

Spot Buy Maintenance

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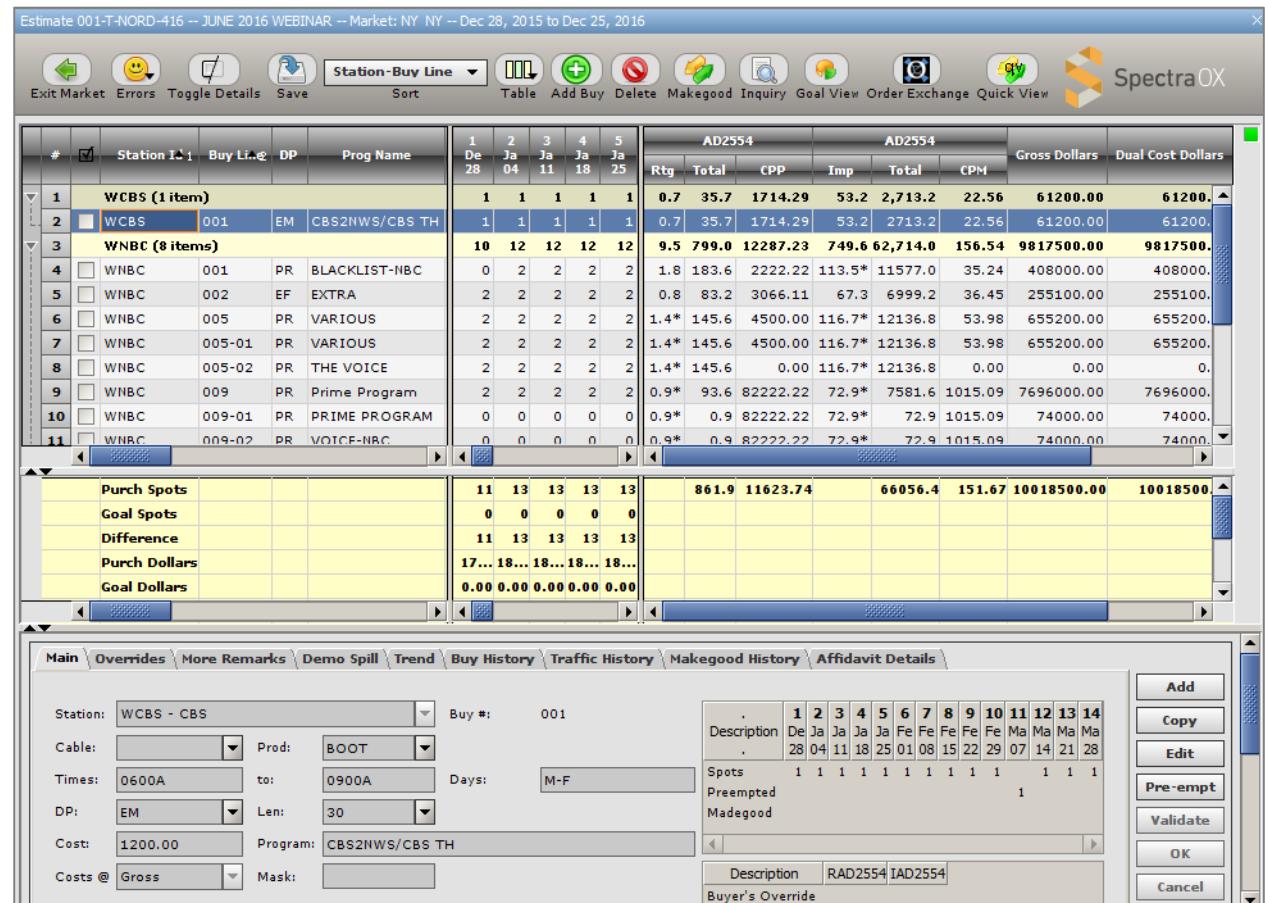
1. Accessing Spot Buy Maintenance

Spot Buy Maintenance allows buyers to create television, radio, and unwired network buy schedules. Buyers can review schedules across stations for a client.

- Upon launching the Spot Buy Maintenance program, the Spot Buy Request screen appears.
- Enter/ Select the **Location ID**, **Media Type**, **Client**, and **Estimate** in the corresponding fields.
- Enter/Select the market in the **Market** field. This field is optional if requesting inquiries but required if working with buys.
- To view buys, click **View Live Buy** and continue to the next section.
- To execute simple comparisons (two types of inquiries are available: Goal vs. Purchase and Demo Summary) click **Inquiries** and go to the **Working with Inquiries** section.

2. Viewing Buys

The Buy Listing screen displays all of the buys that match the criteria entered on the Request screen.



The screenshot shows the 'Buy Listing' screen of the SpectraOX software. At the top, there's a toolbar with various icons like Exit Market, Errors, Toggle Details, Save, Sort, Table, Add Buy, Delete, Makegood, Inquiry, Goal View, Order Exchange, and Quick View. The main area has a grid titled 'AD2554' and 'AD2554'. The grid columns include Rtg, Total, CPP, Imp, Total, CPM, Gross Dollars, and Dual Cost Dollars. Below the grid, there are summary sections for Purch Spots, Goal Spots, Difference, Purch Dollars, and Goal Dollars. At the bottom, there's a detailed 'Buyer's Override' section with tabs for Main, Overrides, More Remarks, Demo Spill, Trend, Buy History, Traffic History, Makegood History, and Affidavit Details. The 'Main' tab is selected. On the right side, there's a schedule grid showing days from De 28 to Ma 28, and a demo section with a grid for RAD2554 and IAD2554.

There are 3 sections of the screen. The top portion lists the buys and buy details. On the right side of this section, a schedule grid and demo section provide additional information. The middle section displays the total spots, dollars, etc. for the buyline grid.

The lower portion of the screen changes depending on what is selected in the top section grid. If a station line is selected, the bottom of the screen displays a station summary (weekly or monthly options available). If a buy line is selected, the bottom of the screen shows multiple tabs that are used to enter and maintain buy details.

* You can right click in the schedule grid to export the schedule to Excel.

* You can change the sort order of the buys listed in the table by clicking the down arrow in the Sort field of the function bar.

* You can change the default layout by clicking on the Table button on the Function bar.

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Commonly used tabs are described below:

Main tab

The Main tab includes basic buy information, such as **Station**, **Product**, **Times**, **Days**, **Daypart**, and **Length**. The right side of the Main tab displays a schedule grid and delivery estimates for all demos included on the estimate attached to the buy.

This screenshot shows the Main tab interface. It includes fields for Station (WNBC - NBC), Buy Line (001), Prod (BOOT), Times (0900P to 0930P), Days (Th), DP (PR), Len (30), Cost (4000.00), Program (BLACKLIST-NBC), Costs @ Gross, and BB Pos. On the right, there's a schedule grid for 12 days (Dec 15 to Nov 16) with columns for Description, Spots, and Preempted. Below the grid, it shows Buyer's Override (RAD2554 IAD2554) and Delivery Estimates (RAD2554: 11.4, IAD2554: 113.5). A Remarks section is also present.

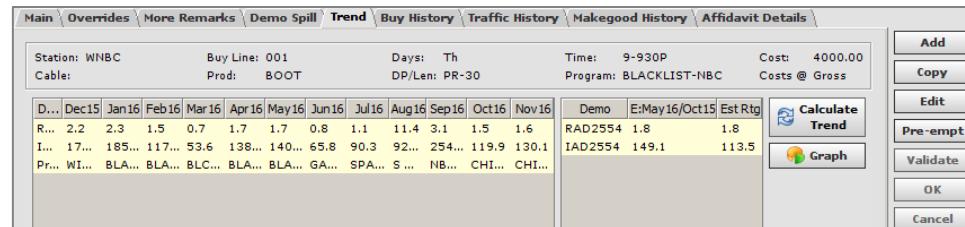
More Remarks tab

This tab may be used to enter up to five lines of text to be included on reports. If **Remarks** are entered on the Main tab, the text entered will appear as the first two lines in **More Remarks**.

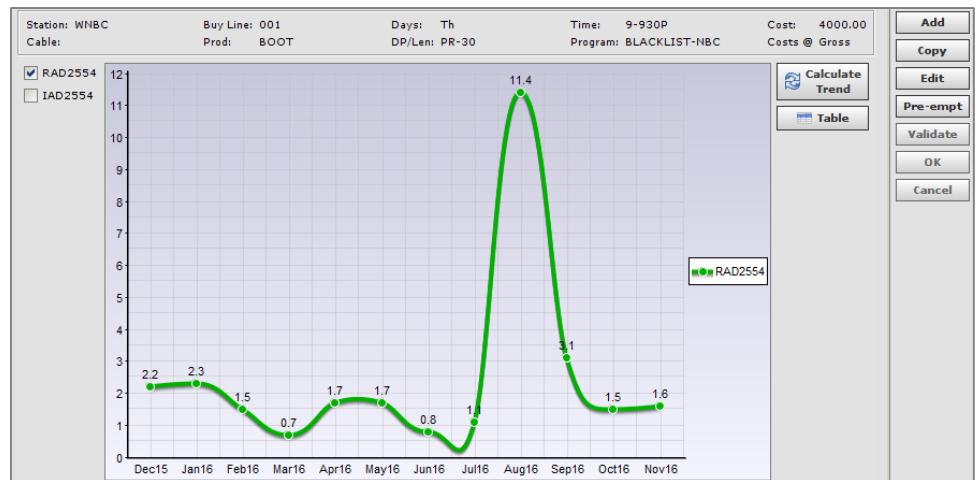
This screenshot shows the More Remarks tab. It has a Remarks field containing "TECHNICAL ERROR". On the right, there is a log of modifications made to the buyline, including additions, updates, and deletions of spots and flags.

Trend Tab

The Trend tab may be used to view historical delivery data for the demos and delivery type selected on the estimate. Click **Calculate Trend** to view the data for the last 12 books as well as the projection.



Data appears in a table format. Click **Graph** to view the data in a graph. To view multiple demos, check additional demo categories on the left.



Buy History Tab

The Buy History tab records all activity related to a buyline. It provides a log of any modifications made to a buy, the date and time changes occurred, and the user that made the revision.

This screenshot shows the Buy History tab. It displays a log of modifications made to the buyline, including additions, updates, and deletions of spots and flags. The log includes columns for Date, Time, User, Action, Source, and Description.

Traffic History Tab

The Traffic History tab displays ISCI information related to the selected buyline. Click the **Get Traffic** button to populate the tab.

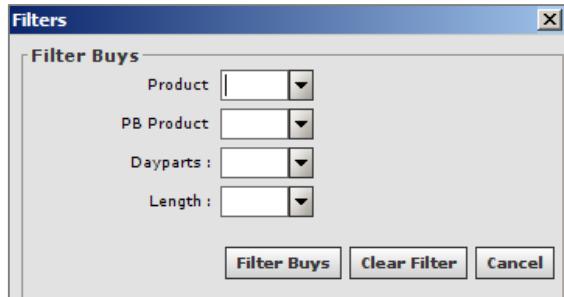
This screenshot shows the Traffic History tab. It displays ISCI information for a selected buyline. The table includes columns for Traffic Date, Time, By, Flight Start, Flight End, ISCI Code, ISCI Name, and Rotation %. A Get Traffic button is located on the right.

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3. Review Goals

The Goal View enables you to filter the buys that correspond to your goals.

1. Click **Goal View** in the function bar. The **Filter** window appears.



1. Enter the **Product**, **PB Product** if you are working with piggybacks, **Daypart** and **Length**. This will enable you to work with one product and daypart/length at a time to schedule against your goals.
2. Click **Filter Buys**. The buys listed in the grid are filtered to include only the specified product and daypart/length.
3. To remove filters, click **Goal View** and select **Clear Filter**.

4. Review Research information

Quick View enables you to quickly access research information while you are working on your buy. To access Quick View:

1. Select a buyline.
2. Click the **Quick View** button on the function bar. The Quick View screen will appear.

#	Station Id	Buy Line	DP	Prog Name	1 De 28	2 Ja 04	3 Ja 11	4 Ja 18	AD2554		AD2554		Gross Dollars	Spots		
1	WCBS	001	EM	CBS2NWS/CBS TH	1	1	1	1	Rtg	Total	CPP	Imp	Total	CPM	61200.00	51
									0.7	35.70	17...	53.2	271...	22.56	61200.00	51
														61200.00	51	

Station	Statistic	Buy Est.	Sys PJ	NOV16 L+SD	OCT16 L+SD	SEP16 L+SD	AUG16 L+SD	JUL16 L+SD	JUN16 L+SD
- WCBS	AD2554 Rtg	0.7	0.7	0.79	0.78	0.78	0.59	0.60	0.76
	Share	0.0		6.41	6.74	7.04	5.29	5.56	6.47
	H/PT	0.0		12.30	11.60	11.00	11.10	10.80	11.80
	Program			CBS2NWS/CB...	CBS2NWS/CB...	CBS2NWS/C...	CBS2NWS/CB...	CBS2NWS/A...	CBS2NWS/C...

Research Details

Avail R-AD2554 Close

You can view trends for the latest books, as well as the buyer's estimate and system projection.

5. Adding Buylines

Buylines may be added to the Buy Listing screen by clicking the **Add Buy** button within the function bar or by using the **Add** button in the lower portion of the screen.

1. Click **Add**. Populate the bottom of the screen's **Main** tab.
2. In the **Station** field, enter or select a station.
3. If the estimate contains only one product, the **Product** field will automatically populate. If the estimate contains multiple products, enter or select a single product in the **Product** field.
4. In **Times**, enter the start time and in to: enter the end time.
5. In **Days** enter the day or rotation.
6. In **DP** enter or select the daypart.
7. In **Len** enter or select the length.
8. In the **Cost** field, enter the cost and determine what type of cost it is (Gross or Net) in the **Costs @** field.
9. If applicable, add a deal number to flag an order as a trade order.
10. The number of spots scheduled each week may be entered directly in the calendar grid. Double-click the **Spots** cell and enter the number scheduled for the week. The following shortcuts may be used when entering multiple units:
 - +: enter the number of weekly spots followed by the + symbol to schedule that number of spots every week
 - S: enter the number of weekly spots followed by the S to schedule that number of spots every other week
 - T: enter the number of weekly spots followed by the T to schedule that number of spots every third week
 - F: enter the number of weekly spots followed by the F to schedule that number of spots every fourth week

* Spots may also be entered directly in the listing table in the upper portion of the screen after the bupline is created.

11. Click **OK** to save the information entered and add the bupline. The OK button will become disabled and the line item will appear within the listing table.
12. Changes are NOT automatically saved. Click **Save**.

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6. Maintaining Buys

After buylines are created, they may be modified, copied, pre-empted, madegood, or deleted. Changes may be made to existing buys directly in the listing table. Changes may also be made by selecting a buyline and clicking the **Edit** button. You can expand the buy listing details at the top of the screen or the buy details at the bottom of the screen using the **Toggle** button in the function bar. For information on general table functionality (resizing, sorting, filtering, etc) in Spectra OX, please review the **Spectra OX Tables Overview** quickcard.

Making Changes in the Listing Table

1. To make changes in the listing table, type in the desired information and press Enter.



2. A green triangle will appear in the left hand corner of the changed cells, indicating that changes were made but not yet saved.
3. Click the **Save** button on the function bar to save your changes. The green triangles will no longer appear.

Making Changes using Edit

1. Select the buyline you wish to change.
2. Click the **Edit** button. The modifiable fields within each tab will become enabled. The **Station** and **Buyline** fields may not be altered. Additionally, automatically populated cells, such as **demo Total** or **CPP**, may not be changed.



3. Make changes as needed.
4. Click **Save** to update the table. The system will save the changes and return to the Request screen.

*** Please note modifications may be made to buylines that have not been billed or cleared for payment within the system.**

Copying an Existing Buy

Existing buylines may be copied to create new buylines within the Buy Listing screen.

1. Select the buyline you wish to copy and click the **Copy** button on the bottom right hand side of the screen.

The lower portion of the screen will become enabled and all fields will populate based on the existing spot selected. Modifiable fields within each tab may be revised.

2. Make the necessary changes and click **OK**.

The copied buyline will appear within the listing table. The **Buyline** field will display **NEW**.

3. Click the **OK** button then click the **Save** button.

Pre-empting an Existing Buy

Existing buylines that did not air may be pre-empted.

1. Select the buyline you wish to pre-empt and click the **Pre-empt** button. The calendar grid in the lower pane of the Main tab will become enabled.
2. Double-click the **Week of** cell within the pre-empted row and enter the number of spots to pre-empt. The **Spots** cell that corresponds to the pre-empted week selected will automatically update.

*** Please note pre-emptions may only be performed for weeks that include spots.**

3. After the necessary changes have been made, click **OK**.
4. Select the **Save** button and the system will update the buyline. The changes made will be reflected on the Buy History tab.

Deleting an Existing Buy

Existing buylines that have not been through the billing or clearing process may be deleted from OX.

1. Check the checkbox for the buyline you wish to remove.
2. Click the **Delete** button within the function bar. The Delete Buys window will display.
3. Click the **Yes** button to confirm the deletion of the buys or click **No** to cancel the action. The listing table will update to reflect the action.

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7. Performing Makegoods

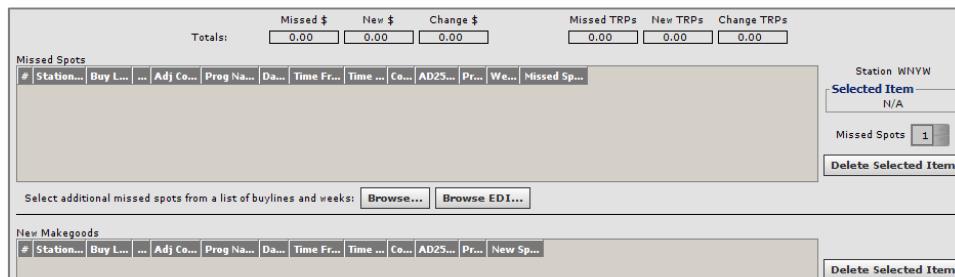
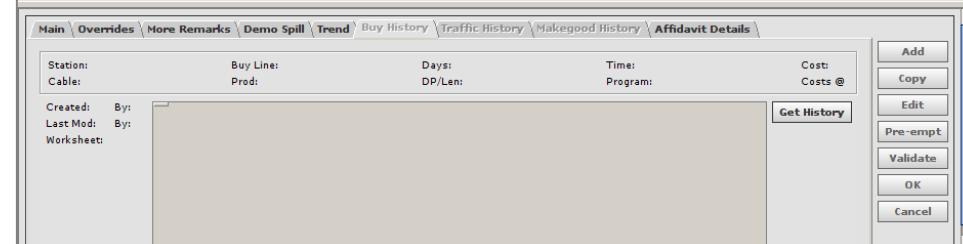
Makegoods are used to replace spots that did not air. Although makegoods are often received electronically through Order Exchange, the makegood option allows you to manually pre-empt existing spots and add replacements. All changes made are stored on the Buy History tab for the corresponding spots.

New makegood units may be created manually.

- Click the **Makegood** button within the function bar. The **Select Station for Makegood** window will display.



- Enter or use the drop-down to select a station within the buy.
- Click **OK**. The Makegood screen will display. The screen includes three areas: **Missed Spots**, **New Makegoods**, and **Buyline Details**.

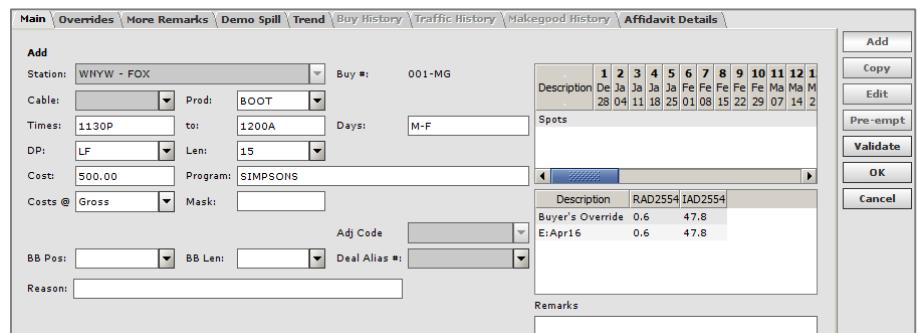



- To locate the missed spot, click **Browse**. The Add to Missed Spots window will appear, displaying all live buylines for the selected station.

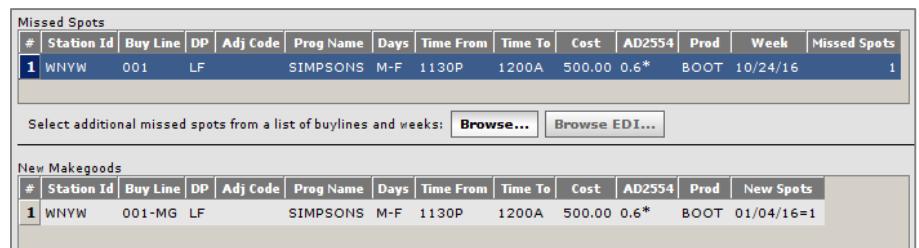
Add to Missed Spots													
#	Station	Buy Line	DP	Adj Code	Prog Name	Days	Time From	Time To	Cost	Prod	Cable	Week	Unmatch
1	WNYW	001	LF	SIMPSONS	M-F	1130P	1200A	500....	BO...	10/24/...	2		
2	WNYW	001	LF	SIMPSONS	M-F	1130P	1200A	500....	BO...	10/31/...	2		

- Select the missed buyline and click **Select Item** to create a makegood for the spot selected. Click **Back** when you are done.
- Click **Add** to add the makegood.

The buyline details area of the screen will update. The **Main** tab will display the original buyline number and MG for Makegood.



- Enter the number of spots to add in the calendar grid. Make other changes as necessary.
- Enter a reason for the makegood in the **Reason** field.
- Click **OK**. The makegood spot will appear within the **New Makegoods** area.



- Click **Done** when finished to save all changes made.

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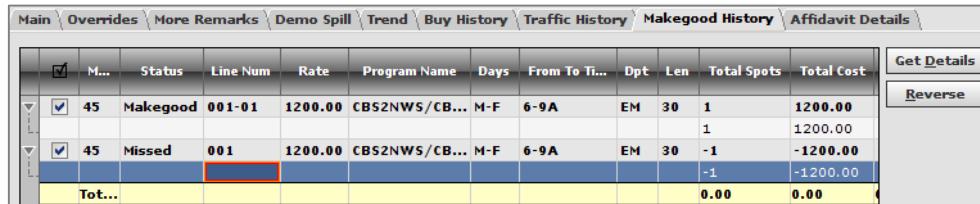
11. The Buy Listing screen will display. The newly added spot will appear within the listing grid. The original spot will reflect the changes made. The spots that were madegood will appear in the new makegood row of the calendar grid.
12. After all changes are completed, click **Save**. All changes will be reflected on the **Buy History** tab for the newly added and madegood spots.

8. Reverse Makegoods

The **Makegood History** tab reflects missed and makegood spots for the selected buyline in the buy listing grid. From here, you can reverse one or more makegood spots and add back missed spots. Please note any buy/makegood changes must be saved prior to using reverse functionality.

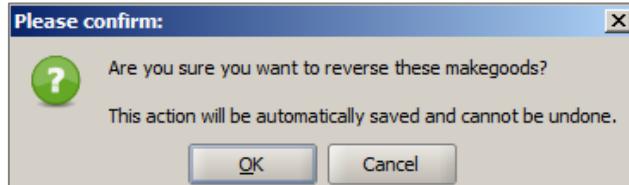
Reverse makegood and missed spots

1. Select the makegood row in the buyline grid.
2. Click the **Makegood History** tab and click **Get Details**.



A screenshot of the Buy Listing grid. The grid has columns for M..., Status, Line Num, Rate, Program Name, Days, From To Ti..., Dpt, Len, Total Spots, and Total Cost. There are two rows visible: one for '45 Makegood' and one for '45 Missed'. The 'Total Cost' column shows \$1200.00 for both rows. A 'Get Details' button is at the top right, and a 'Reverse' button is at the bottom right. The 'Missed' row has a red box around its 'Status' cell.

3. Select the makegood row's checkbox and the missed spot row's check box in this tab.
4. Click the **Reverse** button and a confirmation dialog is displayed.



5. Select **OK** to confirm the reversal of the makegood.
6. If **OK** is selected, the screen is refreshed and the buy listing grid is updated.

The selected makegood spots are removed from makegood row and the selected missed spots are added back to the corresponding buyline weeks.

A buyline comment is automatically added providing details. The captured remarks detail the number of spots that were removed or added and the affected weeks as a result of the reversal request.

The **Makegood History** tab is updated. The selected lines, which may be makegood and/or missed lines, are no longer displayed on the tab.

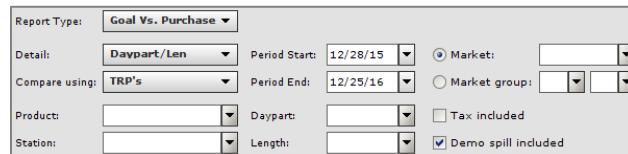
9. Working with Inquiries

The Inquiry function may be used to execute simple comparisons. Two types of inquiries are available: Goal vs. Purchase and Demo Summary. Both options include Dollars, GRPs, and CPP information for the overall buy or a specific portion of it. Both Inquiry options appear in table format and may be exported to Excel. The Goal vs. Purchase option may also be viewed in graph format.

Running an Inquiry

To access the Inquiry screen:

1. Complete the **Location ID**, **Media Type**, **Client**, and **Estimate** fields on the Spot Buy Request screen and click **Inquiries**. If you are on the buy listing screen, click the **Inquiry** button on the function bar. The **Inquiry** screen will display.



The Inquiry screen with 'Report Type' set to 'Goal Vs. Purchase'. Other fields include 'Detail: Daypart/Len', 'Period Start: 12/28/15', 'Market: [empty]', 'Compare using: TRP's', 'Period End: 12/25/16', 'Market group: [empty]', 'Product: [empty]', 'Dayparts: [empty]', 'Tax included: [unchecked]', 'Station: [empty]', 'Length: [empty]', and 'Demo spill included: [checked]'. A 'Get Details' button is at the top left.

2. In **Report Type**, select one of the comparison options:
 - **Goal vs. Purchase**: use this option to compare dollars, GRPs, and CPP.
 - **Demo Summary**: use this option to compare dollars, delivery (Ratings/Impressions), and CPP/CPM data for the demos included on the estimate.
3. In the **Detail** field, select one of the following options to group buyline details:
 - **Daypart/Length**: use this option to organize buylines by Market/Daypart/Length
 - **Station**: use this option to organize buylines by Market/Station
 - **Week**: use this option to organize buylines by Market/Week
 - **Month**: use this option to organize buylines by month
 - **Station%: (for Goals vs Purchase report type only)**: use this option to organize buylines by Market/Station with two additional columns (**GRP%** and **Dollar %**) not included with the **Station** option.
 - **None**: use this option to organize buylines by Market
4. In **Compare Using**, use the drop-down to select a comparison method for the Inquiry.
5. In **Product**, enter or use the drop-down to select a specific product or leave the field blank to include all products.
6. In **Station**, enter or use the drop-downs to select a specific station or leave the field blank to include all stations.

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7. Enter or use the drop-downs to select the first and last dates to include within the Inquiry in the **Period Start** and **Period End** fields. The dates entered must be within the estimate date range.
 8. In **Daypart**, enter or use the drop-downs to select a specific daypart or leave the field blank to include all dayparts.
 9. In **Length**, enter or use the drop-downs to select a specific spot length or leave the field blank to include all spot lengths.
 10. In **Market/Market Group**, use the radio button to select a market option. Enter or use the drop-downs to select a market or market group. These fields may be left blank to include all markets within the Inquiry.
 11. In **Tax Included**, check the checkbox to include tax (if applicable) within the Inquiry or leave the checkbox unchecked to exclude this cost type.
 12. In **Demo Spill Included**, check the checkbox to include spill markets within the Inquiry or leave the box unchecked to exclude these markets.
 13. Click **Search**.

Goal vs. Purchase

The Goal vs. Purchase report compares dollars, GRPs, and CPP.

Goal v Purch Res.. X															
Buy Summary for 001 T NORD Est 416				Product: ALL				Refresh		Float		Excel Export		Graph	
Period: Dec28/15 thru Dec25/16 Station: ALL Daypart: ALL															
Week				Purchased				Spots		Avg Pts		Index			
GRPs Dollars CPP				GRPs Dollars Dual Cost CPP						GRPs Dollars					
NY NY NEW YORK, NY															
DEC28	0.00	0.00	0.00	12.50	179,400.00	179,400.00	14,352.00	11	1.14						
JAN04	0.00	0.00	0.00	18.20	191,000.00	191,000.00	10,494.00	16	1.14						
JAN11	0.00	0.00	0.00	16.10	187,400.00	187,400.00	11,639.00	13	1.24						
JAN18	0.00	0.00	0.00	16.10	187,400.00	187,400.00	11,639.00	13	1.24						
JAN25	0.00	0.00	0.00	16.10	187,400.00	187,400.00	11,639.00	13	1.24						
FEB01	0.00	0.00	0.00	16.10	187,400.00	187,400.00	11,639.00	13	1.24						
FEB08	0.00	0.00	0.00	16.10	187,400.00	187,400.00	11,639.00	13	1.24						
FEB15	0.00	0.00	0.00	16.10	187,400.00	187,400.00	11,639.00	13	1.24						

14. (Optional) Click the **Graph** button to view a visual representation of the data displayed within the table. The screen will update.



15. Use the **Market** drop-down to review additional markets included on the buy. Use the radio buttons to change the display from points to dollars (or vice-versa).
 16. Click the **Refresh** button to update the view based on any changes made to buylines.
 17. Use the **Float** button to launch the view in a separate window or the **Excel Export** button to download the display as an Excel file.
 18. When the graph option is displayed, click the **Table** button to return to the previous view.

Demo Summary

The Demo Summary report compares dollars, delivery (Ratings/Impressions), and CPP/CPM data for the demos included on the estimate.

Demo Res.. X		Buy Summary for 001 T NORD Est 416		Product: ALL		Refresh	Float	Excel Export
Period: Dec28/15 thru Dec25/16		Station: ALL		Daypart: ALL				
Sta	Dollars	Dual Cost Dollars		RAD2554		IAD2554		
			GRPs	CPP		IMPs	CPM	
NY NY NEW YORK, NY								
WCBS	64,800.00	64,800.00	37.80	1,714.29	2872.8		22.56	
WNBC	9,965,500.00	9,965,500.00	800.80	12,444.00	62860		158.54	
WNYW	2,000.00	2,000.00	2.40	833.33	191.20		10.46	
WPXO	137,800.00	137,800.00	24.80	5,556.45	438.00		314.61	
MKT **	10,170,100.00	10,170,100.00	865.80	11,746.00	66362		153.25	

19. Click the **Refresh** button to update the view based on any changes made to buylines.
 20. Use the **Float** button to launch the view in a separate window or the **Excel Export** button to download the display as an Excel file.

- * The Demo Summary is often requested across markets when logging in to the Live Buy by clicking on the Inquiries button and leaving the Market field blank.