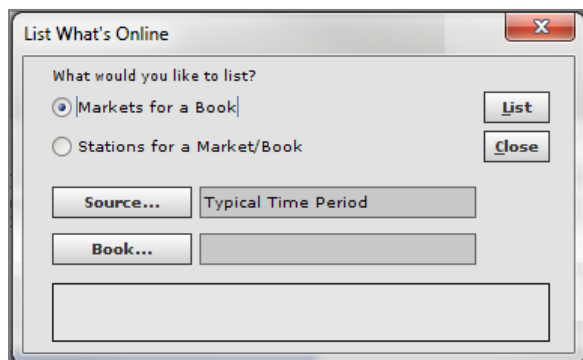
Click **Save** to save the parameters set in the Request screen prior to exiting the program. The saved parameters automatically populate the Request screen the next time the program is accessed.

7. Book availability

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 **What's Online** feature.

Launching What's Online

1. Click What's Online. The List What's Online window appears.

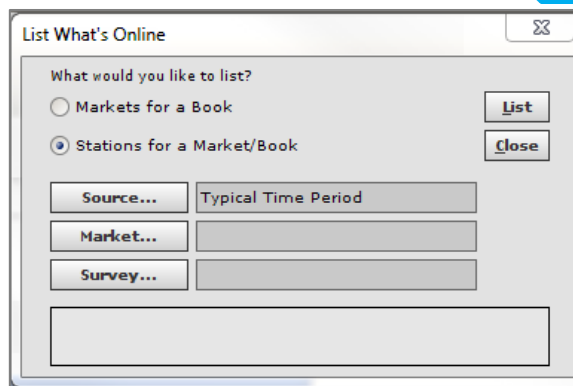


Viewing the markets reported in a book

1. On the **List What's Online** window, select the **Markets for a Book** radio button.
2. Enter/Select values in the **Source** and **Book** fields.
3. The **Markets for a Book** option lists the number of active markets for the requested book. After the request parameters are set by completing the **Source** and **Book** options, click **List** to view the available markets.

Viewing the stations reported in a market and book

1. On the List What's Online window, select the Stations for a Market/Book radio button.



2. Enter/Select values in the **Source**, **Market** and **Survey** fields.
3. The **Stations for a Market/Book** option lists the stations for the selected market in a specific Rating Stream. After the request parameters are set by completing the **Source**, **Market**, and **Survey** options, click **List** to view the available stations.
4. Click **List**.