



PAM: Promotional Airtime Manager v3.0

Overview

This guide is here to help you work through the 4 areas of PAM:

1. Broadcaster settings (Page 2)

This area will be used at initial set up and then occasionally updated as and when required by the Broadcaster Administrator/ Super User.

2. Promo Model (Page 15)

This is where you can set up standard or Business as Usual (BAU) campaign templates that can then be used to make setting up campaigns in the planner very quick. Templates can be defined by channel, target audience, priority level and/or campaign type (i.e. Drip versus burst etc.)

3. Planner (Page 30)

This is the main area of regular use where a broadcaster can view all campaigns and manage their promotional resource.

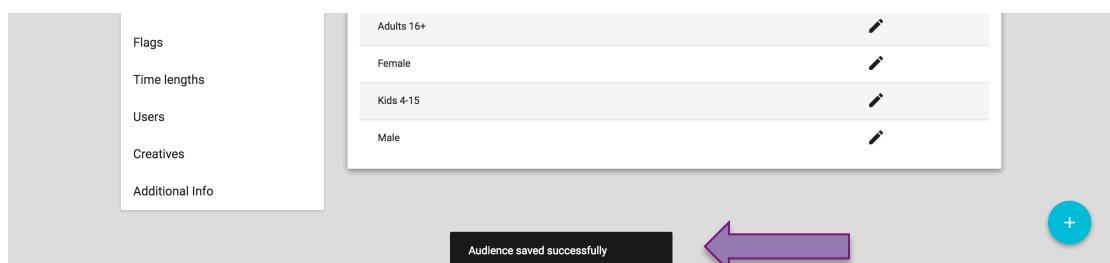
4. Reports (Page 65)

Used to extract and display information within PAM.

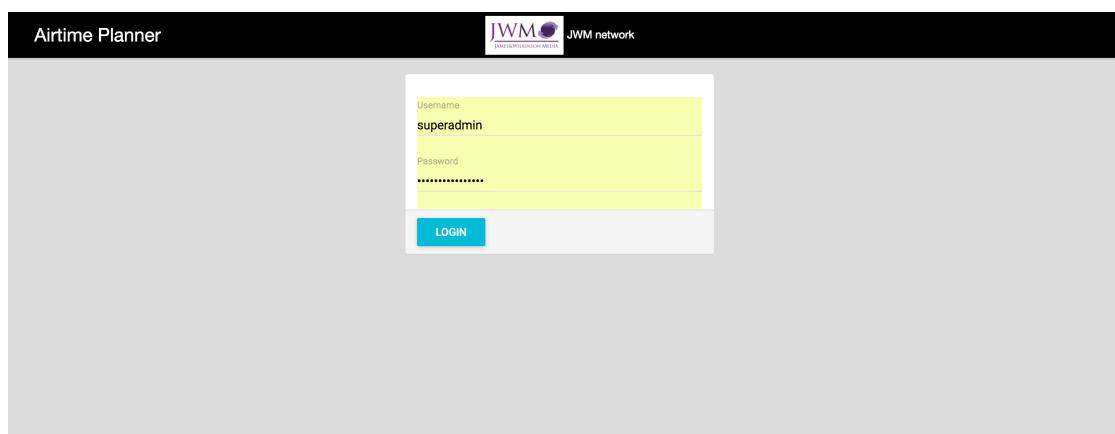
There are 3 reports plus XML export:

- Single campaign report
- Airtime report – captures multiple campaigns across a defined period
- Inventory report – gives a snapshot of your total campaign mix
- XML export – for integration with 3rd part systems

Please note that when any amendments have been made and saved anywhere in PAM, you will be notified with the following window:



Please be aware that bandwidth speeds sometimes delay this message appearing so please be patient. If it does not appear then it has not saved! Please get in touch if you are experiencing any saving issues.



Part 1: Broadcaster

Settings

The Admin/ Super User will have access to the full system. This includes having responsibility to set up user accounts and granting appropriate rights for that user.

If you have forgotten your password or have any errors login into the PAM, please contact admin@j-wmedia.com for PAM support and technical enquiries.

The screenshot shows the 'Airtime Planner' application. At the top, there's a navigation bar with links for 'BROADCASTERS', 'SETTINGS', 'PLANNER' (which is highlighted in blue), 'PROMO MODEL', and 'REPORTING'. The 'BROADCASTERS' link has a purple arrow pointing to it. Below the navigation is a search bar labeled 'Filter by campaign name' with a magnifying glass icon. The main content area is titled 'Planner' and features a 'View Options' dropdown. The central part of the screen is a weekly calendar grid for July 2017, August 2017, and September 2017. The grid includes columns for 'CH', 'Campaign', 'Genre', 'Priority', 'Start', 'Prog', and 'End'. To the right of the grid, there's a detailed audience report table with columns for 'Target Audience', 'BA GRPs', 'Eps', 'Channel Split(BA)', and 'Par'. The table includes rows for 'A16-24', 'Adults 16+', 'A16-24', 'A25-44', 'A25-44', 'Adults 16+', 'Adults 16+', and 'A25-44'. A blue '+' button is located in the bottom right corner of the audience report section.

Once logged in, all users will be directed to the main ‘planner’ screen where all campaigns are displayed.

Broadcaster Settings

For broadcast administrators only, click ‘Settings’ to access the main admin page.

The main admin page allows the administrator to maintain a number of broadcaster settings that contribute to the broadcaster’s marketing plans. These are editable at any time and flexible to the individual needs of the broadcaster.

Editing broadcaster settings allows you to define the broadcaster name and logo and view guideline inventory allocations.

Week Start Day

Choose the day of week that you wish your planning calendar week to start from and press save.

For those broadcasters based in Australia or Latin America, please ensure the ‘use alternate week numbering’ checkbox is ticked so that calendar weeks are adjusted to for Australia and Latin America calendar settings.

Setting a Base Audience

It is important to decide at this stage what will be your BASE AUDIENCE for use within PAM. We recommend that this is the broadest possible audience and is what you currently use to measure your available promotional airtime. In most cases this

will be Adults (16+ yrs), but some broadcasters may use their broadest trading audience i.e. Adults 16-49.

Setting a Default Inventory

PAM allows you to use a forecasted portfolio inventory on a default weekly basis. Your portfolio inventory displayed in this field is a sum of each channel weekly inventory entered in the next tab (below). This value should be against your BASE AUDIENCE.

The screenshot shows the Airtime Planner application. At the top, there's a navigation bar with tabs: Broadcasters, SETTINGS (which is highlighted in pink), Planner, Promo Model, and Reporting. On the far right, it says "Signed in as: superadmin" and has a "Logout" button. Below the navigation is a sidebar on the left with links like Broadcaster settings, Channels, Audiences, etc. The main content area is titled "Broadcaster settings" for "JWM network". It includes fields for "Name" (JWM network), "Week start" (Monday), "Default week inventory" (1000), and a checkbox for "Alternative week numbering". A blue "SAVE" button is at the bottom. The overall interface is clean with a light grey background and white cards for different sections.

Listing Channels

In addition to listing TV channels, PAM allows you to list any non-linear services that can also be planned, displayed and reported on with values and dates.

Select an individual channel and abbreviation (MAX 3 characters) and whether that channel will be planned using a GRP allocation. Non-GRP activity will not use up any of your allocated GRP inventory when assigning to campaigns.

If you wish to create a channel that is due to launch in the future then you can delay the contribution of the new channel's GRPs to your portfolio by setting a start date.

| Name | Abbreviation | GRPs | Default inventory GRPs | Channel start date | Disabled | Actions |
|-----------|--------------|------|------------------------|--------------------|----------|---------|
| JWM1 | JW1 | ✓ | 500 | 01 07 2017 | | |
| JWM2 | JW2 | ✓ | 300 | 01 07 2017 | | |
| G3 | G3 | ✓ | 200 | 01 07 2017 | | |
| Portfolio | Por | | | 01 07 2017 | | |
| Vod | Vod | | | 01 07 2017 | | |
| Radio | Rad | | | 01 07 2017 | | |

Setting a Channel GRP Inventory

If you set up a channel that uses GRPs, then you are required to assign a GRP allocation that the particular channel contributes on a weekly basis. This is used to populate the planner calendar with a promotional inventory pot on a weekly basis for the overall portfolio and at a channel level.

Each channel inventory is combined to give an overall portfolio inventory, displays on the previous tab (broadcaster settings)

You can reorder your channels at any stage by clicking the up/down arrows for the relevant row for each channel. Once you are happy with the order, click save order. This channel order will be reflected across the board wherever channels are displayed in a list format (reports/ planner and promo model).

Disable a Channel

To disable a channel from being used in the planner and contributing to your inventory you can click the 'disabled' option and it will be reflected with a tick against the disabled column.

Campaign data for channels no longer in use will be archived in the database so can be accessed at a later date if required.

Listing Audiences

To create a new audience, click the plus button on the lower right hand corner of the screen while the 'Audience' tab is open.

Audiences are used as a reference to move between Target Audience and Base Audience GRP figures when planning campaigns. Audiences are also used to report against in various types of reports (see Reporting section)

Users can list as many audiences as required, either in demographics or dynamic audiences for targeting.

The screenshot shows the Airtime Planner application. At the top, there's a navigation bar with the JWM network logo and user information. Below the navigation, there are tabs: BROADCASTERS, SETTINGS (which is selected), PLANNER, PROMO MODEL, and REPORTING. On the left, a sidebar lists various settings categories like Broadcasters, Channels, Audiences, etc. The main area displays a table of audiences with columns for Name, Status (e.g., Disabled), and Actions (represented by edit icons). A modal window titled 'Create Audiences' is open in the center, allowing users to input a name (45+) and a status (Disabled). There are 'CANCEL' and 'SUBMIT' buttons at the bottom of the modal.

Conversion/ Affinity

Conversion or Affinity for specific audiences is stored in the settings area. These values allow PAM to automatically calculate GRP values by using the conversion by audience and the channel mix of a campaign.

To input a conversion value for an audience, create a new audience in the 'audience' tab and the conversion field will automatically be created with a 1 value in the

'Conversion/ Affinity' tab. Select the appropriate audience field in the 'Conversion/ Affinity' tab and input the correct conversion specific to an individual channel.

The conversion value required for PAM is from Base Audience to Target Audience.

| Channel / Target | 45+ | A16-24 | A25-44 | A35-54 | Adults 16+ | Female | Kids 4-1 |
|------------------|-----|--------|--------|--------|------------|--------|----------|
| JWM1 | 1.2 | 0.65 | 0.82 | 0.98 | 1 | 1.3 | 0.34 |
| JWM2 | 0.5 | 1.1 | 0.89 | 0.76 | 1 | 0.4 | 0.6 |
| G3 | 0.6 | 0.98 | 0.7 | 0.67 | 1 | 1.6 | 2.3 |

Once these settings have been populated, generally, they will not need to be populated again (apart from minor tweaking that may happen once or twice annually or if viewing levels dramatically change).

When setting up campaigns in the promotional model or planner, the conversion value will automatically populate using the information that is saved in the Settings database.

Decimals for conversions can be up to a maximum of 4 places.

Genres

Broadcasters can set up specific genres against campaigns mainly used for reporting purposes. If a genre is no longer required then it can easily be removed by clicking the 'disabled' option or 'remove' if it is to be removed from the history.

Campaigns can be filtered by Genre in both the planner and the reports.

Signed in as: superadmin [LOGOUT](#)

| Name | Disabled | Actions |
|---------------|----------|---------|
| Commissioned | | |
| Drama | | |
| Entertainment | | |
| Factual | | |
| Movies | | |
| Reality | | |
| Sport | | |

Listing Priorities

Campaign priorities or ‘levels’ can be set up according to the individual broadcaster needs. The level of priority determines the colour used to display in the planner and reporting tools. The higher the number in priority will display a darker shade. Assign an abbreviation for each priority (Max. 3 characters) ensuring that is a unique combination of letters to avoid confusion.

To remove a priority level from your priority list, select the ‘disable’ option after choosing edit.

Signed in as: superadmin [LOGOUT](#)

| Level | Priority colour | Name | Abbreviation | Disabled | Actions |
|-------|-----------------|-------------|--------------|----------|---------|
| 1 | | Growth | Gro | | |
| 2 | | Big Ticket | Big | | |
| 3 | | Fuel | Ful | | |
| 4 | | Celebration | Cel | | |

Priorities

Create Priorities

Select priority
1

Name
Growth

Abbreviation
Gro

Disabled

CANCEL SUBMIT

Listing Campaign Types

Using campaign types allows you to differentiate between a campaign that shares the same priority and channel but is a different campaign shape compared to other campaigns E.g. a brand campaign and an appointment to view. This option is usually used in the promo model templates to pull through a unique shape into the planner when creating a campaign.

Campaign types that are no longer in use can be made inactive by clicking the 'disabled' check box when clicking edit or deleted permanently by clicking the 'remove' button.

Airtime Planner

JWM network

Signed in as: superadmin LOGOUT

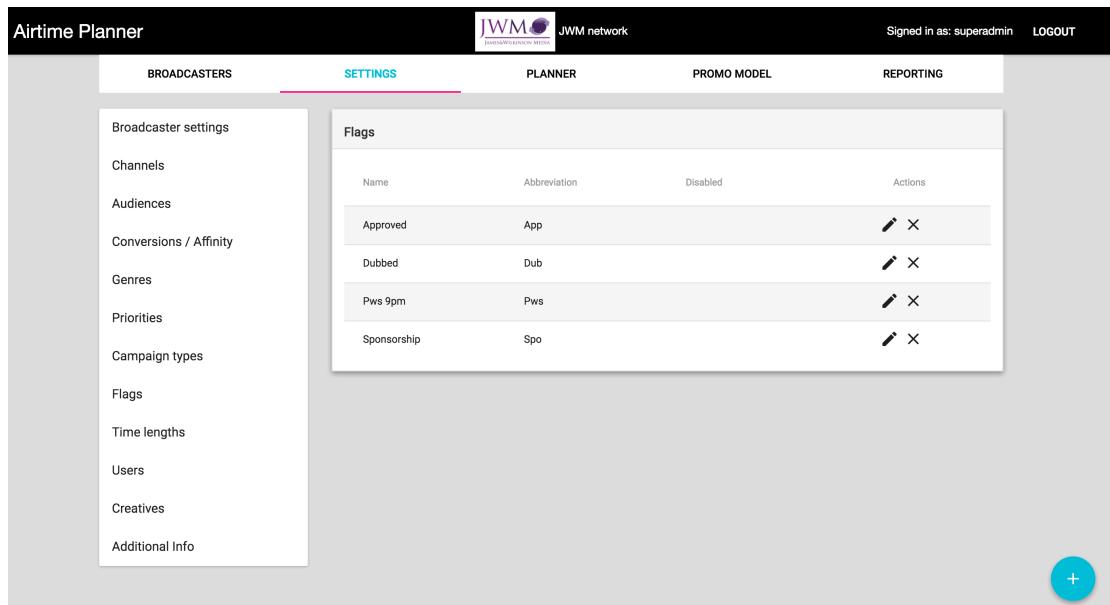
| Campaign types | | | |
|----------------|--------------|-------------------------------------|---------|
| Name | Abbreviation | Disabled | Actions |
| ATV | ATV | <input checked="" type="checkbox"/> | |
| ATV Host only | Hos | <input checked="" type="checkbox"/> | |
| Brand | Bra | <input checked="" type="checkbox"/> | |

Listing Flags

The ‘Flags’ setting can be used to display any additional information according to the broadcaster needs. This is a simple checkbox – with no information attached that can be used for reporting.

For example, a flag can be used to notify other users that campaign has a sponsorship element or that the campaign should be scheduled with care. The flags can be customized to suit.

The flags are generally used for reporting purposes only and can be made ‘inactive’ by clicking the ‘disabled’ check box when editing or deleting permanently by clicking the ‘remove’ button.



The screenshot shows the Airtime Planner software interface. At the top, there is a navigation bar with the JWM network logo and links for 'Signed in as: superadmin' and 'LOGOUT'. Below the navigation bar, there is a horizontal menu with tabs: 'BROADCASTERS', 'SETTINGS' (which is currently selected), 'PLANNER', 'PROMO MODEL', and 'REPORTING'. On the left side, there is a sidebar with a list of options: 'Broadcaster settings', 'Channels', 'Audiences', 'Conversions / Affinity', 'Genres', 'Priorities', 'Campaign types', 'Flags' (which is currently selected), 'Time lengths', 'Users', 'Creatives', and 'Additional Info'. The main content area is titled 'Flags' and contains a table with four rows. The columns are 'Name', 'Abbreviation', 'Disabled', and 'Actions'. The rows are: 'Approved' (Abbreviation: App, Actions: edit, remove), 'Dubbed' (Abbreviation: Dub, Actions: edit, remove), 'Pws 9pm' (Abbreviation: Pws, Actions: edit, remove), and 'Sponsorship' (Abbreviation: Spo, Actions: edit, remove). A blue circular button with a '+' sign is located at the bottom right of the main content area.

Time-lengths & Duration Weighted GRPs (30 Sec Eq)

PAM is set up to facilitate two types of broadcasters depending on the license.

- For standard broadcasters, time-lengths can be used as information for different campaigns and used within reports and filters.
- For an advanced broadcaster, time-lengths can be used to plan GRPs against and therefore manage inventory in 30 sec equivalents.

Please contact your administrator or admin@j-wmedia.com to find out more information about the advanced broadcaster settings.

Listing Time lengths

It is possible to add more information to a campaign in the form of time-lengths by specifying time-length options in the settings. The time-lengths field, depending on the license, will be displayed in the planning modal within a campaign or template. The user can then tick which time-lengths are relevant for that campaign to be used for campaign planning to calculate GRPs according to time-length factors or just displayed as information.

Time-length information can be viewed as part of the airtime report & Excel export when exported. For advanced broadcasters (30 Sec Eq), duration weighted GRPs can be planned either at a campaign level or at an episode or week level.

Time-lengths that are no longer in use can be made 'inactive' by clicking the 'disabled' check box when editing or deleted permanently by clicking the 'remove' button.

| Length | Actions |
|--------|----------------------------|
| 15 | <input type="checkbox"/> X |
| 25 | <input type="checkbox"/> X |
| 30 | <input type="checkbox"/> X |
| 45 | <input type="checkbox"/> X |
| 60 | <input type="checkbox"/> X |

| Channel | % | GRPs | Conv. |
|-----------|------|-------|-------|
| Total(%): | 100% | 259.8 | 0.77 |
| JWM1 | 38 | 97.6 | |
| JWM2 | 13 | 33.7 | |
| G3 | 49 | 128.6 | |

| Time lengths: | 30" | GRPs | 45%" | GRPs | Total % | Total GRPs |
|------------------------------|------------------------------|---|---|------------------------------|------------|------------|
| <input type="checkbox"/> 15" | <input type="checkbox"/> 25" | <input checked="" type="checkbox"/> 30" | <input checked="" type="checkbox"/> 45" | <input type="checkbox"/> 60" | | |
| 30% % | GRPs | 45% % | GRPs | Total % | Total GRPs | |
| PORTFOLIO ▾ | 50 | 129.9 | 50 | 129.9 | 100 | 259.8 |

000

340

660

30 sec eq GRPs

| Target Audience | BA GRPs | Eps | Channel Split(BA) | | | |
|-----------------|---------|-----|-------------------|-----|-----|--|
| JW1 | JW2 | G3 | Por | Voc | | |
| A25-44 | 520 | 3 | 195 | 67 | 257 | |

T Name Jimmy Blues

★ Channel ▼ G3

✓ Priority ▼ Big Ticket

● Audience ▼ A25-44

● Type ▼ ATV

■ Genre ▼ Entertainment

📅 Plan Ep/Wk ▼ 3

📅 Other Non-GRP channels ▼ 0

📅 Program start date 07 | 08 | 2017

📅 Days to launch 7

📅 End date 21 | 08 | 2017

... Flags ▼

● Notes ▼

🕒 Time lengths ▼ 45, 30

● Creatives ▼

i AdditionalInfo ▼

View Options ▾

| Channels | Channels on | Genres | GRP | |
|------------------------------------|------------------------------------|--|--|--|
| <input type="checkbox"/> JWM1 | <input type="checkbox"/> JWM1 | <input type="checkbox"/> Commissioned | <input checked="" type="radio"/> Base Audience | <input checked="" type="radio"/> 30 sec Eq |
| <input type="checkbox"/> JWM2 | <input type="checkbox"/> JWM2 | <input type="checkbox"/> Drama | <input type="radio"/> Target Audience | <input type="radio"/> Actual |
| <input type="checkbox"/> G3 | <input type="checkbox"/> G3 | <input type="checkbox"/> Entertainment | | |
| <input type="checkbox"/> Portfolio | <input type="checkbox"/> Portfolio | <input type="checkbox"/> Factual | | |
| <input type="checkbox"/> Vod | <input type="checkbox"/> Vod | <input type="checkbox"/> Movies | | |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Radio | <input type="checkbox"/> Reality | | |

Campaign status

- Active
- Inactive
- All

Target Audience

Adults 16+

Creatives & Additional Info

These fields are information based fields that are free for the user to incorporate in any way in order to store additional information within a campaign.

For example, the fields can be used to list creative versions that need to be made or allocating an owner/ producer to a campaign.

These fields behave in the same way as the ‘flag’ fields in the campaign panel – they are a ‘checkbox’ that offers a list of options for a campaign that the user can tick if relevant to the campaign.

Each field can contain an unlimited number of entries that can be set up by the administrator in the Settings tab. To create a new entry, press ‘add new entry’ then add a Name and an Abbreviation (up to 3 characters).

Once you have allocated field entry names within each field, then those entries will display as an option to select in the campaign panel when setting up or editing a campaign. The user has the ability to select multiple entries within a campaign.

| Name | Abbreviation | Actions |
|-------------|--------------|---------|
| Female Skew | Fsk | |
| Finale | Fin | |
| Generic | Gen | |
| Launch | Lau | |
| Male Skew | Msk | |
| Teaser | Tea | |

| Name | Abbreviation | Actions |
|---------------------|--------------|---------|
| Bob Producer | Bob | |
| Fred Producer | Fre | |
| John Media Planner | Jon | |
| Sally Media Planner | Sal | |

User Settings

The allocated administrator manages this section of PAM and can add or amend user access accordingly. User levels have access to the following screens:

Broadcaster admin – Broadcaster settings (read/write), Planner (read/write), Promotional Model (read/write), Reporting (read)

Read-write user – Planner (read/write), Promotional Model (read/write), Reporting (read)

Read-only user - Planner (read and open campaigns), Promotional Model (read), Reporting (read)

Disabled user – No Access

The screenshot shows the Airtime Planner application interface. At the top, there is a navigation bar with the JWM network logo, the text "Signed in as: superadmin", and a "LOGOUT" button. Below the navigation bar, there is a horizontal menu with five items: "BROADCASTERS", "SETTINGS" (which is highlighted in blue), "PLANNER", "PROMO MODEL", and "REPORTING". On the left side, there is a sidebar with a list of options: "Broadcaster settings", "Channels", "Audiences", "Conversions / Affinity", "Genres", "Priorities", "Campaign types", "Flags", "Time lengths", "Users", "Creatives", and "Additional Info". The main content area is titled "Users" and contains a table with three rows. The columns are "Username", "Permission", and "Actions". The first row has a "Username" of "Administrator/ Super User" and a "Permission" of "Administrator". The second row has a "Username" of "read only user" and a "Permission" of "Read only". The third row has a "Username" of "read/ write user" and a "Permission" of "Read & Write". Each row has a "pencil" icon and an "X" icon in the "Actions" column.

Please note both email and password is CAPS sensitive. If you forget your login details please contact admin@j-wmedia.com to reset details.

Airtime Planner

JWM network

Signed in as: superadmin [LOGOUT](#)

BROADCASTERS SETTINGS PLANNER **PROMO MODEL** REPORTING

Promotional model

Arrange by priority [Arrange by channel](#)

Growth

| Channel | Audience | TA GRP | BA GRPs | Up Ep 1 (days) | Plan Ep/Wk | Type | Channel mix (BA) | Actions |
|---------|----------|--------|---------|-------------------|---------------|------|------------------|-----------------------------------|
| JW1 | JW2 | G3 | Por | Vod | Rad | | | |
| JWM1 | A35-54 | 600 | 723 | 21 | 4 | ATV | 306 237 179 | |
| JWM2 | A25-44 | 825 | 1009 | 21 | 4 | ATV | 402 371 236 | |

Big Ticket

| Channel | Audience | TA GRP | BA GRPs | Up Ep 1 (days) | Plan Ep/Wk | Type | Channel mix (BA) | Actions |
|---------|----------|--------|---------|-------------------|---------------|------|------------------|-----------------------------------|
| JW1 | JW2 | G3 | Por | Vod | Rad | | | |
| JWM1 | A35-54 | 375 | 410 | 21 | 3 | ATV | 291 118 0 | |
| JWM1 | 45+ | 390 | 432 | 14 | 5 | ATV | 244 156 33 | |
| G3 | A25-44 | 320 | 418 | 7 | 3 | ATV | 156 54 206 | |
| JWM2 | A16-24 | 510 | 611 | 14 | 5 | ATV | 353 232 26 | |

Fuel

| Channel | Audience | TA GRP | BA GRPs | Up Ep 1 (days) | Plan Ep/Wk | Type | Channel mix (BA) | Actions |
|---------|----------|--------|---------|-------------------|---------------|------|------------------|---------|
| JW1 | JW2 | G3 | Por | Vod | Rad | | | |

Part 2: Promotional Model

The ‘Promo model’ module is where all campaign templates are stored. We advise setting up campaign templates for different channels, target audiences, priority levels and time-lengths to help users save time when they are creating plans in the planner – particularly plans that fit pre-agreed templates.

The ‘Promo model’ module displays campaign templates in order of priority or by channel by clicking the ‘Arrange by...’ function. It is generally recommended that set up occurs once at the start of the year based on a prioritization model and reviewed every 6 months where necessary.

Here you can view each individual campaign template in detail:

| Channel | Audience | TA GRP | BA GRPs | Up Ep 1 (days) | Plan Ep/Wk | Type | Channel mix (BA) | JW1 | JW2 | G3 | Por | Vod | Rad | Actions | |
|---------|----------|--------|---------|-------------------|---------------|------|------------------|-----|-----|----|-----|-----|-----|---------|--|
| JWM1 | A35-54 | 600 | 723 | 21 | 4 | ATV | 306 | 237 | 179 | | | | | | |
| JWM2 | A25-44 | 825 | 1009 | 21 | 4 | ATV | 402 | 371 | 236 | | | | | | |

| Channel | Audience | TA GRP | BA GRPs | Up Ep 1 (days) | Plan Ep/Wk | Type | Channel mix (BA) | JW1 | JW2 | G3 | Por | Vod | Rad | Actions | |
|---------|----------|--------|---------|-------------------|---------------|------|------------------|-----|-----|----|-----|-----|-----|---------|--|
| JWM1 | 45+ | 390 | 432 | 14 | 5 | ATV | 244 | 156 | 33 | | | | | | |
| G3 | A25-44 | 320 | 418 | 7 | 3 | ATV | 156 | 54 | 206 | * | * | | | | |
| JWM2 | A16-24 | 510 | 611 | 14 | 5 | ATV | 353 | 232 | 26 | | | | | | |

| Channel | Audience | TA GRP | BA GRPs | Up Ep 1 (days) | Plan Ep/Wk | Type | Channel mix (BA) | JW1 | JW2 | G3 | Por | Vod | Rad | Actions | |
|---------|-------------|--------|---------|-------------------|---------------|------|------------------|-----|-----|----|-----|-----|-----|---------|--|
| JWM1 | Adults 1... | 100 | 101 | 7 | 2 | Hos | 100 | 0 | 0 | * | | | | | |

Add a template

- To set up a new campaign template, click the ‘+’ button on the bottom right of the screen or you can press the ‘edit’ (pencil icon) to reopen an existing template:

The information you need to have at hand to set up a template is:

- Channel / Service the campaign template is for
- Priority level
- Target Audience
- Campaign Type : This field is used to uniquely label different templates that are for the same channel, priority level and target audience, but may have different media plans. The ‘type’ label may refer to a specific template which is different by season (ie. Summer / winter) or for a specific type of content (ie. Movies) or for the type of message (ie. ATV or Brand).

- Ratings by week or episode (depending on how you work). PAM calculates these ratings automatically in both target audience (TA GRP) and base audience (BA GRP) by using conversion values
- Channel Mix – How the GRPs be distributed across channels. This can include GRP channels and non-GRP channels such as radio or online. The channel mix can be set up differently for different stages of the campaign by assigning a channel mix at an episode level
- Conversion - This is also called an index or affinity factor. This is the relationship between your target audience and your base audience for the channel mix desired for this campaign template. This information will automatically be pulled through from the broadcast settings. When assigning a target audience and channel mix, the conversion will be populated.
- Number of day/weeks from campaign start to programme launch
- Shape of Launch period i.e how you want to spread your GRPs across the launch to create a launch shape
- Time-lengths. This is optional for inclusion into a template.
 - At a standard level, time-lengths will be stored as information for the campaign
 - At an advanced level (30 sec Eq), time-lengths will be used to calculate duration weighted GRPs for more accurate campaign planning

Add a template

| Channels | Priority | Audience | Type |
|---|--|--|--|
| <input checked="" type="radio"/> JWM1 <input type="radio"/> JWM2 <input type="radio"/> G3 <input type="radio"/> Portfolio <input type="radio"/> Vod | <input type="radio"/> Growth <input checked="" type="radio"/> Big Ticket <input type="radio"/> Fuel <input type="radio"/> Celebration | <input type="radio"/> 45+ <input type="radio"/> A16-24 <input type="radio"/> A25-44 <input checked="" type="radio"/> A35-54 <input type="radio"/> Adults 16+ | <input checked="" type="radio"/> ATV <input type="radio"/> ATV Host only <input type="radio"/> Brand |

| Ep/Wk | TA GRP | BA GRP | Conv. |
|-------|--------|--------|-------|
| 1 | 200 | 0 | |
| 2 | 0 | 0 | |
| 3 | 0 | 0 | |

ADD EPISODE/WEEK

CANCEL SAVE DUPLICATE DELETE

Your first step is to assign the following:

- Channel
- Priority
- Target Audience
- Type (additional types can be set up in Settings by your PAM administrator)

Completing the above then opens up a further section where you outline the media plan to capture as a template.

It is recommended that you set up your campaign structure first, by adding the number of episodes/ weeks you require then adding the GRPs (BA or TA) at a weekly/episode basis.

Planning Modal - Editing the Plan by Episode: Channel mix, launch period, time-lengths and notes

By clicking the magnifying glass for a particular episode/ week, a new window appears called the 'Planning Modal' that allows you to set edit details of the plan for that particular episode:

| Ep/Wk | TA GRP | BA GRP | Conv. | |
|-------|--------|--------|-------|--|
| 1 | 200 | 0 | | |
| 2 | 0 | 0 | 0 | |
| 3 | 0 | 0 | 0 | |

ADD EPISODE/WEEK

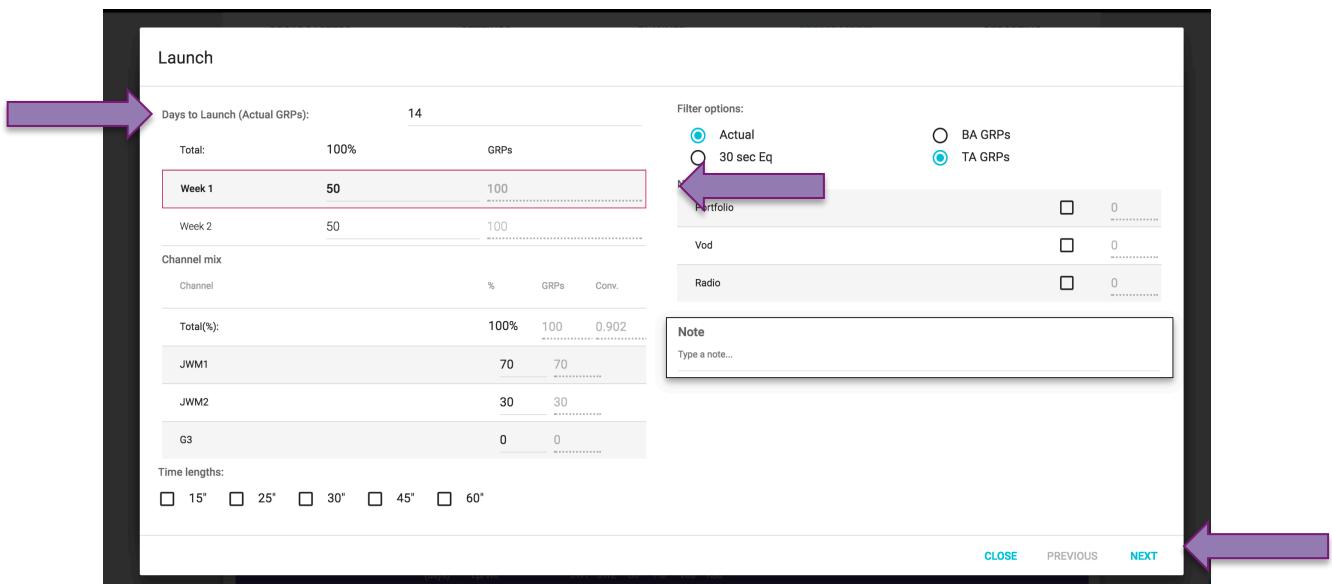
Planning Modal Navigation

The display at the top and bottom of the screen lets you know which week that you are editing.

Within the 'Launch' period, the individual weeks will be displayed within the days to launch section. Each week can be accessed and edited by clicking on the relevant week. The week that is currently being edited will be highlighted with a pink border.

Within the 'Post Launch' period, the user can click either 'next' or 'previous' buttons at the bottom of the screen.

The label at the top of the screen will display what week is currently being edited.



Days to Launch

When you first open the planning modal, you are prompted to add a launch period for the campaign. This only appears when adding or editing Wk/Ep 1 of a campaign. This can be any number of days and determines the duration of your launch period and how the GRPs that have been planned against episode/ week 1 are distributed.

When there are more than 7 days to launch, additional rows will be displayed under the Days to Launch value. Each of these rows display the % of GRPs and GRP value for each week of launch. A user can click into any one of these row to view the GRP, Channel mix and time-length information for that specific launch week.

Tip : Non-date specific campaigns: For those campaigns that are not planned with a 'programme start date', we would recommend that you set a launch period of 7 days to represent the first week of the campaign.

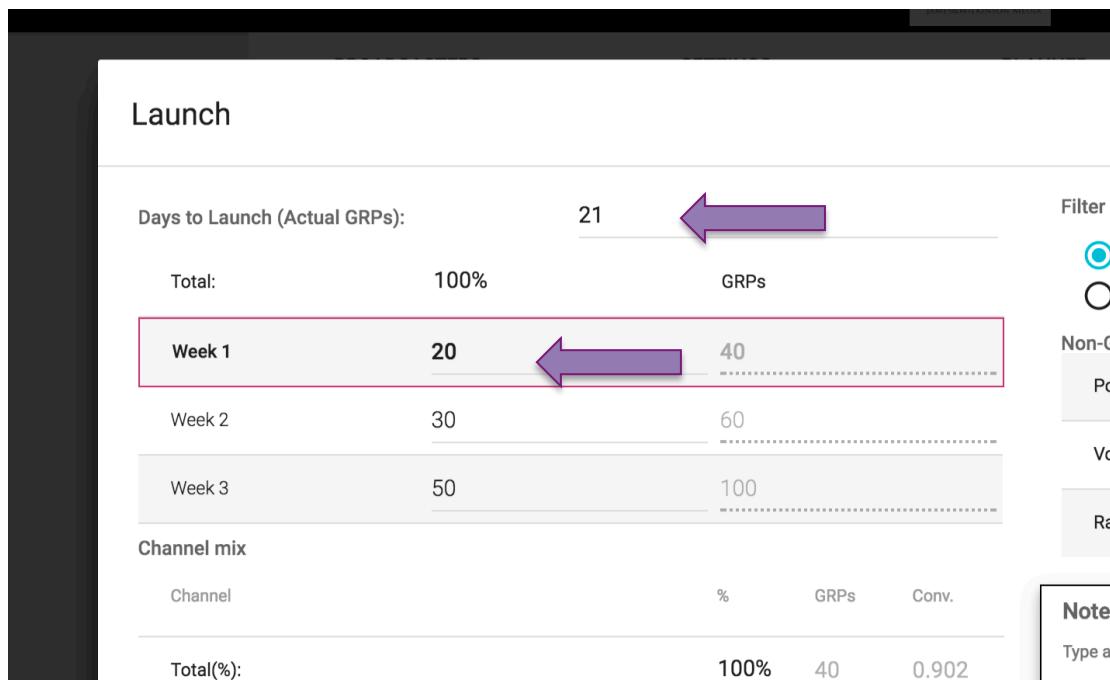
i.e. a 4 week brand campaign will have a launch period of 7 days and 3 additional weeks/episodes.

Default Launch Shape

When the launch period is set, the GRP weight supporting episode 1 is spread equally across each day using the number of days to launch. This launch shape is displayed in the 'days to launch' tab as a % value per week
i.e. 14 days to launch is split 50% of the GRPs in week 1 and 50% in week 2.

For more complex week structures like 23 days, PAM has been programmed to use media planning logic to use the most appropriate % spread as close to a flat shape as mathematically possible

i.e. 23 days is spread across 4 weeks - 8% in week 1 (week 1 comprises of 2 days i.e 3 weeks of 7 days plus 2 days), 30% in week 2, 31% in week 3 and 31% in week 4.



Creating a Custom launch shape

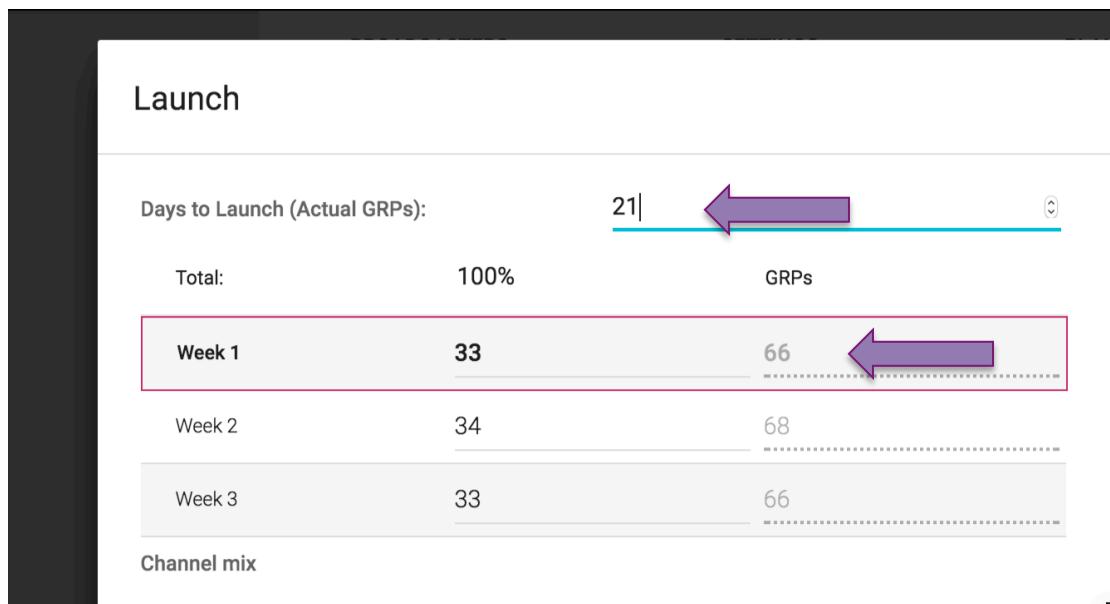
If the user decides that they would like to create a specific campaign shape instead of the default spread i.e back weight the launch period so there is larger support nearer programme TX, then they can adjust the % values by week within the days to launch section (this may more often be done at a campaign rather than at template stage).

The launch spread must always add up to 100% before saving.

If the user amends the total number of days to launch at any point, then PAM will automatically re calculate the weekly values spreading the values across the number of days equally.

Campaign launch Period

Be aware that the launch period of campaigns includes the day of programme TX as part of the previous campaign week. For example, if a programme starts on a Wednesday, then a 7 day launch will count back from that Wednesday so the campaign start date will be the previous Thursday. For a campaign that needs to start on a Wednesday the previous week should use an 8 day launch period.



For advanced users: Please note the days to launch GRP column will always display in 'Actual' GRPs not 30 sec Eq, regardless of the filter being used.

Channel Mix: GRP Channels

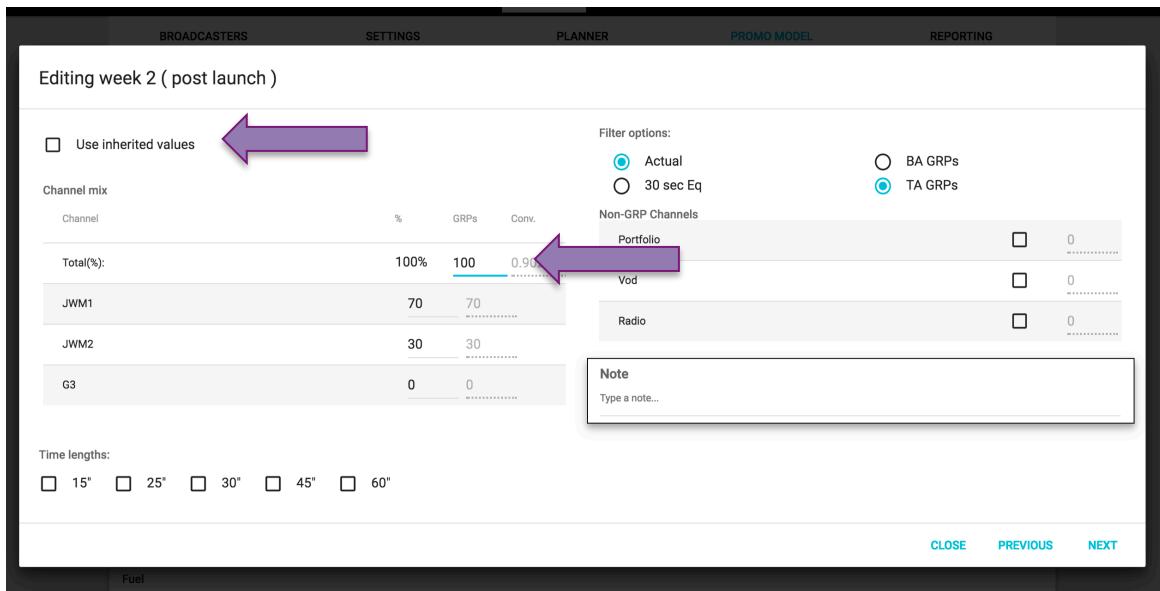
When setting up a channel mix in the Planning Modal, PAM will default to copy that channel mix across the entire campaign. However, a user can adjust a campaign channel mix across each week of launch and each episode week post launch if required.

The Channel mix is added as a % of the total GRPs for that episode/ week that is being edited. The channel mix can be edited in both Target Audience or Base Audience % (for Advanced users, this is Actual ratings. The 30" eq values can be viewed but not edited).

The number of GRPs for each channel will be displayed in the column next to the % column along with the conversion. The GRP value cannot be edited at a channel level in this screen, only the % value.

The total number of GRPs for that episode/ week is also displayed at the top of the table, adjacent to the % total. For episodes within the post launch period, the total number of GRPs for that episode/ week can be edited by clicking into the cell and overriding the values.

To edit the GRPs at an episode level in this screen, the user is required to uncheck the inherit values check box.



The channel mix will always inherit across any future episodes that have been set up for that campaign, unless the user overrides it. This can be done so by un-checking the 'inherit channel mix' check box. Once a new channel mix has been set for that episode, all future episodes will then inherit this channel mix, unless overridden and so on.

Also note that you can change the channel mix within each week of the launch period. Click on the relevant week of launch under the Days to Launch area of the modal and this will display the channel mix for that specific week.

Channel mixes cannot be saved unless the total sum is 100%.

Note: for templates being copied from PAM V2 to PAM V3... existing campaign templates that have been set up with one channel mix for the entire campaign, episode 1 will provide the channel mix for that campaign and all other episodes will initially inherit this channel mix.

Campaign Conversion

The conversion factor calculates both base audience GRPs to the target audience equivalent GRP or from target audience to base audience GRPs. The conversion factor (also known as index or affinity) will be multiplied against your base audience rating to calculate your target audience rating.

For example, a conversion factor of 1.27 applied to a campaign weight of 540 base audience GRPs (displayed as BA GRPs) will mean that PAM calculates 686 Target audience TRPs (displayed as TA GRPs).

The screenshot shows a table of episode details with columns for Ep/Wk, TA GRP, BA GRP, and Conv. Below the table is a teal button labeled "ADD EPISODE/WEEK". A purple arrow points from the left side of the interface towards the "SETTINGS" tab.

| Ep/Wk | TA GRP | BA GRP | Conv. |
|-------|--------|--------|-------|
| 1 | 200 | 221.8 | 0.902 |
| 2 | 100 | 110.9 | 0.902 |
| 3 | 75 | 83.2 | 0.902 |

ADD EPISODE/WEEK

The screenshot shows the "SETTINGS" tab selected in the top navigation bar. The left sidebar lists various settings categories. A purple arrow points from the left side of the interface towards the "SETTINGS" tab.

| Channel / Target | 45+ | A16-24 | A25-44 | A35-54 | Adults 16+ | Female | Kids 4-11 |
|------------------|-----|--------|--------|--------|------------|--------|-----------|
| JWM1 | 1.2 | 0.65 | 0.82 | 0.98 | 1 | 1.3 | 0.34 |
| JWM2 | 0.5 | 1.1 | 0.89 | 0.76 | 1 | 0.4 | 0.6 |
| G3 | 0.6 | 0.98 | 0.7 | 0.67 | 1 | 1.6 | 2.3 |

SAVE CONVERSION / AFFINITY

Channel Mix : Non-GRP Channels

If a campaign requires support on a platform that is not measured using TV ratings, then it can be still be planned using a value as part of a campaign at an episode level.

In the channel mix screen, there is a list of any non-grp channels that have been set up in the settings area. These non-GRP channels can be selected 'active' or 'inactive' by clicking the check box, to be part of that campaigns channel/media mix.

If the user wishes to add further information behind a non-grp channel i.e Page impressions/ views, radio or TV spots, in line with the episodes running on air, then they can do so by clicking into the text box to the right hand side of the relevant channel and adding a value.

The Inherit check box will still behave in the same way by copying over whether that channel/platform is active from the previous episode within a campaign, however, the actual values will not inherit so require the user to add to the next episode manually.

If the user wishes to indicate that a non-grp channel is no longer active in a later part of the campaign, then unclick the 'inherit value' box for the relevant episode and uncheck the Non Grp channel that is no longer active within this campaign.

NOTE: It is possible to still check a non-grp channel as active without assigning a value to it.

Any information that has been assigned to any non-grp channel does not contribute to the overall inventory or planner.

The information in the text cell can be exported as part of the single campaign report - (see reporting section later in this document).

GRPs): 21

100% GRPs

| | |
|----|----|
| 33 | 66 |
| 34 | 68 |
| 33 | 66 |

% GRPs Conv.

| | | |
|------|------|-------|
| 100% | 66 | 0.902 |
| 70 | 46.2 | |
| 30 | 19.8 | |
| 0 | 0 | |

25° 30° 45° 60°

Filter options:

- Actual
- 30 sec Eq
- BA GRPs
- TA GRPs

Non-GRP Channels

| Portfolio | <input type="checkbox"/> 0 |
|-----------|----------------------------|
| Vod | <input type="checkbox"/> 0 |
| Radio | <input type="checkbox"/> 0 |

Note
Type a note...

CLOSE PREVIOUS NEXT

Non-GRP Channels

| Portfolio | <input type="checkbox"/> 0 |
|-----------|---|
| Vod | <input checked="" type="checkbox"/> 1.5 |
| Radio | <input type="checkbox"/> 0 |

Note

Once the channel mix has been edited by channel for the entire campaign, then by pressing close, the channel mix settings will temporarily be saved into the campaign template panel.

If a campaign has multiple channel mixes then each episode/ week row with a different channel mix displays using a bold and underlined font for that Ep/Wk:

| Ep/Wk | TA GRP | BA GRP | Conv. | | |
|-------|------------|--------------|--------------|--|--|
| 1 | 200 | 221.8 | 0.902 | | |
| 2 | 100 | 110.9 | 0.902 | | |
| 3 | 75 | 76.5 | 0.98 | | |

ADD EPISODE/WEEK

Adding Notes to an Episode

Any notes can be added at an episode or week level within the campaign templates, but it is advisable that this is done at a campaign level in the planner – unless there is critical piece of information that should always apply to a particular episode. E.g. post water shed version for launch for all growth campaigns.

When exiting the planning modal, the notes can easily be viewed by hovering over those rows in the plan ep/ wk field that have a small triangle in the top left corner.

The screenshot displays the PAM V3 software interface, specifically the campaign planning and reporting section. It includes:

- Top Left:** A summary table for week 21 showing GRPs (Actual) and conversion rates.
- Top Right:** Filter options for Actual vs. 30 sec Eq, and BA GRPs vs. TA GRPs. Non-GRP Channel settings for Portfolio, Vod, and Radio.
- Middle Left:** A detailed breakdown of GRPs by channel: G3 (66), Portfolio (68), and Vod (66).
- Middle Center:** A note input field with a purple arrow pointing to it.
- Middle Right:** A table showing the breakdown of GRPs by channel: G3 (46.2), Portfolio (19.8), and Vod (0).
- Bottom Left:** Campaign filters for G3, Portfolio, and Vod.
- Bottom Center:** A table showing campaign details by week: Week 1 (TA GRP: 200, BA GRP: 221.8, Conv: 0.902), Week 2 (TA GRP: 100, BA GRP: 110.9, Conv: 0.902), and Week 3 (TA GRP: 75, BA GRP: 76.5, Conv: 0.98). Each row has a search icon and a delete icon.
- Bottom Right:** Campaign filters for Fuel, Celebration, A25+, A35+, and Adult.
- Bottom Center:** A teal button labeled "ADD EPISODE/WEEK".

Time-lengths within Campaign Templates

This optional function allows the user to add time-length information to a campaign template.

PAM V3 has 2 levels of time-length functionality available to users:

1. **Standard** – allows time-lengths to be allocated to a campaign template either at a total campaign level or by campaign week
2. **Advanced** – offers the added functionality to being able to set GRP targets for any time-lengths in the campaign template. These targets can be at a total campaign level or broken down by channel and campaign week if required.

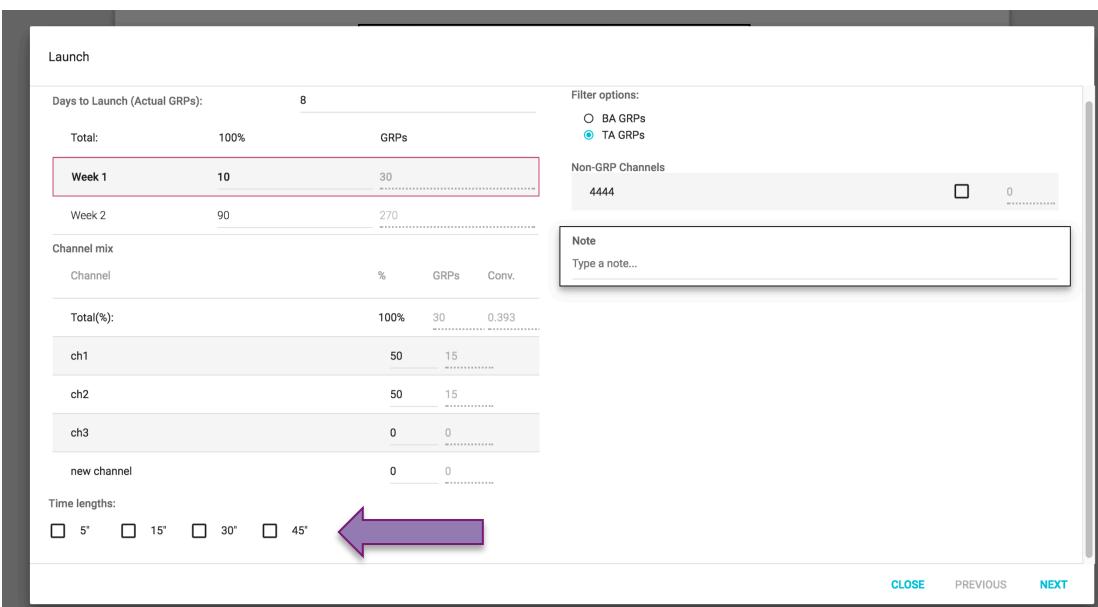
Time-length Planning: Standard set-up

A Promo model campaign template can assign creative time-lengths to the template

if required. This function can be found by scrolling down to the bottom of the Planning Modal as shown below.

All possible time-lengths available will be displayed (these can be updated in Settings).

A simple manual tick box allows you to select the relevant time-lengths for your campaign, as shown in the example below where both 15" and 30" have been selected for launch



The screenshot shows the 'Launch' planning modal. At the bottom, there is a section titled 'Time lengths:' with four checkboxes: 5'', 15'', 30'', and 45''. A purple arrow points from the text above to this section. The rest of the modal displays campaign details like days to launch, channel mix, and non-GRP channels.

| Days to Launch (Actual GRPs): | | 8 | | |
|-------------------------------|------|------|-------|--|
| Total: | 100% | GRPs | | |
| Week 1 | 10 | 30 | | |
| Week 2 | 90 | 270 | | |
| Channel mix | | | | |
| Channel | % | GRPs | Conv. | |
| Total(%): | 100% | 30 | 0.393 | |
| ch1 | 50 | 15 | | |
| ch2 | 50 | 15 | | |
| ch3 | 0 | 0 | | |
| new channel | 0 | 0 | | |

Filter options:
 BA GRPs
 TA GRPs

Non-GRP Channels
4444 0

Note
Type a note...

CLOSE PREVIOUS NEXT

This selection will automatically inherit across all subsequent episodes/weeks for the campaign. You can manually override this by unchecking the 'inherit values' box in the planning modal for the week that you want to edit.

For example, a campaign has a 60" and 30" for launch, then 30" for Episode 2 and 3, followed by 20" for Episode 4. The steps would be:

1. Open up the Planning Modal for launch and click on 60" and 30". Then click on the navigational 'Next' icon in the bottom of the Planning Modal to switch to see the Planning Modal labelled 'Editing Week 2 (post launch)'
2. Uncheck the 'inherit values' box and scroll down and amend selected time-lengths to 30" only. Then click on the navigational 'Next' icon twice to switch to see the Planning Modal labelled 'Editing Week 4 (post launch)'
3. Uncheck the 'inherit values' box and scroll down to edit the selected time-length to 20".

Time-length Planning: Advanced set-up (30 sec Eq)

In the advanced set-up, GRPs can be allocated to different time-lengths at each stage of the campaign and by channel if required. Additionally, there is the ability to view time-lengths in both Actual ratings (i.e. ignores time-lengths selected) and 30" Equivalent ratings (i.e. takes into account both the time-lengths selected and the

GRPs allocated to each time-length.

To add or edit time-lengths:

1. Open the relevant Planning Modal for the campaign Ep/Wk that you want to add or edit.
2. Scroll to the bottom of the Planning Modal to view the time-lengths section and select the time-lengths for the specific Ep/Wk that you want to plan.

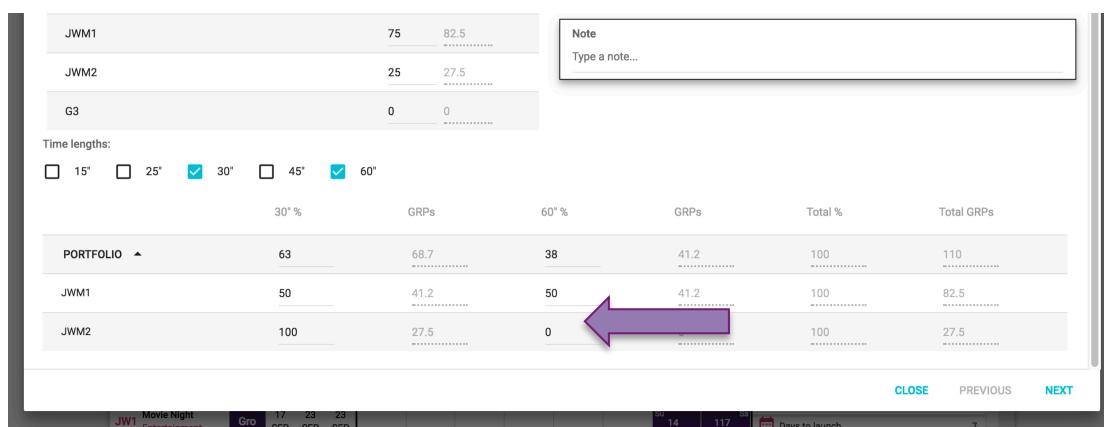
PAM will then default to an even GRP split between the time-lengths selected and this even split will be across all active channels. You can manually edit this default to change the % split between each time-length. This can be at either a portfolio (all channels) level or click the drop down arrow within the 'portfolio' button to open up a channel by channel view. The % split of GRPs by time-length can then be edited at a channel level.

The screen grab below shows an example of a campaign running 30" and 60" at launch. The split is 50% between both time-lengths on JWM1, whilst only utilising the 30" on Channel JWM2 only, which is set at 100% of GRPs planned on JWM2.

The time-lengths selected and the % split between them will automatically copy (inherit) across subsequent episode weeks. This can be manually edited by simply opening the relevant planning modal Ep/Wk, uncheck the 'inherit value' box and update the override the % split values between time-lengths.

Note 1: The user edit the % split values only. The GRP values displayed next to each % are read-only.

Note 2: The user can edit the % split in both Base Audience and Target Audience – using Actual ratings. You can view, not edit, the % split in 30" eq GRPs.



Using the GRP Filter in Planning Modal for Audience and Time-lengths

At the top right of the Planning Modal the filters can be used to change the information displayed as follows:

- I. Standard User – Base Audience and Target Audience filter - When selected the GRP values will display in line with the selected filter

- II. Advanced User – The Base and Target Audience filters the GRP values as described for the Standard user above. Additional ability to choose whether the GRP values displayed are ‘Actual’ values (ie. Time-lengths are not taken into account) or ‘30” eq values (ie. Time-lengths and GRPs are used to calculate these values)

Duplicating a Promo Template

If the user wishes to create an exact copy of a template, this can be done by clicking the ‘duplicate’ button at the top of the dialogue box. The original template will save back to the template list and a second ‘copy’ version will be saved alongside it. You will need to reopen the copy in order to review and make amendments.

You can visit the same screen, once a template has been set up, by clicking ‘EDIT’ in the main ‘Promo Model’ screen:

Add a template

| Channels | | Priority | | | Audience | | | Type | | | | | | | | |
|---------------------------------------|----------------------------|--------------------------|---------------------------------|---------------------------|-----------------------------|---|----------------------------------|----------------------------|-----------------------------------|---------------------------|------------------------------|------------------------------|---|----------------------------------|------------------------------|---------------------------------|
| <input checked="" type="radio"/> JWM1 | <input type="radio"/> JWM2 | <input type="radio"/> G3 | <input type="radio"/> Portfolio | <input type="radio"/> Vod | <input type="radio"/> Radio | <input checked="" type="radio"/> Growth | <input type="radio"/> Big Ticket | <input type="radio"/> Fuel | <input type="radio"/> Celebration | <input type="radio"/> 45+ | <input type="radio"/> A16-24 | <input type="radio"/> A25-44 | <input checked="" type="radio"/> A35-54 | <input type="radio"/> Adults 16+ | <input type="radio"/> Female | <input type="radio"/> Kids 4-15 |

Ep/Wk TA GRP BA GRP Conv.

| 1 | 400 | 481.4 | 0.831 | | <input type="text"/> | <input type="button"/> |
|---|-----|-------|-------|-------|----------------------|------------------------|
| 2 | 75 | 90.3 | 0.831 | | <input type="text"/> | <input type="button"/> |
| 3 | 75 | 90.3 | 0.831 | | <input type="text"/> | <input type="button"/> |
| 4 | 50 | 60.2 | 0.831 | | <input type="text"/> | <input type="button"/> |

ADD EPISODE/WEEK

CANCEL **SAVE** **DUPLICATE** **DELETE**

Airtime Planner

JWM network

Signed in as: superadmin LOGOUT

BROADCASTERS SETTINGS PLANNER PROMO MODEL REPORTING

Promotional model

Arrange by priority Arrange by channel

Growth

| Channel | Audience | TA GRP | BA GRPs | Up Ep 1 (days) | Plan Ep/Wk | Type | Channel mix (BA) | Actions |
|---------|----------|--------|---------|----------------|------------|------|------------------|---|
| JWM1 | A35-54 | 600 | 723 | 21 | 4 | ATV | 306 237 179 | <input type="button"/> <input type="button"/> |
| JWM2 | A25-44 | 825 | 1009 | 21 | 4 | ATV | 402 371 236 | <input type="button"/> <input type="button"/> |

Big Ticket

| Channel | Audience | TA GRP | BA GRPs | Up Ep 1 (days) | Plan Ep/Wk | Type | Channel mix (BA) | Actions |
|---------|----------|--------|---------|----------------|------------|------|------------------|---|
| JWM1 | A35-54 | 375 | 410 | 21 | 3 | ATV | 291 118 0 | <input type="button"/> <input type="button"/> |
| JWM1 | 45+ | 390 | 432 | 14 | 5 | ATV | 244 156 33 | <input type="button"/> <input type="button"/> |
| G3 | A25-44 | 320 | 418 | 7 | 3 | ATV | 156 54 206 | <input type="button"/> <input type="button"/> |
| JWM2 | A16-24 | 510 | 611 | 14 | 5 | ATV | 353 232 26 | <input type="button"/> <input type="button"/> |

Fuel

| Channel | Audience | TA GRP | BA GRPs | Up Ep 1 (days) | Plan Ep/Wk | Type | Channel mix (BA) | Actions |
|---------|----------|--------|---------|----------------|------------|------|------------------|---------|
|---------|----------|--------|---------|----------------|------------|------|------------------|---------|

+

Airtime Planner

JWM network

Signed in as: superadmin [LOGOUT](#)

| BROADCASTERS | | SETTINGS | | PLANNER | | PROMO MODEL | | REPORTING | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|----------------------|----------|----------|----------|------|-------------|------|-----------|------|------|------|----------|------|----------|------|----------|-----|--|--|--|--|----|----|---|----|----|----|----|----|----|----|---|----|----|----|----|----|--|--|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|--|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|----|----------|-------|----------|-------|------|-----|--|--|--|--|--|--|--|--|--|--|--|-----|-------------------|-----|----|----|----|--|--|-----|----|----|----|----|---|--|--|--|--|-----|--------------------|-----|----|----|----|--|--|----|--|--|--|--|--|--|--|--|--|-----|------------------|-----|----|----|----|--|--|-----|----|-----|----|-----|----|----|----|--|--|-----|-----------------|-----|----|----|----|--|--|-----|----|-----|----|-----|-----|----|--|--|--|----|-------------|-----|----|----|----|--|--|-----|----|-----|----|----|----|--|--|--|--|-----|----------------------|-----|----|-----|-----|--|--|----|----|----|----|----|--|--|--|--|--|-----|--------------|-----|----|----|----|--|--|----|----|-----|----|--|--|--|--|--|--|----|----------------|-----|----|----|----|--|--|----|----|-----|----|----|----|--|--|--|--|-----|------------|-----|----|----|----|--|--|--|--|----|--|-----|-----|-----|----|----|--|-----|-----------------|-----|----|----|----|--|--|--|--|--|----|-----|-----|-----|----|-----|--|----|-----------|-----|----|----|----|--|--|--|--|--|----|----|----|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Planner | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <input style="width: 100px; height: 20px; margin-bottom: 5px;" type="button" value="View Options"/> <div style="display: flex; justify-content: space-between;"> <input type="button" value="Set Today"/> <input type="button" value="Date Week"/> <input type="button" value="Inventory"/> <input type="button" value="Demand"/> <input type="button" value="Balance"/> </div> <div style="margin-top: 5px;"> <input style="width: 150px; height: 20px; border: 1px solid #ccc; border-radius: 5px; padding: 2px; margin-right: 10px;" type="text" value="Filter by campaign name"/> <input style="width: 20px; height: 20px; border: 1px solid #ccc; border-radius: 50%; background-color: #f0f0f0; font-size: 10px; color: #ccc; padding: 2px; margin-left: 5px;" type="button" value="Search"/> </div> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th colspan="2"></th> <th colspan="2">Jul 2017</th> <th colspan="2">Aug 2017</th> <th colspan="2">Sep 2017</th> <th colspan="2"></th> </tr> <tr> <th colspan="2"></th> <th>31</th> <th>31</th> <th>7</th> <th>32</th> <th>14</th> <th>33</th> <th>21</th> <th>34</th> <th>28</th> <th>35</th> <th>4</th> <th>36</th> <th>11</th> <th>37</th> <th>18</th> <th>38</th> </tr> <tr> <th colspan="2"></th> <th>1000</th> </tr> <tr> <th colspan="2"></th> <th>872</th> <th>961</th> <th>583</th> <th>412</th> <th>724</th> <th>721</th> <th>460</th> <th>340</th> <th>128</th> <th>39</th> <th>417</th> <th>588</th> <th>276</th> <th>279</th> <th>540</th> <th>660</th> </tr> </thead> <tbody> <tr> <td>CH</td> <td>Campaign</td> <td>Dates</td> <td>Priority</td> <td>Start</td> <td>Prog</td> <td>End</td> <td></td> </tr> <tr> <td>JW2</td> <td>Naked & Afraid s8</td> <td>Big</td> <td>18</td> <td>31</td> <td>28</td> <td></td> <td></td> <td>114</td> <td>Mo</td> <td>77</td> <td>72</td> <td>62</td> <td>9</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>JW2</td> <td>Goggle Sprogs F...</td> <td>Ful</td> <td>22</td> <td>28</td> <td>04</td> <td></td> <td></td> <td>32</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>JW2</td> <td>Football on JWM2</td> <td>Big</td> <td>31</td> <td>13</td> <td>10</td> <td></td> <td></td> <td>150</td> <td>Mo</td> <td>150</td> <td>Su</td> <td>108</td> <td>72</td> <td>72</td> <td>60</td> <td></td> <td></td> </tr> <tr> <td>JW2</td> <td>Shark week 2017</td> <td>Gro</td> <td>31</td> <td>20</td> <td>10</td> <td></td> <td></td> <td>202</td> <td>Mo</td> <td>208</td> <td>Su</td> <td>153</td> <td>153</td> <td>92</td> <td></td> <td></td> <td></td> </tr> <tr> <td>G3</td> <td>Jimmy Blues</td> <td>Big</td> <td>01</td> <td>07</td> <td>21</td> <td></td> <td></td> <td>278</td> <td>Tu</td> <td>130</td> <td>Mo</td> <td>97</td> <td>14</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>JW2</td> <td>IT crowd Thursday...</td> <td>Ful</td> <td>04</td> <td>AUG</td> <td>AUG</td> <td></td> <td></td> <td>30</td> <td>Fr</td> <td>59</td> <td>Th</td> <td>26</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>JW1</td> <td>New Campaign</td> <td>Gro</td> <td>05</td> <td>11</td> <td>11</td> <td></td> <td></td> <td>29</td> <td>Mo</td> <td>103</td> <td>Fr</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>G3</td> <td>Fake Newsnight</td> <td>Big</td> <td>06</td> <td>12</td> <td>26</td> <td></td> <td></td> <td>37</td> <td>Su</td> <td>234</td> <td>Sa</td> <td>78</td> <td>67</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>JW1</td> <td>Dr Who S13</td> <td>Gro</td> <td>26</td> <td>15</td> <td>06</td> <td></td> <td></td> <td></td> <td></td> <td>45</td> <td></td> <td>160</td> <td>162</td> <td>139</td> <td>Fr</td> <td>90</td> <td></td> </tr> <tr> <td>JW1</td> <td>Growth Campaign</td> <td>Gro</td> <td>28</td> <td>17</td> <td>08</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>Mo</td> <td>189</td> <td>194</td> <td>189</td> <td>Su</td> <td>107</td> <td></td> </tr> <tr> <td>G3</td> <td>Pointless</td> <td>Ful</td> <td>28</td> <td>03</td> <td>10</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>Mo</td> <td>77</td> <td>51</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> </tr> </tbody> </table> | | | | | | | | | | | | Jul 2017 | | Aug 2017 | | Sep 2017 | | | | | | 31 | 31 | 7 | 32 | 14 | 33 | 21 | 34 | 28 | 35 | 4 | 36 | 11 | 37 | 18 | 38 | | | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | | | 872 | 961 | 583 | 412 | 724 | 721 | 460 | 340 | 128 | 39 | 417 | 588 | 276 | 279 | 540 | 660 | CH | Campaign | Dates | Priority | Start | Prog | End | | | | | | | | | | | | JW2 | Naked & Afraid s8 | Big | 18 | 31 | 28 | | | 114 | Mo | 77 | 72 | 62 | 9 | | | | | JW2 | Goggle Sprogs F... | Ful | 22 | 28 | 04 | | | 32 | | | | | | | | | | JW2 | Football on JWM2 | Big | 31 | 13 | 10 | | | 150 | Mo | 150 | Su | 108 | 72 | 72 | 60 | | | JW2 | Shark week 2017 | Gro | 31 | 20 | 10 | | | 202 | Mo | 208 | Su | 153 | 153 | 92 | | | | G3 | Jimmy Blues | Big | 01 | 07 | 21 | | | 278 | Tu | 130 | Mo | 97 | 14 | | | | | JW2 | IT crowd Thursday... | Ful | 04 | AUG | AUG | | | 30 | Fr | 59 | Th | 26 | | | | | | JW1 | New Campaign | Gro | 05 | 11 | 11 | | | 29 | Mo | 103 | Fr | | | | | | | G3 | Fake Newsnight | Big | 06 | 12 | 26 | | | 37 | Su | 234 | Sa | 78 | 67 | | | | | JW1 | Dr Who S13 | Gro | 26 | 15 | 06 | | | | | 45 | | 160 | 162 | 139 | Fr | 90 | | JW1 | Growth Campaign | Gro | 28 | 17 | 08 | | | | | | Mo | 189 | 194 | 189 | Su | 107 | | G3 | Pointless | Ful | 28 | 03 | 10 | | | | | | Mo | 77 | 51 | | | | | | | | | | | | | | | | | | | | | | |
| | | Jul 2017 | | Aug 2017 | | Sep 2017 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 31 | 31 | 7 | 32 | 14 | 33 | 21 | 34 | 28 | 35 | 4 | 36 | 11 | 37 | 18 | 38 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 872 | 961 | 583 | 412 | 724 | 721 | 460 | 340 | 128 | 39 | 417 | 588 | 276 | 279 | 540 | 660 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CH | Campaign | Dates | Priority | Start | Prog | End | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| JW2 | Naked & Afraid s8 | Big | 18 | 31 | 28 | | | 114 | Mo | 77 | 72 | 62 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| JW2 | Goggle Sprogs F... | Ful | 22 | 28 | 04 | | | 32 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| JW2 | Football on JWM2 | Big | 31 | 13 | 10 | | | 150 | Mo | 150 | Su | 108 | 72 | 72 | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| JW2 | Shark week 2017 | Gro | 31 | 20 | 10 | | | 202 | Mo | 208 | Su | 153 | 153 | 92 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| G3 | Jimmy Blues | Big | 01 | 07 | 21 | | | 278 | Tu | 130 | Mo | 97 | 14 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| JW2 | IT crowd Thursday... | Ful | 04 | AUG | AUG | | | 30 | Fr | 59 | Th | 26 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| JW1 | New Campaign | Gro | 05 | 11 | 11 | | | 29 | Mo | 103 | Fr | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| G3 | Fake Newsnight | Big | 06 | 12 | 26 | | | 37 | Su | 234 | Sa | 78 | 67 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| JW1 | Dr Who S13 | Gro | 26 | 15 | 06 | | | | | 45 | | 160 | 162 | 139 | Fr | 90 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| JW1 | Growth Campaign | Gro | 28 | 17 | 08 | | | | | | Mo | 189 | 194 | 189 | Su | 107 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| G3 | Pointless | Ful | 28 | 03 | 10 | | | | | | Mo | 77 | 51 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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Part 3: Planner

The Planner is split into three main areas:

- Inventory panel – Inventory management and Calendar
- Campaign Panel – Adding & updating detailed Campaign information and Planning Modal
- Campaign List – Campaign summary and media laydown

These three areas are covered in this order, in detail below.

Inventory Panel

The planner gives the users the ability to manage the airtime supply and demand on a weekly basis in either GRPs or spots. The panel is split into 3 rows which represent weekly inventory supply, weekly campaign demand and weekly airtime balance. The default view is at a broadcaster portfolio level for each of these measures, however the view by channel can be displayed by clicking on the drop down menu next to each row title i.e. 'Inventory'.

The whole inventory panel is ALWAYS displayed in Base audience GRPs (or spots), despite any filters user.

For advanced users utilising the 30 sec EQ functionality, the base is Base audience 30" eq GRPs.

| | | Jul 2017 | | | | Aug 2017 | | | | Sep 2017 | | | | |
|-----|------------------------------|----------|-----|--------|---------|----------|---------|--------|---------|----------|-----|-----|----|--|
| | | 31 | 31 | 7 32 | 14 33 | 21 34 | 28 35 | 4 36 | 11 37 | 18 38 | | | | |
| CH | Campaign Genre | Dates | | | | | | | | | | | | |
| JW2 | Naked & Afraid s8 Drama | Big | 18 | 31 | 28 | 114 | 77 | 72 | 62 | 9 | | | | |
| JW2 | Goggle Sprogs F... | Ful | 22 | 28 | 04 | 32 | | | | | | | | |
| JW2 | Football on JWM2 Drama | Big | 31 | 13 | 10 | Mo | 150 | 150 | 108 | 72 | 72 | 60 | | |
| JW2 | Shark week 2017 Factual | Gro | 31 | 20 | 10 | Mo | 202 | 208 | 202 | Su | 153 | 153 | 92 | |
| G3 | Jimmy Blues Entertainment | Big | AUG | AUG | AUG | Tu | 278 | 130 | 97 | Mo | | | | |
| JW2 | IT crowd Thursd... | Ful | 04 | 10 | 17 | Fr | 30 | 59 | Th | 26 | | | | |
| JW2 | Entertainment | Gro | 05 | 11 | 11 | Sa | 29 | 103 | Fr | | | | | |
| JW1 | New Campaign Entertainment | Big | AUG | AUG | AUG | Su | 37 | 234 | Sa | 78 | 67 | | | |
| G3 | Fake Newsnight Entertainment | Big | AUG | AUG | AUG | Sa | 45 | 160 | 162 | 139 | Fr | 90 | | |
| JW1 | Dr Who S13 Drama | Gro | 26 | 15 | 06 | OCT | | | | | | | | |

Adjusting the Channel Inventory by Week

The channel inventory can be edited in order to give the most accurate and up to date estimate of each week's inventory. It is advised that editing is made at a channel level, NOT at a portfolio level, in order for all figures to remain accurate.

Planner

| | | Jul 2017 | | Aug 2017 | | Sep 2017 | | | | | | | |
|------------------------|---------------|----------|--------|----------|---------|----------|--------|---------|---------|-----------------|---------|-----|-------------------|
| | | 31 31 | 7 32 | 14 33 | 21 34 | 28 35 | 4 36 | 11 37 | 18 38 | | | | |
| Date Week | | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | | | | |
| Inventory | ▼ | 872 | 961 | 583 | 412 | 724 | 721 | 460 | 340 | | | | |
| Demand | ▼ | 128 | 39 | 417 | 588 | 276 | 279 | 540 | 660 | | | | |
| Balance | ▼ | 114 | 77 | 72 | 62 | 9 | | | | | | | |
| CH Campaign | Campaign | Priority | Start | Prog | End | ← | ↑ | ↓ | → | Target Audience | BA GRPs | Eps | Channel Split(BA) |
| JW2 Naked & Afraid s8 | Drama | Big | JUL | JUL | AUG | Mo | | | | A16-24 | 611 | 5 | JW1 |
| JW2 Goggle Sprogs F... | Entertainment | Ful | JUL | JUL | AUG | 32 | | | | Adults 16+ | 115 | 2 | JW2 |
| Football on JWM2 | | | 31 | 13 | 10 | Su | | | | G3 | | | G3 |
| | | | | | | | | | | Por | | | Por |
| | | | | | | | | | | Voc | | | Voc |

Once a value is amended at a channel/ week level, then the user must press the save button that appears on the left side of the panel. Any changes will not persist unless the save button is pressed. The user can tab along the table to input values quickly.

Planner

| | | Jul 2017 | | Aug 2017 | | Sep 2017 | | | | | | | |
|-----------------------|----------|----------|--------|----------|---------|----------|--------|---------|---------|-----------------|---------|-----|-------------------|
| | | 31 31 | 7 32 | 14 33 | 21 34 | 28 35 | 4 36 | 11 37 | 18 38 | | | | |
| Date Week | | 1100 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | | | | |
| Inventory | ^ | 600 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | | | | |
| JW1 | | 300 | 300 | 300 | 300 | 300 | 300 | 300 | 300 | | | | |
| JW2 | | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | | | | |
| G3 | | 872 | 961 | 583 | 412 | 724 | 721 | 460 | 340 | | | | |
| Demand | ▼ | 228 | 39 | 417 | 588 | 276 | 279 | 540 | 660 | | | | |
| Balance | ▼ | 114 | 77 | 72 | 62 | 9 | | | | | | | |
| CH Campaign | Campaign | Priority | Start | Prog | End | ← | ↑ | ↓ | → | Target Audience | BA GRPs | Eps | Channel Split(BA) |
| JW2 Naked & Afraid s8 | Drama | Big | JUL | JUL | AUG | Mo | | | | A16-24 | 611 | 5 | JW1 |
| | | | | | | | | | | Adults 16+ | 115 | 2 | JW2 |
| | | | | | | | | | | G3 | | | G3 |
| | | | | | | | | | | Por | | | Por |
| | | | | | | | | | | Voc | | | Voc |

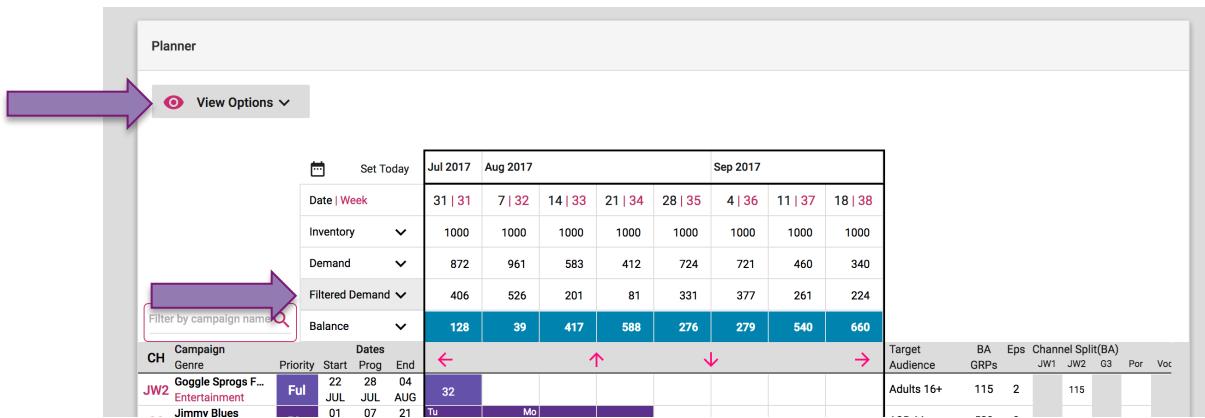
Inventory Management (Inventory & Demand)

Once a campaign has been saved it will use an allocated amount of GRPs from your portfolio inventory and therefore will update the demand row figures, at the top of the planner, as well as calculating the total balance that is now available. These rows can be viewed as an overall portfolio value or at a channel level by clicking the drop down arrow beside the relevant row title.

The inventory/demand management section will always display in BA GRPs, whether a filter is being used or not. For advanced broadcasters (30 Sec Eq), the inventory/demand management section will always be displayed in 30 sec Eq BA GRPs.

If a filter is active in the planner, an additional row will display underneath the Demand row. This is the 'filtered demand' function, that allows the user to view the GRP demand just from the campaigns active under the filter. The user can also tell if a filter is being used as the 'eye' icon at the top left of the planner next to the view options label will be highlighted in pink.

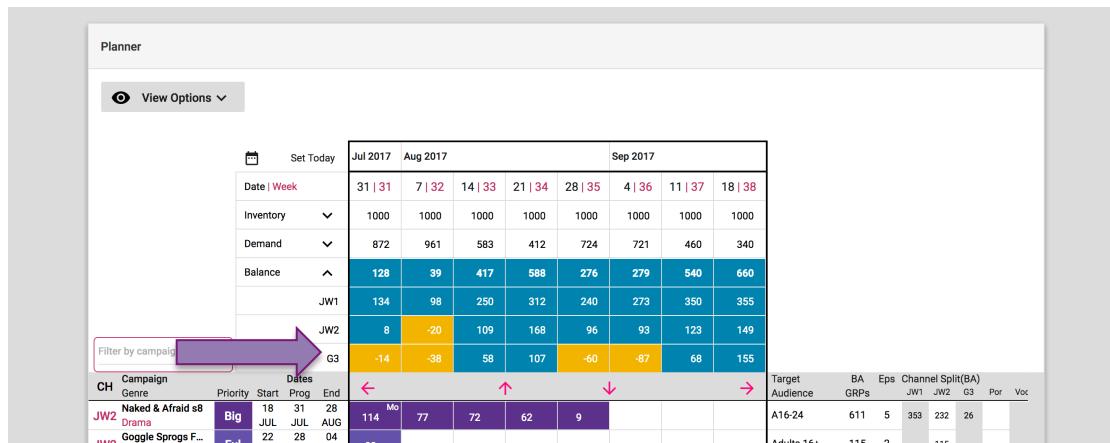
i.e. *The demand from all drama genre campaigns.*



Campaign Balance

The balance figure will show if you have sufficient available GRPs in your total inventory to support the campaigns that have been planned. If there is an over demand of GRPs then it will be displayed in yellow and by how much. This then allows the user to take appropriate action to ensure that the balance ratings figure is not in deficit.

The balance section will always display in BA GRPs, whether a filter is being used or not. For advanced broadcasters (30 sec Eq), the balance management section will always be displayed in 30 sec Eq BA GRPs.



Campaign Panel (including Planning Modal)

The campaign panel holds all campaign information and is where you can add, edit and view campaigns into the planner. The screen grab below shows the fields available in the campaign panel to hold campaign information.

1000

340

660

→

30 sec eq GRPs

| Audience | Target GRPs | BA Eps | Channel Split(BA) | | |
|----------|-------------|--------|-------------------|-----|-----|
| | | | JW1 | JW2 | G3 |
| A25-44 | 520 | 3 | 195 | 67 | 257 |

Name Jimmy Blues

Channel G3

Priority Big Ticket

Audience A25-44

Type ATV

Genre Entertainment

Plan Ep/Wk 3

Other Non-GRP channels 0

Programme start date 07 | 08 | 2017

Days to launch 7

End date 21 | 08 | 2017

Flags

Notes

Time lengths 45, 30

Creatives

AdditonallInfo

Set Today

Date | Week

Inventory

Demand

Balance

Filter by campaign name

CH Campaign Dates

| CH | Campaign | Priority | Start | Prog | End | Jul 2017 | | Aug 2017 | | Sep 2017 | |
|-----|----------------------------------|----------|-------|------|-----|----------|-----|----------|-----|----------|-----|
| | | | | | | Mo | Tu | We | Th | Fr | Sa |
| JW2 | Football on JWM2 Drama | Big | 31 | 13 | 10 | 150 | 150 | 108 | 72 | 72 | 60 |
| JW2 | Shark week 2017 Factual | Gro | 31 | 20 | 10 | 202 | 208 | 202 | 153 | 153 | 92 |
| G3 | Jimmy Blues Entertainment | Big | 01 | 07 | 21 | 278 | 130 | 97 | 14 | | |
| JW2 | IT crowd Thursd... Entertainment | Ful | 04 | 10 | 17 | 30 | 59 | 26 | | | |
| JW1 | New Campaign Entertainment | Gro | 05 | 11 | 11 | 29 | 103 | | | | |
| G3 | Fake Newsnight Entertainment | Big | 06 | 12 | 26 | 37 | 234 | 78 | 67 | | |
| JW1 | Dr Who S13 Drama | Gro | 26 | 15 | 06 | | | 45 | 160 | 162 | 139 |
| JW1 | Growth Campaign Entertainment | Gro | 28 | 17 | 08 | | | | 189 | 194 | 189 |
| G3 | Pointless Entertainment | Ful | 28 | 03 | 10 | | | | 51 | | 107 |
| G3 | Cricket Goofs Entertainment | Ful | 29 | 04 | 11 | | | | | | |
| JW1 | Robot Wars Entertainment | Ful | 04 | 10 | 17 | | | | | | |
| G3 | One Flew over th... Movies | Ful | 08 | 14 | 21 | | | | | | |
| JW1 | Movie Night Entertainment | Gro | 17 | 23 | 23 | | | | | | |
| JW1 | Autumn Growth Entertainment | Gro | 02 | 22 | 12 | | | | | | |

30 sec eq GRPs

| Audience | Target GRPs | BA Eps | Channel Split(BA) | | |
|----------|-------------|--------|-------------------|-----|-----|
| | | | JW1 | JW2 | G3 |
| A25-44 | 520 | 3 | 195 | 67 | 257 |

Name Jimmy Blues

Channel G3

Priority Big Ticket

Audience A25-44

Type ATV

Genre Entertainment

Plan Ep/Wk 3

Other Non-GRP channels 0

Programme start date 07 | 08 | 2017

Days to launch 7

End date 21 | 08 | 2017

Flags

Notes

Time lengths 45, 30

Creatives

AdditonallInfo

Adding a New Campaign

Click 'New +' at the bottom right of the planner. This opens up the Campaign Panel on the right hand side of the planner. You can now create a new campaign, either by

pulling through a campaign template from the Promo Model or from scratch – (See below).

Once a user has completed added information into the campaign panel, a campaign can be saved, deleted, duplicated (copied), a single campaign report created (see Single Campaign Report in Reports for more detail) or just closed without saving by clicking on the icons at the top of the panel, as shown in the screen grab above.

Tip: Duplicating an existing similar campaign and editing is sometimes a quicker option than creating a campaign from scratch.

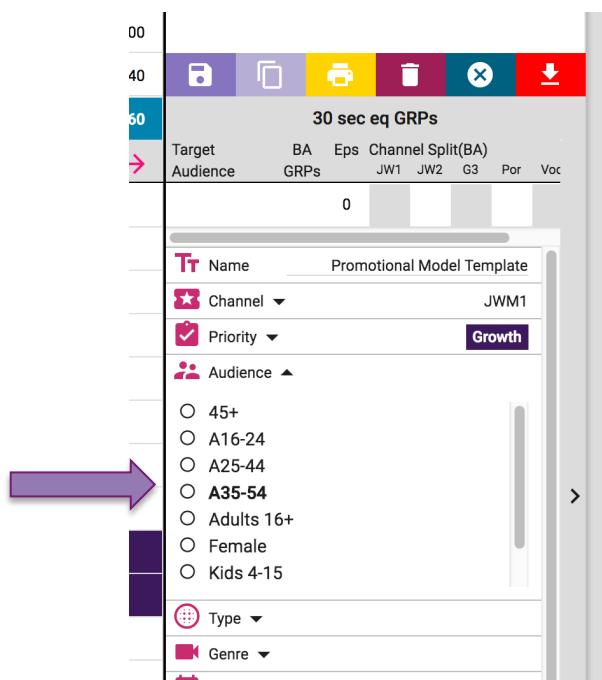
Why utilise Templates from the Promotional Model?

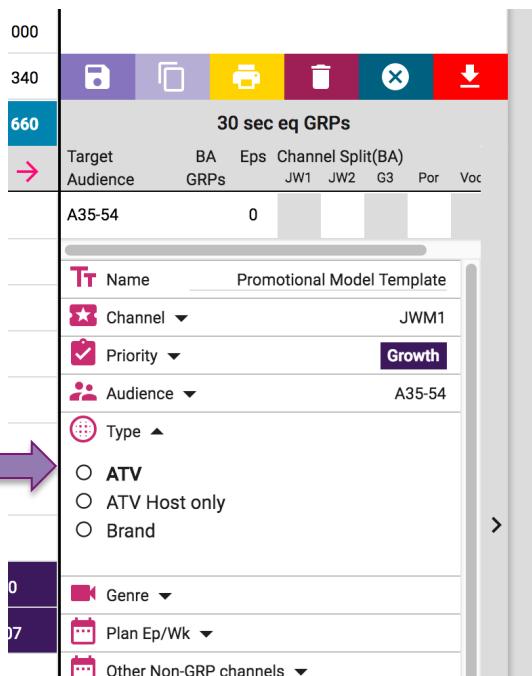
This facility allows the user to pull through previously created campaign templates to help creating campaigns quickly and easily. These templates contain recommended campaign length, GRP weight and channel selection with a further option to include time-length mix, notes and Non-GRP channel selection. The template can then be completed in the planner by adding genre and the programme start date, or tailored by further editing if required.

Pulling through a Campaign Template from the Promo Model

To use a promotional model template, create a new campaign and then add the following fields:

- Campaign name
- Channel
- Priority level
- Target Audience - if a template exists for the defined channels & priority level, then the target audience specified for that template will be highlighted bold and underlined:





- Select the relevant target audience and then select the campaign type, which will also be highlighted, to pull through the recommended campaign shape directly from the model.

An on-screen ‘confirmation prompt’ will appear on screen to inform you that the template has pulled through.

The previously set up promotional templates determine the GRP weight of the campaign so if information is not automatically populated then check that criteria selected matches promotional model templates.

Ultimately, the templates act as a guide so all fields, including the weekly GRPs, target audience and channel mix are editable by clicking in the appropriate cell. Additionally, you can add or remove an episode by clicking ‘Add episode/week’ or clicking the ‘cross’ next to the GRPs.

Campaign Panel fields: Name

This is a free form text box to add the name of the campaign. When the Campaign Panel is closed, particularly long campaign names, may not display the full text in the planner screen but there is a hover over function that allows the viewer to always read the complete campaign name without having to open the Campaign Panel.

Campaign Panel fields: Channel

This is a compulsory field and holds the channel or service that the campaign is supporting. The list of channels is managed in Settings.

Campaign Panel fields: Priority

This is a compulsory field and holds the priority that the campaign falls under. The Priority labels are set up in Settings.

Campaign Panel fields: Audience

This is a compulsory field and holds the Target Audience for the campaign. PAM will then translate your campaign plan between Target Audience GRPS and Base Audience (base being the audience measure you use to manage your airtime inventory).

For some users working in spots, the target audience and base audience may be the same or may relate to a mix of GRPs and spots.

Campaign Panel field: Type

This is a compulsory field and relates to the Type of campaign. Type is most useful when utilising the Promo Model templates, as it allows labels to be given to different templates.

E.g. Appointment to view (ATV), Brand, Movies or Sport campaign types. Campaign types can also be used to differentiate between a 'Winter' campaign or 'Summer' template for the same type of campaign.

Campaign Panel field: Genre

This is a compulsory field and holds the genre category of the campaign.

Campaign Panel field: Plan Ep/Wk

This is a compulsory field and is where to enter the GRPs for each stage of the campaign.

We would suggest the plan ep/wk field is used as outlined below:

- **Ep/Wk 1** = GRPs required for the launch period of a campaign. The only exception may be for a generic campaign, which isn't based around a specific content launch date, in which case this row represents Week 1 of the campaign.
- **Ep/Wk2** = Corresponds to the week after launch.
For content with a weekly episodic TX structure this would represent the GRPs supporting Episode 2.
For content that is stripped across the week, this is the 7 day period after launch. For content without a specific launch date, this row represents Week 2 of the campaign.

GRP values can be entered either in Base (BA GRP) or Target Audience (TA GRP).

For those users entering GRP targets by time-length, a label (depending on what planner filter is active) will confirm whether the values displayed are Actual or 30"Eq.

Campaign episodes/ weeks can be added using the 'ADD EPISODE WEEK' button in the plan ep/wk field.

Each episode/ week can be deleted by clicking on the bin icon to the right of each row.

The final compulsory part of setting up a campaign is adding days to launch and channel selection. This is done in the Planning Modal, which is accessed by clicking on the magnifying glass as shown below in the screen grab:

The screenshot shows the 'Planning Modal' interface. At the top, there are filters for Priority (Priority), Audience (A25-44), Type (ATV), and Genre (Entertainment). Below these are dropdowns for 'Plan Ep/Wk' (set to 3) and 'Ep/Wk' (set to 1). The main table displays three rows of data:

| Ep/Wk | TA GRP | BA GRP | Actual |
|-------|--------|--------|---|
| 1 | 300 | 389.8 | <input type="text"/> <input type="button" value="X"/> |
| 2 | 60 | 78 | <input type="text"/> <input type="button" value="X"/> |
| 3 | 60 | 78 | <input type="text"/> <input type="button" value="X"/> |

A purple arrow points to the 'X' icon in the 'Actual' column of the second row. Below the table is a pink button labeled 'ADD EPISODE/WEEK'. At the bottom, there is a section for 'Other Non-GRP channels' (set to 1) and a 'Programme start date' field (set to 01/08/2017).

Planning Modal (within the Campaign Panel)

The planning modal is where the detail of the campaign plan is captured. It contains the following elements of your campaign:

- I. Channel Mix (both GRP and Non-GRP channels*)
- II. Launch Period / Launch Shape by week
- III. Creative Time-lengths & any GRP targets by time-length
- IV. Notes to be captured at an episode level (Notes that apply to complete campaign can be captured in the other 'Notes' field situated below 'Flags' in the campaign panel)

*Non-Grp channels can either be planned within each episode of a campaign or as a specific date range that may fall outside of the On Air dates of the campaign. The date range option is captured in a separate field outside of the planning modal. This field is called 'Other Non-GRP Channels'.

Opening the Planning Modal

The Planning Modal sits within the campaign panel screen within the Plan Ep/Wk tab.

There is a separate planning modal screen for each Ep/Wk – with a launch modal capturing the complete launch period and additional modals for each Ep/Wk post launch.

For the planning modal to open, the user must first assign a Base or Target GRP (or spot) value in the Plan Ep/Wk field for Ep/Wk 1. Then you can open the planning modal for any campaign episode/week by clicking on the magnifying glass next to the relevant Ep/Wk (see below).

The screenshot shows a planning modal with the following details:

- Priority:** Big Ticket
- Audience:** A25-44
- Type:** ATV
- Genre:** Entertainment
- Plan Ep/Wk:** 3
- Ep/Wk Grid:**

| Ep/Wk | TA GRP | BA GRP | Actual |
|-------|--------|--------|---|
| 1 | 300 | 389.8 | <input type="text"/> <input type="button"/> |
| 2 | 60 | 78 | <input type="text"/> <input type="button"/> |
| 3 | 60 | 78 | <input type="text"/> <input type="button"/> |
- Add Episode/Week:** ADD EPISODE/WEEK
- Other Non-GRP channels:** 1
- Programme start date:** 01/08/2017

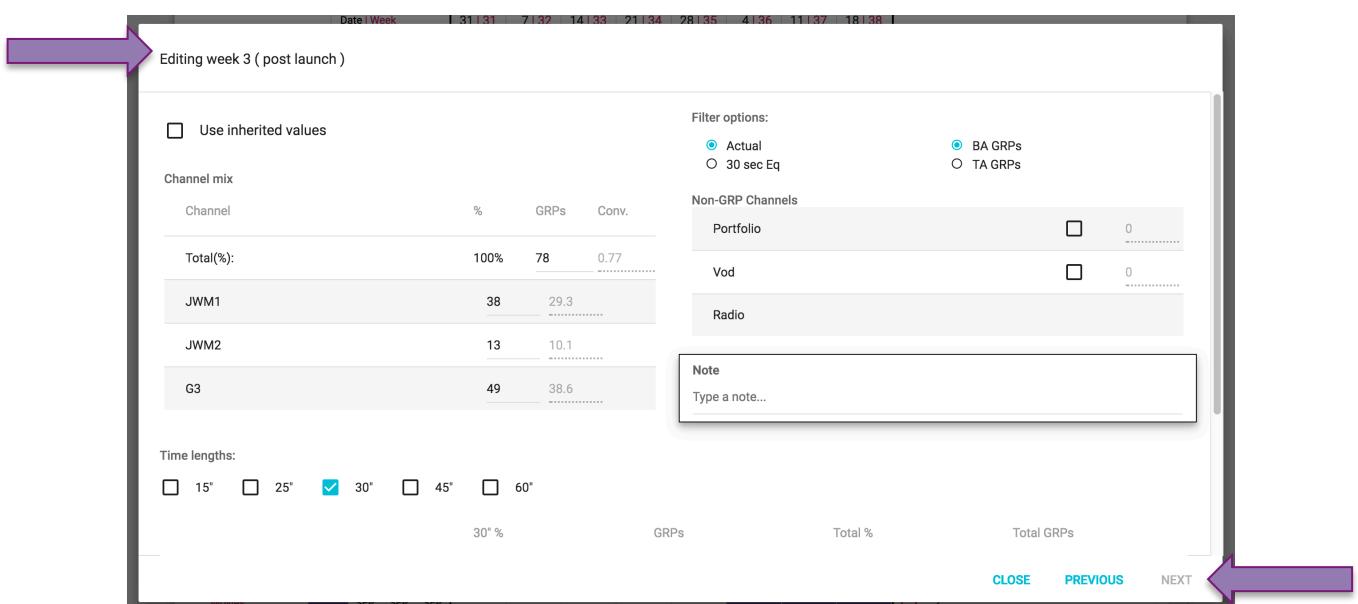
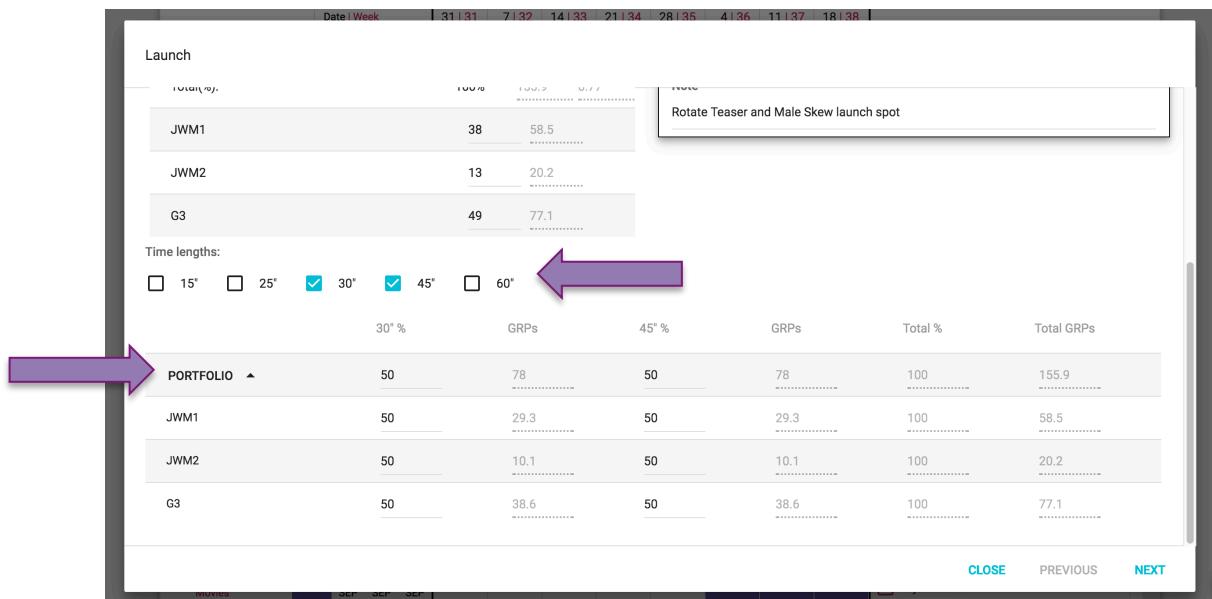
Please note: if there is a specific Ep/Wk that has a greyed out magnifying glass, then this signifies that there are no GRPs allocated to this week. It is still possible to add notes & non-grp channels to this week, however, the user is required to open the nearest bold magnifying glass and then the planning modal will open and allow you to navigate through to the week you want to edit.

Navigating around the Planning Modal

The screenshots below show the location of the days to launch, channel mix and time-length functionality within the planning modal, as well as the labelling, filtering and ability to switch between each Ep/Wk modal.

The screenshot shows the Launch section of the planning modal with the following data and controls:

- Days to Launch (Actual GRPs):** 14
- Total:** 100% **GRPs:** 155.9
- Week 1:** 40 **155.9**
- Week 2:** 60 **233.9**
- Filter options:**
 - Actual
 - 30 sec Eq
 - BA GRPs
 - TA GRPs
- Non-GRP Channels:**
 - Portfolio:** 0
 - Vod:** 1.5
 - Radio:** (empty)
- Note:** Rotate Teaser and Male Skew launch spot
- Time lengths:** (partial view)
- Navigation:** CLOSE, PREVIOUS, NEXT



Setting up & editing a Channel Mix: GRP Channels

Before opening the planning modal and assigning a channel mix, the user is required to assign a GRP value in the Plan Ep/Wk field to an episode.

To do this, click on the '**ADD EPISODE/WEEK**' button and add a GRP (or spot) value in either Base audience (BA) or Target audience (TA) to Ep/Wk1. This is the **LAUNCH** stage of your campaign. The magnifying glass icon next to the GRP value added will become bold.

Click on the magnifying glass to open up the planning modal for this particular Ep/WK – the modal will default to display the values in the Base audience if you entered the total GRP in Base or in Target audience if entered the total GRP in Target.

The user can now set up the channel mix for the stage of the campaign, which sits on the left hand side in the planning modal.

The channel mix must be input as a % in either Base or Target audience (For clients with the 30" equivalent functionality, the % needs to be in Actual not 30" eq GRP values).

When adding the % value, then the GRP value will automatically calculate and display the level of GRPs allocated for each channel and the total GRPS at the top.

Tip 1: use the TAB function on your keyboard to tab quickly down the list of channels and amend your channel % values.

Tip 2 : ensure that you have the correct Audience label filter selected in the planning modal (top right) as you can view any of the values in this modal in either Base Audience or Target Audience to give you maximum flexibility.

The channel mix will naturally be inherited across all subsequent weeks and episodes that you add, unless you uncheck the 'inherit' box – see 'Inherit values' for more detail.

Setting up & editing Non- GRP Channels (in the Planning Modal)

In addition to GRP channels, the user may want to add additional media channels into the campaign channel mix. If any additional media channel is to be planned in-line with the 'episodic' structure of the TV campaign you should do this in the Planning Modal.

If the user wants to utilise a specific date range then this can be done in the campaign panel field 'Other Non-GRP Channels'.

Open up the planning modal for the specific Ep/Wk that you want to plan. On the right of the planning modal you will see a list of Non-GRP channels available.

2 levels of detail are available to plan:

- I. **Basic:** Select the Non-GRP channels to be included in the plan by ticking the box next to the relevant channels. This will then indicate that these channels are active for this particular Ep/Wk of the campaign but no values are set against it.
- II. **Advanced:** Select the Non-GRP channels and add a numerical campaign target to them. This value can be impressions, views or whatever measurement you use.

Close the planning modal or click on NEXT to view the subsequent campaign week/episode.

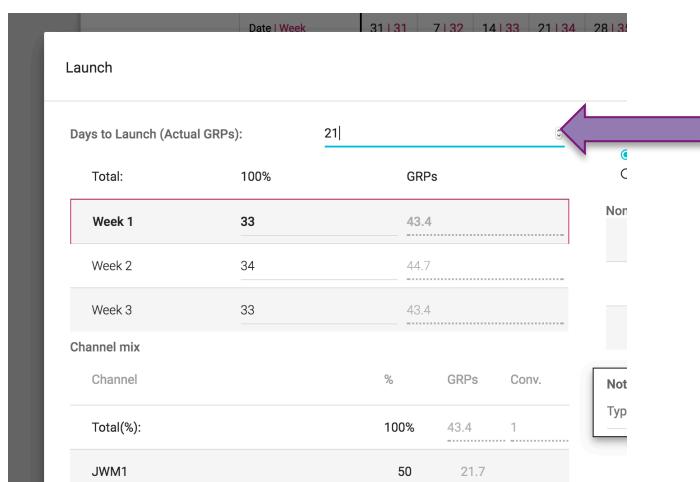
Please Note: This Non-GRP channel selection will naturally be inherited (copied) across all subsequent weeks and episodes that have been added but without the values. To override the inherit check box function, the user is required to deselect the inherit check box for those weeks that require a different channel mix.

Days to Launch in the Planning Modal

The user can manage the launch period and weekly GRP/SPOT weight in the Planning Modal.

- Open up the Planning Modal for the campaign launch period by clicking on the magnifying glass in Plan Ep/Wk 1.
- Days to Launch planning can be viewed at the top of the Planning Modal and defaults to a 7 day period, unless you have used a Promo Model Template to create a campaign, in which case it will pull through the days to launch defined in the template.
- PAM V3 allows the user to create multiple weeks to launch and the ability to change the weekly weight, channel mix and time-length across each week of launch if required
- Adjust the days to launch period by editing the value in the 'days to launch (actual GRPs)' row. PAM will automatically recalculate your total launch GRP to evenly distribute across the defined launch period.
- Under the Days to Launch header will appear a row for every week across the launch period. Each row will display the % of GRPS allocated to that week and the number of Actual GRPs (not 30" eq) allocated to that week.

See the example below that shows the distribution of GRPs across a 3 week launch period. All information displayed in the Planning Modal relates to the week of launch that is highlighted in the Days to Launch section - in this particular example this is week 1 of launch.



The default split of GRPs across the launch period can be manually adjusted to fit the campaign plan. This is edited by overtyping the existing % values in each launch week. The total % must add up to 100% in order for this to be saved to the planner.

To switch from your manual edit of days to launch back to the default even spread, this can be easily done by re-typing in the number of days to launch.

Viewing your plan for each week of Launch

If a campaign has more than one launch week, the Planning Modal for launch will display a row for each week. Click on each week row in the Days to Launch area of the Planning Modal to open up the specific details of the campaign in that week. As you can see from the screen grab above, week 1 is highlighted, so all information displayed in the Planning Modal relates to that specific week. This is how you can edit the channel mix, notes, non-grp channels and time-lengths across different weeks of launch.

What does 'N/A' mean in Days to Launch display?

There are instances where changes to a campaign made elsewhere in the planner will impact the originally planned days to launch weekly split and render it inaccurate. When this happens you will see 'N/A' displayed in the launch Planning Modal.

The user can override edits made elsewhere to the launch split by retyping in the number of days to launch you require and PAM will default back to an even split, which can then be further amended if required.

In the majority of instances, the 'N/A' display is the result of a manual edit to the campaign either in day or calendar week view, which may change both the weekly GRP split and the channel mix.

Using the GRP Filter in Planning Modal for Audience and Time-lengths

To offer up maximum flexibility, the values in the planning modal can be displayed in either target or base GRPs. This filter is in the top right of the planning modal, as shown below.

- I. Standard User – Base Audience and Target Audience filter - When selected the GRP values will display in line with the selected filter
- II. Advanced User – The Base and Target Audience filters the GRP values as described for the Standard user above. Additional ability to choose whether the GRP values displayed are 'Actual' values (ie. Time-lengths are not taken into account) or '30" eq values (ie. Time-lengths and GRPs are used to calculate these values)

Launch

Days to Launch (Actual GRPs):

Total: 100% GRPs

| | | |
|--------|----|------|
| Week 1 | 33 | 43.4 |
|--------|----|------|

Filter options:

Actual

30 sec Eq

BA GRPs

TA GRPs

Non-GRP Channels

Note: Days to launch only displays Actual NOT 30" eq values

Time-length Planning

PAM V3 has 2 levels of time-length functionality available to users:

1. **Standard** – Allows time-lengths to be selected for a campaign/ campaign week and varying levels of reporting capability to include this information
2. **Advanced** – In addition to the standard functionality, Advanced offers increased functionality to allow planning by time-length and by channel across a campaign/ campaign week. Additionally, PAM automatically calculates all values in the planner to display with time-lengths taken into consideration (called 30" eq values) or without the time-lengths taken into consideration. Additionally, it allows airtime inventory to be more accurately managed by incorporating the planned time-lengths into inventory, demand and balance calculations.

Time-length Planning: Standard set-up

The Planning Modal captures creative time-length information for campaigns. This function can be found by scrolling down to the bottom of the Planning Modal as shown below.

All possible time-lengths available will be displayed (these can be updated in Settings).

A simple manual tick box allows you to select the relevant time-lengths for your campaign, as shown in the example below where both 15" and 30" have been selected for launch:

The screenshot shows the 'Launch' section of the PAM Planning Modal. At the top, it displays 'Days to Launch (Actual GRPs): 14'. Below this, there's a table for 'Week 1' with columns for 'Total' (100%), 'GRPs' (150), and 'Conv.' (0.393). The 'Channel mix' section follows, showing data for 'ch1', 'ch2', 'ch3', and a new channel, all with 50% GRPs and 75% Conv. To the right, there are 'Filter options' for 'BA GRPs' (radio button) and 'TA GRPs' (radio button, selected). Under 'Non-GRP Channels', it shows 4444 channels with 0 GRPs. A 'Note' field is present with placeholder text 'Type a note...'. At the bottom, a 'Time lengths' section includes checkboxes for '5"', '15"', '30"', and '45"'. The '15"' and '30"' checkboxes are checked. Navigation buttons 'CLOSE', 'PREVIOUS', and 'NEXT' are at the bottom right.

This selection will automatically inherit across all subsequent episodes/weeks for the campaign. You can manually override this by unchecking the 'inherit values' box in the planning modal for the week that you want to edit.

For example, a campaign has a 60" and 30" for launch, then 30" for Episode 2 and 3, followed by 20" for Episode 4. The steps would be:

- I. Open up the Planning Modal for launch and click on 60" and 30".
- II. Then click on the navigational 'Next' icon in the bottom of the Planning Modal to switch to see the Planning Modal labeled 'Editing Week2 (post launch)'.
- III. Uncheck the 'inherit values' box and scroll down and amend selected time-lengths to 30" only.
- IV. Then click on the navigational 'Next' icon twice to switch to see the Planning Modal labelled 'Editing Week 4 (post launch)'.
- V. Uncheck the 'inherit values' box and scroll down to edit the selected time-length to 20".

Time-length Planning: Advanced set-up

The Planning Modal captures creative time-length information for campaigns. In the advanced set-up, GRPs can be allocated to different time-lengths at each stage of the campaign and by channel if required.

Additionally, this supports the facility to view your time-lengths in both Actual GRPs (i.e. ignores time-lengths selected) and 30" Equivalent GRPs (i.e. takes into account both the time-lengths selected and the GRPs allocated to each time-length).

To add or edit time-lengths, open up the relevant Planning Modal for the campaign Ep/Wk that you want to add or edit. Scroll to the bottom of the Planning Modal to view the time-lengths section and select the time-lengths for the specific Ep/Wk that you want to plan.

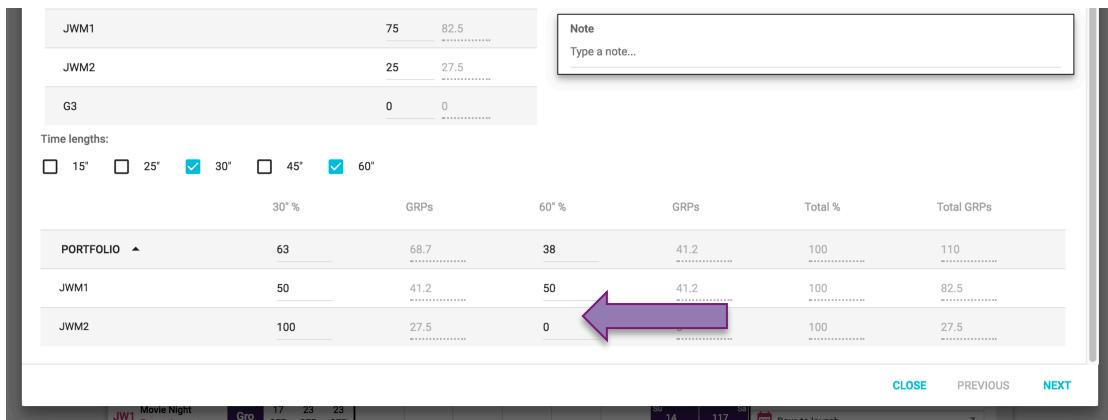
PAM will default to an even GRP split between the time-lengths selected and this even split will be across all active channels. The user can manually edit this default to change the % split between each time-length. This can be at either a portfolio (all channels) level or you can click the 'portfolio' drop down button to open up a channel-by-channel view, which also can be edited.

The screen grab below shows an example of a campaign running 30" and 60" at launch. The split is 50% between both time-lengths on JWM1, whilst only utilising the 30" on Channel JWM2 only, which is set at 100% of GRPs planned on JWM2.

The time-lengths selected and the % split between them will automatically copy (inherit) across subsequent episode weeks. This can be manually edited by simply opening the relevant planning modal Ep/Wk, uncheck the 'inherit value' box and update the override the % split values between time-lengths.

Note 1: The user can edit the % split values only. The GRP values displayed next to each % are read-only.

Note 2: The user can edit the % split in both Base Audience and Target Audience – using Actual ratings. You can view, not edit, the % split in 30" eq GRPs.

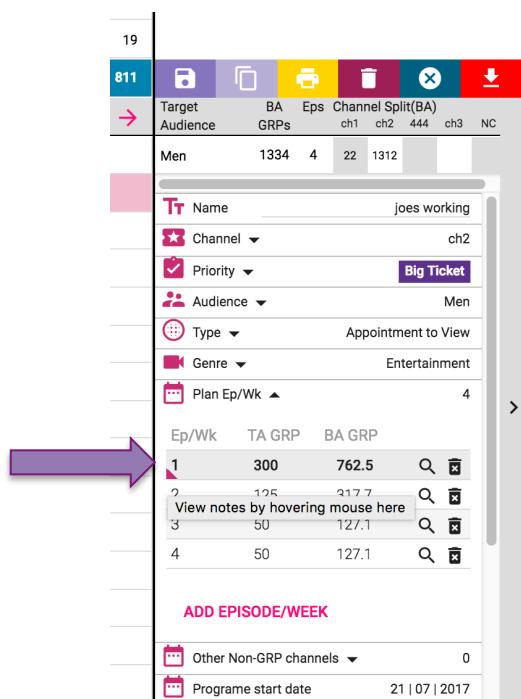


Notes at an Ep/Wk level

PAM has the ability to capture notes at both a campaign level (a dedicated field in the Campaign Panel) and at each week of the campaign (in the Planning Modal). Hence, the Planning Modal Notes is the place to capture any information, which is specific to an individual episode or campaign week. This may be detail about creative, scheduling guidelines or a variety of information. Notes is a free form text box to offer most flexibility.

The Notes captured at an Ep/ Wk (within the planning modal) level are then viewable across the PAM application as follows:

- I. Planner – Click on a campaign to view the campaign panel on the right of the screen. Open up the ‘Plan Ep/Wk’ box and any notes captured will be indicated by a pink triangle against the relevant Ep/Wk – use your mouse to hover over the triangle to view the notes (see screen grab below).



- II. Single Campaign Report – this displays all Episodic notes
- III. Airtime Report – Under Show options, select ‘episode detail’ and ‘notes’. This will then breakdown all relevant campaigns into each Ep/Wk and display the Ep/Wk notes. This can be exported to excel if required.

Campaign Panel field : Other Non-GRP channels

If a non-grp channel, such ‘off air’ or radio, is not defined at an episode level and weights are not allocated within the channel mix modal, then those channels can hold information at a date range instead within this field in the campaign panel.

The user can add a non-grp channel by selecting the ‘add non-grp channel’ button and then selecting a channel that they wish to assign a date range to by clicking on ‘Select’ drop down arrow within this field.

Any non-grp channels that have already been defined at an episode level are excluded from this list. If a non-grp channel is defined at a date range, then the user will not be able to add a value to that episode in the channel mix modal.

Once a user has selected a non-grp channel in the date range tab, then they can assign a date ‘from and to’ as well as adding notes, such as budget or specific media details.

| | | |
|----------------------------|--------------------------------|----------------|
| Name | Jimmy Blues s2 | |
| Channel | G3 | |
| Priority | Big Ticket | |
| Audience | A25-44 | |
| Type | ATV | |
| Genre | Entertainment | |
| Plan Ep/Wk | 3 | |
| Other Non-GRP channels | 1 | |
| CH | Date From | Date To |
| Rad | 01 08 2017 | 15 08 2017 |
| Note: | 300 Radio GRPs pre tv campaign | |
| ADD NON-GRP CHANNEL | | |
| Program start date | 21 08 2017 | |
| Date to launch | 14 | |

Any information that has been assigned to any non-grp channel does not contribute to the overall inventory or planner.

The information in the text cell can be exported as part of the single campaign report, (see reporting section later in this document).

Campaign Conversion

Please note the conversion factor calculates both base audience ratings to the target audience equivalent rating or from target audience to base audience ratings. The conversion factor (also known as index or affinity) will be multiplied against your

base audience rating to calculate your target audience rating.
You can view the campaign conversion for each stage of the campaign in the Planning Modal, as shown below.

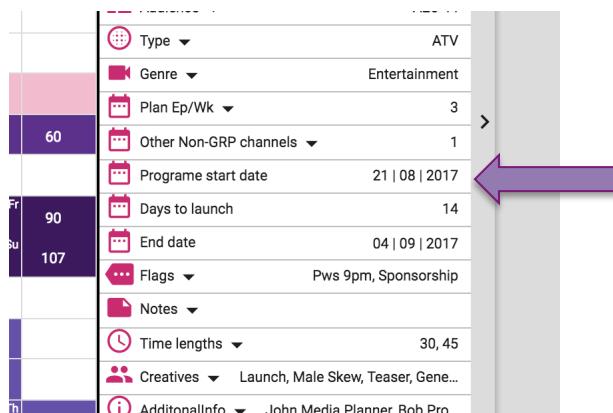
| | Ep/Wk | TA GRP | BA GRP | Conv. | |
|---|-------|--------|--------|---|---|
| 1 | 200 | 221.8 | 0.902 | |   |
| 2 | 100 | 110.9 | 0.902 |   | |
| 3 | 75 | 76.5 | 0.98 |   | |

ADD EPISODE/WEEK

Campaign Panel field: Programme Start Date

PAM automatically works out the campaign start date and end date once the programme start date has been assigned to a campaign.

This can be done by simply clicking on the Programme Start Date field in the campaign panel, selecting the First Programme TX Date.



PAM will then look at the days to launch in the Planning Modal to calculate the campaign start date. PAM will look at the total number of weeks of the campaign and automatically calculate the campaign end date.

For those campaigns without a specific content launch date (such as a brand or service campaign), then it is recommended to assign the Programme Start Date as 7 days after the start of the campaign and assign days to launch as 7 days. Then the Plan Ep/Wk field in the campaign panel will show you the weight for each week of the campaign.

If the content does not sit neatly into a weekly episodic structure, and hence the last day of the campaign is not the end of a 7-day period, then the end date can be manually changed. See End Date below.

Campaign End Date

The end date will automatically populate based on the number of weekly episodes assigned to the campaign so generally this field does not need to be amended by the user. If episodes are not scheduled on a weekly basis then the user can amend the end date as follows:

- I. Open up day view for the end of the campaign and manually update the daily GRP values so all cells post end date show a 0 GRP value, (see section 'Planning in day view' below).
- II. Manually amend end date in the campaign panel

The screenshot shows the WMM Day View interface. On the left is a campaign grid with columns for CH, Campaign Name, Genre, Priority, Start, Prg, and End. The grid lists various campaigns like 'Naked & Afraid s8', 'New Campaign', 'Google Sprouts F...', 'Shark week 2017', etc. The 'End' column shows dates such as '15 AUG'. A purple arrow points from the 'End' column towards the right sidebar. On the right is a sidebar titled '30 sec eq GRPs' with sections for Target Audience (Adults 16+), Channel (JWM2), Priority (Fuel), Audience (Adults 16+), Type (ATV Host only), Genre (Entertainment), Plan Ep/Wk (2), Other Non-GRP channels (0), Program start date (10/08/2017), Days to launch (7), End date (15/08/2017), Flags, Notes, Time lengths, Creatives, and AdditionalInfo. Three purple arrows point from the top, middle, and bottom sections of the sidebar towards the central campaign grid area.

Campaign Panel field: Flags

Campaign Flags is an optional field that allows users to tick on/off a series of labels against a campaign. For example, sponsorship, creative delivered, regions or any other information that a user may want to monitor against a campaign.

Campaign Panel field: Notes

This is a free form entry field that allows the user to capture any notes relevant to the campaign. These notes fields can be easily viewed by the user, as a pink icon appears next to the campaign title on the left of the main planner panel and a 'hover over' function is available to view the notes of each campaign.

| JW2 | Entertainment | Ful | JUL | JUL | AUG | | | | | | | | | | Adults 16+ |
|--|--------------------|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|----|----|----|------------|
| JW2 | Shark week 2017 | Gro | 31 | 20 | 10 | | | | | | | | | | A25-44 |
| JW2 | Factual | | JUL | AUG | SEP | 202 | Su | 153 | 153 | 92 | | | | | Adults 16+ |
| JW2 | IT crowd Thursd... | Ful | 04 | 10 | 15 | | | | | | | | | | |
| | Entertainment | | AUG | AUG | AUG | 13 | | | | | | | | | |
| G3 | Fake Newsnight | Big | 06 | 12 | 26 | | | | | | | | | | A25-44 |
| | Entertainment | | AUG | AUG | AUG | 78 | | 67 | | | | | | | |
| G3 | Jimmy Blues s2 | Big | 08 | 21 | 04 | | | | | | | | | | A25-44 |
| | Entertainment | | AUG | AUG | SEP | 278 | | 109 | Mo | 78 | 11 | | | | |
| JW2 | Football on JWM2 | Pia | 14 | 27 | 24 | | | | | | | | | | A16-24 |
| 50% 1+ Cover (8 OTS) - Creative Delivery 5th Aug | | | | | | | | | | | | | | | |
| JW2 | Down the PAN | Ful | 16 | 22 | 29 | | | | | | | | | | Adults 16+ |
| | Factual | | AUG | AUG | AUG | 50 | We | 52 | Tu | 13 | | | | | |
| JW1 | Dr Who S13 | Gro | 26 | 15 | 06 | | | | | | | | | | A35-54 |
| | Drama | | AUG | SEP | OCT | 45 | Sa | 160 | 162 | 139 | Fr | 90 | 82 | 43 | |
| JW1 | Growth Campaign | Gro | 28 | 17 | 08 | | | | | | | | | | A35-54 |
| | Entertainment | | AUG | SEP | OCT | 189 | Mo | 194 | 189 | Su | 107 | 90 | 60 | | |
| G3 | Pointless | Ful | 28 | 03 | 10 | | | | | | | | | | A16-24 |
| | Entertainment | | AUG | SEP | SEP | 77 | Su | 51 | | | | | | | |
| G3 | Cricket Goofs | Ful | 29 | 04 | 11 | | | | | | | | | | A16-24 |
| | Entertainment | | AUG | SEP | SEP | 66 | Tu | 55 | Mo | 7 | | | | | |
| G3 | Robot Wars | Ful | 04 | 10 | 17 | | | | | | | | | | A16-24 |
| | Entertainment | | SEP | SEP | SEP | 77 | Mo | 51 | Su | | | | | | |

A screenshot of a Microsoft Teams channel settings menu. The menu items are:

- Other Non-GRP channels ▾
- Programme start date 21 | 08 | 2017
- Days to launch 14
- End date 04 | 09 | 2017
- Flags ▾ Pws 9pm, Sponsorship
- Notes ▾
- Time lengths ▾ 30, 45
- Creatives ▾ Launch, Male Skew, Teaser, Gene...
- AdditionalInfo ▾ John Media Planner, Bob Pro...

Annotations include purple arrows pointing to the 'Programme start date' and 'Days to launch' fields.

Campaign Panel field: Time-lengths

This is a read only field and displays the selected time-lengths for the campaign. These time-lengths can be edited in the Planning Modal (see Planning Modal section above).

Campaign Panel field: Creatives

This is an optional field that allows the user to tick on/off any number of labels against a campaign. For most users, the information captured here is about the creative executions required for the campaign such as 'launch version', Ep 1, Generic etc. However, it can be used to capture any information that a user may need to monitor against a campaign, in a similar way to the 'Flags' field (see above)

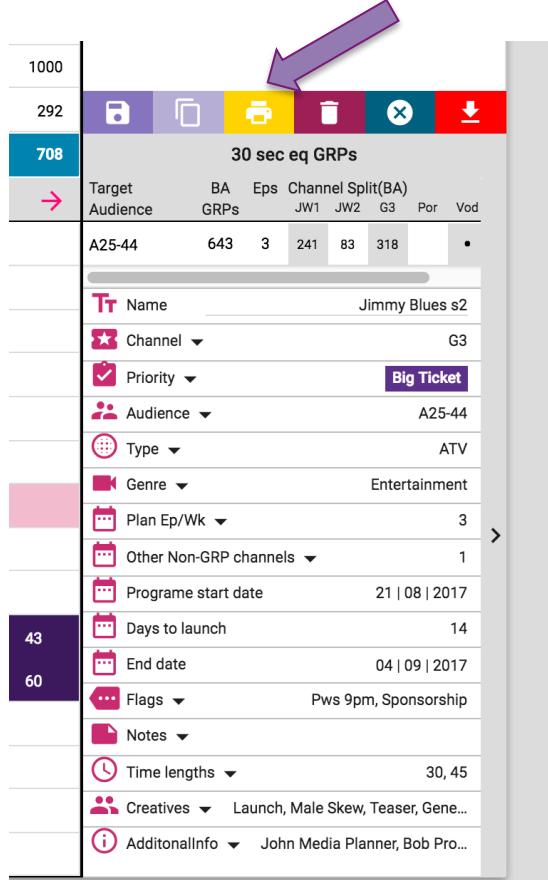
Campaign Panel field: Additional Campaign Information

This is an optional field that allows any additional information to be assigned to a campaign based on the options included in the settings.

For example, assign a producer or media planner name to a campaign.

Exporting a Single Campaign Report

The single campaign report has been designed to allow the user to visually view and extract all detailed campaign information within a single campaign at an episode/weekly level.



A screenshot of the PAM campaign panel. At the top, there are several icons: a blue square with a white dot, a white square with a black outline, a yellow square with a black outline, a red square with a white minus sign, a blue square with a white cross, and a red square with a white downward arrow. A purple arrow points to the yellow square. Below these icons, the text "30 sec eq GRPs" is displayed. To the left, there are numerical values: 1000, 292, and 708, each associated with a colored box (blue, purple, and teal respectively). A pink arrow points to the teal box. The main area shows a grid of data for "A25-44". The columns are labeled: Target Audience, BA GRPs, Eps, Channel Split(BA), JW1, JW2, G3, Por, and Vod. The "BA GRPs" column contains the value 643. The "Eps" column contains the value 3. The "Channel Split(BA)" column contains the value 241. The "JW1" column contains the value 83. The "JW2" column contains the value 318. The "G3" column contains the value 318. The "Por" and "Vod" columns contain a single bullet point. Below the grid, there is a list of campaign details:

- Name: Jimmy Blues s2
- Channel: G3
- Priority: Big Ticket
- Audience: A25-44
- Type: ATV
- Genre: Entertainment
- Plan Ep/Wk: 3
- Other Non-GRP channels: 1
- Program start date: 21 | 08 | 2017
- Days to launch: 14
- End date: 04 | 09 | 2017
- Flags: Pws 9pm, Sponsorship
- Notes:
- Time lengths: 30, 45
- Creatives: Launch, Male Skew, Teaser, Gene...
- AdditionalInfo: John Media Planner, Bob Pro...

Once the user has navigated to the campaign panel by clicking on an individual campaign, a yellow button is available for the single campaign report. This button represents a print export of that campaign into a single campaign report. The report opens in a new window in your browser and can be saved as a PDF.

(See full detail of Single Campaign report in Reporting Section below)

Saving a Campaign

Click the Save icon at the top of the campaign panel to save the campaign to the grid. Your campaign will automatically populate the grid according to the information that you have assigned to that campaign. PAM will automatically convert the episode weeks to calendar weeks, as all campaigns will start on different days of the week.

The screenshot shows a campaign management interface with a sidebar on the left containing numerical filters (1000, 292, 708, 43, 60) and a main content area. The main area displays a campaign's details under the heading "30 sec eq GRPs". The campaign information includes:

- Target Audience**: BA GRPs, Eps, Channel Split(BA)
- Demographics**: JW1, JW2, G3, Por, Vod
- Program Details**: Name (Jimmy Blues s2), Channel (G3), Priority (Big Ticket), Audience (A25-44), Type (ATV), Genre (Entertainment)
- Schedule**: Plan Ep/Wk (3), Other Non-GRP channels (1), Program start date (21 | 08 | 2017), Days to launch (14), End date (04 | 09 | 2017)
- Flags**: Flags (Pws 9pm, Sponsorship)
- Notes**: Notes
- Time Lengths**: Time lengths (30, 45)
- Creatives**: Creatives (Launch, Male Skew, Teaser, Gene...)
- Additional Info**: AdditionalInfo (John Media Planner, Bob Pro...)

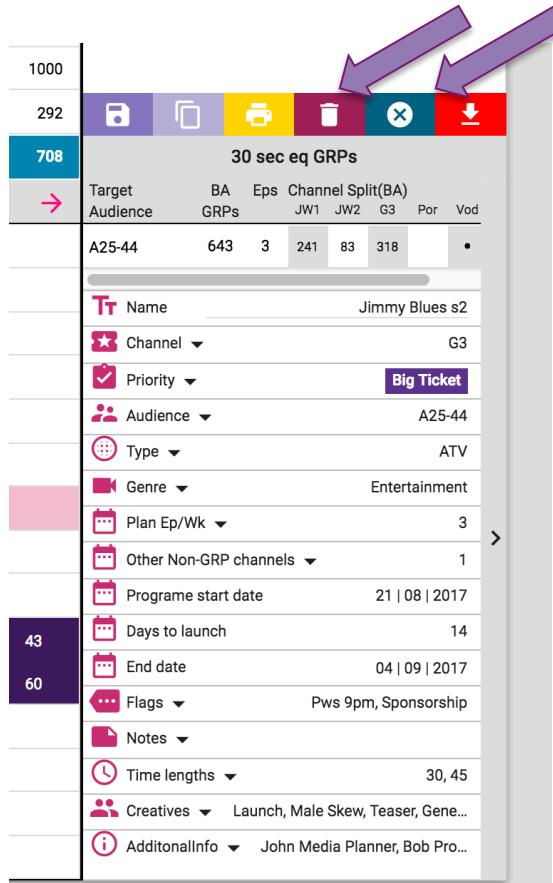
Duplicating a Campaign

Users can duplicate a campaign by clicking the duplicate button adjacent to the save icon. The original campaign will save back into the planner along with the copied campaign. The user must click on the copied campaign from the campaign list (with 'copy' in the campaign title) to re open the campaign to make amendments.

The screenshot shows a campaign management interface with various statistics and configuration options. At the top, there are summary numbers: 1000, 292, 708, and 43. Below these are sections for 'Target Audience' and '30 sec eq GRPs'. A yellow bin icon is highlighted with a purple arrow. The 'Target Audience' section includes columns for BA GRPs, Eps, Channel Split(BA), JW1, JW2, G3, Por, and Vod. The '30 sec eq GRPs' section shows values: A25-44 (643, 3, 241, 83, 318). Below these are detailed settings for the campaign, such as Name (Jimmy Blues s2), Channel (G3), Priority (Big Ticket), Audience (A25-44), Type (ATV), Genre (Entertainment), Plan Ep/Wk (3), Other Non-GRP channels (1), Program start date (21 | 08 | 2017), Days to launch (14), End date (04 | 09 | 2017), Flags (Pws 9pm, Sponsorship), Notes, Time lengths (30, 45), Creatives (Launch, Male Skew, Teaser, Gene...), and AdditionalInfo (John Media Planner, Bob Pro...).

Close/ Delete a campaign

Users can either delete (bin icon) or close the campaign, without saving ('X' icon). These buttons are located at the top of the campaign panel.



Campaign List

The main central area of the planner, which contains the list of all active campaigns, is the Campaign List.

By default the planner shows campaigns that are active with a summary of information for each campaign and a breakdown of GRPs by calendar week.

The calendar defaults to show 8 weeks of activity. This can be expanded by clicking on the expand arrow on the right hand side of the planner to view a 13 week so that plans can be adjusted for a quarterly period.

The screenshot shows the JWM Airtime Planner interface. At the top, there are tabs for Broadcasters, Settings, Planner (which is highlighted in pink), Promo Model, and Reporting. The Planner section is titled 'Planner' and contains a 'View Options' dropdown. Below this is a large calendar grid for the period from July 2017 to October 2017. The grid is color-coded by day of the week (Mo-Su) and contains numerical values for campaign metrics. A purple arrow points from the explanatory text below to the grid, and a blue circle with a plus sign is positioned in the bottom right corner of the grid area.

Planner Values in the calendar grid

Once the user has populated the calendar grid with a number of campaigns, each campaign is divided into weekly allocations across the period. For each week the campaign displays either Target Audience ratings or Base audience ratings depending on the view options has been specified.

For advanced broadcasters, these values can be filtered to display either 'Actuals' or '30 sec Eq' values.

This GRP values are calculated based on the campaign and programme start dates and are distributed appropriately across each calendar week (you can amend your calendar week in the broadcast settings menu. The default setting is at mon-sun).

The Target Audience will be an equivalent rating to the base audience according to the conversion and channel mix.

For advanced broadcasters, the 30 sec Eq value is a duration weighted value that takes into account time-length factors that live within the settings.

For example an actual GRP that has been planned against 40 seconds, will have a 1.333 factor. This means that 10 Actual GRPs will be the equivalent of 13.3, 30 sec Eq GRPs.

Campaign Day Markers in the calendar grid

Each campaign will display a marker in the calendar grid, e.g. 'Su', to show the day of that week that the campaign starts and also when the 1st programme launches e.g 'Fr'.

Each episode thereafter will air on the same day as the 1st programme TX but 7 days

later, so there is no marker to identify this, except in day view (see section in user guide on day view).

Filtering the Campaign List:

View Options

All campaigns across the portfolio are displayed in the main section of the planner. However, there is the ability to filter your campaign list based on channels, genres or campaign name. To access this filter click on ‘View Options’ on the top left of the screen.

Filtered Demand Row

If a filter is active in the planner, an additional row will display underneath the Demand row. This is the ‘filtered demand’ function that allows the user to view the GRP demand just from the campaigns active under the filter. The user can also tell if a filter is being used as the ‘eye’ icon at the top left of the planner next to the view options label will be highlighted in pink.

i.e. *The demand from all drama genre campaigns.*

The screenshot shows the Planner interface with a purple arrow pointing to the 'View Options' button in the top left corner. Another purple arrow points to the 'Filtered Demand' dropdown menu, which is open to show a search bar labeled 'Filter by campaign name' and a magnifying glass icon. Below this, a table displays campaign data for July, August, and September 2017. A specific row for 'Google Sprogs F...' is highlighted in blue, indicating it is part of a filtered demand list. The table includes columns for CH (Channel), Campaign, Genre, Priority, Start Date, Progress, End Date, and Days. The 'JW2 Entertainment' channel is selected in the filter. The bottom right corner of the interface shows target audience and BA (Basis of Allocation) details.

Using the Channels Filter

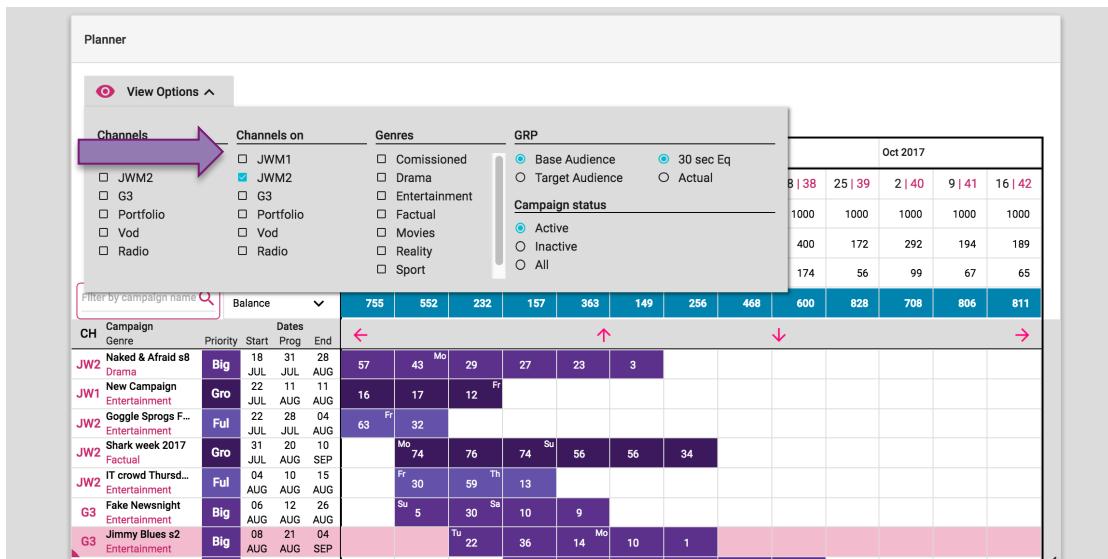
In the View Options window in the top left of the planner, if selecting ‘**Channels**’, the filter shows all campaigns that are FOR the channels selected in the filter only.

Using the Channels On Filter

If selecting ‘channels on’, the filter will show only campaigns that are using airtime ON the particular channels that are selected.

If the ‘**Channels on**’ filter is used then the list of campaigns will visually be filtered in two ways.

1. The filtered list only shows the campaigns using airtime ON the selected channel(s)
2. The main planning area values are also filtered so that it shows only GRP values in line with the chosen filter i.e. GRPs for only the channels turned on.



Examples

E.g. 1 When selecting a channel (e.g. JWM1) in the 'channels on' filter at the top of the planner, the planner will filter the list of campaigns to show those campaigns using airtime on JWM1. Additionally, the campaign weekly GRP values will display the level of GRPs that are planned on JWM1 only (i.e. Not all channels included in the channel mix for that campaign)

E.g.2 Campaign called Downton Abbey:

This campaign is planned at 100 GRPs of which 20% are on JWM1 (specified in the channel mix for all episodes for that campaign). Then when a user selects 'campaigns on' JWM1 filter then the planner will display the level of ratings being used on JWM1 for each campaign in each week - in this case for Downton Abbey it would only show 20% of the campaign weekly GRP total
This functionality is available at both weekly and daily levels.

E.g. 3 Campaign called X Factor:

This campaign is planned at 100 GRPs of which 70% are on JWM1 for the launch period (Episode 1) and then 100% on JWM for episodes 2-4, then when a user selects 'channel on' JWM1 filter, then the planner will display the level of ratings being used on JWM1 for each campaign in each week that reflects the channel for each individual episode- in this case for X factor it would only show 70% of the campaign weekly GRP total for the launch period, then 100% of the campaign weekly GRPs for episodes 2-4.

Note: The 'Channels On' Filter must be active to use the 'wk edit' functionality which allows users to simply adjust campaign plans to manage weekly airtime inventory balance – see full section on 'Week Edit' below

Using the Genre Filter

Once a genre has been selected in the 'View Options' menu in the planner, the

campaign list will exclude all other campaigns that do not fall into that filter category. The user can select many genres at the same time to filter the list.

| CH | Campaign | Genre | Priority | Start | Prog | End | 755 | 552 | 232 | 157 | 363 | 149 | 256 | 468 | 600 | 828 | 708 | 806 | 811 |
|-----|----------------------------|-------|----------|-------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| JW1 | New Campaign Entertainment | Gro | 22 | 11 | 11 | | 33 | 33 | 23 | Fri | | | | | | | | | |
| JW2 | Goggle Sprogs F... | Ful | 22 | 28 | 04 | | 63 | 32 | | | | | | | | | | | |
| JW2 | IT crowd Thursd... | Ful | 04 | 10 | 15 | | | | Fri | 30 | 59 | Th | 13 | | | | | | |
| | Faka Naumenicht | | 04 | AUG | AUG | AUG | | | | Sa | Sa | | | | | | | | |

Switching between Target & Base Audience GRPs

Within the same 'View options' list, a user can specify whether they'd like to view all information in the planner as 'Base Audience' or 'Target Audience'. In all instances, where ratings are displayed, across the planner will reflect the specified filter, apart from the inventory management section, which will always be displayed in 'Base Audience' and in the Planning Modal, which has its own audience filter.

Switching between 30 Sec Eq or Actual GRPs (Advanced users only)

For those users that plan GRPs at a time-length level, the planner can be filtered to view all information as '30 Sec Equivalent' (duration weighted) or 'Actual' GRPs. In all instances, where ratings are displayed, across the planner will reflect the specified filter, apart from the inventory management section, which will always be displayed in '30 sec Eq' GRPs and the Planning Modal which has its own filter.

View Active or Inactive Campaigns

Additionally, within the 'View Options' window, a user can filter the list of campaigns to display 'active', 'inactive' or 'all' campaigns. As default, when opening the planner or refreshing the browser, PAM will automatically open with the 'active' setting.

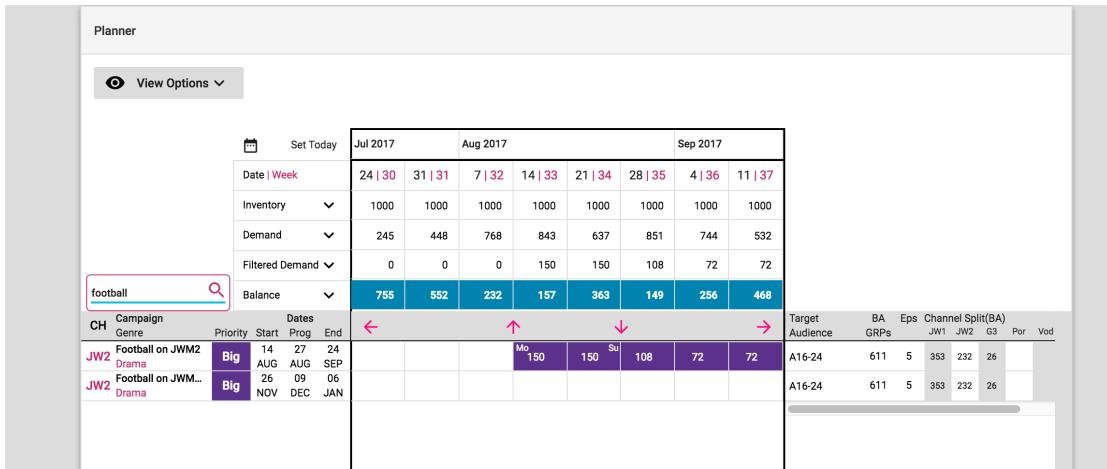
This enables users to scroll easily down the campaign list, ignoring those campaigns in the past. All inactive campaigns will always be hidden from the planner until the view option is selected to view 'all' or 'inactive'.

Filter by Campaign Name

The final filter that is possible within PAM is 'Filter by campaign name'. It is possible to search for a specific campaign by entering the title of the campaign in the 'Filter' field situated to the left of the 'new campaign' button.

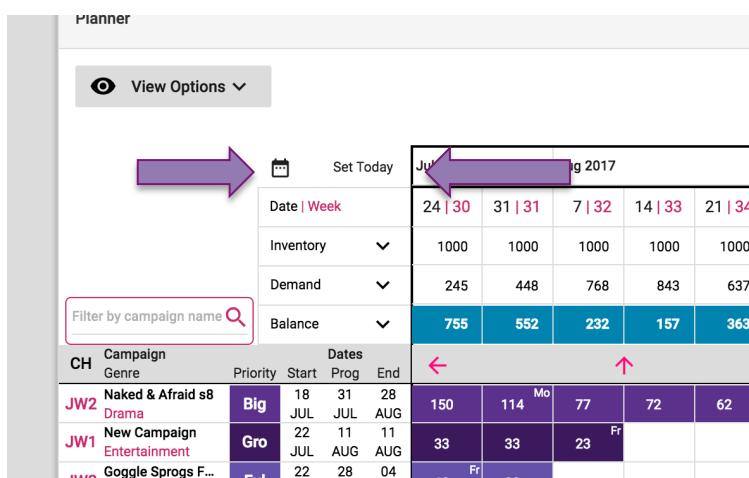
Once a user enters a title or part of a title, all other campaigns not relating to that filter will be hidden from the planner, leaving only those campaigns with a title/letter match. The filtered demand will also reflect this filter.

This functionality can also be useful if you want to group together a collection of campaigns that may be part of a stunt/season/sports event.



Jump to date

When PAM is first opened on the planner tab it will default to the most recent active campaign. However, if you have a long list of active campaigns in your campaign list, the jump to date function can be used to search for a specific date in the past or future, where campaigns are present. This can be used for either 'active' or 'inactive' scenarios.



Click the calendar icon within the inventory management section of the planner and then select the dates that you wish to view to jump immediately to campaigns that start from that date.

The calendar will jump both horizontally along the calendar and vertically along the campaign list to find the next active campaign for that date. You can easily return by clicking 'Today' or refresh in your browser.

Editing campaign GRP values in the Planner:

Campaign List: Day View

The planner grid is available to view at either a week or at a day view.

This allows total campaign ratings to be displayed at either a weekly level or at a daily level, aiding campaign implementation by giving GRP targets by day by channel if required.

Day View also allows users to view demand by day if required. However, for planning purposes we encourage users to work in weeks and just use Day View to view daily targets for implementation or to edit daily weights if required.

Editing in Day view

- Select the week and campaign that you wish to edit.
- Click on the GRP cell for the campaign week and the planner will open up in day view columns rather than week view columns.
- Although values for both BA and TA (Actual & 30" eq) can be viewed, **only values in BA can be edited in day view** (& with 30" eq turned on for advanced users).
- Day view editing can be either on a specific channel (using the channels on filter) or for the total campaign.
- When a cell is clicked, a box opens up that allows that rating to be edited and a rating total for that week is displayed.
- As each day in the week is edited, the total will update – allowing the user to keep track of what the current weekly total is.
- Remember to click on the save icon, next to the total after editing.
- These changes are saved into the campaign panel and if they are across the launch period, then these changes will override existing campaign launch shape. When this happens the days to launch values in the Planning Modal default to show you 'N/A'.

If a user then makes a change in the campaign panel, then the daily amendments at a channel level will persist unless the following fields have been changed in the panel:

- GRP values for that episode week
- Channel Mix values for that week

Only changes made to an individual week will be overridden, all other weeks will remain untouched.

Campaign List: Week View editing to balance inventory

Where there are areas of over or under demand within calendar weeks on a channel basis, the user can balance the inventory so it is more accurately in line with channel demands.

PAM enables a user to quickly adjust demand where needed. This function involves amending values within the planning grid with the '**channels on**' filter for one channel at a time. This functionality can only be used if the **BA GRP planner filter** is on and not TA GRP. For advanced users this function can only be used when the 30 sec Eq GRP filter is on and not Actual GRPs.

Once the user has determined the campaign to be amended based on the calendar week that needs addressing, then click on the cell that is line with the relevant week

and for the correct campaign (while the required filters are on ‘Channels on, BA and 30 sec EQ’).

We would recommend that the user consider the stage that the campaign is in to help decide which campaign needs adjusting i.e has the campaign launched? How many weeks has the campaign been on air? It is also recommended that communication levels of the chosen campaign should not be compromised or amendments kept to a minimum if possible.

Amending balance at a weekly level should be a last step to ensure inventory fits more accurately with channel demand.

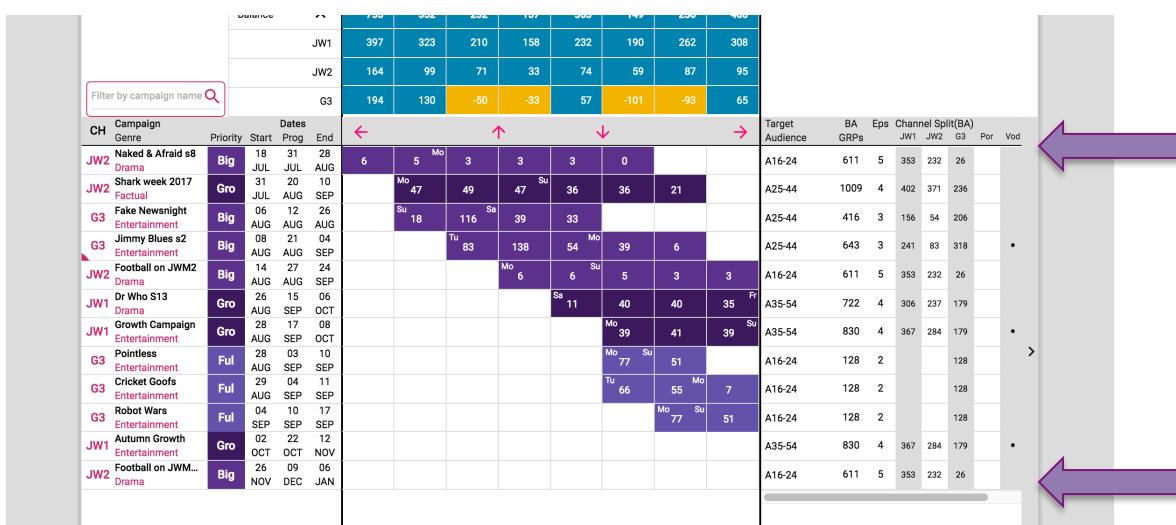
Once the cell has been clicked, while the ‘channel on’ filter is on, two options will be displayed in the planner grid, to open ‘Day View’ or ‘Edit’ and follow these steps:

- Click the ‘Edit’ button to edit values at a week level
- If a calendar week is made up of two ‘episode’ weeks i.e. the programme launch date falls within the week and not the start of the week, then the user will see two values.
- The value on the left represents the number of BA GRPs for the episode that falls in the first part of the week, depending on the programme day
- The value on the right represents the number of BA GRPs for the episode that falls in the second part of the week, depending on the programme day
- If there is only one value displayed, this is either because the cell selected is at the start of the campaign, at the end of the campaign or the calendar weeks and episode weeks are exactly the same i.e. both start on Monday and end on Sunday
- The user can click into either cell and make necessary adjustments in order to balance the inventory on the channel that has been filtered
- Press save to confirm the edits or press the ‘X’ icon to cancel the changes
- It is recommended that the user keeps the channel balance drop down list open so that the effect of the changes can immediately be seen

View Options ▾

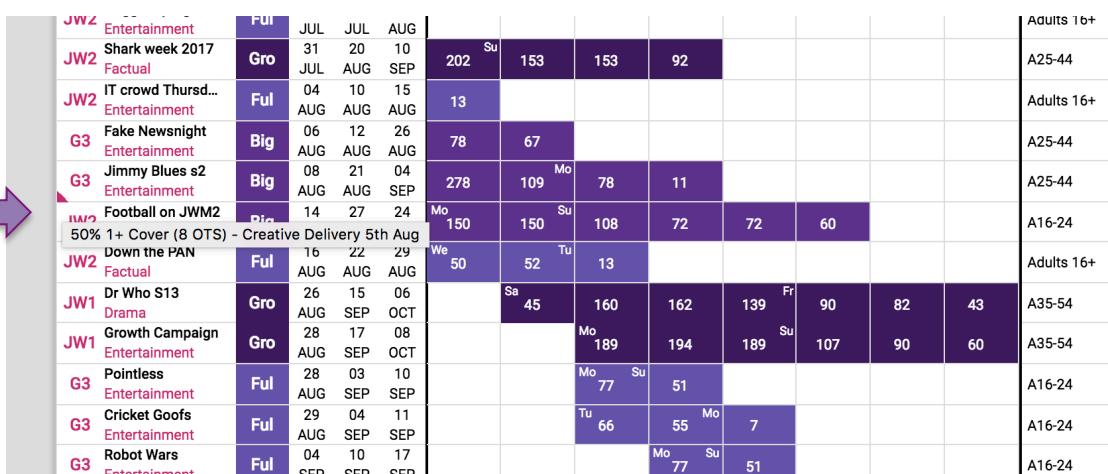
| Channels | Channels on | Genres | GRP | Oct 2017 | | | | | | | | | | | | | | | |
|------------------------------------|--|--|--|--|---------|----------|--------|---------|-----------------|------|-------|--------|-------|-------|-------|-----|-----|----|--|
| <input type="checkbox"/> JWM1 | <input type="checkbox"/> JWM1 | <input type="checkbox"/> Commissioned | <input checked="" type="radio"/> Base Audience | 8 38 | 25 39 | 2 40 | 9 41 | 16 42 | | | | | | | | | | | |
| <input type="checkbox"/> JWM2 | <input type="checkbox"/> JWM2 | <input type="checkbox"/> Drama | <input type="radio"/> Target Audience | 1000 | 1000 | 1000 | 1000 | 1000 | | | | | | | | | | | |
| <input type="checkbox"/> G3 | <input checked="" type="checkbox"/> G3 | <input type="checkbox"/> Entertainment | <input type="radio"/> Actual | 400 | 172 | 292 | 194 | 189 | | | | | | | | | | | |
| <input type="checkbox"/> Portfolio | <input type="checkbox"/> Portfolio | <input type="checkbox"/> Factual | <input type="radio"/> All | 47 | 43 | 65 | 41 | 39 | | | | | | | | | | | |
| <input type="checkbox"/> Vod | <input type="checkbox"/> Vod | <input type="checkbox"/> Movies | | | | | | | | | | | | | | | | | |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Radio | <input type="checkbox"/> Reality | | | | | | | | | | | | | | | | | |
| | | <input type="checkbox"/> Sport | | | | | | | | | | | | | | | | | |
| | | | | Balance | 755 | 552 | 232 | 157 | 363 | 149 | 256 | 468 | 600 | 828 | 708 | 806 | 811 | | |
| | | | | JW1 | 397 | 323 | 210 | 158 | 232 | 190 | 262 | 308 | 321 | 427 | 372 | 413 | 416 | | |
| | | | | JW2 | 164 | 99 | 71 | 33 | 74 | 59 | 87 | 95 | 126 | 244 | 201 | 233 | 235 | | |
| | | | | G3 | 194 | 130 | -50 | -33 | 57 | -101 | -93 | 65 | 153 | 157 | 135 | 159 | 161 | | |
| | | | | Filter by campaign name <input type="text"/> | | | | | | | | | | | | | | | |
| | | | | CH Campaign | Dates | Priority | Start | Prog | End | | | | | | | | | | |
| | | | | Genre | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| | | | | JW2 Naked & Afraid s8 Drama | Big | 18 | 31 | 28 | JUL JUL AUG | 6 | 5 Mo | 3 | 3 | 3 | 0 | | | | |
| | | | | JW2 Shark week 2017 Factual | Gro | 31 | 20 | 10 | JUL AUG SEP | | Mo 47 | 49 | 47 Su | 36 | 36 | 21 | | | |
| | | | | G3 Fake Newsnight Entertainment | Big | 06 | 12 | 26 | AUG AUG AUG | | Su 18 | 116 Sa | 39 | 33 | | | | | |
| | | | | G3 Jimmy Blues s2 Entertainment | Big | 08 | 21 | 04 | AUG AUG SEP | | Tu 83 | 138 | 54 Mo | 39 | 6 | | | | |
| | | | | JW2 Football on JW2M2 Drama | Big | 14 | 27 | 24 | AUG AUG SEP | | | Mo 6 | 6 Su | 5 | 3 | 3 | 3 | | |
| | | | | JW1 Dr Who S13 Drama | Gro | 26 | 15 | 06 | AUG SEP OCT | | | Sa 11 | 40 | 40 | 35 Fr | 22 | 20 | 11 | |
| | | | | JW1 Growth Campaign Entertainment | Gro | 28 | 17 | 08 | AUG SEP OCT | | | Mo 39 | 41 | 39 Su | 22 | 22 | 15 | | |
| | | | | G3 Pointless Entertainment | Ful | 28 | 03 | 10 | AUG SEP SEP | | | Mo 77 | Su 51 | | | | | | |
| | | | | G3 Cricket Goofs Entertainment | Ful | 29 | 04 | 11 | AUG SEP SEP | | | Tu 66 | 55 Mo | 7 | | | | | |
| | | | | G3 Robot Wars | Ful | 04 | 10 | 17 | AUG SEP SEP | | | Mo 51 | Su 51 | | | | | | |
| | | | | Filter by campaign name <input type="text"/> | | | | | | | | | | | | | | | |
| | | | | CH Campaign | Dates | Priority | Start | Prog | End | | | | | | | | | | |
| | | | | Genre | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| | | | | JW1 | 397 | 323 | 210 | 158 | 232 | 190 | 262 | 308 | 321 | 427 | 372 | 413 | 416 | | |
| | | | | JW2 | 164 | 99 | 71 | 33 | 74 | 59 | 87 | 95 | 126 | 244 | 201 | 233 | 235 | | |
| | | | | G3 | 194 | 130 | -50 | -33 | 57 | -101 | -93 | 65 | 153 | 157 | 135 | 159 | 161 | | |
| | | | | Filter by campaign name <input type="text"/> | | | | | | | | | | | | | | | |
| | | | | CH Campaign | Dates | Priority | Start | Prog | End | | | | | | | | | | |
| | | | | Genre | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| | | | | JW2 Naked & Afraid s8 Drama | Big | 18 | 31 | 28 | JUL JUL AUG | 6 | 5 Mo | 3 | 3 | 3 | 0 | | | | |
| | | | | JW2 Shark week 2017 Factual | Gro | 31 | 20 | 10 | JUL AUG SEP | | Mo 47 | 49 | 47 Su | 36 | 36 | 21 | | | |
| | | | | G3 Fake Newsnight Entertainment | Big | 06 | 12 | 26 | AUG AUG AUG | | Su 18 | 116 Sa | 39 | 33 | | | | | |
| | | | | G3 Jimmy Blues s2 Entertainment | Big | 08 | 21 | 04 | AUG AUG SEP | | | Mo 6 | 6 Su | 5 | 3 | 3 | 3 | | |
| | | | | JW2 Football on JW2M2 Drama | Big | 14 | 27 | 24 | AUG AUG SEP | | | Sa 11 | 40 | 40 | 35 Fr | 22 | 20 | 11 | |
| | | | | JW1 Dr Who S13 Drama | Gro | 26 | 15 | 06 | AUG SEP OCT | | | Mo 39 | 41 | 39 Su | 22 | 22 | 15 | | |
| | | | | JW1 Growth Campaign Entertainment | Gro | 28 | 17 | 08 | AUG SEP OCT | | | Tu 77 | 51 | | | | | | |
| | | | | G3 Pointless Entertainment | Ful | 28 | 03 | 10 | AUG SEP SEP | | | Mo 66 | 55 Mo | 7 | | | | | |
| | | | | G3 Cricket Goofs Entertainment | Ful | 29 | 04 | 11 | AUG SEP SEP | | | Mo 51 | Su 51 | | | | | | |
| | | | | G3 Robot Wars | Ful | 04 | 10 | 17 | AUG SEP SEP | | | | | | | | | | |
| | | | | Filter by campaign name <input type="text"/> | | | | | | | | | | | | | | | |
| | | | | CH Campaign | Dates | Priority | Start | Prog | End | | | | | | | | | | |
| | | | | Genre | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| | | | | JW1 | 397 | 323 | 210 | 158 | 232 | 190 | 262 | 308 | 321 | 427 | 372 | 413 | 416 | | |
| | | | | JW2 | 164 | 99 | 71 | 33 | 74 | 59 | 87 | 95 | 126 | 244 | 201 | 233 | 235 | | |
| | | | | G3 | 194 | 130 | -50 | -33 | 57 | -101 | -93 | 65 | 153 | 157 | 135 | 159 | 161 | | |
| | | | | Filter by campaign name <input type="text"/> | | | | | | | | | | | | | | | |
| | | | | CH Campaign | Dates | Priority | Start | Prog | End | | | | | | | | | | |
| | | | | Genre | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| | | | | JW2 Naked & Afraid s8 Drama | Big | 18 | 31 | 28 | JUL JUL AUG | 6 | 5 Mo | 3 | 3 | 3 | 0 | | | | |
| | | | | JW2 Shark week 2017 Factual | Gro | 31 | 20 | 10 | JUL AUG SEP | | Mo 47 | 49 | 47 Su | 36 | 36 | 21 | | | |
| | | | | G3 Fake Newsnight Entertainment | Big | 06 | 12 | 26 | AUG AUG AUG | | Su 18 | 116 Sa | 39 | 33 | | | | | |
| | | | | G3 Jimmy Blues s2 Entertainment | Big | 08 | 21 | 04 | AUG AUG SEP | | | Mo 6 | 6 Su | 5 | 3 | 3 | 3 | | |
| | | | | JW2 Football on JW2M2 Drama | Big | 14 | 27 | 24 | AUG AUG SEP | | | Sa 11 | 40 | 40 | 35 Fr | 22 | 20 | 11 | |
| | | | | JW1 Dr Who S13 Drama | Gro | 26 | 15 | 06 | AUG SEP OCT | | | Mo 39 | 41 | 39 Su | 22 | 22 | 15 | | |
| | | | | JW1 Growth Campaign Entertainment | Gro | 28 | 17 | 08 | AUG SEP OCT | | | Tu 77 | 51 | | | | | | |
| | | | | G3 Pointless Entertainment | Ful | 28 | 03 | 10 | AUG SEP SEP | | | Mo 66 | 55 Mo | 7 | | | | | |
| | | | | G3 Cricket Goofs Entertainment | Ful | 29 | 04 | 11 | AUG SEP SEP | | | Mo 51 | Su 51 | | | | | | |
| | | | | G3 Robot Wars | Ful | 04 | 10 | 17 | AUG SEP SEP | | | | | | | | | | |
| | | | | Filter by campaign name <input type="text"/> | | | | | | | | | | | | | | | |
| | | | | CH Campaign | Dates | Priority | Start | Prog | End | | | | | | | | | | |
| | | | | Genre | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| | | | | JW1 | 397 | 323 | 210 | 158 | 232 | 190 | 262 | 308 | 321 | 427 | 372 | 413 | 416 | | |
| | | | | JW2 | 164 | 99 | 71 | 33 | 74 | 59 | 87 | 95 | 126 | 244 | 201 | 233 | 235 | | |
| | | | | G3 | 194 | 130 | -50 | -33 | 57 | -101 | -93 | 65 | 153 | 157 | 135 | 159 | 161 | | |
| | | | | Filter by campaign name <input type="text"/> | | | | | | | | | | | | | | | |
| | | | | CH Campaign | Dates | Priority | Start | Prog | End | | | | | | | | | | |
| | | | | Genre | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| | | | | JW2 Naked & Afraid s8 Drama | Big | 18 | 31 | 28 | JUL JUL AUG | 6 | 5 Mo | 3 | 3 | 3 | 0 | | | | |
| | | | | JW2 Shark week 2017 Factual | Gro | 31 | 20 | 10 | JUL AUG SEP | | Mo 47 | 49 | 47 Su | 36 | 36 | 21 | | | |
| | | | | G3 Fake Newsnight Entertainment | Big | 06 | 12 | 26 | AUG AUG AUG | | Su 18 | 116 Sa | 39 | 33 | | | | | |
| | | | | G3 Jimmy Blues s2 Entertainment | Big | 08 | 21 | 04 | AUG AUG SEP | | | Mo 6 | 6 Su | 5 | 3 | 3 | 3 | | |
| | | | | JW2 Football on JW2M2 Drama | Big | 14 | 27 | 24 | AUG AUG SEP | | | Sa 11 | 40 | 40 | 35 Fr | 22 | 20 | 11 | |
| | | | | JW1 Dr Who S13 Drama | Gro | 26 | 15 | 06 | AUG SEP OCT | | | Mo 39 | 41 | 39 Su | 22 | 22 | 15 | | |
| | | | | JW1 Growth Campaign Entertainment | Gro | 28 | 17 | 08 | AUG SEP OCT | | | Tu 77 | 51 | | | | | | |
| | | | | G3 Pointless Entertainment | Ful | 28 | 03 | 10 | AUG SEP SEP | | | Mo 66 | 55 Mo | 7 | | | | | |
| | | | | G3 Cricket Goofs Entertainment | Ful | 29 | 04 | 11 | AUG SEP SEP | | | Mo 51 | Su 51 | | | | | | |
| | | | | G3 Robot Wars | Ful | 04 | 10 | 17 | AUG SEP SEP | | | | | | | | | | |
| | | | | Filter by campaign name <input type="text"/> | | | | | | | | | | | | | | | |
| | | | | CH Campaign | Dates | Priority | Start | Prog | End | | | | | | | | | | |
| | | | | Genre | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| | | | | JW1 | 397 | 323 | 210 | 158 | 232 | 190 | 262 | 308 | 321 | 427 | 372 | 413 | 416 | | |
| | | | | JW2 | 164 | 99 | 71 | 33 | 74 | 59 | 87 | 95 | 126 | 244 | 201 | 233 | 235 | | |
| | | | | G3 | 194 | 130 | -50 | -33 | 57 | -101 | -93 | 65 | 153 | 157 | 135 | 159 | 161 | | |
| | | | | Filter by campaign name <input type="text"/> | | | | | | | | | | | | | | | |
| | | | | CH Campaign | Dates | Priority | Start | Prog | End | | | | | | | | | | |
| | | | | Genre | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| | | | | JW2 Naked & Afraid s8 Drama | Big | 18 | 31 | 28 | JUL JUL AUG | 6 | 5 Mo | 3 | 3 | 3 | 0 | | | | |
| | | | | JW2 Shark week 2017 Factual | Gro | 31 | 20 | 10 | JUL AUG SEP | | Mo 47 | 49 | 47 Su | 36 | 36 | 21 | | | |
| | | | | G3 Fake Newsnight Entertainment | Big | 06 | 12 | 26 | AUG AUG AUG | | Su 18 | 116 Sa | 39 | 33 | | | | | |
| | | | | G3 Jimmy Blues s2 Entertainment | Big | 08 | 21 | 04 | AUG AUG SEP | | | Mo 6 | 6 Su | 5 | 3 | 3 | 3 | | |
| | | | | JW2 Football on JW2M2 Drama | Big | 14 | 27 | 24 | AUG AUG SEP | | | Sa 11 | 40 | 40 | 35 Fr | 22 | 20 | 11 | |
| | | | | JW1 Dr Who S13 Drama | Gro | 26 | 15 | 06 | AUG SEP OCT | | | Mo 39 | 41 | 39 Su | 22 | 22 | 15 | | |
| | | | | JW1 Growth Campaign Entertainment | Gro | 28 | 17 | 08 | AUG SEP OCT | | | Tu 77 | 51 | | | | | | |
| | | | | G3 Pointless Entertainment | Ful | 28 | 03 | 10 | AUG SEP SEP | | | Mo 66 | 55 Mo | 7 | | | | | |
| | | | | G3 Cricket Goofs Entertainment | Ful | 29 | 04 | 11 | AUG SEP SEP</td | | | | | | | | | | |

- Target Audience – Target audience that that campaign has been planned against
- TA GRPs / TRPs – The total ‘Target Audience’ ratings that the campaign requires (only displayed when selected in the ‘view options’ filter)
- BA GRPs / GRPs – The total base audience ratings that the campaign requires
- Eps – Number of episodes that the campaign is supporting
- Channel Split – The split of the campaign across the portfolio’s channel in Base audience or Target audience ratings depending on the view options selected – This is calculated in base audience GRPs
- Any additional channels active on a campaign will be displayed here and will be indicated with a ‘Dot’ in that column to represent that it applies to that campaign. E.g. A VOD service that will provide airtime for that campaign.



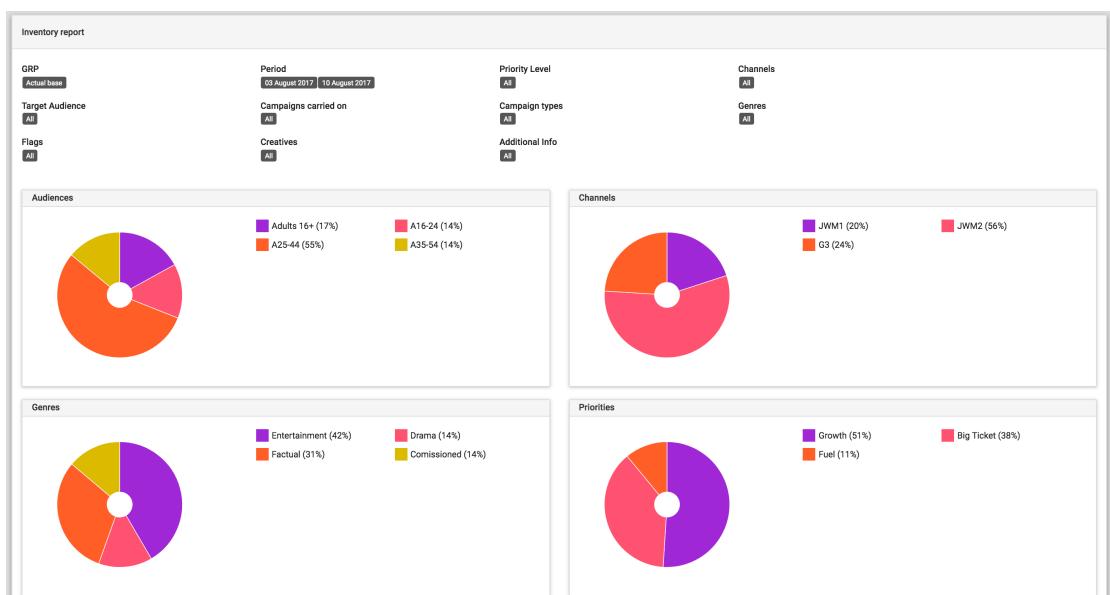
The screenshot shows a detailed campaign planning grid. At the top, there's a search bar labeled "Filter by campaign name". Below it, a table shows ratings for three channels (JW1, JW2, G3) across seven time periods. The main grid lists campaigns with columns for CH, Campaign Name, Genre, Priority, Start Date, End Date, and Days. Each cell contains a color-coded icon representing broadcast days (e.g., Big, Gro, Ful). To the right of the grid is a summary table for "Target Audience" with columns for BA GRPs, Eps, and Channel Split (BA) for JW1, JW2, and G3. Purple arrows point from the notes section below to the pink-shaded corners in the grid.

- Any ‘Notes’ assigned to a campaign are marked with a pink shaded corner on the left of the planner. If the cell is shaded, then the viewer should hover over the shaded corner to display the notes.



This screenshot shows a similar campaign planning grid to the one above, but with a focus on specific notes. A large purple arrow points to the left side of the grid where several cells have pink shaded corners. These pink corners indicate the presence of notes for specific campaigns. The grid structure is identical to the one above, with columns for CH, Campaign Name, Genre, Priority, Start Date, End Date, and Days.

NOTE: To view any abbreviations in full, you can hover over the letter or number anywhere in the planner grid.



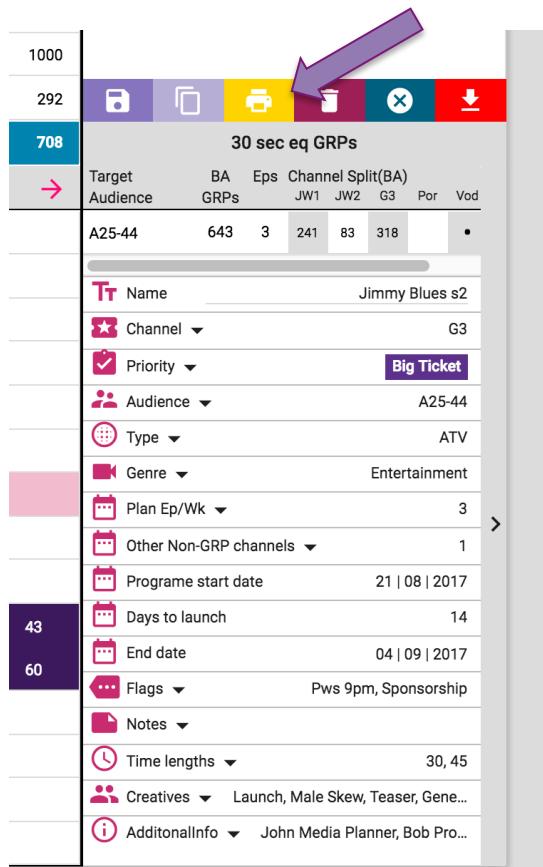
Part 4: Reporting

Any data that has been input into the planner module can be reported in a range of different ways.

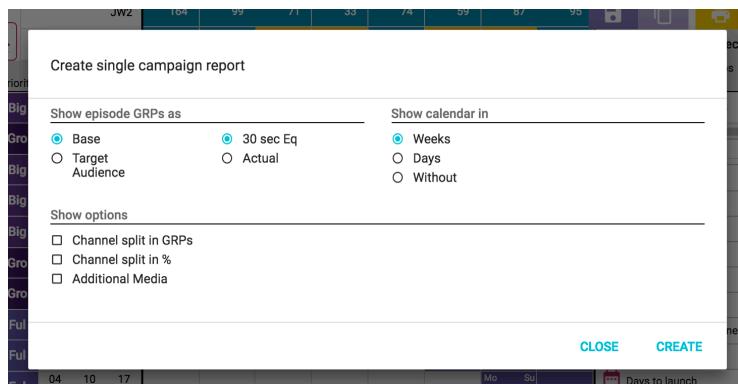
Single Campaign Report

The single campaign report has been designed to allow the user to visually view and extract all detailed campaign information within a single campaign at an episode/weekly level. This can include any campaign activity on Non-GRP media channels such as digital/social.

The Single Campaign report is located in the planner screen within the campaign panel. Once the user has navigated to the campaign panel by clicking on an individual campaign, a yellow button is available for the single campaign report. This button represents a print export of that campaign into a single campaign report. The report opens in a new window in your browser and can be saved as a PDF.



Once the button is clicked, then a new modal will appear with a number of options:



- Show episode GRPs as (Base or Target Audience) – This determines whether GRPs displayed in the report are shown in base audience or the target audience relevant for that campaign.
- Show episode GRPs in ‘Actuals’ or ‘30 sec EQ’ (for advanced broadcasters only) – This determines whether GRPs are displayed in the report in actual GRPs or duration weight GRPs
 - The first two buttons will also determine how the ‘show options’ behave in the filter below
- Show Options – One or all of these options can be selected:
 - Channel split in GRPs gives the user the split of GRPs that have been allocated on each channel – this is broken down into individual episodes
 - Channel split in % gives the same option on an episode basis but will be shown as a % of the total for that episode
 - Additional media – When this option is ticked, the user will see the breakdown of any information assigned to Non-Grp channels i.e off air, VOD or spot channels that do not use GRPs (more information provided in document – see cross platform planning)
- Show calendar weeks – As in the airtime report, the columns that are displayed in the report can also be shown in days or weeks. Please note for day view options, the report period is likely to be very large in size
- The report layout is similar to the airtime report displaying information visually across calendar weeks or days, but each row represents an episode/ week
- By selecting the ‘without’ option in the calendar weeks selection, shows the report in a more basic format, which excludes the calendar section of the report. This report is suited for creative departments and allows a break down of the episode information to be displayed without the need to show the unwanted GRP information.
- Any additional media information (non-grp channels) is displayed in a separate section at the bottom of the report, see the example below:

| Single Campaign Report: Jimmy Blues s2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|----------|------------------------------------|-------|------------|---|---------|------|-----------------------------------|------|--------------------------------------|--------------------------------|-------|---------|----|--------|--|---------|--|---------|-------|------------------|-------|-----------|------------|-------|------|------|---------|------|--------------|------|-------|------|--------|-----|-----|-----|-----|-----|-----|----|---------|--|--|-----------------|----|----|-----|-----|-----|-----|----|-----|---|-----|---------|----|---------|-----|-----|-----|-----|--|--|--|---|--|----|-------|--|-----|----|----|---------|--|--|--------------------------------------|--|--|--|--|--|--|--|--|--|-------|--|------|--|------------|--|--------------|--|---------|--|--------------|--|-------|--|---|-----|------------------|-------|----------|-------|-------|-----|--|--|--|----|----|----|----|----|---|-----|-----|----|-----|----|----|---------|--|--|--|--|--|--|--|--|---|-----|-----|----|-----|----|----|---------|--|--|--|--|--|--|--|--|--|--|-------|--|-----|----|----|---------|--|--|--|--------------|--|--|--|--|--|--|--|--|--|------------------|-------|----------|-------|-------|-----|--|--|--------------------------------|--|--|--|--|--|--|--|-----|---|-----|----|----|---------|--|--|--|--|--|--|--|--|--|--|-----|---|-----|----|----|---------|--|--|--|--|--|--|--|--|--|--|-------|--|-----|----|----|---------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--------------------------------|--|--|--|--|--|--|--|--|--|
| GRP | | Period | | | Total GRPs | | | Genre | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Actual target | | 01 August 2017 04 September 2017 | | | Base Audience: 546 Target Audience: 420 | | | Entertainment | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Flags | | Channel | | | Creatives | | | Additional Info | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Pws 9pm Sponsorship | | 65 | | | Launch Male Skew Tesser Generic | | | John Media Planner Bob Producer | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Campaign Notes | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 50% 1+ Cover (8 OTS) - Creative Delivery 5th Aug | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Inventory | | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Demand | | 448 | 768 | 843 | 637 | 851 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Filtered Demand | | 0 | 167 | 278 | 109 | 78 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Balance | | 552 | 232 | 157 | 363 | 149 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Ep/Wk | | GRPs | | JW1 JW2 G3 | | Por | | Vod Rad | | Time lengths | | Notes | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | Big | 08 | 21 | 103 | 171 | 26 | | | | | 15 | 25 | 30 | 45 | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Big | 22 | 28 | | | 51 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Big | 29 | 04 | | | | 51 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th colspan="10">Weight Notes</th> </tr> <tr> <td>Non-Grp Channels</td> <td>Ep/Wk</td> <td>Priority</td> <td>Dates</td> <td>Start</td> <td>End</td> <td></td> </tr> </thead> <tbody> <tr> <td>Vod</td> <td>1</td> <td>Big</td> <td>08</td> <td>21</td> <td>AUG AUG</td> <td></td> </tr> <tr> <td>Vod</td> <td>2</td> <td>Big</td> <td>22</td> <td>28</td> <td>AUG AUG</td> <td></td> </tr> <tr> <td>Radio</td> <td></td> <td>Big</td> <td>01</td> <td>15</td> <td>AUG AUG</td> <td></td> </tr> </tbody> </table> | | | | | | | | | | | Weight Notes | | | | | | | | | | Non-Grp Channels | Ep/Wk | Priority | Dates | Start | End | | | | | | | | | | | Vod | 1 | Big | 08 | 21 | AUG AUG | | | | | | | | | | | Vod | 2 | Big | 22 | 28 | AUG AUG | | | | | | | | | | | Radio | | Big | 01 | 15 | AUG AUG | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Weight Notes | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Non-Grp Channels | Ep/Wk | Priority | Dates | Start | End | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Vod | 1 | Big | 08 | 21 | AUG AUG | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Vod | 2 | Big | 22 | 28 | AUG AUG | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Radio | | Big | 01 | 15 | AUG AUG | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th colspan="10">300 Radio GRPs pre tv campaign</th> </tr> </thead> </table> | | | | | | | | | | | 300 Radio GRPs pre tv campaign | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 300 Radio GRPs pre tv campaign | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Non-GRP channels within the Single Campaign report

Non-GRP channels are displayed in the section at the bottom of the report (the ‘additional media’ button needs to be ticked to display non-GRP information). The two different types of non-GRP channels are displayed slightly differently depending on how they are set up in the campaign panel:

- Episode level – Those non-GRP channels that are set up within the planning modal, alongside the channel mix at an episode/ week level are displayed with a number to let the user know which TV episode/week the activity is in line with. The coloured cell within that row represents the week that the activity is active in
- Date range – Those non-GRP channels that are given a date range, rather than at an episode level, will display in one row for each media. The cells that are coloured will show the date range that the media is active in.

Any notes for non-GRP channels will be displayed on the right hand side of this section within the relevant row.

Reporting Multiple Campaigns

The separate reporting module is split up into 2 sections: Airtime report and Inventory report.

Airtime Report

The airtime report acts as a snapshot of the planner module and displays any campaign information filtered according to the users needs. There are many additional types of reports and columns that can be included or excluded depending on the information that is needed. All filter options will be selected by default, apart from the ‘Show Options’ filters, which are more specific to the type of report to display.

Exporting a report

Select a date range and choose whether you would like the report to be displayed in base audience (Base) or target audience (TA) ratings and also whether you would like to see the report in days, weeks or without.

Daily View: An option is available to show the airtime report in a daily view as well as weekly view. The columns that represent weeks, similar to when first opening the planner screen, will convert to daily values.

Additionally, the inventory, demand and balance rows are now displays the values on a daily basis.

The screenshot shows the 'Airtime Planner' interface with the 'REPORTING' tab selected. The 'AIRTIME REPORT' section includes fields for 'Choose report period' (2/8/2017 to 9/8/2017), 'Include the following', and 'Show episode GRPs as' (Base or Target Audience). It also features a 'Filter by campaign name' input field. The 'SETTINGS' section contains 'Audiences' (checkboxes for Select all, 45+, etc.), 'Campaign types' (checkboxes for Select all, ATV, etc.), 'Channels' (checkboxes for Select all, JWM1, etc.), and 'Flags' (checkboxes for Select all, Approved, etc.). The 'PLANNER' section includes 'Campaigns carried on' (checkboxes for Select all, JWM1, etc.), 'Priorities' (checkboxes for Select all, Growth, etc.), and 'Creatives' (checkboxes for Select all, Female Skew, etc.). The 'PROMO MODEL' section includes 'Genres' (checkboxes for Select all, Drama, etc.), 'Additional Info' (checkboxes for Select all, Bob Producer, etc.), and 'Show options' (checkboxes for Select all, Display Balance by Channel, etc.). A large blue button at the bottom left says 'CREATE REPORT'.

Please be aware of the number of days that are included in the reporting period as the report will be very large for long periods.

Using the 'Without' filter

If the user would like to export the campaign list, without showing the media plan and calendar, this report will exclude the standard central section of the planner. This allows creative teams or alike to get a snapshot of campaigns that are active

during a period, without having to export the report including any unwanted information.

Filter by Campaign Name

The campaign name filter works in exactly the same way as it does in the planner but exports the filtered list directly as an airtime report.

The user must type into the field whole or part of, a campaign name then export the report in the usual way. Please ensure that the date range that is selected captures the intended campaigns.

This report option is particularly useful if the user wishes to export a list of campaigns with a similar title e.g Movies, Sport or a common prefix used to identify the season i.e SUM for summer

The screenshot shows the 'AIRTIME REPORT' tab selected. At the top, there's a 'Choose report period' section with two date inputs: '2/8/2017' and '9/8/2017'. Below that is a 'Show episode GRPs as' section with radio buttons for 'Base' (selected) and 'Target Audience', and checkboxes for '30 sec Eq' and 'Actual'. To the right is a 'Show calendar in' section with radio buttons for 'Weeks' (selected), 'Days', and 'Without'. A red box highlights the 'Filter by campaign name' input field, which has a purple arrow pointing to it from the left. Below this are sections for 'Audiences', 'Campaign types', 'Channels', and 'File' (with a 'Select all' checkbox). The 'Audiences' section includes filters for 'Select all', '45+', 'A16-24', 'A25-44', and 'A35-54'. The 'Campaign types' section includes filters for 'Select all', 'ATV', 'ATV Host only', and 'Brand'. The 'Channels' section includes filters for 'Select all', 'JWM1', 'JWM2', 'G3', and 'Portfolio'. The 'File' section shows five checkboxes, all of which are checked.

Using Filters within the Airtime Report

A user can choose to filter the campaigns and values that are exported into the airtime reporting by choosing to deselect any filters before exporting.

E.g 1: Show all 'Entertainment' campaigns that are running FOR Ch1 with 'Bob' as the producer. This report will only show the list of campaigns where Bob is the producer, has 'Entertainment' as the genre and is supporting Ch1.

E.g 2: Show all 'iPlayer' (non-grp channel) 'Growth' Campaigns that are being cross promoted on Ch2 and Ch3. This report will only show those campaigns that are FOR iplayer with 'Growth' as a priority and running ON channels Ch2 or Ch3.

Please Note:

- Any 'Channels on' filters that are used in the airtime report will also filter the GRP values in the campaign list i.e if a channel has 100 GRPs, with a channel

split 50% ch1 and 50% ch2, if the user filters to show campaigns on Ch2 only, then the campaign will display 50 GRPs only.

- The period selected will determine the value displayed in the summary columns on the right side of the report and the inventory/ demand values at the top of the report. i.e. if a user exports a report with a date range that falls mid way through a calendar week, then the GRP values will only display the values within the date range, not the complete week. This could be only 1 day of a calendar week.
- As within the planner, when filtering any information, an additional row is displayed below the demand row. This row displays the 'Demand Filtered' for the information now showing in the report.
E.g. As displayed below, the combined demand of the campaigns displayed for wc 4th May on JWM1 only is 82 base audience GRPs so this is displayed in the 'filtered demand' row but the total portfolio demand remains at 245 because there are other campaigns not included in the report that contribute to this total demand. All other values within the headings relate back to the total portfolio.

Airtime planner report

| GRP 30' base | Period 02 August 2017 30 September 2017 | | Priority Level | | Channels All | | | | | | | | | | | | | | |
|------------------------|--|-------------------------|------------------------|---------|-----------------|---------|--------|------------------------|-----------|------------|--------------------------|---------------------|-----|------------|-----|----|-----|-----|-----|
| Target Audience All | Campaigns carried on JWM1 | | Campaign types All | | Genres All | | | | | | | | | | | | | | |
| Flags All | Creatives All | | Additional Info All | | | | | | | | | | | | | | | | |
| | Aug 2017 | | Sep 2017 | | | | | | | | | | | | | | | | |
| | Date Week | 31 31 | 7 32 | 14 33 | 21 34 | 28 35 | 4 36 | 11 37 | 18 38 | 25 39 | | | | | | | | | |
| Inventory | | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | | | | | | | | | |
| Demand | | 448 | 768 | 843 | 637 | 851 | 744 | 532 | 400 | 172 | | | | | | | | | |
| Filtered Demand | | 148 | 229 | 267 | 226 | 241 | 213 | 205 | 174 | 49 | | | | | | | | | |
| Balance | | 552 | 232 | 157 | 363 | 149 | 256 | 468 | 600 | 828 | | | | | | | | | |
| CH | Campaign | Dates | | | | | | Target Audience | BA | Eps | Channel Split(BA) | Time lengths | | | | | | | |
| | Genre | Priority Start Prog End | | | | | | JW1 | JW2 | G3 | Por | Vod | Rad | 15 | 25 | 30 | | | |
| JW2 | Naked & Afraid s8 | Big | 18 JUL | 31 JUL | 28 AUG | 29 | 29 | 27 | 23 | 3 | | | | A16-24 | 296 | 5 | 171 | 112 | 13 |
| JW1 | New Campaign | Gro | 22 JUL | 11 AUG | 11 AUG | 12 | 12 | | | | | | | Adults 16+ | 47 | 1 | 23 | 23 | |
| JW2 | Goggle Sprogs F... | Ful | 22 JUL | 28 AUG | 04 AUG | 19 | | | | | | | | Adults 16+ | 19 | 2 | | 19 | |
| JW2 | Shark week 2017 | Gro | 31 JUL | 20 AUG | 10 SEP | 53 | 76 | 74 | 56 | 56 | 34 | | | A25-44 | 951 | 4 | 379 | 350 | 222 |
| JW2 | IT crowd Thursd... | Ful | 04 AUG | 10 AUG | 15 AUG | 30 | 59 | 13 | | | | | | Adults 16+ | 102 | 2 | | 102 | |
| G3 | Fake Newsnight | Big | 06 AUG | 12 AUG | 26 AUG | 5 | 30 | 10 | 9 | | | | | A25-44 | 416 | 3 | 156 | 54 | 206 |
| G3 | Jimmy Blues s2 | Big | 08 AUG | 21 AUG | 04 SEP | | 22 | 36 | 14 | 10 | 1 | | | A25-44 | 643 | 3 | 241 | 83 | 318 |

Show Options

The user can decide whether or not to include any additional information within the report by clicking the relevant 'show options' tick boxes. By default, these options are un-checked so to add the additional information or amend the format of the report, then the user must select the option before exporting.

Display Balance by Channel

Leaving this option un-checked the balance row displayed in the airtime report is the total balance for the entire portfolio (including all GRP channels). By selecting the check box, the balance will display a balance row for each individual channel alongside the portfolio balance.

| GRP 30' base | Period 02 August 2017 - 30 September 2017 | Priority Level All | Channels All | | | | | | | | | | | | | | | | |
|------------------------|--|------------------------|-----------------|---------|---------|----------|--------|---------|---------|-----------------|-----|-----|-------------------|------------|-----|----|-----|-----|-----|
| Target Audience All | Campaigns carried on JW2 | Campaign types All | Genres All | | | | | | | | | | | | | | | | |
| Flags All | Creatives All | Additional Info All | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| | Date Week | Aug 2017 | | | | Sep 2017 | | | | | | | | | | | | | |
| | | 31 31 | 7 32 | 14 33 | 21 34 | 28 35 | 4 36 | 11 37 | 18 38 | 25 39 | | | | | | | | | |
| | Inventory | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | | | | | | | | | |
| | Demand | 448 | 768 | 843 | 637 | 851 | 744 | 532 | 400 | 172 | | | | | | | | | |
| | Filtered Demand | 148 | 229 | 267 | 226 | 241 | 213 | 205 | 174 | 49 | | | | | | | | | |
| | Balance | 552 | 232 | 157 | 363 | 149 | 256 | 468 | 600 | 828 | | | | | | | | | |
| | JW1 | 323 | 210 | 158 | 232 | 190 | 262 | 308 | 321 | 427 | | | | | | | | | |
| | JW2 | 99 | 71 | 33 | 74 | 59 | 87 | 95 | 126 | 244 | | | | | | | | | |
| | G3 | 130 | -50 | -33 | 57 | -101 | -93 | 65 | 153 | 157 | | | | | | | | | |
| CH | Campaign Genre | Dates | | | | | | | | Target Audience | BA | Eps | Channel Split(BA) | Time leng | | | | | |
| | Priority | Start | Prog | End | | | | | | JW1 | JW2 | G3 | Por | Vod | Rad | 15 | 20 | | |
| JW2 | Naked & Afraid s8 Drama | Big | 18 | 31 | 28 | 29 | 29 | 27 | 23 | 3 | | | | A16-24 | 296 | 5 | 171 | 112 | 13 |
| JW1 | New Campaign Entertainment | Gro | 22 | 11 | 11 | 12 | 12 | | | | | | | Adults 16+ | 47 | 1 | 23 | 23 | |
| JW2 | Goggle Sprogs F... Entertainment | Ful | 22 | 28 | 04 | 19 | | | | | | | | Adults 16+ | 19 | 2 | | | 19 |
| JW2 | Shark week 2017 Factual | Gro | 31 | 20 | 10 | 53 | 76 | 74 | 56 | 56 | 34 | | | A25-44 | 951 | 4 | 379 | 350 | 222 |
| JW2 | IT crowd Thursd... | Ful | 04 | 10 | 15 | 30 | 59 | 13 | | | | | | Adults 16+ | 102 | 2 | | | 102 |

Episode Summary

The 'Episode Summary' option gives additional columns in the report that displays the total number of GRPs behind each individual episode within that campaign. This value will be displayed in either TA or BA and for advanced users, either 30 sec Eq or Actuals, depending on the GRP option selected.

| Additional Info | | | | | | | | | | | | | | |
|----------------------------------|------|------|------|------------------------------------|-----|-----|--------------------|-----|-----|----|-----|-----|-----|-------------|
| All | | | | | | | | | | | | | | |
| J17 | | | | Channel Split(BA) | | | | | | | | | | |
| 36 11 37 18 38 25 39 | | | | JW1 JW2 G3 Por Vod Rad Time lenght | | | | | | | | | | |
| 00 | 1000 | 1000 | 1000 | Target Audience | BA | Eps | Episodes breakdown | JW1 | JW2 | G3 | Por | Vod | Rad | Time lenght |
| 44 | 532 | 400 | 172 | GRPs | | | | | | | | | | |
| 13 | 205 | 174 | 49 | | | | | | | | | | | |
| 56 | 468 | 600 | 828 | | | | | | | | | | | |
| | | | | A16-24 | 296 | 5 | 0 | 92 | 72 | 72 | 60 | 171 | 112 | 13 |
| | | | | Adults 16+ | 47 | 1 | 47 | | | | | 23 | 23 | |
| | | | | Adults 16+ | 19 | 2 | 0 | 19 | | | | | | 19 |
| | | | | A25-44 | 951 | 4 | 554 | 153 | 153 | 92 | | 379 | 350 | 222 |
| | | | | Adults 16+ | 102 | 2 | 70 | 32 | | | | | | 102 |
| | | | | A25-44 | 416 | 3 | 260 | 78 | 78 | | | 156 | 54 | 206 |
| | | | | A25-44 | 643 | 3 | 487 | 78 | 78 | | | 241 | 83 | 318 |
| | 27 | 23 | | A16-24 | 611 | 5 | 300 | 108 | 72 | 72 | 60 | 353 | 232 | 26 |
| | | | | Adults 16+ | 115 | 2 | 70 | 45 | | | | | | 115 |
| | | | | A25-44 | 639 | 1 | 100 | 66 | 66 | 66 | | 224 | 100 | 111 |

Episode Detail

If the user selects the episode detail check box, then the airtime report will be exported as a slightly different format. Instead of each row representing a whole campaign, each row will show an episode/ week for each campaign. So if a campaign has 4 episode/ weeks then the campaign will be displayed as 4 separate rows. Each row will display the number of GRPs and any information that has been

planned at an episode/ week level. This report will only display the episode/ weeks that fall within the period that has been selected when exporting the report.

For advanced users (30 sec Eq), the episode breakdown report can be used in line with the time-lengths option (within the show options list) to display the number GRPs for each time-length for each individual episode/ week. This can be taken a step further to show GRPs by time-length, by episode/ week and by channel if the 'Channels on' filter is used at the same time.

| CH | Campaign | Genre | Ep/Wk | Priority | Dates | Balance | | | | | | | | | Target Audience | BA GRPs | Channel Split(BA) | Time lengths | Notes | |
|-----|----------------------------------|---------|-------|----------|---------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----------------|------------|-------------------|--------------|-------|---------|
| | | | | | | | 552 | 232 | 157 | 363 | 149 | 256 | 466 | 600 | 828 | | | | | |
| JW2 | Naked & Afraid s8 | Drama | 2 | Big | 01 07 AUG AUG | 29 | 6 | | | | | | | | | A16-24 | 92 | 53 35 4 | | |
| | | | 3 | Big | 08 14 AUG AUG | | 23 | 4 | | | | | | | | A16-24 | 72 | 42 27 3 | | |
| | | | 4 | Big | 15 21 AUG AUG | | | 23 | 4 | | | | | | | A16-24 | 72 | 42 27 3 | | |
| | | | 5 | Big | 22 28 AUG AUG | | | | 19 | 3 | | | | | | A16-24 | 60 | 35 23 3 | | |
| | | | | | | | | | | | | | | | | | | | | |
| JW1 | New Campaign Entertainment | | 1 | Gro | 22 11 JUL AUG | 12 | 12 | | | | | | | | | Adults 16+ | 47 | 23 23 | | 16 31 |
| | | | 2 | Ful | 29 04 JUL AUG | 19 | | | | | | | | | | Adults 16+ | 19 | 19 | | |
| | | | | | | | | | | | | | | | | | | | | |
| JW2 | Shark week 2017 | Factual | 1 | Gro | 31 20 JUL AUG | 53 | 76 | 74 | | | | | | | | A25-44 | 554 | 221 204 129 | | |
| | | | 2 | Gro | 21 27 AUG AUG | | | 56 | | | | | | | | A25-44 | 153 | 61 56 36 | | |
| | | | 3 | Gro | 28 03 AUG SEP | | | | 56 | | | | | | | A25-44 | 153 | 61 56 36 | | |
| | | | 4 | Gro | 04 10 SEP SEP | | | | | 34 | | | | | | A25-44 | 92 | 37 34 21 | | |
| | | | | | | | | | | | | | | | | | | | | |
| JW2 | IT Crowd Thrusd... Entertainment | | 1 | Ful | 04 10 AUG AUG | 30 | 40 | | | | | | | | | Adults 16+ | 70 | 70 | | |
| | | | 2 | Ful | 11 17 AUG AUG | | 19 | 13 | | | | | | | | Adults 16+ | 32 | 32 | | |
| G3 | Fake Newsnight Entertainment | | 1 | Big | 06 12 AUG AUG | 5 | 29 | | | | | | | | | A25-44 | 260 | 98 34 129 | | |
| | | | 2 | Big | 13 19 AUG AUG | | 1 | 9 | | | | | | | | A25-44 | 78 | 29 10 39 | | |
| | | | 3 | Big | 20 26 AUG AUG | | | 1 | 9 | | | | | | | A25-44 | 78 | 29 10 39 | | |
| G3 | Jimmy Blues s2 Entertainment | | 1 | Big | 08 21 AUG AUG | | 22 | 36 | 5 | | | | | | | A25-44 | 487 | 183 63 241 | * | 195 292 |
| | | | 2 | Big | 22 28 AUG AUG | | | 9 | 1 | | | | | | | A25-44 | 78 | 29 10 39 | * | 78 |
| | | | 3 | Big | 29 04 AUG SEP | | | | 9 | 1 | | | | | | A25-44 | 78 | 29 10 39 | | 78 |
| JW2 | Football on JWM2 | Drama | 1 | Big | 14 27 AUG AUG | | 57 | 57 | | | | | | | | A16-24 | 299 | 173 114 13 | | |
| | | | 2 | Big | 28 03 AUG SEP | | | 41 | | 5 | | | | | | A16-24 | 108 | 62 41 5 | | |
| | | | | | 04 10 | | | | | | | | | | | | | | | |

Exporting Additional Information

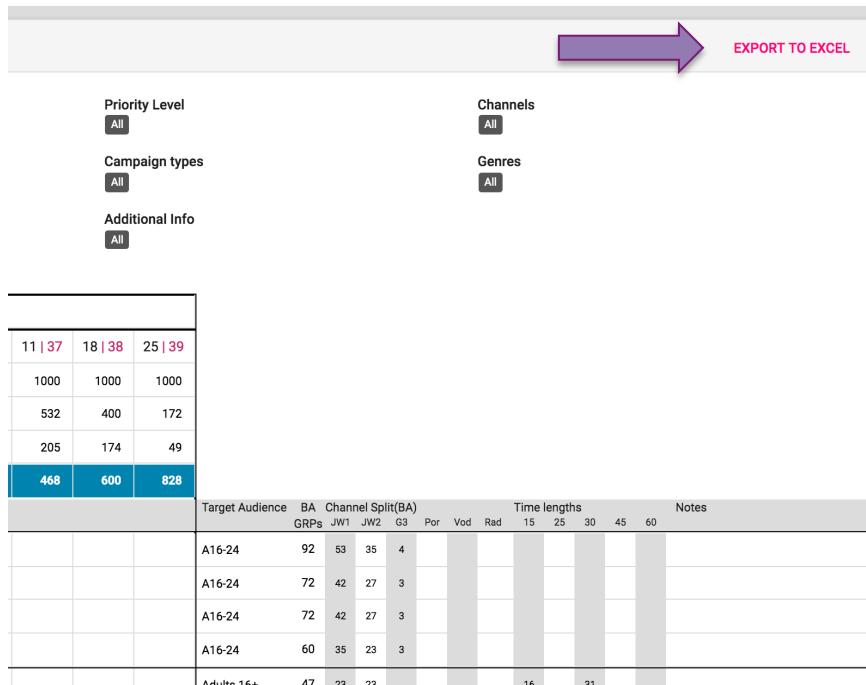
By selecting any of the following fields options, the report will add further columns to the right side of the report expanding it to show any additional information required.

- Flags – Any flags information for each campaign will be displayed
- Media Mix – An additional column will be displayed for each individual channel (both GRP and non-GRP) with the value displayed for each campaign (or each episode/ week row if using the episode detail option)
- Time-lengths – Displays any time-length information within a campaign. For advanced users (30 Sec Eq), this will display the total GRP value by time-length for the campaign or is broken down by episode/ week if the episode detail option is selected. For standard users, the information for each time-length will show as a 'dot'
- Notes – Displays any notes at either a campaign level or an episode/ week level. If the user selects the episode detail options then the notes that have been added at an episode/ week level will display in addition the campaign notes
- Creatives and Additional Info – Any Creatives or Additional information that has been added to the campaign will display within columns on the right side of the report. This information may help users that wish to include any

creative/ production or version information into PAM. These fields can also be used to assign owners to certain campaigns then filtering the campaign list appropriately.

Exporting the airtime report as a PDF or to Excel

The airtime report is exportable as a spreadsheet and can be done so by clicking 'Export to Excel'. Additionally the report can be printed or saved as a PDF by choosing to do so in your web browser.



| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | |
|----|----------------------|-----------------------------------|---------|-------|------------|------------|----------|----|----|----|---|----|----|---|---|---|---|---|---|---|---|--|
| 1 | GRP | 30 seq Eq. Base audience | | | | | | | | | | | | | | | | | | | | |
| 2 | Period | 02 August 2017, 30 September 2017 | | | | | | | | | | | | | | | | | | | | |
| 3 | Name filter | | | | | | | | | | | | | | | | | | | | | |
| 4 | Priority Levels | All | | | | | | | | | | | | | | | | | | | | |
| 5 | Channels | All | | | | | | | | | | | | | | | | | | | | |
| 6 | Target audience | All | | | | | | | | | | | | | | | | | | | | |
| 7 | Campaigns carried o | WMM2 | | | | | | | | | | | | | | | | | | | | |
| 8 | Campaign types | All | | | | | | | | | | | | | | | | | | | | |
| 9 | Genres | All | | | | | | | | | | | | | | | | | | | | |
| 0 | Flags | All | | | | | | | | | | | | | | | | | | | | |
| 1 | Creatives | All | | | | | | | | | | | | | | | | | | | | |
| 2 | Additional Info | All | | | | | | | | | | | | | | | | | | | | |
| 3 | | | | | | | | | | | | | | | | | | | | | | |
| 4 | | | | | | | | | | | | | | | | | | | | | | |
| 5 | | | | | | | | | | | | | | | | | | | | | | |
| 6 | | | | | | | | | | | | | | | | | | | | | | |
| 7 | | | | | | | | | | | | | | | | | | | | | | |
| 8 | | | | | | | | | | | | | | | | | | | | | | |
| 9 | Campaign | Genre | Channel | Ep/Wk | Priority | Start Date | End Date | | | | | | | | | | | | | | | |
| 10 | Naked & Afraid s8 | Drama | JWM2 | 2 | Big Ticket | 01/08/17 | 07/08/17 | 29 | 6 | | | | | | | | | | | | | |
| 11 | | | | 3 | Big Ticket | 08/08/17 | 14/08/17 | | | 23 | 4 | | | | | | | | | | | |
| 12 | | | | 7 | Big Ticket | 15/08/17 | 21/08/17 | | | | | 19 | 3 | | | | | | | | | |
| 13 | | | | 5 | Big Ticket | 22/08/17 | 28/08/17 | | | | | | | | | | | | | | | |
| 14 | New Campaign | Entertainm | JWM1 | 2 | Growth | 23/07/17 | 31/08/17 | 12 | 12 | | | | | | | | | | | | | |
| 15 | Google Sprays Friday | Entertainm | JWM2 | 2 | Fuel | 29/07/17 | 04/08/17 | 19 | | | | | | | | | | | | | | |
| 16 | Shark week 2017 | Factual | JWM2 | 2 | Growth | 31/07/17 | 20/08/17 | 53 | 76 | 74 | | | | | | | | | | | | |
| 17 | | | | 2 | Growth | 21/08/17 | 27/08/17 | | | | | 56 | | | | | | | | | | |
| 18 | | | | 3 | Growth | 28/08/17 | 03/09/17 | | | | | 56 | | | | | | | | | | |
| 19 | | | | 4 | Growth | 04/09/17 | 10/09/17 | | | | | | 34 | | | | | | | | | |
| 20 | IT crowd Thursdays | Entertainm | JWM2 | 1 | Fuel | 04/08/17 | 10/08/17 | 30 | 40 | | | | | | | | | | | | | |
| 21 | | | | 2 | Fuel | 11/08/17 | 17/08/17 | 19 | 13 | | | | | | | | | | | | | |
| 22 | Fake Newsnight | Entertainm | G3 | 2 | Big Ticket | 06/08/17 | 12/08/17 | 5 | 29 | | | | | | | | | | | | | |
| 23 | | | | 3 | Big Ticket | 13/08/17 | 19/08/17 | 1 | 9 | | | | | | | | | | | | | |
| 24 | | | | 4 | Big Ticket | 20/08/17 | 26/08/17 | 1 | 9 | | | | | | | | | | | | | |
| 25 | Jimmy Blues s2 | Entertainm | G3 | 2 | Big Ticket | 08/08/17 | 21/08/17 | 22 | 36 | 5 | | | | | | | | | | | | |
| 26 | | | | 2 | Big Ticket | 22/08/17 | 28/08/17 | 9 | 1 | 1 | | | | | | | | | | | | |
| 27 | | | | 3 | Big Ticket | 29/08/17 | 04/09/17 | 0 | 0 | 1 | | | | | | | | | | | | |

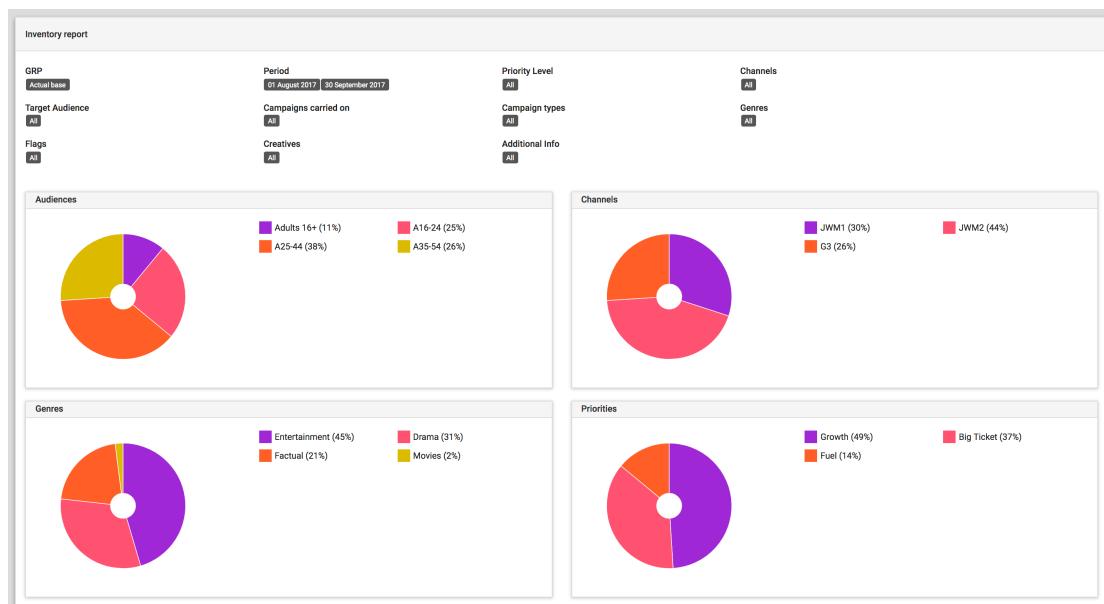
Inventory Report

The Inventory report displays a series of pie charts that shows the share of airtime across the portfolio or within channels depending on the filters that you have selected. This can be printed or saved as a PDF.

The report can be filtered in the same way as the airtime report by selecting on or off the different filter options.

For example, if the user wishes to see the total airtime split of ch1 to see how much cross promotion is present on the channel, then they can select ‘campaigns carried on’ ch1 and the report will only show airtime that is carried on Ch1. All pie charts within this report will reflect the filters selected.

Please note the inventory report will only take into account the number of GRPs that fall within the period selected for the report.



XML import and Export

PAM has been developed so that it can integrate with any 3rd party system, whether that be a promotional optimizer or broadcast management system. This feature aims to remove multiple levels of data entry to assist with resource saving across the on air process.

Depending on internal processes, campaign data can be imported from any system via an XML file for media plans to be created in PAM. This data can then be exported back into either an optimizer or directly back into a broadcast management system for implementation.

Please contact us for more details on how your internal process can be improved with PAM integration with other systems.

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PAM is a product built & designed by James&Wilkinson Media Ltd specifically for Broadcast Marketing activities.