



# Spot Buy Upload

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The Spot Buy Upload program enables authorized users to import buys from external systems to OX. The program imports data via a text tab delimited file. Users may upload the .TXT file directly into the system. Uploaded buys will override all unmatched/uncleared buys that existed within OX prior to the upload.

## 1. Reviewing Upload Assumptions/Exclusions/Prerequisites

### Upload File Assumptions

- Files may be uploaded for the following Media codes: T for Television, R for Radio or N for Network Radio.
- External master file codes must be identical to or mapped with codes that exist within OX.
- Flight periods may not exceed 53 weeks. Each 14 week period will be represented on a separate buyline.
- Uploaded data will fully replace existing buy data in OX, provided there are no clearances.
- Multiple lines that include the same specifications (days, times, dayparts, costs, etc) will be condensed into a single buyline.
- Users must initiate the buy upload process.



## Upload File Exclusions

- New master file codes will not be automatically created during the file upload.
- When data is uploaded for the same client, product and estimate multiple times, the new data will replace the previous data.
- The system cannot automatically or via system process remove uploaded data from OX.
- OX will not automatically poll FTP locations or desktop folders for new upload files.

## 2. Upload File Requirements

1. Station code guidelines by media type for upload files:
  - TV (including Netlite) codes may only contain station call letters or Cable code, no data may exist in the band field.
    - KABC → KABC **or** ESPN → ESPN
  - Radio codes must include the station call letters and the appropriate suffix with no spaces.
    - WCBS-FM → WCBSFM
  - Network Radio codes require the network call letters be 5 characters and end with the letter N.
    - CITAN → CITAN
  - Spot Cable codes must include the cable system code and the letters CA with no spaces. The cable network code must be represented in the Cable ID field in the upload file.
    - System Code 3450 → 3450CA
2. Start Date in the upload file must match the estimate Start Date.
3. File is saved as text tab delimited file.

## 3. Referencing Master Files

Master files can be referenced to confirm the codes within the upload file correspond to entries in OX and are as follows:

- **Market File Maintenance**
- **Station File Maintenance**
- **Client File Maintenance**
- **Estimate Maintenance**
- **Buy Maintenance**
- **Estimate File Report**

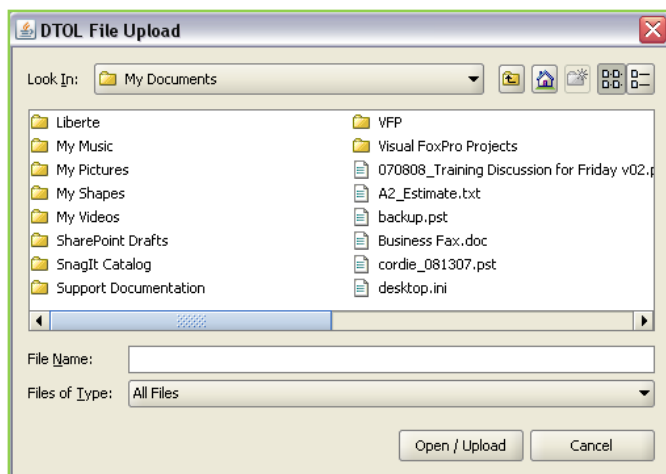


## 4. Creating Buys Using the Spot Buy Upload Process

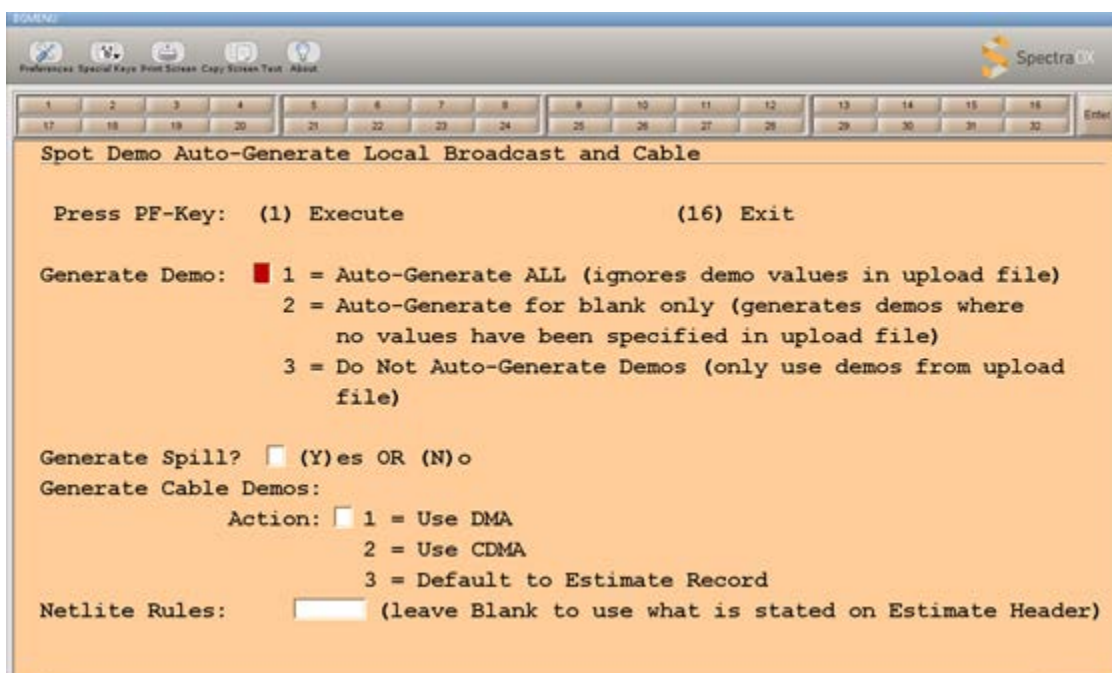
The Spot Buy Upload program is used to transfer raw data to OX.

1. Access the program by selecting the following from the Navigation Bar: **Spot Media > Buying > Spot Buy Upload.**

2. Populate the designated fields and press <enter> on keyboard to validate entries.
  - **File:** this field should remain blank.
  - **Location ID:** enter the location code that corresponds to the Client/Product/Estimate included on the upload file.
  - **Media:** enter the media type included in the upload file. Enter T for TV, R for Radio, or N for Network; file may only contain one media type.
  - **Client:** enter the client code included in the upload file; a single file may only include one client.
  - **Adjacency code:** if your agency utilizes adjacency codes, enter a valid code.
  - **Allow Inactive Network Codes for Spot Cable** – if buys are uploaded to inactive cable network codes, enter Y to upload the buys to the Live Buy or N to prevent buy upload and produce an error message in the Print Queue.
3. Press **PF-1** to launch local file directory to select a file for upload.



4. Select the file to upload and click the **Open/Upload** button. The **Spot Demo Auto-Generate Local Broadcast and Cable** screen will open.



5. Below outlines the fields included in the Demo Screen:
  - Generate Demos: enter an option to use to generate demographic values for buylines created during the upload process. The following options are available:
    - Auto-Generate All: enter 1 to have Spectra OX auto-populate ratings/impression values for all uploaded buylines included in the file. Any ratings/impression values included within the DEMO fields of the upload file will be overwritten if this option is selected. If Spectra OX cannot generate ratings/impressions values for a given buyline, the value will be set to 0. Any Ratings/Impressions values included within the DEMO fields of the file will not be uploaded if this option is selected.



- Auto-Genate for Blank Only: enter 2 to have Spectra OX auto-populate ratings/impression values for any uploaded buylines that include a blank ratings/impression value in the DEMO field of the file. Any ratings/impressions DEMO values included within the upload file, including zeros, will be preserved if this option is selected.
  - Do Not Auto-Generate: enter 3 to bypass the auto-generation process and have Spectra OX populate ratings/impression values for any uploaded buylines based on the ratings/impression value in the DEMO fields of the file. All ratings/impression DEMO values included within the upload file, including zeros, will be preserved if this option is selected. Blank values will be treated as zeros.
  - Generate Spill: enter Y to generate spill based on the uploaded buylines. Please note if Y is entered spill will need to be enabled within Estimate Maintenance and configured within Spill Market Maintenance prior to the upload.
  - Generate Cable/Action: enter a universe option to generate Cable demographic values for buylines created during the upload process. The following options are available:
    - Use DMA: enter 1 to auto-generate Cable ratings/impressions based on the entire DMA universe
    - Use CDMA: enter 2 to auto-generate Cable ratings/impressions based on the Cable DMA (hard wired) universe.
    - Default to Estimate Record: enter 3 to auto-generate Cable ratings/impressions based on the option assigned to the corresponding Estimate.
  - Netlite Rule: enter a specific NET RULES or leave the field blank to use the NET RULES defined on the corresponding Estimate. Note: this option is for national buys being uploaded to the spot system.
6. After the screen is completed and validated, PF-1 must be selected to complete the upload process. A confirmation message will display on the main screen.

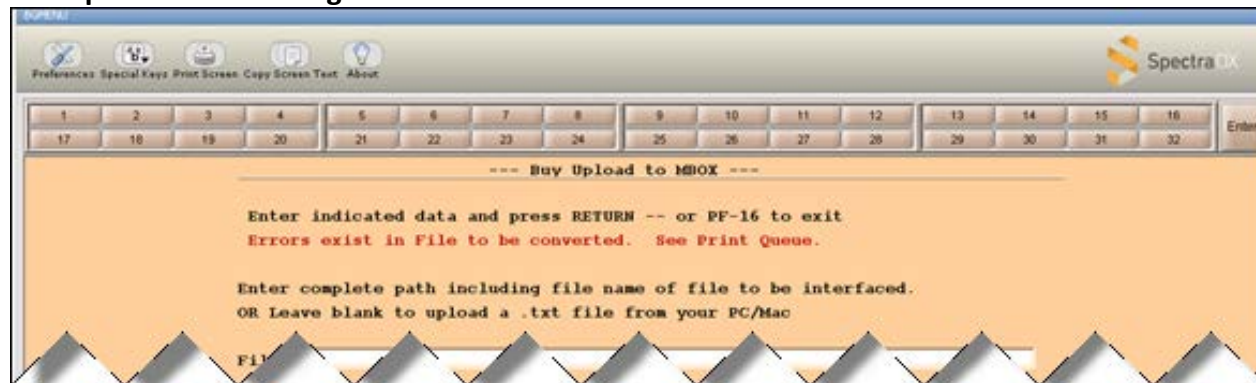
### Successful Upload

After a file is successfully uploaded, a confirmation message will display within the main screen.

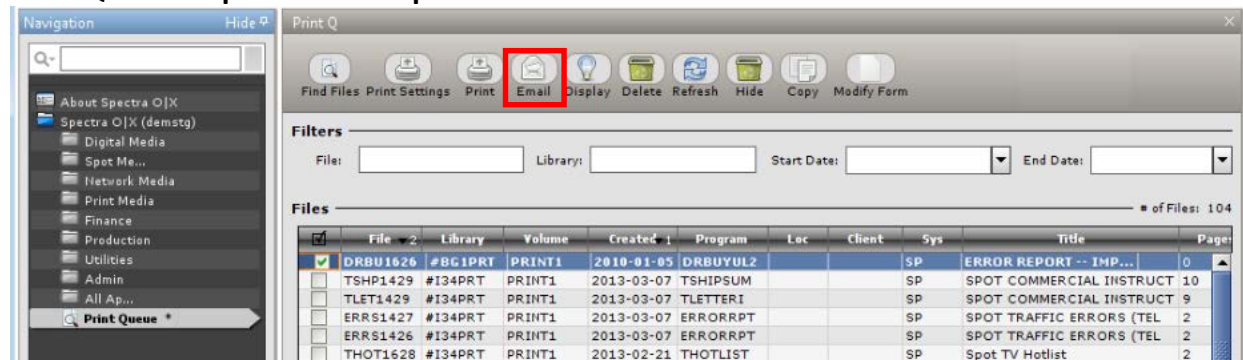
## Error Message

If a file cannot be successfully uploaded, an error message will display within the main screen. An error report will generate and be placed in the Print Queue.

### File Upload Error Message

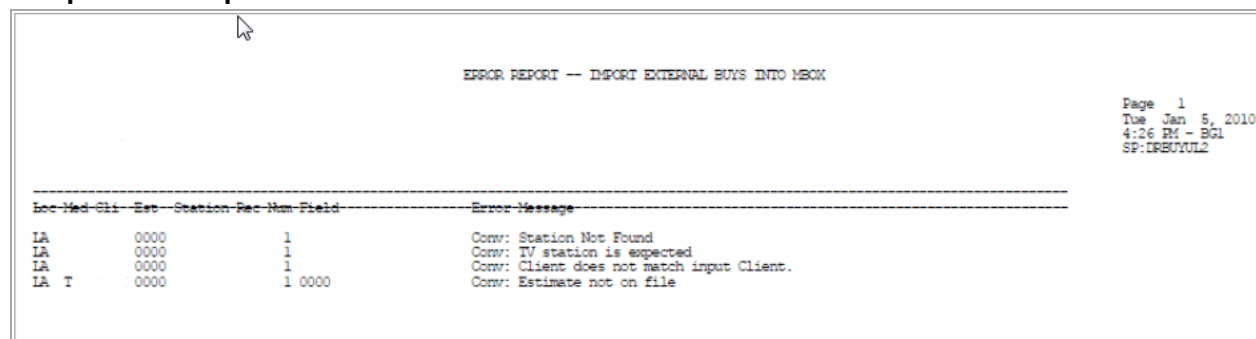


### Print Queue – Upload Error Report



Click on the report record to select in the Print Queue which will include DRBU- as the File prefix; double click to launch a PDF copy of the report to the desktop or click **Email** to email a copy of the report.

### Sample Error Report





## 5. Upload File Layout

Field	Name	Width	(A)lpha/(N)umeric or (A/N) Alpha-Numeric
1	Media Type	1	A
2	Client	4	A/N
3	Product	4	A/N
4	Estimate	4	N
5	Market	6	A/N
6	Station	6	A/N
7	Line Number	6	N
8	Start Date	8	N
9	Daypart Code	2	A/N
10	Unit Length	3	N
11	Days of Week Rotation	7	A
12	Start Time	7	A/N
13	End Time	7	A/N
14	Program	20	A/N
15	Spot Cost	14	N
16	Demo1	8	N
17	Demo2	8	N
18	Demo3	8	N
19	Demo4	8	N
20	Demo5	8	N
21	Demo6	8	N
22	Spots-WK 1	2	N
23	Spots-WK 2	2	N
24	Spots-WK 3	2	N
25	Spots-WK 4	2	N
26	Spots-WK 5	2	N
27	Spots-WK 6	2	N
28	Spots-WK 7	2	N
29	Spots-WK 8	2	N
30	Spots-WK 9	2	N
31	Spots-WK 10	2	N
32	Spots-WK 11	2	N
33	Spots-WK 12	2	N
34	Spots-WK 13	2	N
35	Spots-WK 14	2	N
36	Total Spots	3	N
37	Cable ID	4	A/N

