

Spot Prebuy – Customizing Your Worksheet

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1. Open an Existing Worksheet

1. Open the Spot Prebuy Research program.
2. On the **Setup** tab, select the **Existing Worksheet** radio button.
3. In the **Media Type** field, enter or select a media type.
4. In the **User ID** field, enter or select the user ID of the worksheet you wish to open. You can change your user ID if needed. You can also leave this field blank, if appropriate.
5. In the **Worksheet #** field, enter or select a worksheet.
6. Click **Get Worksheet**. The worksheet header is displayed. If needed, you can modify the **Worksheet #** (description), **Product**, and **Piggyback** fields.

2. Filters Tab

The **Filters** tab is used to isolate and analyze specific data in a worksheet. If filters are used, the data included in the Filtered Totals section of the worksheet and all reports are altered.

* *Filters are temporary and are disabled when they are manually cleared or when an open worksheet is closed.*

Inclusions

1. From the **Inclusion** section, select an dropdown list: All Items, Only Items with Costs Entered, or Only Items with Scheduled Spots.

2. Select the **Show Items Copied from Live Buy** checkbox if you wish to see these items on the worksheet.
3. The worksheet automatically updates with the selections you make in this section.

Worksheet Table Sort

1. Select the option you want from the dropdown list.
2. Select the **Keep Current Sort** checkbox to keep the current worksheet sorting option.

Filter Lists

1. Select one or more filters.
2. Click **Apply** to apply all filters to the worksheet. When you click **Apply**, the system will jump to the worksheet.
3. Click **Clear** at the top of the list to clear individual filters.
4. Click **Clear All** to clear all filters.

Advanced Filters

1. In the Advanced Filters section, click **Add**.
2. In the **Column** cell, select an option on which to base the filter from the dropdown list.
3. In the **Condition** cell, select a condition from the dropdown list.
4. In the **Value** field, enter a value on which to base the condition.
5. If appropriate, select a clause in the **And Or** column.
6. Select a color, in the Format field. Lines meeting the filter criteria you selected will appear in this color.

Column	Condition	Value	And Or	Format	
(Daypart	Contains	EF	AND	Green
)	Daypart	Contains	PT		Green

7. Click **Apply** to apply the advanced filters to the worksheet.
8. Click **Recall** or **Clear** to remove Advanced Filters.

3. Preferences Tab

The **Preferences** tab in the Spot Pre-buy Research program can be used to customize the data displayed on the **Worksheet** tab. Preferences apply to all new and existing worksheets and may be changed and/or set as the default view.

Worksheet Columns

1. To add or remove the columns that appear on the **Worksheet** tab, use CTRL+click to select the columns you want to appear on the worksheet.

2. Click **Apply** to apply your changes to the worksheet.

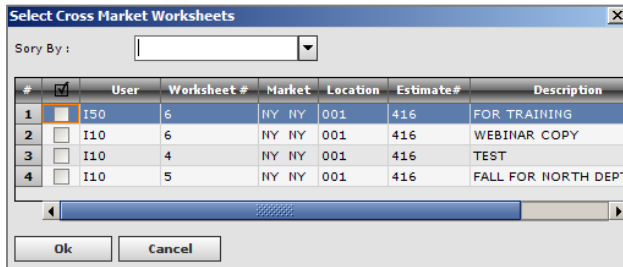
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Group Duplicated Lines

1. Select the **Group Duplicated Lines** checkbox.
2. Click the corresponding **Apply** button to group avail lines created using the **Duplicate lines** and **Duplicate lines without Spots** together at the bottom of the worksheet under a **Duplicate lines** heading until the worksheet is saved.

Cross Worksheet/Market Total

1. Select the **Cross Worksheet/Market totals** checkbox.
2. Click the corresponding **Apply** button to view multiple worksheets/market totals within the client/estimate/market.



3. Check the boxes for worksheets you want to appear in the filter and worksheet totals on the worksheet.
4. Click the **Refresh Total** button to display the new values.

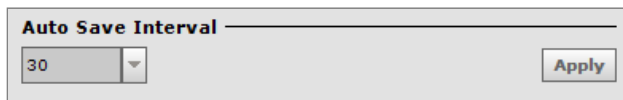
Extended Band

1. To display Goal vs. Purchased and include spots and GVP in the worksheet totals section, select **Use Extended Total Band**.
2. Click **Apply**.

Worksheet Table Sort

1. Select a sort method from the dropdown list.
2. Click **Apply** to apply your changes to the worksheet.

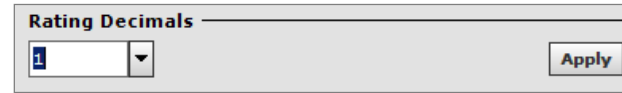
Auto Save Interval



1. Type the number of minutes for how often you want OX to save your worksheet in the field provided.
2. Click **Apply** to apply your changes to the worksheet.

Ratings Decimals

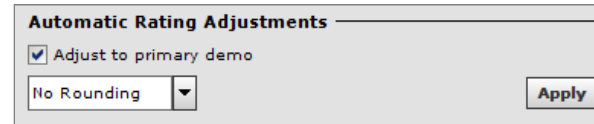
Use this section to set the number of decimal places that will display for ratings data.



3. Enter or select 1 or 2 in the field provided.
4. Click **Apply** to apply your changes to the worksheet.

Automatic Rating Adjustments

Use this section to specify a rounding method for ratings and impressions related to estimating.



1. Select the **Adjust to primary demo** checkbox to use the default worksheet demo as the adjusting demo.
2. Use the dropdown field to select a rounding method for additional demos when an adjustment is made to the primary demo. Your options include **No rounding**, **Rounding to 0.5** and **Rounding to 1.0**.
3. Click **Apply**.

Worksheet Table Mode

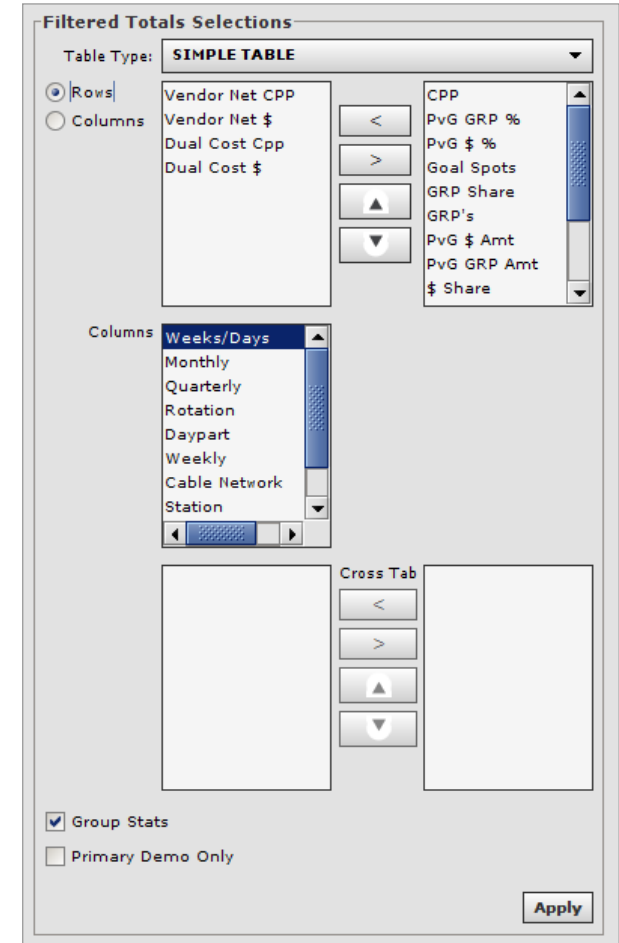
1. To specify the worksheet layout, choose **Default three column view** or **Spots below view**.



2. Click **Apply**

Filtered Totals Selections and Worksheet Totals Selections

Use these two sections to configure the Filtered Totals and Worksheet Totals sections of the worksheet, including the information displayed in the table and the manner in which it is displayed. The exact same options are available in each section.



1. Use the dropdown to select a **Table Type** option:
 - **Simple Table:** allows you to view demographic data for the selected summary type. The **Filtered Totals** area displays as a standard worksheet.

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- **Cross-Tab Table:** allows you to select the **Columns** and **Rows** for which totals display. The **Filtered Totals** area displays as a cross-tabulation table. The selected option will reference the upper list box. The non-selected option will reference the middle list box.

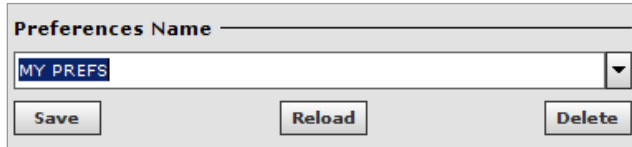
* *One item may be selected from each list. Multiple items may be selected within the Cross-Tab list.*

2. Use the radio buttons to select **Rows** or **Columns**. The selected option will reference the upper list box. The non-selected option will reference the middle list.
3. **Rows** and **Columns** may be added to either total type by selecting the radio button and then clicking and using the buttons to add or remove desired data.
4. Select the **Group Stats** checkbox to display all GRP, GRP Share, and CPP rows together or select the **Primary Demo Only**, checkbox to display only data for the primary demo.
5. Click **Apply**.

4. Preferences Name

This section saves your selections in all the other sections as a template.

1. Enter a name for your preferences and click **Save**.
2. Your preferences are saved to the OX system and may be applied to any new or existing worksheets.



* *To recall settings, select the setting name and click Reload. All of the settings will populate the sections in the Preferences tab.*