



RATINGS EXPLORER & CASCADE FUNCTIONALITY

HOW-TO GUIDE



JULY 2022 UPDATE

A new way to review and estimate avails in the MX Platform.

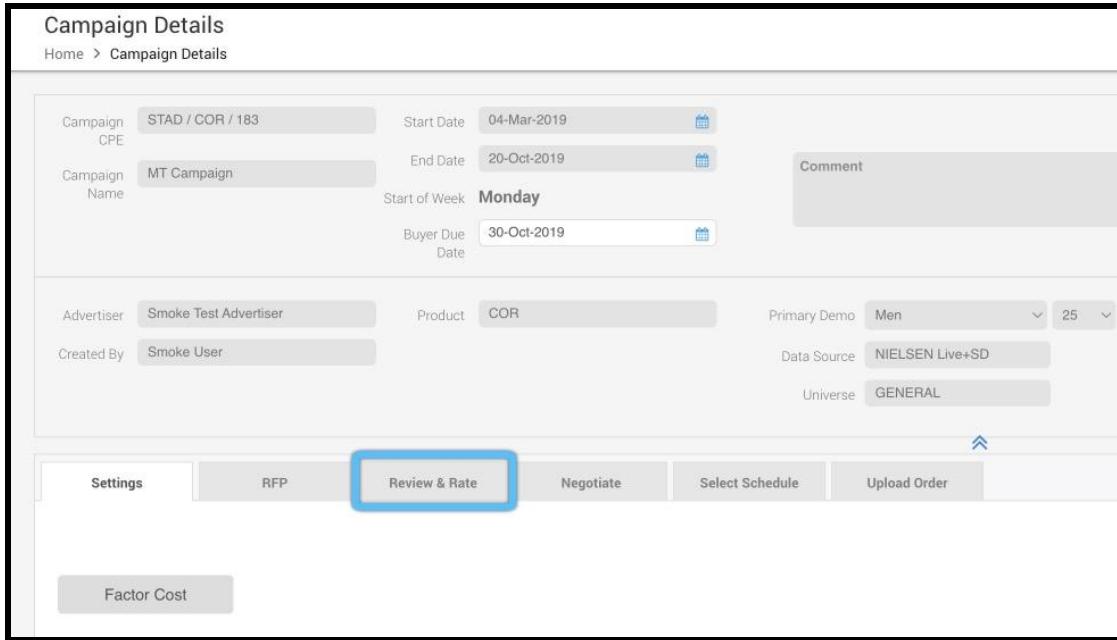
With our latest Ratings Explorer enhancements, Local users can now quickly and simply estimate ratings across multiple demos and forecast with greater ease.

Utilize these updates to do the following, and more:

- Estimate avails across multiple demos via cascade book and percentage enhancements.
- Update, manipulate, and analyze avail data on one screen.
- Project calculations with confidence.

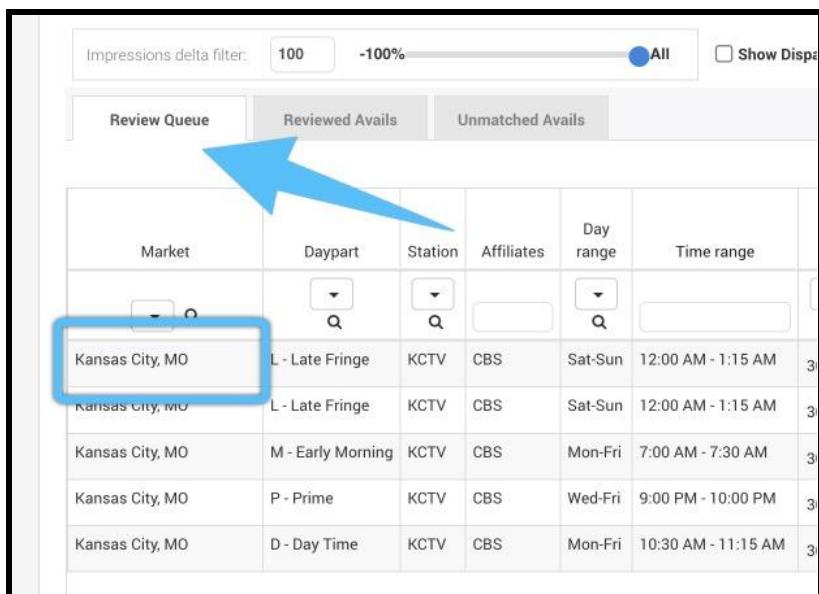
How to Utilize the Cascade Functionality

1. In Campaign Details, select the Review & Rate tab:



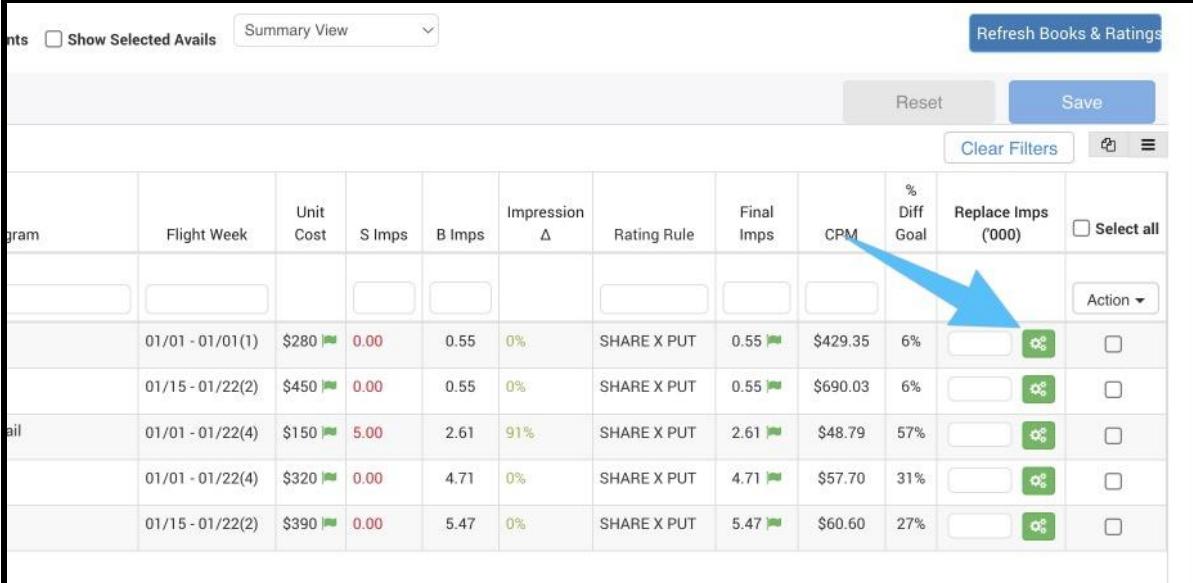
The screenshot shows the 'Campaign Details' page. At the top, there are fields for 'Campaign CPE' (STAD / COR / 183), 'Start Date' (04-Mar-2019), 'End Date' (20-Oct-2019), 'Comment', 'Campaign Name' (MT Campaign), 'Start of Week' (Monday), 'Buyer Due Date' (30-Oct-2019), 'Advertiser' (Smoke Test Advertiser), 'Product' (COR), 'Primary Demo' (Men), 'Data Source' (NIELSEN Live+SD), 'Universe' (GENERAL). Below these are sections for 'Created By' (Smoke User) and 'Factor Cost'. At the bottom, there are tabs: Settings, RFP, **Review & Rate**, Negotiate, Select Schedule, and Upload Order. The 'Review & Rate' tab is highlighted with a blue box.

2. Find the market you want to utilize in the Review Queue tab, and then open the Ratings Explorer for that market by selecting the green gear icon in the “Replace Imps” column:



The screenshot shows the 'Review Queue' tab. At the top, there is a search bar for 'Impressions delta filter' with values '100' and '-100%' and a 'All' button. Below the tabs 'Review Queue' (highlighted with a black box), 'Reviewed Avails', and 'Unmatched Avails', is a table. A blue arrow points to the green gear icon in the 'Replace Imps' column of the first row, which has 'Kansas City, MO' in the 'Market' column. The table columns are: Market, Daypart, Station, Affiliates, Day range, Time range, and Replace Imps. The rows show various market/daypart combinations and their corresponding details.

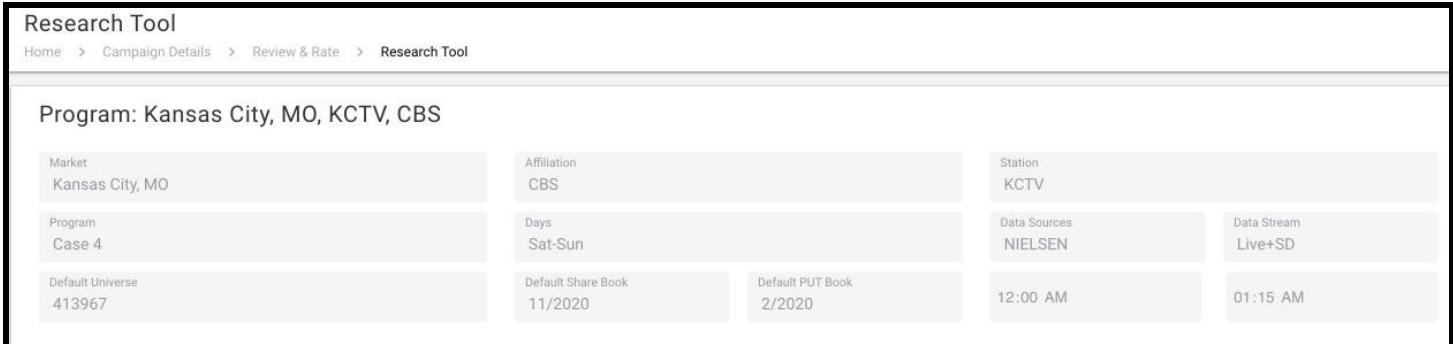
Market	Daypart	Station	Affiliates	Day range	Time range	Replace Imps
Kansas City, MO	L - Late Fringe	KCTV	CBS	Sat-Sun	12:00 AM - 1:15 AM	
Kansas City, MO	L - Late Fringe	KCTV	CBS	Sat-Sun	12:00 AM - 1:15 AM	
Kansas City, MO	M - Early Morning	KCTV	CBS	Mon-Fri	7:00 AM - 7:30 AM	
Kansas City, MO	P - Prime	KCTV	CBS	Wed-Fri	9:00 PM - 10:00 PM	
Kansas City, MO	D - Day Time	KCTV	CBS	Mon-Fri	10:30 AM - 11:15 AM	



The screenshot shows a table with columns: Program, Flight Week, Unit Cost, S Imps, B Imps, Impression Δ, Rating Rule, Final Imps, CPM, % Diff Goal, Replace Imps ('000), and a checkbox for Select all. A blue arrow points to the 'Replace Imps ('000)' column.

Program	Flight Week	Unit Cost	S Imps	B Imps	Impression Δ	Rating Rule	Final Imps	CPM	% Diff Goal	Replace Imps ('000)	<input type="checkbox"/> Select all
											Action ▾
	01/01 - 01/01(1)	\$280  0.00	0.55	0%	SHARE X PUT	0.55 	\$429.35	6%			<input type="checkbox"/>
	01/15 - 01/22(2)	\$450  0.00	0.55	0%	SHARE X PUT	0.55 	\$690.03	6%			<input type="checkbox"/>
Airline	01/01 - 01/22(4)	\$150  5.00	2.61	91%	SHARE X PUT	2.61 	\$48.79	57%			<input type="checkbox"/>
	01/01 - 01/22(4)	\$320  0.00	4.71	0%	SHARE X PUT	4.71 	\$57.70	31%			<input type="checkbox"/>
	01/15 - 01/22(2)	\$390  0.00	5.47	0%	SHARE X PUT	5.47 	\$60.60	27%			<input type="checkbox"/>

- The Research Tool screen will open. At the top, you will see Program level details with non-editable fields, such as your market, program, default universe, affiliation, days, default share and PUT book, station, dayparts, and so on:



Program: Kansas City, MO, KCTV, CBS

Market Kansas City, MO	Affiliation CBS	Station KCTV
Program Case 4	Days Sat-Sun	Data Sources NIELSEN
Default Universe 413967	Default Share Book 11/2020	Default PUT Book 2/2020
	12:00 AM	01:15 AM

One section below Program details is your Overnight Dynamic Range; use the expander arrow on the right side of the screen to open this section. Here you can fill in the fields to pull in overnights. If data exists, clicking "Get Overnights" will populate the table below:

Overnight Dynamic Range

Days: 7 values Display Range: 15 min Start Date *: 5/3/2022 End Date *: 5/24/2022 12:00 AM 01:15 AM GET OVERNIGHTS

(Filter items by days in table)

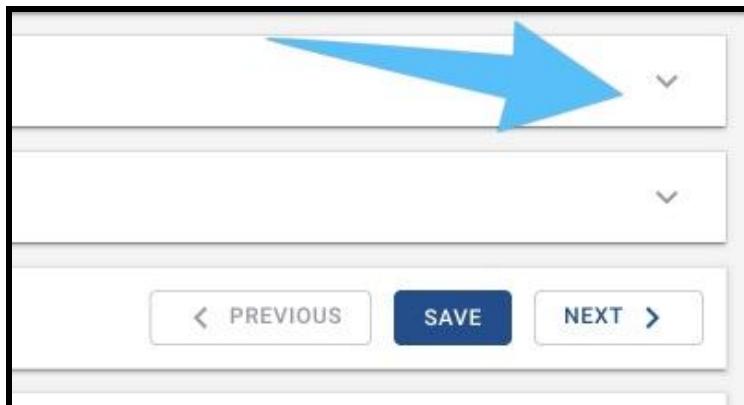
Overnights

Time	Program	Days	Date	Rtg	Shr%	H/Put
12:00 AM - 12:15 AM	LT-CORDEN-CBS	Fri	2022-05-20	0.65	3.51	18.65
12:00 AM - 12:15 AM	BULL B	Sat	2022-05-21	0.80	3.87	20.75
12:00 AM - 12:15 AM	LATE-SH-JC-CBS	Tue	2022-05-10	0.89	5.15	17.23
12:00 AM - 12:15 AM	SEAL TEAM B	Sun	2022-05-22	1.30	6.22	20.86
12:00 AM - 12:15 AM	LATE-SH-JC-CBS	Wed	2022-05-11	0.76	4.07	18.73
12:00 AM - 12:15 AM	LATE-SH-JC-CBS	Thu	2022-05-12	0.47	2.45	18.98
12:00 AM - 12:15 AM	LT-JC-ENC-CBS	Fri	2022-05-13	0.63	3.07	20.41
12:00 AM - 12:15 AM	BULL B	Sat	2022-05-14	0.46	2.26	20.38
12:00 AM - 12:15 AM	LT-CORDEN-CBS	Tue	2022-05-03	0.84	4.72	17.88
12:00 AM - 12:15 AM	SEAL TEAM B	Sun	2022-05-15	0.72	3.73	19.18

At the bottom of this section, you can also see the average rating, share percentage, HUT/PUT, and impressions for the Overnight selections:

12:00 AM - 12:15 AM	LT-CORDEN-CBS	WED	2022-05-18	0.80	4.10	19.40	8.07
12:00 AM - 12:15 AM	BULL B	SAT	2022-05-07	0.65	2.31	10.78	6.62
Average Of Selected		Rtg HH	Shr%	H/Put	Imps HH		
		0.66	16.63	3.97	6.69		

Use the expander arrows on the far-right side of the screen to expand or collapse both the Program level details and the Overnight Dynamic Range:



Below Overnights, you will see the toggles to turn off/on the Cascade functionality, as well as Cascade demo %. Selecting “Advanced Rating” will open into a new screen and will show detailed book information:

Overnight Dynamic Range

Cascade books Cascade demo (%) ADVANCED RATING

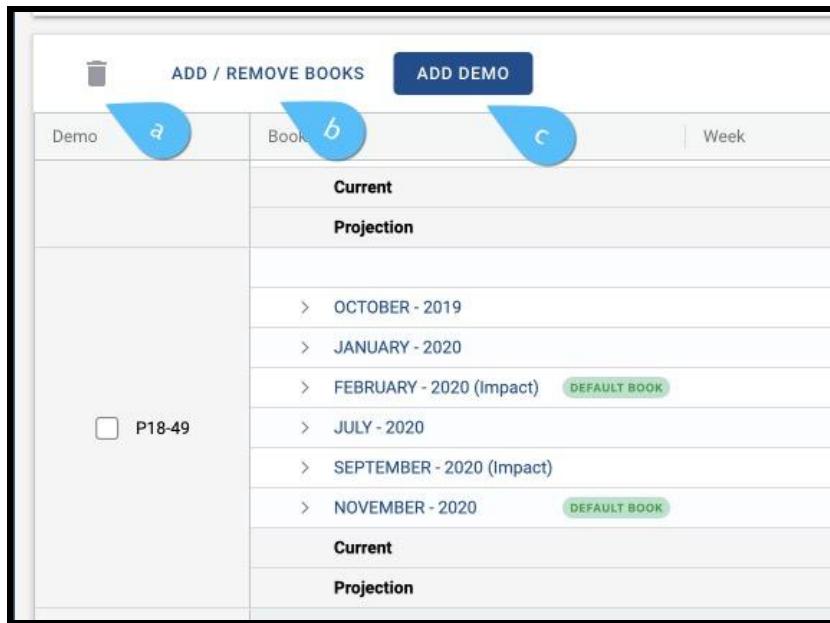
Demo	Book	Week
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Stations	Standard Book	Data Stream	Impact Book	Data Stream	Gender	Start Age	End Age	Day	Time	Calculate							
VICE - VIC WETV - WETV GALA - GAL EDAF - IND FMWK - Cable KCTV - CBS	JUNE-2020 JULY-2020 AUGUST-2020 SEPTEMBER-2020 OCTOBER-2020 NOVEMBER-2020	Live+SD Live+1 Live+3 Live+7	SEPTEMBER-2019 MAY-2020 JULY-2020 SEPTEMBER-2020 OCTOBER-2020 NOVEMBER-2020	Live+SD Live+1 Live+3 Live+7	Household Persons Males Females	2 6 12 15 18 21	14 17 20 24 34 49	Monday Tuesday Wednesday Thursday Friday Saturday Sunday	<input type="checkbox"/> Week 1 <input checked="" type="checkbox"/> 2 <input checked="" type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 Start Time 12:00 AM <input type="radio"/> End Time 01:15 AM <input type="radio"/>	<input type="radio"/> 1/4 hour <input type="radio"/> 1/2 hour <input type="radio"/> 1 hour							
Standard Book - Nov 2020 Live+SD																	
Time	Program	%Share	%HUT/PUT	Rating	Imps ('000)	Universe	Broadcast Day	Date	Time	Program	%Share	%HUT/PUT	Rating	Imps ('000)	Universe	Broadcast Day	Date
12:00 am-12:15 am	NCIS-SYN B	3.315	15.199	0.504	2.1	413967	Sat	11/01/2020	12:00 am-12:15 am	NCIS-SYN B	3.132	13.731	0.430	2.2	504881	Sat	11/01/2020
12:15 am-12:30 am	NCIS-SYN B	3.638	13.849	0.504	2.1	413967	Sat	11/01/2020	12:15 am-12:30 am	NCIS-SYN B	3.523	12.204	0.430	2.2	504881	Sat	11/01/2020
12:30 am-12:45 am	NCIS-SYN B	3.726	13.524	0.504	2.1	413967	Sat	11/01/2020	12:30 am-12:45 am	NCIS-SYN B	3.585	11.993	0.430	2.2	504881	Sat	11/01/2020

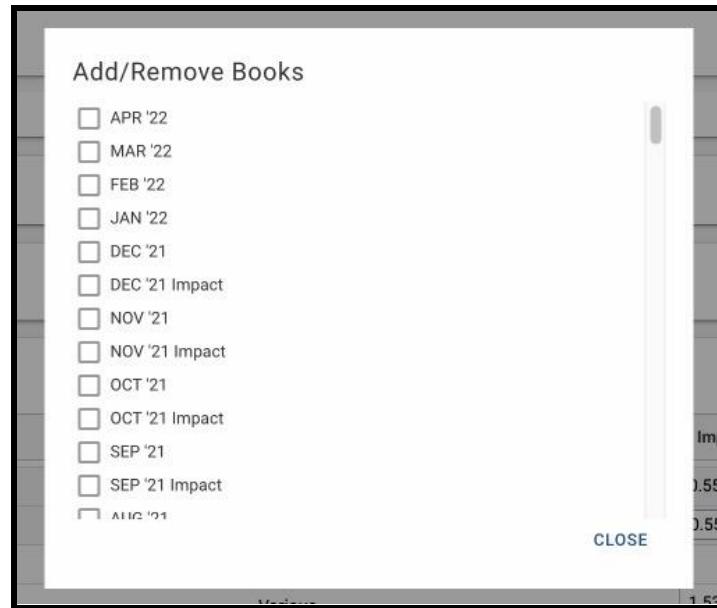
Back in the Research Tool screen, on the right side of the screen, you can use the “Previous” and “Next” buttons to move to the previous and next avail. The “Save” button will need to be utilized at specific points of the process:



Below this:



- If needing to delete an existing demo, select the checkbox next to the demo and then select the trash can icon.
- Select “Add/Remove Books” to add or remove books. A warning message will appear, letting you know that all unsaved changes will be lost and that removing a book will discard the associated selections. After selecting “OK,” a popup will show the books you can add or remove by selecting the checkboxes next to the book:



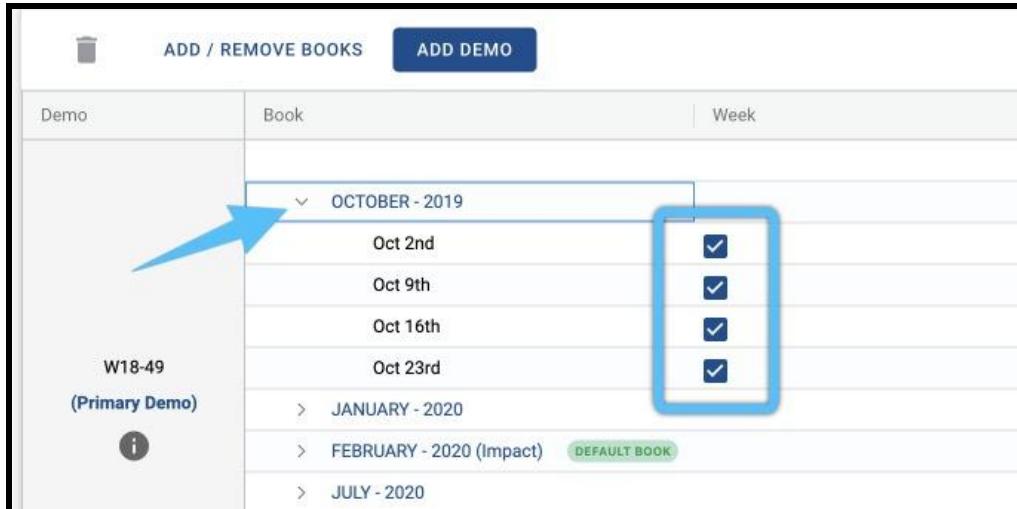
Tip: You can utilize up to 12 books; books added will apply to all programs within the campaign.

- c. Selecting “Add Demo” will also bring up a warning message, as any unsaved changes will be lost. After selecting “OK,” fill in the fields; select demo type (households, persons, men, women), and the age to and from range. Select “Save” when finished:



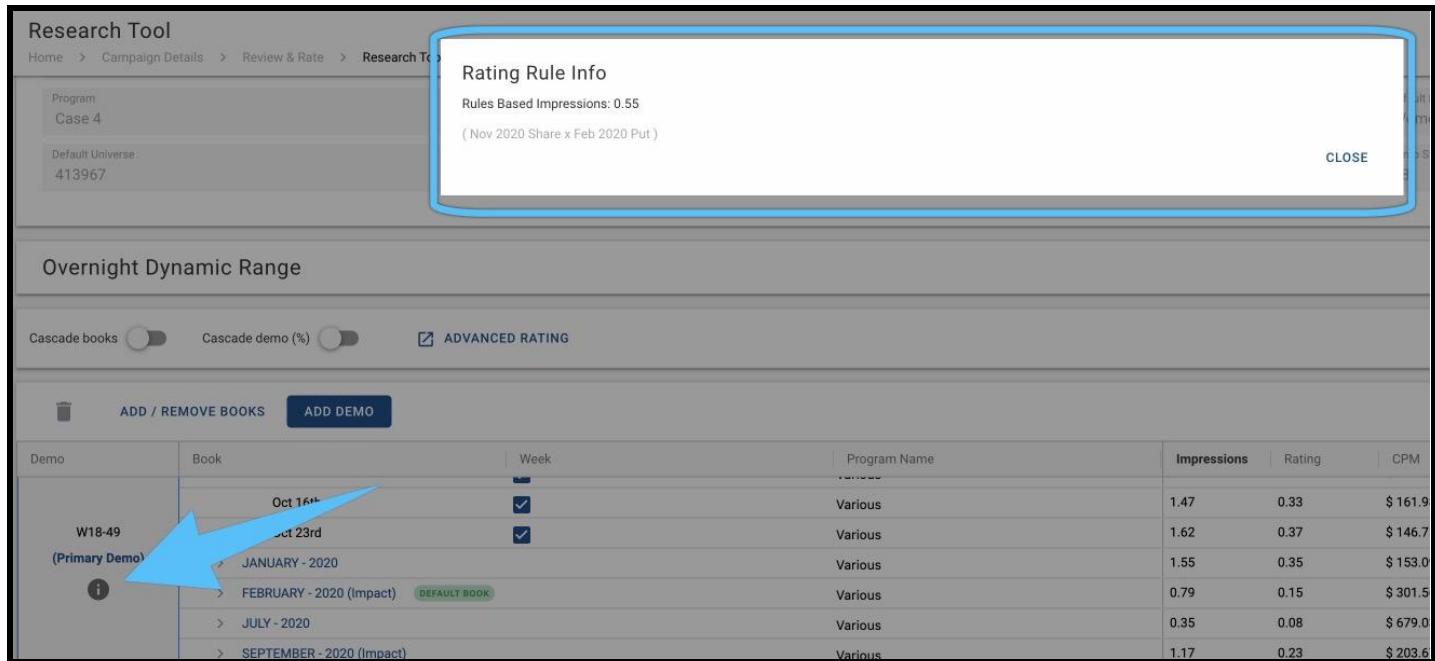
Note: Current functionality is such that if you add a new demo after you have made adjustments and finalized with Cascade, the new demo does not take on the cascaded info.

Within the demos, use the expander arrows to see the weeks broken out. You can also use the checkboxes to add or remove weeks from the demo months:



Demo	Book	Week
W18-49 (Primary Demo)	OCTOBER - 2019 <input checked="" type="checkbox"/> Oct 2nd <input checked="" type="checkbox"/> Oct 9th <input checked="" type="checkbox"/> Oct 16th <input checked="" type="checkbox"/> Oct 23rd	
	> JANUARY - 2020	
	> FEBRUARY - 2020 (Impact) DEFAULT BOOK	
	> JULY - 2020	
	> SEPTEMBER - 2020 (Impact)	

Select the “i” information icon to see the custom rule or the share/PUT:

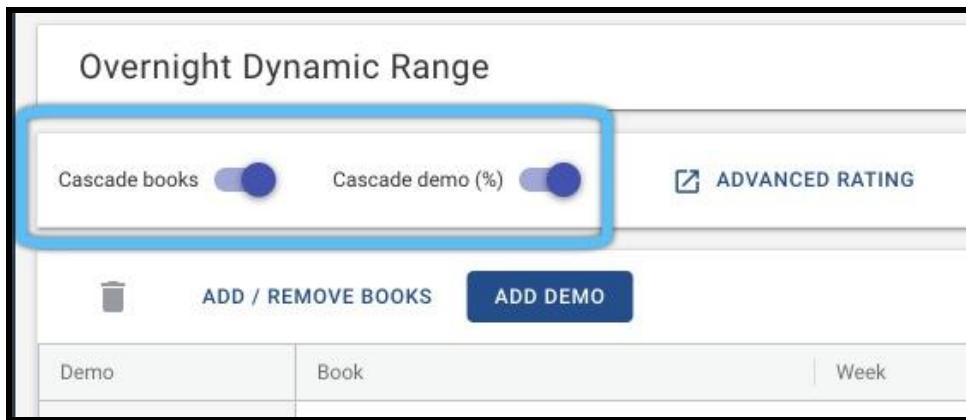


Overnight Dynamic Range						
Cascade books		Cascade demo (%)		ADVANCED RATING		
ADD / REMOVE BOOKS ADD DEMO						
W18-49 (Primary Demo)	Oct 16th Oct 23rd > JANUARY - 2020 > FEBRUARY - 2020 (Impact) DEFAULT BOOK > JULY - 2020 > SEPTEMBER - 2020 (Impact)	Week	Program Name	Impressions	Rating	
		Oct 16th	Various	1.47	0.33	\$ 161.9
		Oct 23rd	Various	1.62	0.37	\$ 146.7
		> JANUARY - 2020	Various	1.55	0.35	\$ 153.0
		> FEBRUARY - 2020 (Impact)	Various	0.79	0.15	\$ 301.5
		> JULY - 2020	Various	0.35	0.08	\$ 679.0
		> SEPTEMBER - 2020 (Impact)	Various	1.17	0.23	\$ 203.6

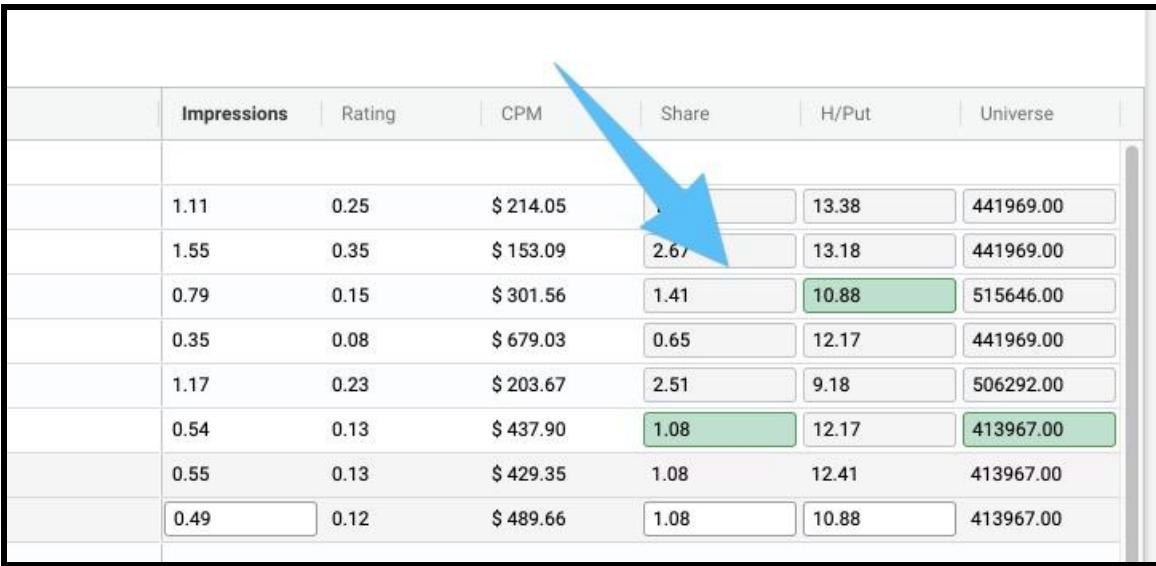
These custom rules will be applied only to new demos; any secondary demos that have already been added must be deleted and re-added for the custom rules under the “i” icon to show up.

4. Once your demos are added, make sure to select the “Save” button. This will create demos for all for all of the avails for that campaign.

5. The Cascade features will be on by default (you can toggle them off if desired). With Cascade Books toggled on, you can review the books you want to use by selecting within the Share column of as many books as you want. Selected books will highlight in green, and once selected, will automatically average on the shares or PUTs:



The screenshot shows the "Overnight Dynamic Range" interface. At the top, there are two toggle switches: "Cascade books" and "Cascade demo (%)" both set to on. Below these are buttons for "ADD / REMOVE BOOKS" and "ADD DEMO". A blue box highlights the cascade controls. At the bottom, there are columns for "Demo", "Book", and "Week".



The screenshot shows a table with columns: Impressions, Rating, CPM, Share, H/Put, and Universe. The Share column for the first row is white, while for the second row, it is highlighted in green with the value "2.67". A blue arrow points from the "Cascade books" toggle in the previous screenshot to this green-highlighted cell, illustrating how cascade selection propagates.

	Impressions	Rating	CPM	Share	H/Put	Universe
	1.11	0.25	\$ 214.05		13.38	441969.00
	1.55	0.35	\$ 153.09	2.67	13.18	441969.00
	0.79	0.15	\$ 301.56	1.41	10.88	515646.00
	0.35	0.08	\$ 679.03	0.65	12.17	441969.00
	1.17	0.23	\$ 203.67	2.51	9.18	506292.00
	0.54	0.13	\$ 437.90	1.08	12.17	413967.00
	0.55	0.13	\$ 429.35	1.08	12.41	413967.00
	0.49	0.12	\$ 489.66	1.08	10.88	413967.00

Every change you implement on your primary demo will cascade down to all of your other demos. For example, we can see here that the selections made in the primary demo (in this case W18-49) cascade down to the secondary demo (P18-49):

	Impressions	Rating	CPM	Share	H/Put	Universe
	1.11	0.25	\$ 214.05	1.88	13.38	441969.00
	1.55	0.35	\$ 153.09	2.67	13.18	441969.00
	0.79	0.15	\$ 301.56	1.41	10.88	515646.00
	0.35	0.08	\$ 679.03	0.65	12.17	441969.00
	1.17	0.23	\$ 203.67	2.51	9.18	506292.00
	0.54	0.13	\$ 437.90	1.08	12.17	413967.00
	0.55	0.13	\$ 429.35	1.08	12.41	413967.00
	0.49	0.12	\$ 489.66	1.08	10.88	413967.00
	1.53	0.17	\$ 155.97	1.35	12.86	881057.00
	3.73	0.42	\$ 63.83	3.55	11.93	881057.00
	1.75	0.17	\$ 135.76	1.72	9.89	1029012.00
	0.95	0.11	\$ 249.97	0.99	10.92	881057.00
	2.14	0.21	\$ 111.24	2.48	8.59	1003115.00
	1.49	0.18	\$ 159.69	1.61	11.28	822392.00
	1.31	0.16	\$ 182.09	1.61	9.89	822392.00
	1.31	0.16	\$ 182.09	1.61	9.89	822392.00

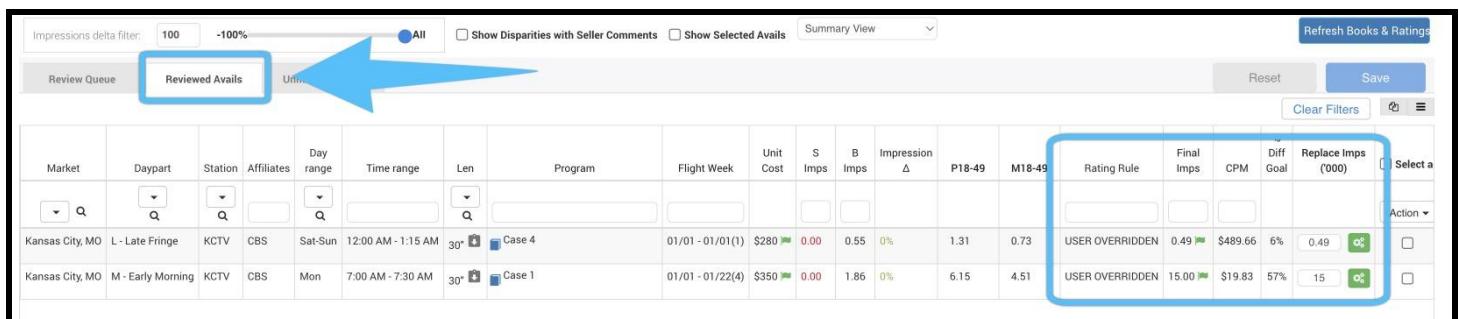
6. After you are satisfied with the numbers, **it is very important to remember to select “Save.”** If “Save” is not selected, the numbers will not cascade correctly for other demos. This will make your projected impressions your “current” impressions. Your projection and current impressions will look the same:



7. After saving, and with “Cascade demo %” toggled on, you can then adjust your primary demo. Whatever percentage you change within the primary demo will then cascade down to all of your other demos.

8. Independently of the primary demo, if you need to change any of your other demos, those changes will be made to that demo only. For example, if you need to adjust the Share for your M18-49 demo, **updating that field will update that demo only**. Since M18-49 is not your primary demo, no other demos will update to match the changes you made in that field.

9. Once finished with all estimating for that avail, make sure to select the “Save” button. Your projection will automatically be found in the Reviewed Avails tab back on the Review & Rate screen with your “overridden” number. The rating rule will change from “Custom” to “User Overridden”:



Market	Daypart	Station	Affiliates	Day range	Time range	Len	Program	Flight Week	Unit Cost	S Imps	B Imps	Impression Δ	P18-49	M18-49	Rating Rule	Final Imps	CPM	Diff Goal	Replace Imps ('000)	Action
Kansas City, MO	L - Late Fringe	KCTV	CBS	Sat-Sun	12:00 AM - 1:15 AM	30*	Case 4	01/01 - 01/01(1)	\$280	0.00	0.55	0%	1.31	0.73	USER OVERRIDDEN	0.49	\$489.66	6%	0.49	
Kansas City, MO	M - Early Morning	KCTV	CBS	Mon	7:00 AM - 7:30 AM	30*	Case 1	01/01 - 01/22(4)	\$350	0.00	1.86	0%	6.15	4.51	USER OVERRIDDEN	15.00	\$19.83	57%	15	

10. To move to the next avail, select the “Next” button. Or, you can use the breadcrumbs at the top left of the screen to go back to “Review & Rate”:

01:15 AM 

GET OVERNIGHTS

 PREVIOUS  SAVE  NEXT >

	Impressions	Rating	CPM	Share	H/Put	Universe
	1.11	0.25	\$ 214.05	1.88	13.38	441969.00

Research Tool

Home > Campaign Details > **Review & Rate**  Research Tool

Program: Kansas City, MO, KCTV, CBS

Market Kansas City, MO	Affiliation CBS
Program Case 4	Days Sat-Sun
Default Universe 413967	Default Share Book 11/2020

Document Revision History

Version	Date	Author	Description
1.1	7.6.22	SH	Minor additions
1.0	5.21.22	SH	Initial Specification version