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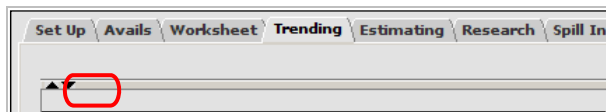
## 1. Overview

There are several tools within the Spot Prebuy Research program enable you to compare ratings, share, and other metrics for your avail lines. These tools can be accessed on their own tabs or within the function menu of this program.

## 2. Trending

Use the **Trending** tab to compare the ratings, share and other values for a specific day/time/demo combination using selected surveys. The setup of the tab depends on the media for the selected worksheet.

1. Click the **Trending** tab.
2. To select the day/time/demo combo for your analysis, click the arrow at the top of the window to expand the selection pane.

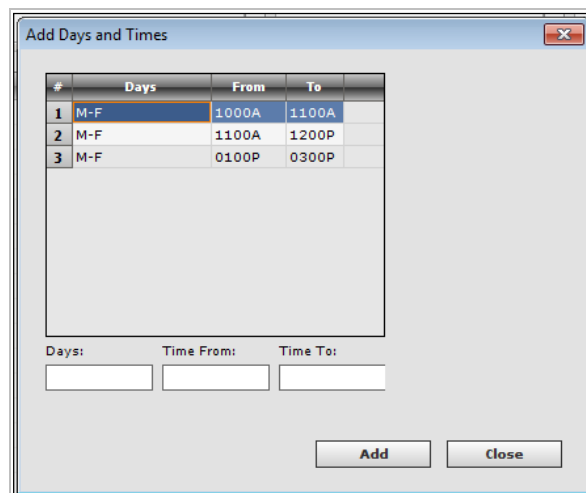


3. In the **Demographic** field, enter or select a demo. Only demos assigned to the worksheet are available.
4. In the **Day/Time** field, enter or select a day/time combo.

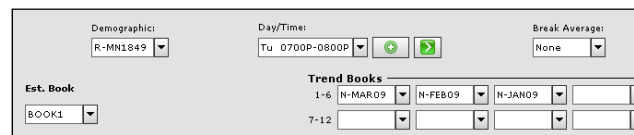
## Adding Additional Day/Time Combinations

Additional day/time combinations can be added to the **Trending** tab by completing the following steps:

1. Click next to the **Day/Time** field. The Add Days and Times dialog appears.



2. Enter new day/time information in the fields at the bottom of the dialog.
3. Click Add.
4. Repeat for each new day/time combo you wish to add.
5. Click Close to close the dialog.
6. In the **Trend Books** section, enter or select the trend books you wish to use. You can select up to 12 books.
7. Click **Save**.



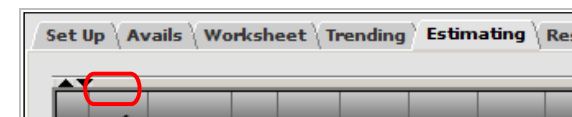
8. If appropriate, at the bottom of the screen, select the following checkboxes.
  - **Include all stations in market**
  - **Exclude cable**

9. Click **Retrieve Ratings** at the bottom of the screen. Ratings are displayed for the selected criteria.
10. If you see lines in the results you wish to add to your worksheet, select the checkbox next to the line(s) and click **Add lines to Worksheet** at the bottom of the screen.

## 3. Estimating

Use the **Estimating** tab to compare the ratings, share, and other values for a single avail line across multiple books.

1. Click the **Estimating** tab.
2. To select the criteria for your analysis, click the arrow at the top of the window to expand the selection pane.



3. Under **Inquiry Type**, select **Actual Books** or **Estimated Books**.
4. The screen changes based on the inquiry type you selected. Complete one of the following:
  - If you selected **Actual Books**, enter or select at least one book. You can select up to 12 books.
  - If you selected **Estimated Books**, enter a new formula, including a Share book and up to four HUT/PUT books.
5. In the main grid, select the checkbox corresponding to the avail line for which you want to view details.
6. Click **Retrieve Ratings** at the bottom of the screen. Data for the selected avail line is displayed.

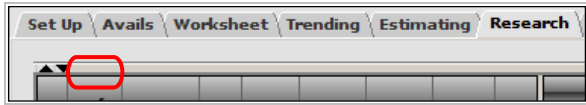
## 4. Research

Use the **Research** tab to compare ratings, shares and/or HUT/PUT for one or more avails across one or more books. There are multiple ways you can use this tab to analyze your avails. The following details different options available within this tab.

1. Click the **Research** tab.

# Spot Prebuy – Research

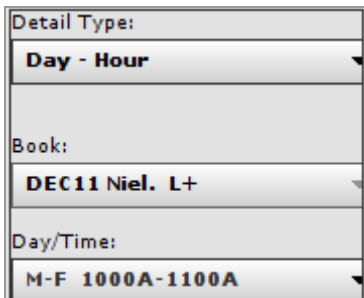
- To select the criteria for your analysis, click the arrow at the top of the window to expand the selection pane.



- In the **Demographics** field, select the demographics for which you wish to see data. Only demographics set up on the worksheet are available.
- If you want to see data related to break averages, select the appropriate value in the **Break Average** field.
- Under **Inquiry Type**, select **Actual Books** or **Estimated Books**.
- Under Mode, select **Single** or **Multiple**.

\* If you select **Multiple** as the mode, you can compare the ratings for multiple avails. This is particularly useful if you want to compare demo data for avails with the same time period, but different stations.

- The screen changes based on the inquiry type you selected. Complete one of the following:
  - If you selected **Actual Books**, enter or select at least one book. You can select up to 12 books.
  - If you selected **Estimated Books**, enter a new formula, including a **Share** book and up to four **HUT/PUT** books.
- In the main grid, select checkbox(es) corresponding to the avail line(s) for which you want to view details.
- Click **Retrieve Ratings** at the bottom of the screen. Data for the selected avail line(s) is displayed.
- If appropriate, change the **Detail Type** using the available options.



## 5. Quick View

The Quick View function on the worksheet can be used to review an avail or multiple avails in a separate window. It allows you to drill down and view additional trending and data as you build your schedule.

- On the **Worksheet** tab, select an avail line(s) you wish to view in greater detail.
- In the **Functions** field in the lower portion of the screen, select **Quick View** from the dropdown list and click **Apply**.
- The **Quick View** window opens. The **Define Trend Books** section defaults to the books you selected on the **Setup** tab. You can enter books you want to use for trending, as necessary. Enter or select up to 12 books.
- Click **Save**.

## Research Details

- In the **Research Details** section at the bottom of the dialog, select a research view and demographic group.



The following describes some of the research details options and how they might be used to evaluate your avails.

**Avail Plus Weekly** This option allows you to break out the weeks in each book. A weekly section opens and displays the rating, share, HUT or PUT and program from the weekly books.

**Avail Plus Multi-Demo** This option allows you to view demographic data for multiple demos on one screen. After selecting your demos, the ratings, shares and HUT or PUTs for multiple demographic categories appear in the middle portion of the screen.

**Competitive and Competitive without Cable** These options allow you to view data for multiple stations. You can select the stations for which you want to view data and then update the screen to view demographics for several stations.

**Overnight Rating** This option allows you to view Nielsen overnight ratings data. It is available for all demos in LPM markets and only the HH demo in set metered markets if it is included on the worksheet. This option is not supported in diary markets. You can view the data for the default 13 weeks prior to the current week or modify the date range in the date range fields that appear upon selecting this option.

# Spot Prebuy – Research

- Two grids are located on this window. Two copies of the avail line appear in the top grid. The upper line can be edited. The lower line is read-only and retains the values. The lower grid is updated as the research details change.

#	Daypart	Station	Days	Time From	Time To	Len	Cost	
1	DA	WABC	M-F	1000A	1100A	30	1285.00	TE
2	DA	WABC	M-F	1000A	1100A	30	1285.00	TE

- Edit the upper line if desired.

## Overrides

You can override the demographics by making changes to the upper line. Overrides are flagged with an asterisk and a green triangle appears in the upper left corner of the cell, indicating that the change has not yet been saved.

- To remove the override and return to the original value, space over the whole number including the asterisk and press Enter.

Station	Cable	Statistic	Buy Est.	Sys PJ	DEC11 Niel. L+	NOV11 Niel. L+	OCT11 Niel. L+
- WABC		AD1849 Rtg	0.6	0.6	0.70	0.60	0.50
		Share	5.5	5.5	5.70	5.50	4.50
		H/PT	11.6	11.6	12.00	11.20	11.10
		Program			RACHAEL RAY	RACHAEL RAY	RACHAEL RAY

- Click **Update** to save the changes or **Close** to discard the changes. If you selected multiple avails, the **Update** button displays a plus sign, enabling you to move to the next selected avail.
- As appropriate, make changes to the top avail line.
- Click **Apply** to apply any changes you made to the worksheet or click **Close** to discard your changes. You are returned to the worksheet.