

Sellers Introduction

This guide illustrates how to maximize the pricing analysis, yield optimization, and order management tools in Videa to monitor both your inventory and Videa's performance. With these tools, Videa provides insights and details of inventory management.

Pricing Analysis

Although all screens contain some aspect of pricing, the ORDER, PRICING, and PERFORMANCE screens display year-over-year station comparisons.

ORDER SUMMARY

The ORDER SUMMARY screen allows you to review pricing and inventory. To manage orders and set priorities, the order summary drilldown view displays a snapshot of new orders, how the orders are divided out, what was purchased, how many spots were purchased, and the rates.

ORDER SUMMARY						
Advertiser	SEARCH	View:	Last 5 Days	Export to Excel		
Advertiser	Campaign	FLT Start Date	FLT End Date	Revenue	Share	Order Date
Easy Wireless		9/1/14	10/5/14	\$3,850.00	0%	9/26/14
Fowler Toyota		9/1/14	10/5/14	\$6,000.00	0%	9/26/14
Fowler Chevrolet		9/1/14	10/5/14	\$3,600.00	0%	9/26/14
Goodman's		7/21/14	10/3/14	\$635.00	0%	9/26/14

PRICING / INVENTORY

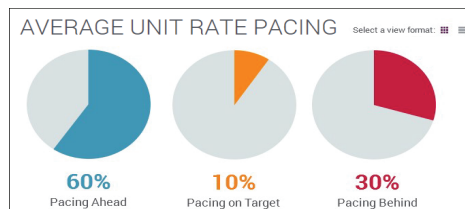
The PRICING screen offers details on the pricing of the inventory on a larger scale. For an order, this is how you've priced your programs that have multiple advertisers.

SPOT DETAILS

The SPOT DETAILS window allows you to:

- View the various spots that were sold for a specific program
- Verify the average unit rate (AUR)
- View granular-level detail regarding the pricing and the cost per point

SPOT DETAILS			
Spot	AUR TY	Cost	CPP
Stage Stores	\$300.00	\$300.00	\$20.00
General Mills	\$300.00	\$300.00	\$20.00
McDonalds	\$300.00	\$300.00	\$20.00



AVERAGE UNIT RATE PACING

The AUR TY/LY field in the PRICING table displays colored dots that represent the pacing status in the AVERAGE UNIT RATE PACING pie charts: blue is pacing ahead, orange is pacing on target, and red is pacing behind.

SPORTS / SPECIALS

The SPORTS / SPECIALS table displays items that require additional pricing attention. These programs are not considered part of the stations' everyday programming; instead, they are identified as programs with an increased importance within the local market place or network significance. Stations provide input for the revenue manager's consideration.

SPORTS / SPECIALS							
As of October 08, 2014							
Sports/Specials	Air Date	AUR TY	AUR LY	Video Spots Sold	Total Spots Available	Revenue	Total Revenue
Super Bowl	Jan 2	\$16,500	\$15,000	3	10	\$32,000	\$33,000
Daytona 500	Jul 10	\$11,000	\$10,000	2	11	\$21,000	\$21,000
24 Fille	Oct 30	\$11,500	\$11,000	5	11	\$23,000	\$23,000

Yield Optimization

The PRICING and PERFORMANCE screens allow you to see how Videa provides yield optimization. These screens comprise program performance, account performance, and a widget to track the performance of key sports and specials that may require additional pricing attention.

ACCOUNT PERFORMANCE

The PERFORMANCE by Account screen allows you to view Videa's overall performance on rate, volume, and revenue for the account.

ACCOUNT PERFORMANCE										
Station Audience Share										
Advertiser	Agency	TY Revenue	TY Volume	TY Share	LY Revenue	LY Volume	LY Share	TY Rate	LY Rate	TY CPM
Invent Hgty	Southwest Media	\$0.00	\$0.00	1	0%	\$0.00	\$0.00	0	0%	0
1-800-2-GARAGES	One Degree Adm.	\$2.00	\$0.00	1	0%	\$0.00	\$0.00	0	0%	0
Tune Weeding School	Wally Brady Adm	\$0.00	\$0.00	1	0%	\$0.00	\$0.00	0	0%	0

STATION PERFORMANCE

The PERFORMANCE by Station screen allows you to evaluate inventory and pricing models to find the balance between spots and price (AUR analysis); in other words, how the station is performing with an automatic process in the mix.

STATION PERFORMANCE										
As of October 08, 2014										
Station Region	TY Revenue	TY Spots Volume	TY AUR	LY Revenue	LY Spots Volume	LY AUR	TY Rate	LY Rate	TY CPM	LY CPM
Nationwide	\$760	5	\$251.04	\$0	0	\$0.00				
Local	\$917	7	\$131.00	\$135	2	\$67.50				
Total	\$1,677	12	\$139.25	\$135	2	\$67.50				

AVERAGE UNIT RATE PACING

As with pricing analysis, yield optimization uses AUR pacing charts to monitor pacing status.

Order Management

Starting with the original order, Videa's order management provides detailed information on all Videa orders. The process continues with the makegood resolutions.

ORDER SUMMARY

As with pricing analysis, order management uses the ORDER SUMMARY screen that allows you to:

- View granular data to track flight dates, how much money is associated with the order, your station share of the order, and when the data was entered into WideOrbit
- Verify that the order successfully ported from the agency into the traffic system
- Verify that pricing analysis is on track

MAKE GOODS

To ensure advertisers' campaigns run in-flight, the MAKE GOODS screen displays pre-empted Videa spots and the suggested makegood offer. Pre-empted Videa spots will show up as action requirements from the seller advisor who makes the suggestion.

MAKE GOODS SUMMARY							
Select a view format: [icon]							
Export to Excel							
Advertiser	Clearance	Booked	Placed	Pre-empted	Pre-empted Spots	Campaign End Date	Status
Suburban Chevro...	99.65%	\$18,740.00	\$18,675.00	\$65.00	1	9/28/14	Action Req
Osage Casino	99.67%	\$24,330.00	\$24,250.00	\$80.00	2	10/4/14	Action Req
John Colbert	99.69%	\$6,410.00	\$6,390.00	\$20.00	1	9/28/14	Action Req
Mattress Firm	99.72%	\$95,810.00	\$95,540.00	\$270.00	4	9/27/14	Action Req
Hahn Appliance	99.8%	\$38,080.00	\$38,005.00	\$75.00	1	9/28/14	Action Req
UKQ Auto Parts	99.93%	\$2,755.00	\$2,753.00	\$2.00	1	9/28/14	Action Req

ON TRACK RATINGS INDICATOR (OTRI)

Use the OTRI screen to track the progress of the campaign.

ON TRACK RATINGS INDICATOR					
Advertiser	Agency	Campaign	Flight Start Date	Flight End Date	
Taco Bueno	Kelly Scott & Madison	No Campaign Name	08/08/2014	10/12/2014	
Wigs Wigs Wigs Salon	Wigs Wigs Wigs Salon	No Campaign Name	09/22/2014	10/10/2014	