



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 17)

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 33)

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

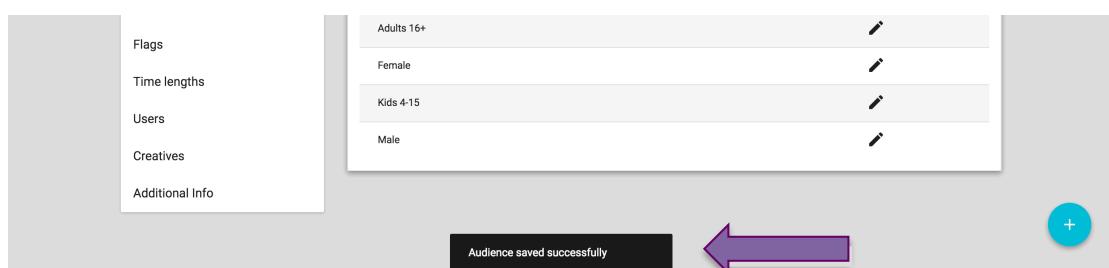
4. Reports (Page 77)

Used to extract and display information within PAM.

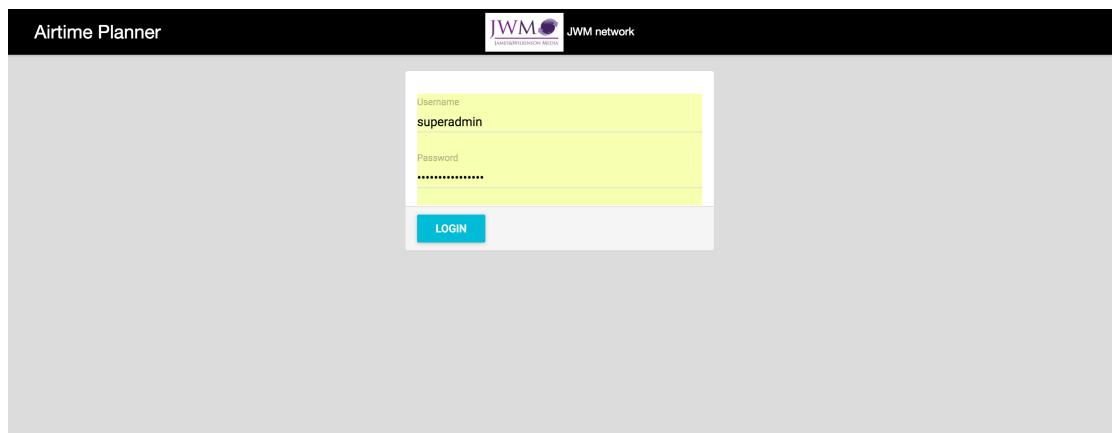
There are 3 reports plus XML export:

- 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 party 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.

CH	Campaign Gen	Priority	Dates		Balance	May 2019												Target Audience	TA GRPs	Eps	Channel Split(TA)	POI				
			Start	Prog		25 13	1 14	8 15	15 16	22 17	29 18	6 19	13 20	596	775	887	888						827	764	613	-1316
G3	maker shaker 2 Entertainment	Big	21	10	31	100													Female	585	8	286	99	201	1.75	*
JW1	First day at Nurs... Lifestyle	Gro	23	15	05	68	36												A35-54	600	4	300	180	120		*
JW2	Forest School ...	Big	23	15	26	75	54	0	14	36								A35-54	500	7	410	90			1.5	
JW2	Chasing Amanda Drama	Ful	26	01	08	Tu	86	53	6									Adults 16+	145	2		145				
JW2	Saving Grace Drama	Ful	26	01	08	Tu	103	69	9									Adults 16+	180	2		180				
JW2	Following Louisa Drama	Ful	26	01	08	Tu	60	49	6									Adults 16+	115	2		115				
JW1	Eurovision 2019 Entertainment	Big	31	20	20	Su	9	66	68	57	58							A35-54	200	1	140	60			1.5	
	multi broadcast...	Gen	04	17	22	Th	100	64	69	70	70	700	1160	510	500	500	500									

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 Settings screen 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' interface. At the top, there's a navigation bar with tabs: 'BROADCASTERS' (selected), 'SETTINGS' (underlined), 'PLANNER', 'PROMO MODEL', and 'REPORTING'. The 'SETTINGS' tab is active. On the left, a sidebar lists various settings categories: Broadcast settings, Channels, Audiences, Conversions / Affinity, Genres, Priorities, Campaign types, Flags, Time lengths, Creatives, Additional Info, and Users. Under 'Additional Info', there are edit and delete icons. Below the sidebar is a blue button labeled '+ Add new Field'. The main content area is titled 'Broadcaster settings'. It contains fields for 'Name' (set to 'JWM network'), a 'CHOOSE AN IMAGE' placeholder, 'Week start' (set to 'Monday'), 'Default week inventory' (set to '1000'), and a 'Default GRP display in planner' section with radio buttons for 'Base Audience' (unchecked), 'Target Audience' (checked), '30 sec Eq' (unchecked), and 'Actual' (checked). There's also a checkbox for 'Alternative week numbering' which is unchecked. At the bottom of the content area is a blue 'SAVE' button.

Setting default GRP value in the planner area (excluding the inventory management section) when opening for the first time

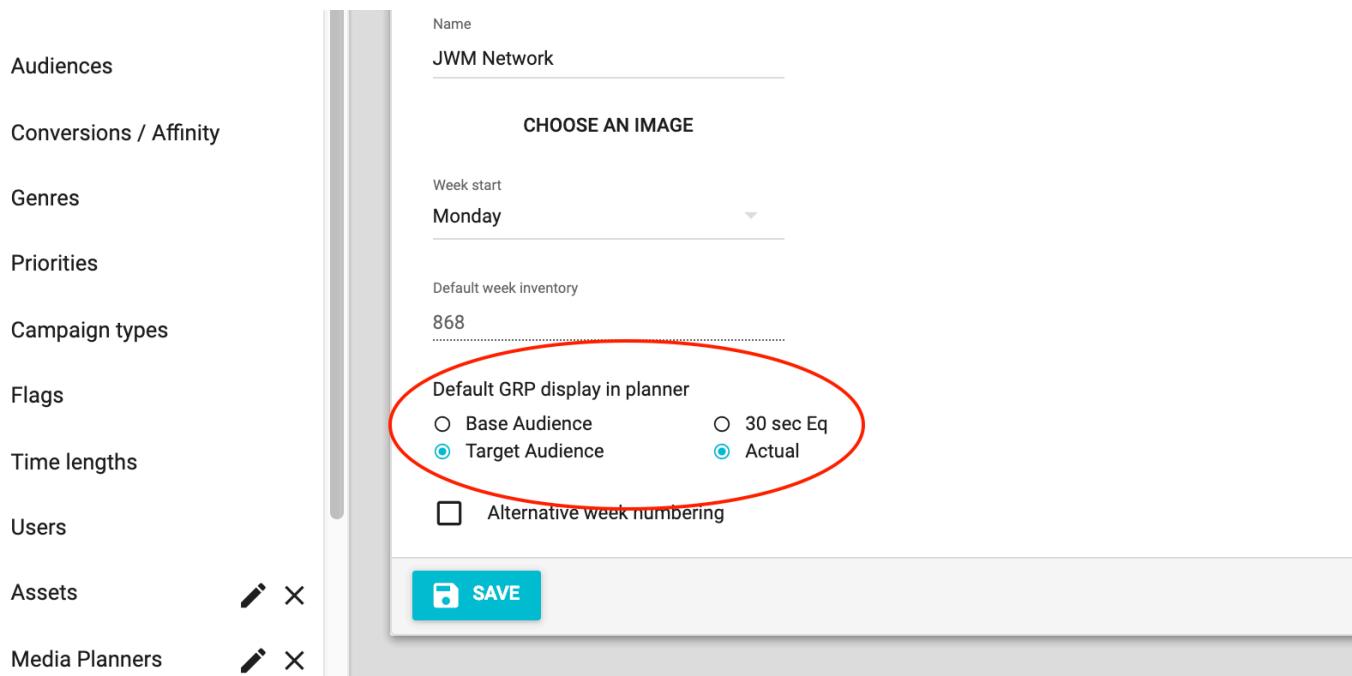
There is an option in the settings for the Admin user to set the default GRP display when first opening the planner

- The user can choose either 30 sec Eq or Actuals (for advanced broadcasters only) and Base audience or Target Audience
- This setting only influences the main planner calendar area and the campaign panel and all associated values
- The inventory management section (at the top of the planner) will always be displayed in 30 sec Eq Base Audience GRPs
- When a default GRP is selected, then this default setting will also be reflected when first opening the reports, including the single campaign report
- The user can change the GRP display at any time if required but the default GRP value will not change unless amended in the settings.

User Steps

- In the Broadcaster Settings tab, the user can select the ‘Default GRP display in the planner’ by selecting either 30 sec Eq or Actuals and Base Audience or Target Audience
- This setting will be the default setting for any user opening up the planner, or any reports, for the first time.
- Once the setting is selected, the user must press save before settings will be used

Screen Grabs:



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.

There are various reporting and filtering options for the user to plan and display non-linear activity across campaigns to get a more holistic view of marketing campaigns.

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.

The screenshot shows the JWM network Airtime Planner interface. The top navigation bar includes 'Signed in as: superadmin' and 'LOGOUT'. Below the navigation is a horizontal menu with tabs: 'BROADCASTERS', 'SETTINGS' (which is selected), 'PLANNER', 'PROMO MODEL', and 'REPORTING'. On the left, a sidebar lists various settings categories: 'Broadcaster settings', 'Channels', 'Audiences', 'Conversions / Affinity', 'Genres', 'Priorities', 'Campaign types', 'Flags', 'Time lengths', and 'Users'. The main content area displays a table titled 'Channels' with columns: Name, Abbreviation, GRPs, Default inventory GRPs, Channel start date, Disabled, and Actions. The table contains seven rows: JW1 (JWM1, JW1, checked, 500, 01/07/2017, unchecked, edit icon), JW2 (JWM2, JW2, checked, 300, 01/07/2017, unchecked, edit icon), G3 (G3, G3, checked, 200, 01/07/2017, unchecked, edit icon), Portfolio (Portfolio, Por, unchecked, 01/07/2017, unchecked, edit icon), Vod (Vod, Vod, unchecked, 01/07/2017, unchecked, edit icon), Radio (Radio, Rad, unchecked, 01/07/2017, unchecked, edit icon). A purple arrow points from the 'Actions' column towards the 'Create Channels' modal.

Name	Abbreviation	GRPs	Default inventory GRPs	Channel start date	Disabled	Actions
JW1	JW1	✓	500	01 07 2017		
JW2	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		

Create Channels

Name:

Abbreviation:

GRPs

Default inventory GRPs:

01 | 07 | 2017

Disabled

[CANCEL](#) [SUBMIT](#)

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 a sign-in message 'Signed in as: superadmin'. Below the navigation is a horizontal menu bar with tabs: 'BROADCASTERS' (selected), 'SETTINGS' (highlighted in red), 'PLANNER', 'PROMO MODEL', and 'REPORTING'. On the left, a sidebar contains links like 'Broadcaster settings', 'Channels', 'Audiences' (which is currently selected and highlighted in blue), 'Conversions / Affinity', 'Genres', 'Priorities', 'Campaign types', 'Flags', 'Time lengths', 'Creatives' (with edit and delete icons), 'Additional Info' (with edit and delete icons), and 'Users'. A teal button at the bottom of the sidebar says '+ Add new Field'. The main content area displays a table titled 'Audiences' with columns 'Name', 'Disabled', and 'Actions'. The table lists several audience categories: '45+', 'A16-24', 'A25-44', 'A35-54', 'Adults 16+', 'Female', 'Kids 4-15', 'Male', and 'Men 25-54'. Each row has an edit icon in the 'Actions' column. A teal '+' button is located in the bottom right corner of the main content area.

This screenshot shows a modal dialog box titled 'Create Audiences'. It has a form with a 'Name' field containing '45+', a checked 'Disabled' checkbox, and a 'CANCEL' and 'SUBMIT' button at the bottom. The background of the main interface is visible, showing a list of audiences with edit icons. A teal '+' button is also visible in the bottom right corner of the main interface.

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 value of ‘1’ in the ‘Conversion/ Affinity’ tab.

Select the appropriate audience field in and input the correct conversion specific to the individual channel. Press ‘Save Conversion/ Affinity’ to save the values to the database.

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 4-11
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

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.

If the user decides to amend a conversion value in the settings at any time, then campaigns that are already planned in the planner will not be updated to use the new conversion automatically. If the user wants to update a campaign to use the new conversion value then they must open the specific campaign and manually adjust at least 1 GRP value to refresh the campaign. This will then pull through the newly updated conversion.

Any new campaigns created and the promo model templates will automatically utilize the new conversion values.

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

Genres

Broadcasters can set up specific genres against campaigns to be used mainly 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.

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. If a broadcaster only uses 4 priority levels, then we recommend using every other priority level colour to better distinguish between colour shades.

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.

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

Select priority
1

Name
Growth

Abbreviation
Gro

Disabled

CANCEL SUBMIT

Listing Campaign Types

A 'Campaign Type' is basically a label for a campaign template that allows you to differentiate between a campaign template sharing the same priority and channel but is a different campaign shape E.g. a brand campaign and an appointment to view. This option is 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.

Name	Abbreviation	Actions
ATV	ATV	
ATV Host only	Hos	
Brand	Bra	

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 application. At the top, there's a navigation bar with the JWM network logo and links for 'Signed in as: superadmin' and 'LOGOUT'. Below the navigation bar, there's a main menu with tabs: 'BROADCASTERS' (selected), 'SETTINGS' (underlined), 'PLANNER', 'PROMO MODEL', and 'REPORTING'. On the left, a sidebar lists various settings categories: Broadcasters settings, Channels, Audiences, Conversions / Affinity, Genres, Priorities, Campaign types, Flags (which is the active tab), Time lengths, Users, Creatives, and Additional Info. The central content area is titled 'Flags' and contains a table with four rows:

Name	Abbreviation	Disabled	Actions
Approved	App	<input checked="" type="checkbox"/>	
Dubbed	Dub	<input checked="" type="checkbox"/>	
Pws 9pm	Pws	<input checked="" type="checkbox"/>	

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's plans to either just be displayed as information or to calculate GRPs values according to a time-length factor.

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.

Time lengths		
Length	Disabled	Actions
15	<input checked="" type="checkbox"/>	X
20	<input checked="" type="checkbox"/>	X
25	<input checked="" type="checkbox"/>	X
30	<input checked="" type="checkbox"/>	X
45	<input checked="" type="checkbox"/>	X
60	<input checked="" 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:	15"	25"	30"	45"	60"
	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

30" %	GRPs	45" %	GRPs	Total %	Total GRPs
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 ▾

ⓘ AdditionalInfo ▾

Planner

View Options **X**

GRP display (Excl. inventory management)

- Base Audience
- 30 sec Eq
- Target Audience
- Actual

Feb 2019 Mar 2019 Apr 2019

Date	Week	1 9	4 10	11 11	18 12	25 13	1 14	8 15	15 16
Inventory		1000	1000	1000	1000	1000	1000	1000	1000
Demand		138	65	62	160	404	225	113	112
Balance		862	935	938	840	596	775	887	888

CH Campaign

CH	Campaign	Genre	Priority	Dates	Start	Prog	End	◀	↑	↓	→			
G3	maker shaker 2	Entertainment	Big	21 JAN FEB MAR	10	31		70	0	0	100	100		
JW1	First day at Nurs...	Lifestyle	Gro	23 FEB MAR APR	15	05		133	135	116	Fr	75	68	36
JW1	Forest School D...	Lifestyle	Big	23 FEB MAR APR	15	26		67	67	76	Fr	93	75	54
JW1	Chasing Amanda		Big	26 FEB MAR APR	01	08				Tu	Mo		0	14

Target Audience

TA	GRPs	Eps	Channel Split(TA)				
	JW1	JW2	G3	UPC	POI		
Female	585	8	286	99	201	1.75	*
A35-54	600	4	300	180	120		*
A35-54	500	7	410	90		1.5	

Listing additional Fields in the Planner with customizable titles

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

The fields behave in the same way as the ‘flag’ fields in the campaign panel – they are a ‘check-box’ that offers a list of options for a campaign that the user can select if relevant to the campaign.

The Admin user can create up to 8 additional fields in the settings to be used when creating campaigns in the planner.

These fields can be used for multiple purposes i.e for creative versions or to identify different users within the business that are working on different projects

User Steps

- Additional fields are located in the settings tab at the bottom of the list of fields
- To create a new field the Admin user must press the ‘+’ button, labeled ‘add new field’ on the bottom left of the settings area to add a new field
- Once this is selected, a new field is automatically created at the bottom of the list
- To edit the title of the field, the user must select the edit button (pencil icon) next to the new field
- To delete the field completely then press the delete button ‘X’ next to the field that you wish to delete
- The user can add entries into each field the usual way by pressing the ‘+’ button on the right-hand side
- Users can also amend the title of the ‘Creatives and additional info’ fields, which are set up as default titles for the first two fields
- The new fields will appear as an option within the planner and filtering within both the airtime and single campaign reports
- Please note that the additional fields will appear within the reports and filters in the planner in the same order as they have been set up in the settings, so we would recommend putting more commonly used fields at the start of the list

Screen Grabs:

Airtime Planner

JWM JAMES WILSON MEDIA

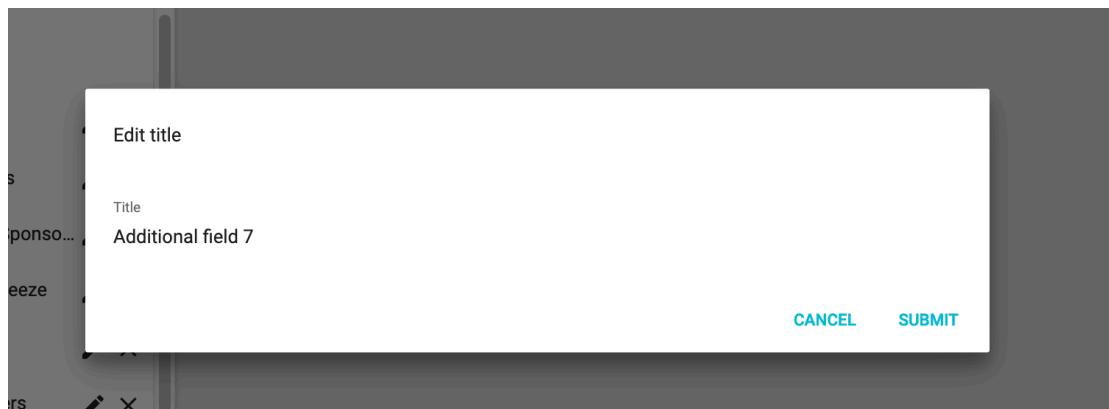
Signed in as: superadmin LOGOUT

BROADCASTERS SETTINGS PLANNER PROMO MODEL REPORTING

Priorities
Campaign types
Flags
Time lengths
Users
Assets
Media Planners
Commercial/ Sponsor...
End Credit Squeeze
Navigation
Digital Managers
Additional field 7

End Credit Squeeze

Name	Abbreviation	Disabled	Actions
Double Image ECS	dou		
Single Image ECS	Sin		
Triple Image ECS	TRI		
Video ECS	Vid		



User Access Level Settings

The allocated administrator manages this section of PAM and can add or amend user access accordingly.

Broadcaster admin

- **Read/write** access to the Broadcaster setting
- **Read/write** access to the Planner
- **Read/ write** access to the Promotional Model
- **Read/write** access to the Reporting (read

Read-write user

- **Read/write** access to the Planner
- **Read/ write** access to the Promotional Model
- **Read/write** access to the Reporting (read)

Read-only user

- **Read only** access to the Planner
- **Read only** access to the Promotional Model
- **Read only** access to the Reporting (read)

Partial read-write user

- **Read only** access to the planner screen
- **Read only** access to the Promo Model tab
- **Read only** access to all reporting functionality, including Airtime Report, Inventory Report and Single Campaign Report
- **Read/ write** access to the non-grp fields (both within the campaign panel and within the channel mix model) to set up non-linear activity
- **Read/ write** access to all notes fields

Disabled user – No Access

User Steps

- Admin user to access the ‘Users’ field within the settings area
- Click the + button on the right side of the settings screen to add a new user
- Add a username, a password then select the permission required
- When the user logs in using the provided credentials they will only access the allowed part of the system as detailed above

Screen Grabs

SETTINGS	PLANNER	PROMO MODEL	REPORTING
Users			
	Username	Permission	Actions
	abc	Read & Write	
	joeemail	Administrator	
	partial	Partial Read & Write	
	readonly	Read only	

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

Promotional model

Growth

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	•				

Big Ticket

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	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)	JW1	JW2	G3	Por	Vod	Rad	Actions
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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					X
JWM2	A25-44	825	1009	21	4	ATV	402	371	236					X

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					X
G3	A25-44	320	418	7	3	ATV	156	54	206	*	*			X
JWM2	A16-24	510	611	14	5	ATV	353	232	26					X

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	*				X

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).

- **GRP 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/ Media 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 or launch phase
- **Conversion** - This is also called '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 automatically be populated.
- **Number of days/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

The screenshot shows the 'Add a template' dialog box. It has four main sections: 'Channels' (with JWM1 selected), 'Priority' (with Big Ticket selected), 'Audience' (with A35-54 selected), and 'Type' (with ATV selected). Below these are three rows for 'Ep/Wk' (Episode/Week) distribution. Row 1 has values 1, 200, 0. Row 2 has values 2, 0, 0. Row 3 has values 3, 0, 0. At the bottom are buttons for 'ADD EPISODE/WEEK', 'CANCEL', 'SAVE', 'DUPLICATE', and 'DELETE'.

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

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.

Launch

Days to Launch (Actual GRPs): 14

Total:	100%	GRPs
Week 1	50	100
Week 2	50	100

Channel mix

Channel	%	GRPs	Conv.
Total(%):	100%	100	0.902
JWM1	70	70	
JWM2	30	30	
G3	0	0	

Time lengths:

15'' 25'' 30'' 45'' 60''

Filter options:

Actual 30 sec Eq BA GRPs TA GRPs

Portfolio 0

Vod 0

Radio 0

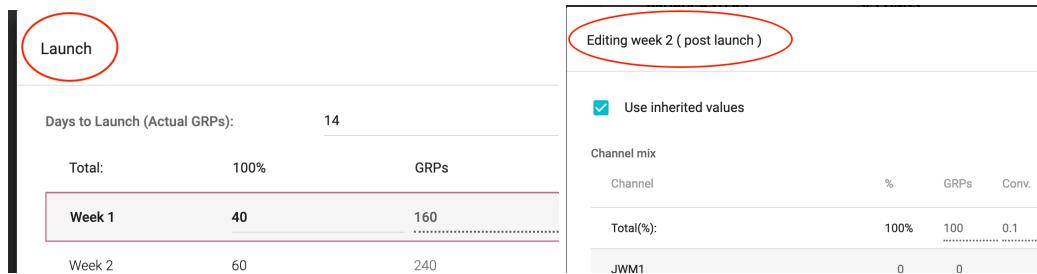
Note
Type a note...

CLOSE PREVIOUS NEXT

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 i.e week 1, week 2 etc. 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

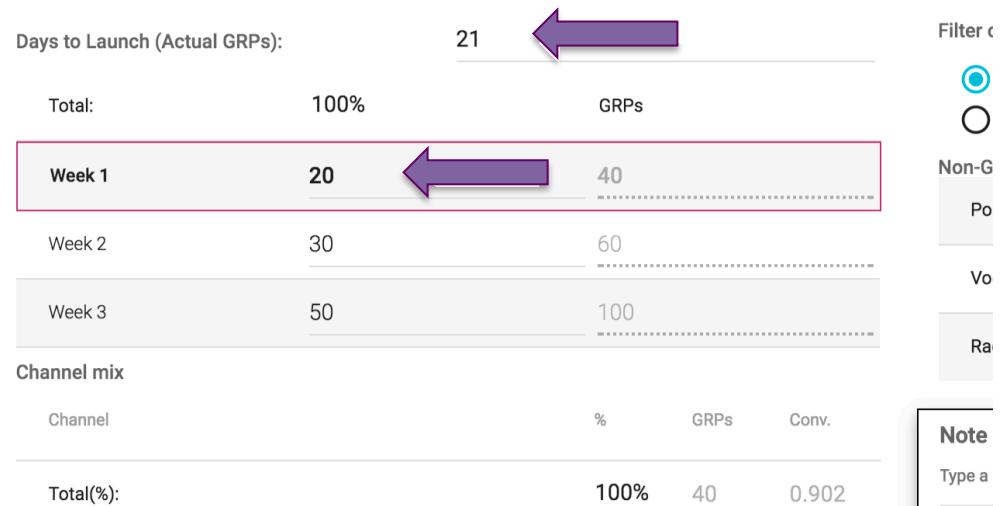
When the launch period is set, the GRP weight supporting episode 1 is spread equally across each day using the number of days to launch. This launch shape is displayed in the 'days to launch' tab as a % value per week

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.

Launch



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).

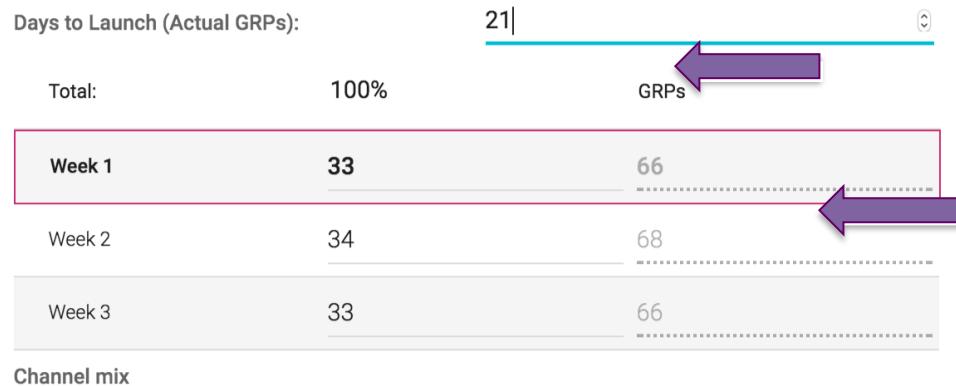
The launch spread must always add up to 100% before saving.

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.

Launch



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 screenshot shows the 'Channel mix' section of the PAM V3 software. At the top, there's a header bar with tabs: BROADCASTERS, SETTINGS, PLANNER, PROMO MODEL, and REPORTING. Below the header, it says 'Editing week 2 (post launch)'. There's a checkbox 'Use inherited values' with a purple arrow pointing to it. To the right of the checkbox are 'Filter options' for 'Actual' (selected), '30 sec Eq', 'BA GRPs', and 'TA GRPs'. The main area is titled 'Channel mix' and contains a table with columns: Channel, %, GRPs, and Conv. (Conversion). The table shows data for Total(%), JWM1, JWM2, and G3. A purple arrow points to the 'Conv.' column. On the right side, there's a 'Non-GRP Channels' section with categories: Portfolio, Vod, and Radio, each with a checkbox and a value of 0. Below the table is a 'Note' field with a placeholder 'Type a note...'. At the bottom left is a 'Time lengths:' section with checkboxes for 15", 25", 30", 45", and 60". At the bottom right are buttons for 'CLOSE', 'PREVIOUS', and 'NEXT'.

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).

Ep/Wk TA GRP BA GRP Conv.

1	200	221.8	0.902	<input type="button" value="←"/>	<input type="button" value="X"/>
2	100	110.9	0.902	<input type="button" value="S"/>	<input type="button" value="X"/>
3	75	83.2	0.902	<input type="button" value="S"/>	<input type="button" value="X"/>

ADD EPISODE/WEEK

Airtime Planner

JWM network

Signed in as: superadmin [LOGOUT](#)

BROADCASTERS	SETTINGS	PLANNER	PROMO MODEL	REPORTING																																
Broadcaster settings Channels Audiences Conversions / Affinity Genres Priorities Campaign types Flags Time lengths Flags	Conversion / Affinity Input value to convert target audience ratings from base audience ratings <table border="1"> <thead> <tr> <th>Channel / Target</th> <th>45+</th> <th>A16-24</th> <th>A25-44</th> <th>A35-54</th> <th>Adults 16+</th> <th>Female</th> <th>Kids 4-1</th> </tr> </thead> <tbody> <tr> <td>JWM1</td> <td>1.2</td> <td>0.65</td> <td>0.82</td> <td>0.98</td> <td>1</td> <td>1.3</td> <td>0.34</td> </tr> <tr> <td>JWM2</td> <td>0.5</td> <td>1.1</td> <td>0.89</td> <td>0.76</td> <td>1</td> <td>0.4</td> <td>0.6</td> </tr> <tr> <td>G3</td> <td>0.6</td> <td>0.98</td> <td>0.7</td> <td>0.67</td> <td>1</td> <td>1.6</td> <td>2.3</td> </tr> </tbody> </table> <p><input type="button" value="SAVE CONVERSION / AFFINITY"/></p>	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			
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																													

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 viewed when filtering within the planner and exported as part of the single campaign report and the airtime report - (see reporting section later in this document).

The screenshot shows a software interface for campaign management. On the left, there's a summary table with columns for %, GRPs, and Conv. Below it is a detailed breakdown of time segments (25", 30", 45", 60") with their respective GRPs and conv rates. On the right, there are filter options (Actual, 30 sec Eq, BA GRPs, TA GRPs) and a 'Non-GRP Channels' section. This section contains three categories: Portfolio, Vod, and Radio. Each category has a checkbox followed by a value (0). A purple arrow points from the 'Portfolio' checkbox in the main panel to the 'Portfolio' checkbox in the configuration panel. At the bottom, there are buttons for CLOSE, PREVIOUS, and NEXT.

This screenshot shows a 'Non-GRP Channels' configuration panel. It lists three categories: Portfolio, Vod, and Radio. Each category has a checkbox and a value (0). The 'Vod' checkbox is checked, indicated by a blue checkmark. A purple arrow points from the 'Vod' checkbox to its checked state. Below the categories is a 'Note' section with a placeholder 'Type a note...'. At the bottom, there are buttons for CLOSE, PREVIOUS, and NEXT.

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	

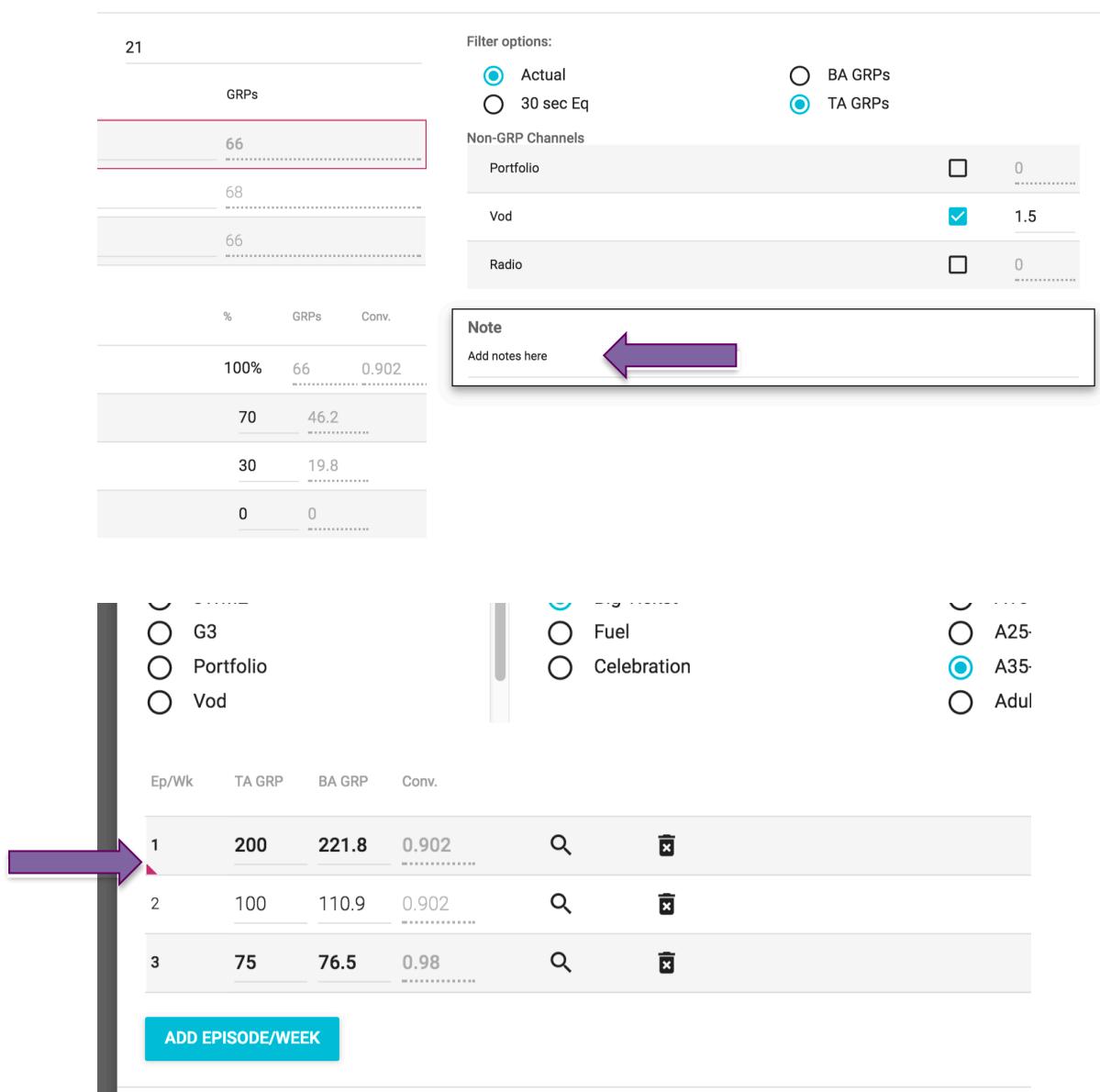
ADD EPISODE/WEEK

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.

Notes at an episode level can also be viewed within the airtime report when selecting the ‘episode detail’ option (see reporting section later in this document).



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:

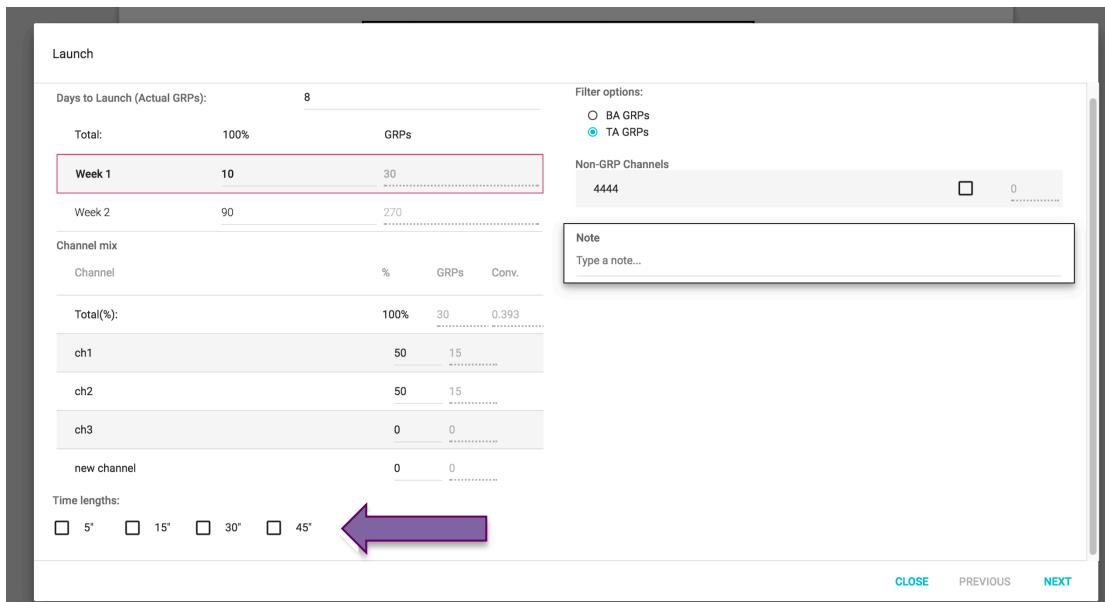
1. **Standard** – allows time-lengths to be allocated to a campaign template either at a total campaign level or by campaign week
2. **Advanced** – offers the added functionality to being able to set GRP targets for any time-lengths in the campaign template. These targets can be at a total campaign level 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 check box allows you to select the relevant time-lengths for your campaign, as shown in the example below, there is an option to select 5", 15", 30" or 45" for this campaign.



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 may have 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 filter the view to display 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.

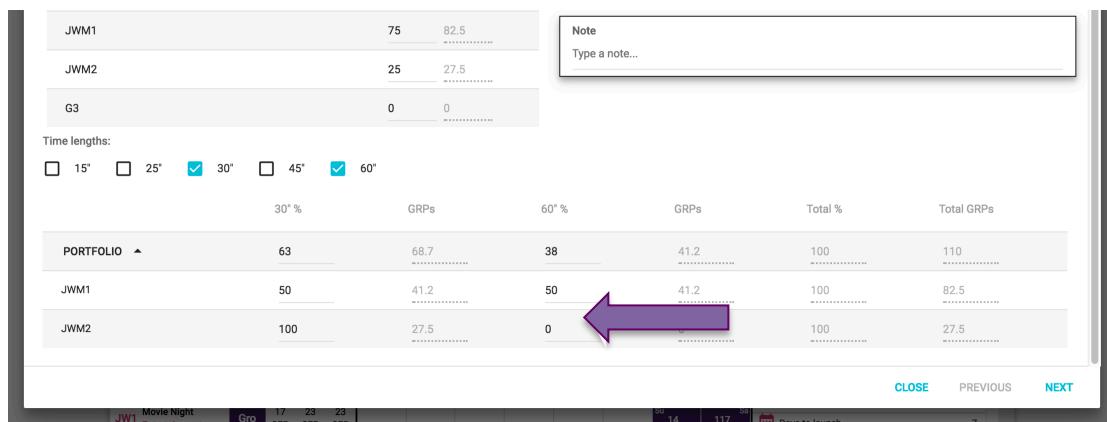
This can be at either a portfolio (all channels) level or click the drop down arrow within the 'portfolio' button to open up a channel by channel view. The % split of GRPs by time-length can then be edited at a channel level.

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 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.



Using the GRP Filter in the 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 filter adjusts 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)

Filter options:

<input checked="" type="radio"/> Actual <input type="radio"/> 30 sec Eq	<input checked="" type="radio"/> BA GRPs <input type="radio"/> TA GRPs
--	---

Non-GRP Channels

UPC	<input checked="" type="checkbox"/> 1.5
-----	---

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 checked="" type="radio"/> Growth	<input type="radio"/> 45+	<input checked="" type="radio"/> ATV
<input type="radio"/> JWM2	<input type="radio"/> Big Ticket	<input type="radio"/> A16-24	<input type="radio"/> ATV Host only
<input type="radio"/> G3	<input type="radio"/> Fuel	<input type="radio"/> A25-44	<input type="radio"/> Brand
<input type="radio"/> Portfolio	<input type="radio"/> Celebration	<input type="radio"/> A35-54	
<input type="radio"/> Vod		<input type="radio"/> Adults 16+	
<input type="radio"/> Radio		<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** **DUPPLICATE** **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	JW1 JW2 G3 Por Vod Rad	<input type="button"/> <input type="button"/>
JWM2	A25-44	825	1009	21	4	ATV	JW1 JW2 G3 Por Vod Rad	<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	JW1 JW2 G3 Por Vod Rad	<input type="button"/> <input type="button"/>
JWM1	45+	390	432	14	5	ATV	JW1 JW2 G3 Por Vod Rad	<input type="button"/> <input type="button"/>
G3	A25-44	320	418	7	3	ATV	JW1 JW2 G3 Por Vod Rad	<input type="button"/> <input type="button"/>
JWM2	A16-24	510	611	14	5	ATV	JW1 JW2 G3 Por Vod Rad	<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
JWM1	A35-54	375	410	21	3	ATV	JW1 JW2 G3 Por Vod Rad	<input type="button"/> <input type="button"/>

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 used.

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

CH	Campaign Name	Priority	Start Date	End Date	Prog.
G3	maker shaker 2 Entertainment	Big	21 JAN	31 MAR	31
JW1	First day at Nurs... Lifestyle	Gro	23 FEB	05 MAR	05
JW1	Forest School D...	Big	23 MAR	26 APR	26
JW2	Lifestyle	Ful	26 MAR	01 APR	08
JW2	Chasing Amanda Drama	Ful	26 MAR	01 APR	08
JW2	Saving Grace Drama	Ful	26 MAR	01 APR	08
JW2	Following Louisa Drama	Ful	26 MAR	01 APR	08
JW1	Eurovision 2019 Entertainment	Big	31 MAR	20 APR	20
.....	multi broadcast...		04	17	22

Amend default GRP value in the planner area (excluding the inventory management section) when opening for the first time

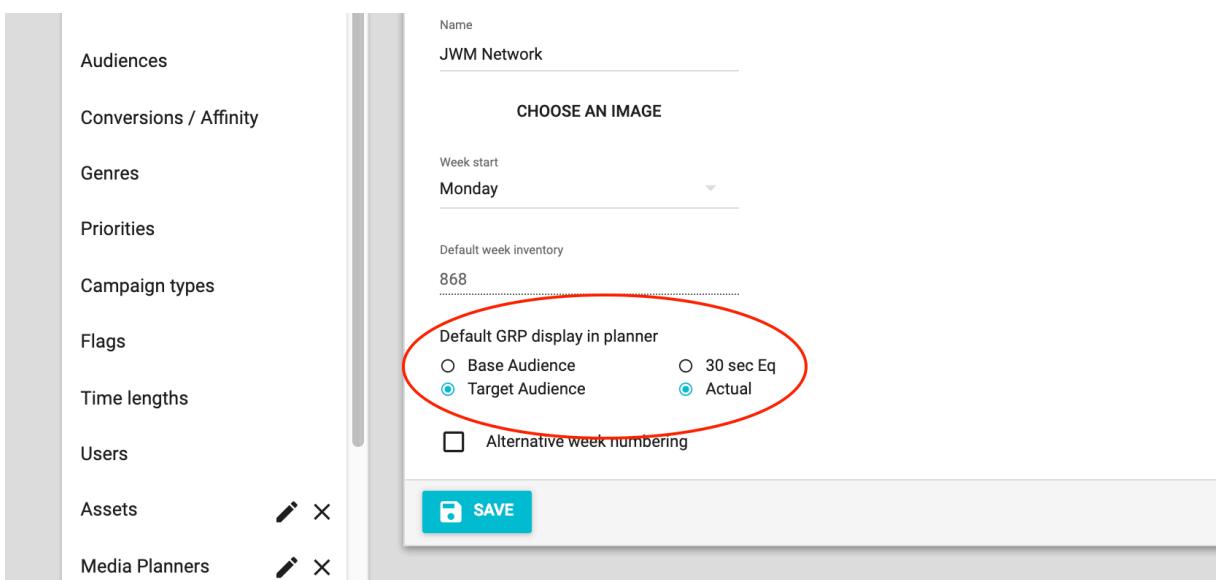
There is an option in the settings for the Admin user to set the default GRP display when first opening the planner

- The user can choose either 30 sec Eq or Actuals (for advanced broadcasters only) and Base audience or Target Audience for all users
- This setting only influences the main planner calendar area and the campaign panel and all associated values
- The inventory management section (at the top of the planner) will always be displayed in (30 sec Eq) Base Audience GRPs
- When a default GRP is selected, then this default setting will also be reflected when first opening the airtime reports and single campaign report
- The user can change the GRP display at any time if required but the default GRP value will not change unless amended in the settings

User Steps

- In the Broadcaster Settings tab, the user can select the ‘Default GRP display in the planner’ by selecting either 30 sec Eq or Actuals and Base Audience or Target Audience
- This setting will be the default setting for any user opening up the planner, or any reports, for the first time.
- Once the setting is selected, the user must press save before settings will be used

Screen Grabs:



Choose report period

14/2/2019	21/2/2019
-----------	-----------

Include the following

Show episode GRPs as

- Base
- Target Audience
- 30 sec Eq
- Actual

Show calendar in

- Weeks
- Days
- Without

Filter by campaign name

Audiences **Campaign types** **Channels**

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

View Options

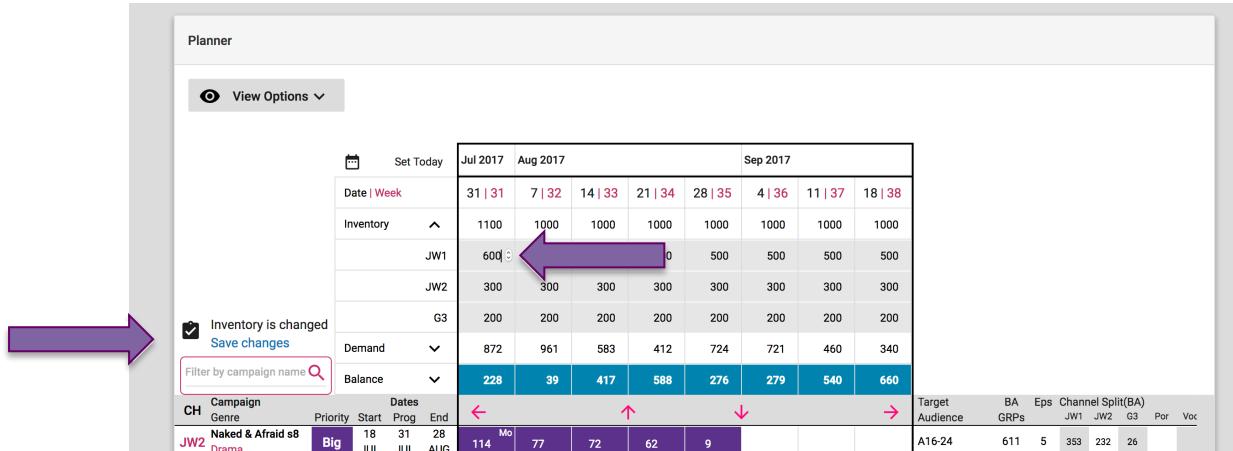
Inventory

Filter by campaign name

		Jul 2017				Aug 2017				Sep 2017							
CH	Campaign	Genre	Priority	Start	Dates	Prog	End	31 31	7 32	14 33	21 34	28 35	4 36	11 37	18 38		
JW2	Naked & Afraid s8	Big	18	31	28			1000	1000	1000	1000	1000	1000	1000	1000		
JW2	Goggle Sprogs F...	Ful	22	28	04			872	961	583	412	724	721	460	340		
								128	39	417	588	276	279	540	660		
												Target Audience	BA GRPs	Eps	Channel Split(BA)		
												JW1	JW2	G3	Por	Vox	
												A16-24	611	5	353	232	26
												Adults 16+	115	2		115	

The user must select the inventory row drop down arrow to access the inventory values at a channel level. Select the individual week that you would like to amend and manually change the value.

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 and extend the view to show 13 weeks at a time to input values quickly.



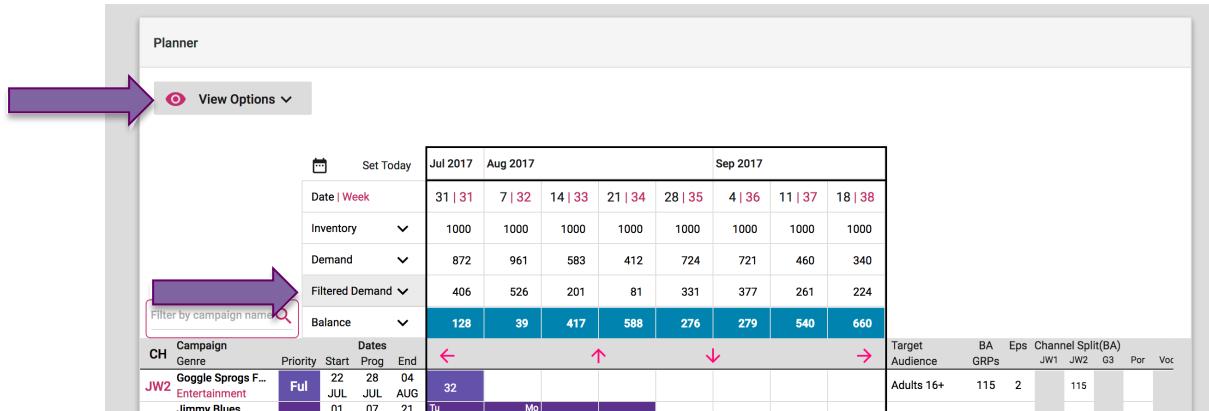
Inventory Management (Inventory & Demand)

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 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, 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.*

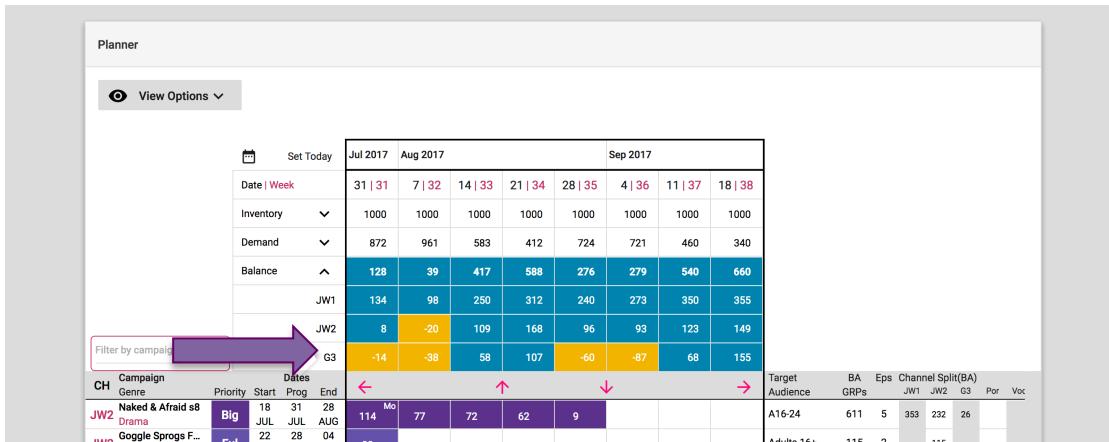


Campaign Balance

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, 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.

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

Planning Details:

- 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:
- AdditonalInfo:

The screenshot shows the JWM Planner software interface. On the left is a campaign calendar grid for July 2017, August 2017, and September 2017. The grid includes columns for Date, Week, Inventory, Demand, and Balance. The right side features a 'Campaign Panel' with various configuration tabs and a '30 sec eq GRPs' summary table. A purple arrow points from the text 'Click 'New +' at the bottom right of the planner.' to the 'New +' button in the campaign panel.

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 without using a template – (See below).

Once a user has completed adding information into the campaign panel, a campaign can (from left to right) be saved (dark purple), duplicated (copied) (light purple), a single campaign report created (yellow) (see Single Campaign Report in Reports for more detail), deleted (dark pink) or just closed without saving (dark green) 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.

The **Import** button (red) is used for importing XML files when integrating with other systems (please get in touch with JWM for more information on system integration)

Why utilise Templates from the Promotional Model?

This facility allows the user to pull through previously created campaign templates to help create 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:

00
40
50
30 sec eq GRPs
Target Audience BA Eps Channel Split(BA)
GRPs JW1 JW2 G3 Por Voc
0
Name Promotional Model Template
Channel JWM1
Priority Growth
Audience ▾
45+
A16-24
A25-44
A35-54
Adults 16+
Female
Kids 4-15
Type ▾
Genre ▾
Plan Ep/Wk ▾

000
340
660
30 sec eq GRPs
Target Audience BA Eps Channel Split(BA)
GRPs JW1 JW2 G3 Por Voc
A35-54 0
Name Promotional Model Template
Channel JWM1
Priority Growth
Audience ▾
A35-54
Type ▾
ATV
ATV Host only
Brand
Genre ▾
Plan Ep/Wk ▾
Other Non-GRP channels ▾

- 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 (non GRP channel) that the campaign is supporting. The list of channels is managed in Settings by the Admin user.

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.

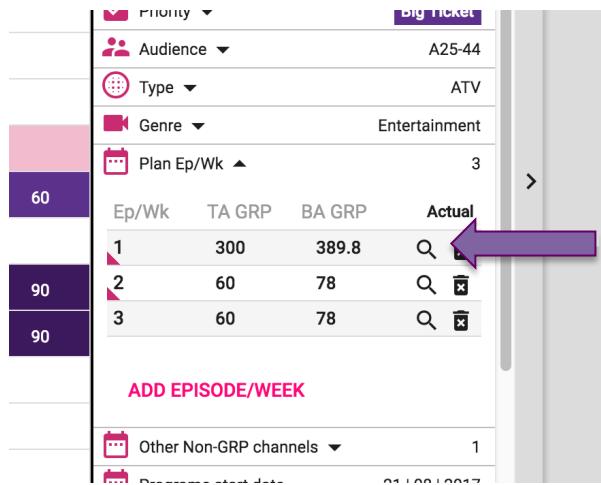
GRP values can be entered either in Base (BA GRP) or Target Audience (TA GRP). For those users entering GRP targets by time-length, a label (depending on what planner filter is active) will confirm whether the values displayed are Actual or 30"Eq.

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.

Please note that if the episode run does not follow the standard weekly format, then the user can 'exclude' certain weeks from being labeled as a 'TX' week i.e an episode airing during that week. See below section 'Plan Ep/ Wk episode number labelled in planner when you hover over the relevant week' on page 52.

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



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 episode 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).

Big Ticket

Audience: A25-44

Type: ATV

Genre: Entertainment

Plan Ep/Wk: 3

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

Other Non-GRP channels: 1

Run Date: 21/02/2017

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.

Launch

Days to Launch (Actual GRPs): 14

Filter options:

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

Non-GRP Channels

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

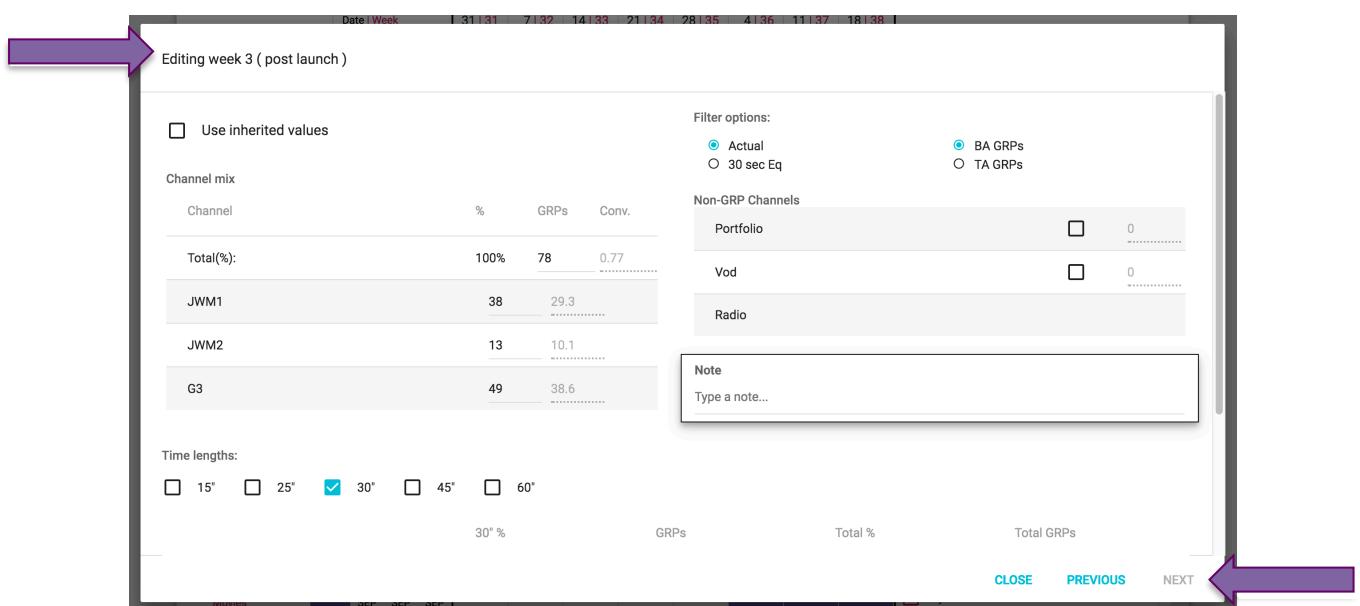
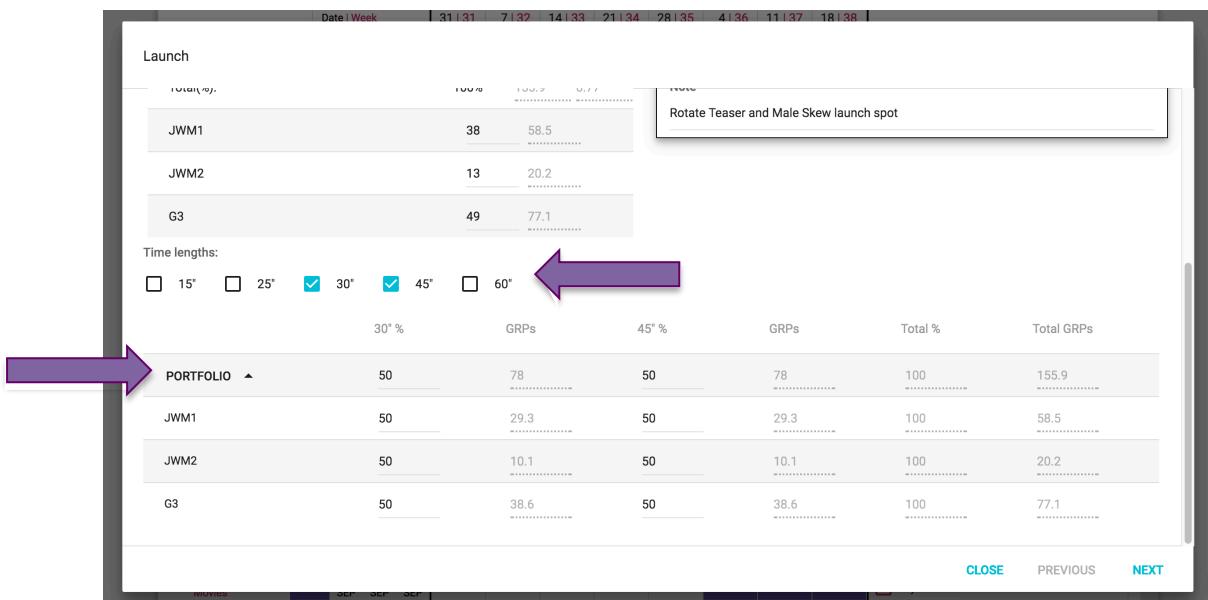
Note
Rotate Teaser and Male Skew launch spot

Channel mix

Channel	%	GRPs	Conv.
Total(%):	100%	155.9	0.77
JWM1	38	58.5	
JWM2	13	20.2	
G3	49	77.1	

Time lengths:

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/week.

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.

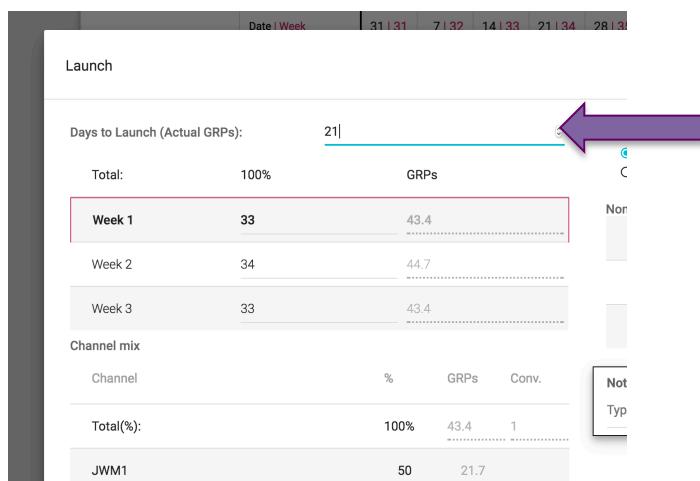
Please Note: This Non-GRP channel selection will naturally be inherited (copied) across all subsequent weeks and episodes that have been added but without the values. To override the inherit check box function, the user is required to deselect the inherit check box for those weeks that require a different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

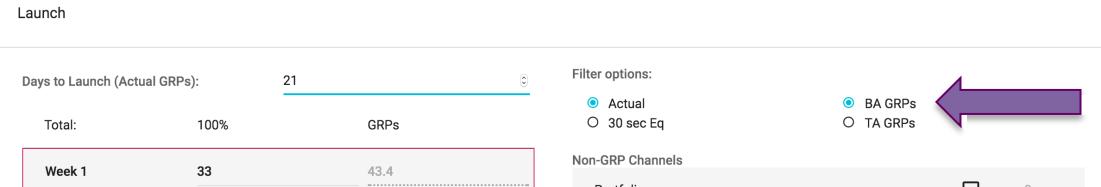
In the majority of instances, the 'N/A' display is the result of a manual edit to the campaign either in day or calendar week view, which may change both the weekly GRP split and the channel mix.

Using the GRP Filter in the 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.

The GRP filter will automatically default to the GRP settings that are used when first opening the planner.

- 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)



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

Time-length Planning

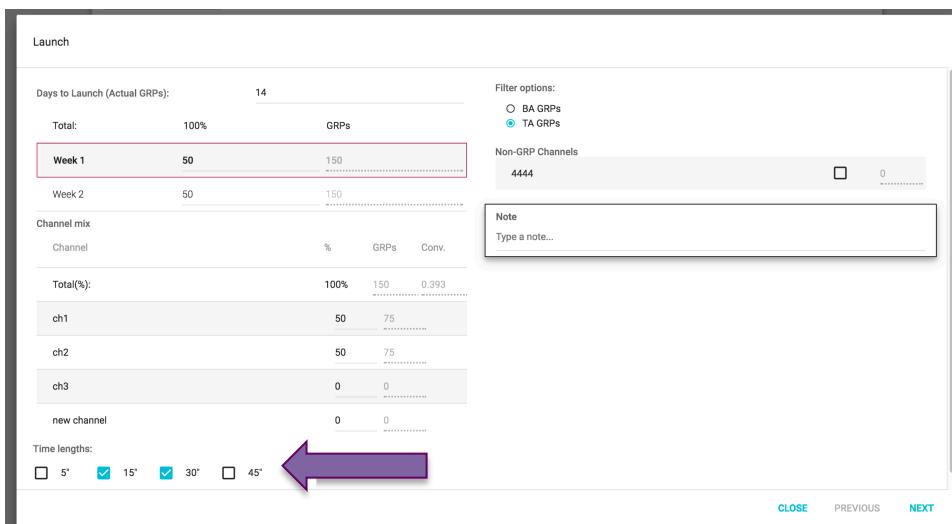
PAM has 2 levels of time-length functionality available to users:

1. **Standard** – Allows time-lengths to be selected for a campaign/ campaign week and each report has the 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 check 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:



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 gives the user the option view your time-length values 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.

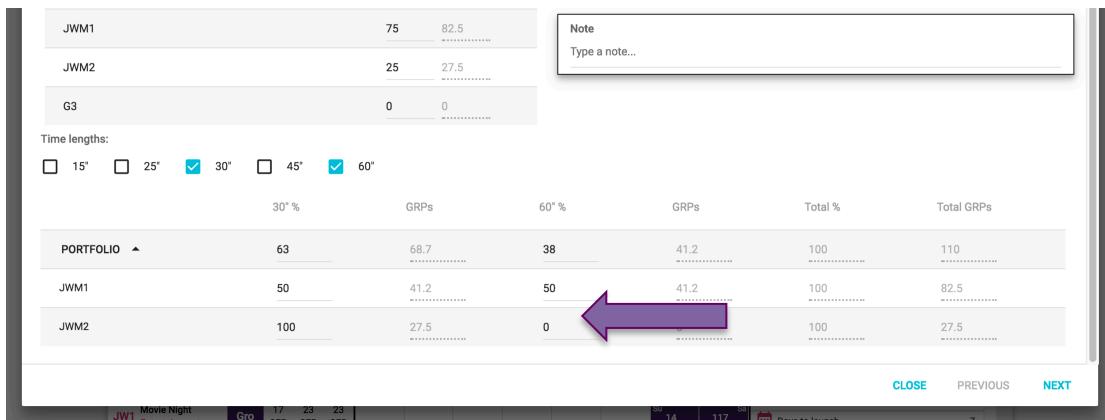
PAM will default to an even GRP split between the time-lengths selected and this even split will be across all active channels. The user can manually edit this default to change the % split between each time-length. This can be at either a portfolio (all channels) level or you can click the ‘portfolio’ 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.

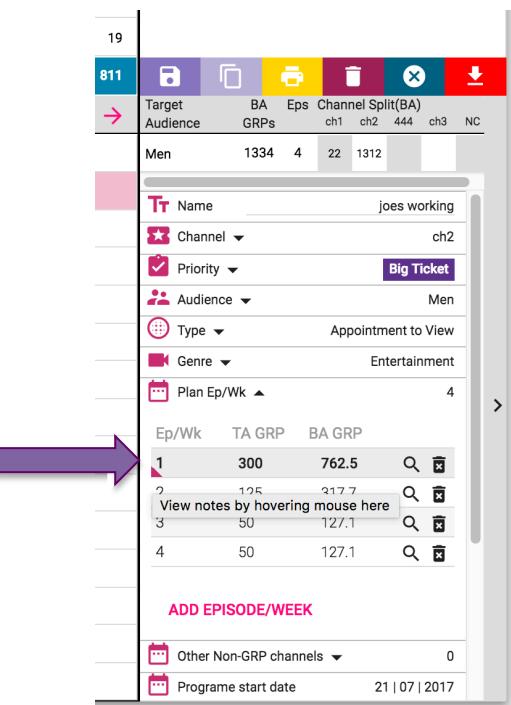


Notes at an Ep/Wk level

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 – Within the ‘Report Formats’ section, select ‘episode detail’. This will then breakdown all relevant campaigns into each Ep/Wk and display the Episodic notes. This can be exported to excel if required.

Plan Ep/ Wk episode number labelled in planner when you hover over the relevant week

- In the main planner area, if the user wishes to know what episode a specific GRP value refers to then they can hover over the mouse to display the episode number
- There is also an option within the campaign panel to exclude specific weeks from the TX week. This may be useful for those weeks that have programme strips or brand campaigns
- The campaign summary columns on the right-hand side of the planner (without the campaign panel being open) will display the episode total reflecting those episodes that are being excluded from the run

User Steps

- In the main planner area the user can hover over any calendar week cell to display the ‘TX Week’ label
- The TX week number refers to the episode that is TXing in that week only
- The user can exclude a TX week from the episode running order by opening the campaign panel and clicking the ‘X’ within the plan ep/wk field for the required episode

- By selecting the 'X' checkbox, the episode number will skip one place until the next week and recalculate the total number of episodes
- If a user excludes an episode from the running order, it will only affect the hover over labels and the total number of episodes displayed in the campaign summary columns. The GRP total will not be affected if an episode is excluded
- If a week has been excluded from the episode run, then the hover over function will display 'No TX'

Screen Grabs

Balance			Dates																	
Priority	Start	Prog	End	Sa	100	100	Fr	86	44	21										
BIG	16	01	22	Sa 29																
	FEB	MAR	MAR		100															
GRO	19	04	25	Tu	129	150		107	Mo	100	100	14								
GRO	23	08	22	Sa	43	150	136	Fr	100	71										
GRO	26	11	08	Tu	129	150		107	Mo	100	57	50	7							
GRO	FEB	MAR	APR																	
GRO	02	15	05	Sa	43	150	136	Fr	100	TX wk 2	36									
BIG	03	16	06	Su	14	100	100	Sa	93	47	26									
FUL	12	18	02									Fr 43	89	Th						
CEL	20	26	17	APP	APP	APP	APP					Sa 57								

Female 550 3 275 275

Type: Appointment to View

Genre: Drama

Plan Ep/Wk: 3

Ep/Wk	TA GRP	BA GRP	Actual
1	300	231	<input type="text"/> <input checked="" type="checkbox"/>
2	100	77	<input type="text"/> <input checked="" type="checkbox"/>
3	100	77	<input type="text"/> <input checked="" type="checkbox"/>
	50	38.5	<input type="text"/> <input checked="" type="checkbox"/>

ADD EPISODE/WEEK

Other Non-GRP channels: 0

Programme start date: 15 | 03 | 2019

781	Target Audience	TA GRPs	Eps	Channel Split(TA)	iPL	OFA
				CH1	CH2	CH3
	25-44	380	4	114	76	114
	Female	600	4	300	300	
	Female	500	3	250	250	
50	Female	600	5	300	300	5
36	Female	550	4	275	275	
26	25-44	380	4	114	76	114
	4-15	225	3	68	68	68
	25-44	750	4		150	150

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		
Programme start date	21 08 2017	
Have to launch	14	

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

The channel activity for Non-GRP channels can be viewed graphically in the planner using the 'channels on' filter or exported as part of the single campaign report or airtime 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.

The screenshot shows a table titled 'Ep/Wk' with columns for TA GRP, BA GRP, and Conv. Below the table is a teal button labeled 'ADD EPISODE/WEEK'. A purple arrow points to the 'Conv.' column header.

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.

The screenshot shows the Campaign Panel with various fields like Type, Genre, Plan Ep/Wk, Other Non-GRP channels, Program start date, Days to launch, End date, Flags, Notes, Time lengths, Creatives, and AdditionalInfo. A purple arrow points to the 'Program start date' field, which is set to 21 | 08 | 2017.

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 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 PAM software interface. On the left is a large grid representing a day view for August 2017. The grid has columns for Monday through Sunday and rows for various campaigns. Some cells in the grid are highlighted in purple, indicating specific data points of interest. To the right of the grid is a detailed campaign panel. This panel includes sections for 'Target Audience', 'Name' (IT crowd Thursdays), 'Channel' (JWM2), 'Priority' (Fuel), 'Audience' (Adults 16+), 'Type' (ATV Host only), 'Genre' (Entertainment), 'Plan Ep/Wk' (2), 'Other Non-GRP channels' (0), 'Programme start date' (10/08/2017), 'Days to launch' (7), 'End date' (15/08/2017), 'Flags' (unchecked), 'Notes' (unchecked), 'Time lengths' (unchecked), 'Creatives' (unchecked), and 'AdditionalInfo' (unchecked). Two purple arrows point from the text in the previous section to the 'End date' field in the campaign panel and to the highlighted cells in the day view grid.

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 corner 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 the campaign.

Campaign Panel field: Time-lengths

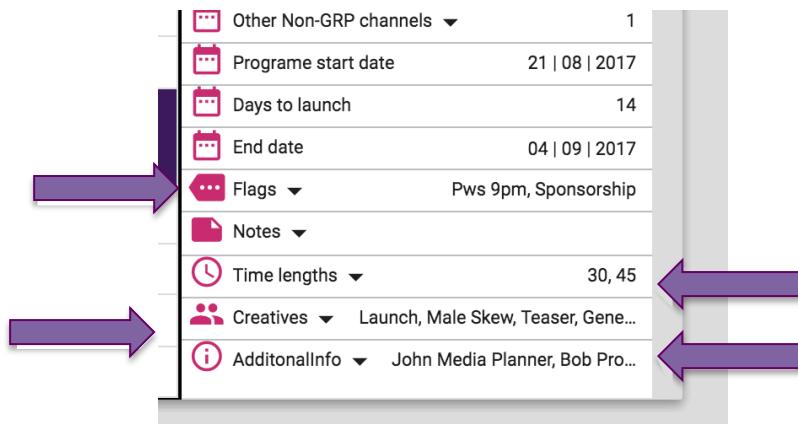
This is a read only field and displays the selected time-lengths for the campaign. These time-lengths can be edited in the Planning Modal (see Planning Modal section above).

Campaign Panel field Additional fields: E.g. Creative or Producer information

This is an optional field that the admin user can set up in the settings and allows the user to tick on/off any number of labels against a campaign.

For some 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)

The admin user can set up as many as 8 additional fields that can be used in the campaign panel. This could be information like producer names, digital or sponsorship information or navigational items



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.

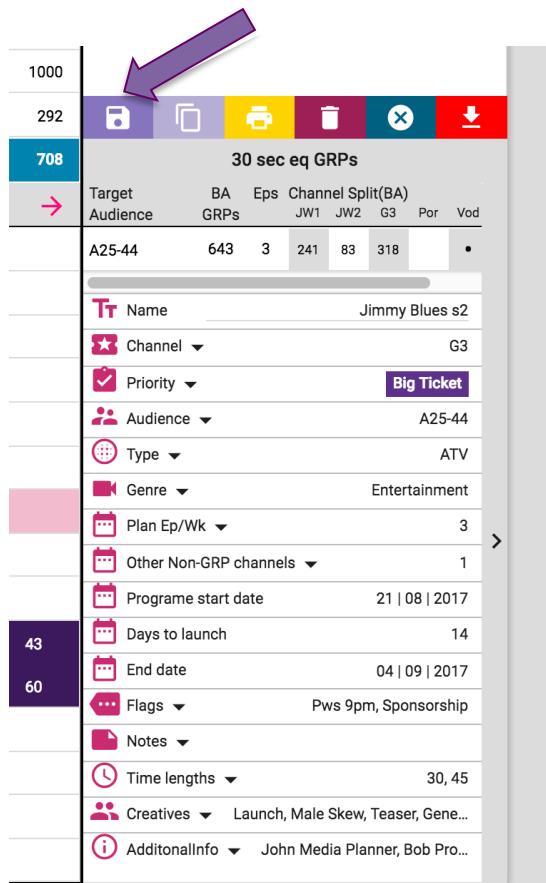
The screenshot shows a campaign panel with a yellow button highlighted by a purple arrow. Below the button is a detailed list of campaign settings. The yellow button is labeled '30 sec eq GRPs'. The list includes: Target Audience (A25-44), BA GRPs (643), Eps (3), Channel Split(BA) (JW1: 241, JW2: 83, G3: 318), 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...).

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 later in this document)

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.



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 the following details:

- Top Bar:** Shows campaign statistics: 1000, 292, 708, and a red arrow icon.
- Toolbar:** Includes icons for file operations (Save, Print, Delete, Close, Download).
- Summary Row:** Displays "30 sec eq GRPs" and audience targeting metrics: BA GRPs, Eps, Channel Split(BA), JW1, JW2, G3, Por, and Vod.
- Audience Demographic:** A25-44, 643, 3, 241, 83, 318, •.
- Program 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...
- Counts on Left:** 43, 60.

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.

The screenshot shows a media planning software interface. At the top, there's a summary table with columns for Target Audience (A25-44), BA GRPs (643), Eps (3), Channel Split(BA) (JW1: 241, JW2: 83, G3: 318), and other metrics. Below this is a detailed campaign card for "Jimmy Blues s2". The card includes fields for Name, 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...). On the left, there are vertical color-coded bars for different segments: 1000 (light blue), 292 (light grey), 708 (dark blue), 43 (pink), and 60 (dark purple).

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. Below the tabs is a 'Planner' section with a 'View Options' dropdown. The main area is a calendar grid for the period from July 2017 to October 2017. The grid is organized by week, with days of the week labeled at the top of each column. Each cell in the grid contains numerical values representing different audience metrics or ratings. To the right of the grid, there is a vertical scroll bar and a small circular button with a plus sign.

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

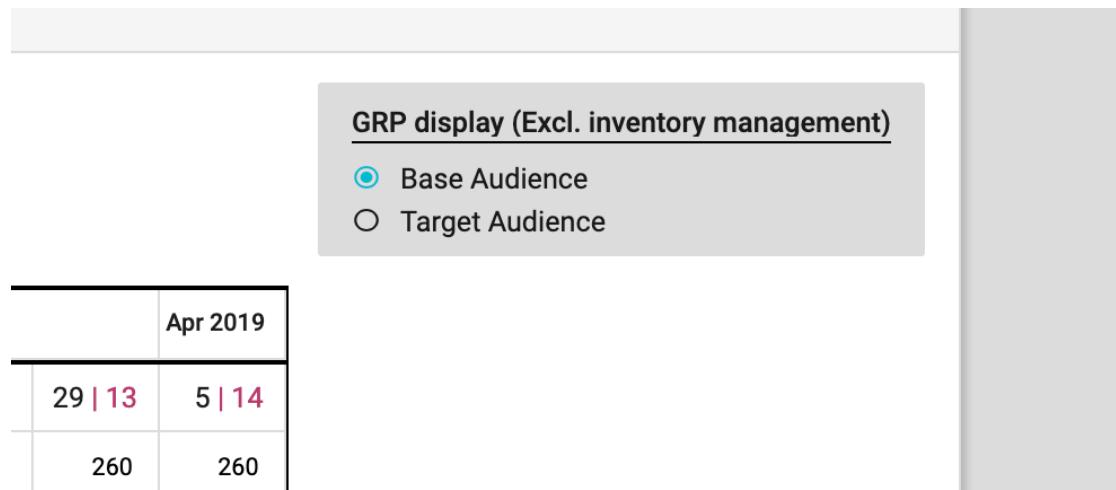
later, so there is no marker to identify this, except in day view (see section in user guide on day view).

The user can also hover over any cell within the planner to see what 'episode' week is TX'ing during that week.

Filtering the Campaign List:

When opening the planner, the default GRP selection is displayed on the right-hand side of the planner screen – labeled 'GRP Display (Excl. Inventory Management)'

The default GRP view when first opening the planner can be amended in the settings by the Admin user (please see further information within the settings section at the start of this document).



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 various filter options. To access this filter click on 'View Options' on the top left of the screen.

- Once a user has added a number of campaigns into the planner then they have the option to filter those campaigns based on several different factors:
 - Channels
 - Channels on
 - Genre
 - Audiences
 - Priorities
 - Campaign Status (Campaigns in past)
 - Flags
 - Any additional fields set up in the settings

- In the planner, access the filter options by clicking on the 'View Options' drop down menu
- The user can select multiple options if necessary
- Note, if a filter is being used, then the eye icon on the top left of the screen will be coloured pink. The eye icon will revert to grey when no filters are on
- The user can deselect all filters at once by pressing the "X" button at the top of the view options window

Planner

The screenshot shows the 'Planner' interface with the 'View Options' dropdown open. The dropdown menu includes sections for Channels, Genres, Audiences, Priorities, Campaign status, Flags, Assets, Media Planners, Commercial/Sponsor..., End Credit Squeeze, and Navigation. A red circle highlights the 'X' button at the top right of the dropdown menu.

Channels	Channels on	Genres	Audiences	Priorities	Campaign status
<input type="checkbox"/> CH1	<input type="checkbox"/> CH1	<input type="checkbox"/> Drama	<input type="checkbox"/> 16-34	<input type="checkbox"/> Growth	<input checked="" type="radio"/> Active
<input type="checkbox"/> CH2	<input type="checkbox"/> CH2	<input type="checkbox"/> Entertainment	<input type="checkbox"/> 25-44	<input type="checkbox"/> Big Ticket	<input type="radio"/> Inactive
<input type="checkbox"/> CH3	<input type="checkbox"/> CH3	<input type="checkbox"/> Movies	<input type="checkbox"/> 4-15	<input type="checkbox"/> Fuel	<input type="radio"/> All
<input type="checkbox"/> Iplayer	<input type="checkbox"/> Iplayer	<input type="checkbox"/> News	<input type="checkbox"/> 45+	<input type="checkbox"/> Celebration	
<input type="checkbox"/> OFF Air	<input type="checkbox"/> OFF Air	<input type="checkbox"/> Reality	<input type="checkbox"/> 55+		
<input type="checkbox"/> Social	<input type="checkbox"/> Social	<input type="checkbox"/> Sport	<input type="checkbox"/> Ad 15+		
			<input type="checkbox"/> Female		

Flags	Assets	Media Planners	Commercial/ Sponsor...	End Credit Squeeze	Navigation
<input type="checkbox"/> Creative Delivered	<input type="checkbox"/> Episodic 1	<input type="checkbox"/> Beth	<input type="checkbox"/> 5 sec sting	<input type="checkbox"/> Double image ECS	<input type="checkbox"/> IPP
<input type="checkbox"/> Dubbed	<input type="checkbox"/> Episodic 2	<input type="checkbox"/> Dave	<input type="checkbox"/> Double Sponsor Page	<input type="checkbox"/> Single Image ECS	<input type="checkbox"/> Idents
<input type="checkbox"/> Sponsor	<input type="checkbox"/> Episodic 3	<input type="checkbox"/> John	<input type="checkbox"/> Endboard Sponsor	<input type="checkbox"/> Triple Image ECS	<input type="checkbox"/> Menus
<input type="checkbox"/> Subtitled	<input type="checkbox"/> Generic	<input type="checkbox"/> Lindsay		<input type="checkbox"/> Video ECS	
	<input type="checkbox"/> Launch				

Digital Managers	Additional field 7
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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 the 'View Options' window open. The window includes a search bar labeled 'Filter by campaign name' with a magnifying glass icon. Below the search bar are dropdown menus for 'Date | Week', 'Inventory', 'Demand', 'Filtered Demand', and 'Balance'. The main area displays a grid for July 2017 through September 2017, showing values for 1000, 872, 406, 128, 39, 417, 588, 276, 279, 540, and 660. At the bottom, there's a 'Target Audience' section with columns for BA, GRPs, Eps, Channel Split(BA), JW1, JW2, G3, Por, and Voc, with specific values like Adults 16+ (115) and Mo (115). A legend indicates colors for different audience segments.

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.

The screenshot shows the Planner interface with the 'View Options' window expanded. The 'Channels' section is highlighted with a purple arrow. It lists checkboxes for CH2, CH3, Iplayer, OFF Air, and Social. The 'Channels on' section has a checked checkbox for CH2. Other sections include 'Genres', 'Audiences', 'Priorities', 'Campaign status', 'Flags', 'Assets', 'Media Planners', 'Commercial/ Sponsor...', 'End Credit Squeeze', and 'Navigation'. A legend on the right indicates colors for different campaign statuses: Active (blue), Inactive (orange), and All (grey). The bottom of the window shows a timeline with dates from MAR 12 to APR 02, and a summary table for 'Channel Split(TA)' with values like 76, 114, 4, etc.

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

Filtering to display Non-grp (non-linear) channel activity in the planner

This functionality displays any use of non-grp channel in the planner by displaying a coloured row that represents the date range that the non-grp activity is active

- The non-grp channel activity can be added to a campaign in the normal way and will be displayed in the planner when certain filters are used

User Steps

- An admin user must set up at least one non-grp channel in the settings to use this functionality

Set up a campaign with non-grp activity in line with TV episodes

- Create a campaign in the usual way and then open the plan ep/wk field to assign a media plan
- Select the magnifying glass in the plan ep/wk field to access the channel mix modal

- Within the channel mix modal, the user is able to define channel mix with TV (GRP) channel as well as define non-grp channel activity
- On the right side of the window, select the non-grp channels that are required for the campaign
- Each non-grp selected will be active for the same dates as the TV episode that is being displayed on screen i.e Launch, wk2, wk3 etc
- The non-grp activity will inherit the previous weeks activity, in the same way that the channel mix functionality works.
- If the user wishes to amend the media mix i.e GRP or non-GRP activity on a weekly basis then the ‘inherit’ check box must be deselected before a channel can be selected
- The user can also add a non-GRP value associated with the non-GRP activity i.e 1.5 (1.5m page impressions)

Launch

Days to Launch (Actual GRPs): 14

Total: 100% GRPs

Week 1	50	115.5
Week 2	50	115.5

Filter options:

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

Non-GRP Channels

Iplayer	<input checked="" type="checkbox"/>	1.5
OFF AIR		
Social		

Channel mix

Channel	%	GRPs	Conv.
Total(%):	100%	115.5	1.299
CH1	7	8.3	
CH2	93	107.1	

Note
Upweight 70% Female Skew Copy

Set up a campaign with non-grp activity using a date range

- Instead of adding a non-grp channel within the channel mix modal, that is in line with the TV activity, the user has the option to set a date range for non-grp activity. This may suit activity like Off Air or Social media
- Create a campaign in the usual way and select the ‘other non-GRP activity’ field in the campaign panel
- Select the channel that is required and a date range for the activity
- The user can then add any information about the activity by using the notes field

The screenshot shows two panels of a software application. The left panel displays appointment details for a user with ID 93. It includes sections for Type (Appointment to View), Genre (Drama), Plan Ep/Wk (4), and Other Non-GRP channels (1). A table lists CH, Date From, and Date To for three entries: Iplayer (Date From: 05/04/2019), OFF Air (Date From: 04/02/2019, Date To: 03/03/2019), and Social (Date From: 25/02/2019, Date To: 01/04/2019). The right panel shows a list of appointments with IDs 107, 136, and 100. The entry for ID 100 has its 'Other Non-GRP channels' value circled in red. Below this list is a button labeled 'ADD NON-GRP CHANNEL'.

CH	Date From	Date To
Iplayer	05 04 2019	<input type="button" value="X"/>
OFF Air	04 02 2019	03 03 2019
Social	25 02 2019	01 04 2019

ID	Type	Date
107	Priority	Growth
136	Audience	Female
100	Type	Appointment to View
	Genre	Entertainment
	Plan Ep/Wk	5
	Other Non-GRP channels	2

ADD NON-GRP CHANNEL

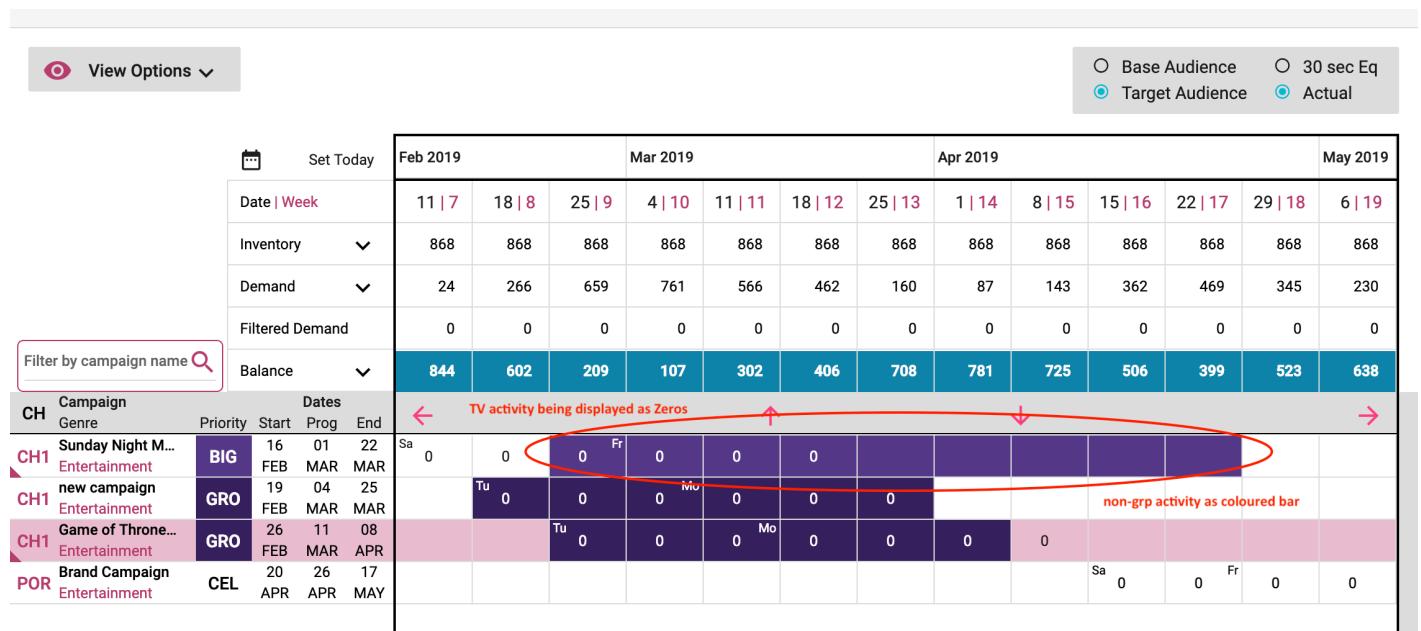
Filtering the planner view to display non-grp activity

- In the main planner calendar area the user can filter the campaigns on display by using the ‘View Options’ drop down menu on the left side of the planner screen
 - Select the non-GRP channels that are required within the ‘Channels on’ section
 - The filter will then only show the campaigns that are running on that particular channel e.g Select channel ‘Off Air’ will only show campaigns that have Off Air activity
 - A coloured bar will be displayed in the planner that represents the date range of that non-grp activity only
 - If no TV channels are selected as part of that filter, then the TV activity will still be displayed but as a Zero and no coloured bar
 - Please keep in mind that if a non-GRP channel has been set up within the channel mix modal, then it will be displayed in line with the date range of the TV episode activity

Planner					
<input style="border: none; padding: 0; margin-right: 10px;" type="button" value="View Options"/> <input style="border: none; background-color: #f0f0f0; color: black; font-size: 1em;" type="button" value="X"/>		GRP display (Excl. inventory)			
Channels	Channels on	Genres	Audiences	Priorities	Campaign status
<input type="checkbox"/> CH1	<input type="checkbox"/> CH1	<input type="checkbox"/> Drama	<input type="checkbox"/> 16-34	<input type="checkbox"/> Growth	<input checked="" type="radio"/> Active
<input type="checkbox"/> CH2	<input type="checkbox"/> CH2	<input type="checkbox"/> Entertainment	<input type="checkbox"/> 25-44	<input type="checkbox"/> Big Ticket	<input type="radio"/> Inactive
<input type="checkbox"/> CH3	<input type="checkbox"/> CH3	<input type="checkbox"/> Movies	<input type="checkbox"/> 4-15	<input type="checkbox"/> Fuel	<input type="radio"/> All
<input type="checkbox"/> Iplayer	<input type="checkbox"/> Iplayer	<input type="checkbox"/> News	<input type="checkbox"/> 45+	<input type="checkbox"/> Celebration	
<input type="checkbox"/> OFF Air	<input type="checkbox"/> OFF Air	<input type="checkbox"/> Reality	<input type="checkbox"/> 55+		
<input type="checkbox"/> Social	<input type="checkbox"/> Social	<input type="checkbox"/> Sport	<input type="checkbox"/> Ad 15+		
			<input type="checkbox"/> Female		
Flags	Assets	Media Planners	Commercial/ Sponsor...	End Credit Squeeze	Navigation
<input checked="" type="checkbox"/> Creative Delivered	<input type="checkbox"/> Episodic 1	<input type="checkbox"/> Beth	<input type="checkbox"/> 5 sec sting	<input type="checkbox"/> Double Image ECS	<input type="checkbox"/> IPP
<input checked="" type="checkbox"/> Dubbed	<input type="checkbox"/> Episodic 2	<input type="checkbox"/> Dave	<input type="checkbox"/> Double Sponsor Page	<input type="checkbox"/> Single Image ECS	<input type="checkbox"/> Idents
<input checked="" type="checkbox"/> Sponsor	<input type="checkbox"/> Episodic 3	<input type="checkbox"/> John	<input type="checkbox"/> Endboard Sponsor	<input type="checkbox"/> Triple Image ECS	<input type="checkbox"/> Menus
<input checked="" type="checkbox"/> Subtitled	<input type="checkbox"/> Generic	<input type="checkbox"/> Lyndsay		<input type="checkbox"/> Video ECS	
<input checked="" type="checkbox"/>	<input type="checkbox"/> Launch				

- If the user selects multiple non-grp channel filters, then the coloured row will be displayed as a combination of those channels that have been selected. i.e the start date of the earliest channel activity and the last date of the last channel activity
- There will only be one row representing one campaign
- If a user selects both GRP and non-GRP channels within he channels on filter, then the same logic applies i.e the row displayed will be combined, with the earliest channel activity week being displayed to the latest channel activity week
- If the non-grp channel activity is before or after the GRP channel activity, then it will only show coloured week cells until the GRP activity is active, which then displays a GRP value as usual
- The non-GRP activity to be displayed will only be activated when any non-grp channel is selected in the ‘channels on’ filter

Screen Grabs



Switching between Target & Base Audience GRPs

On the top right-hand side of the planner screen, 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.

The Admin user can set the GRP default display in the settings (See further information with settings earlier in this document).

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.

CH	Campaign	Dates	Priority	Start	Prog	End
JW2	Football on JWM2	Big	14	27	24	AUG
JW2	Football on JWM...	Big	26	09	06	NOV
JW2	Drama	Big				DEC
JW2	Drama	Big				JAN

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.

CH	Campaign Genre	Priority	Dates		
			Start	Prog	End
JW2	Naked & Afraid s8	Big	18 JUL	31 JUL	28 AUG
JW1	New Campaign Entertainment	Gro	22 JUL	11 AUG	11 AUG
JW3	Goggle Sprogs F...	Small	22	28	04

July 2017				
24 30	31 31	7 32	14 33	21 34
1000	1000	1000	1000	1000
245	448	768	843	637
755	552	232	157	363
150	114 Mo	77	72	62
33	33	23 Fr		
62 Fr	23			

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

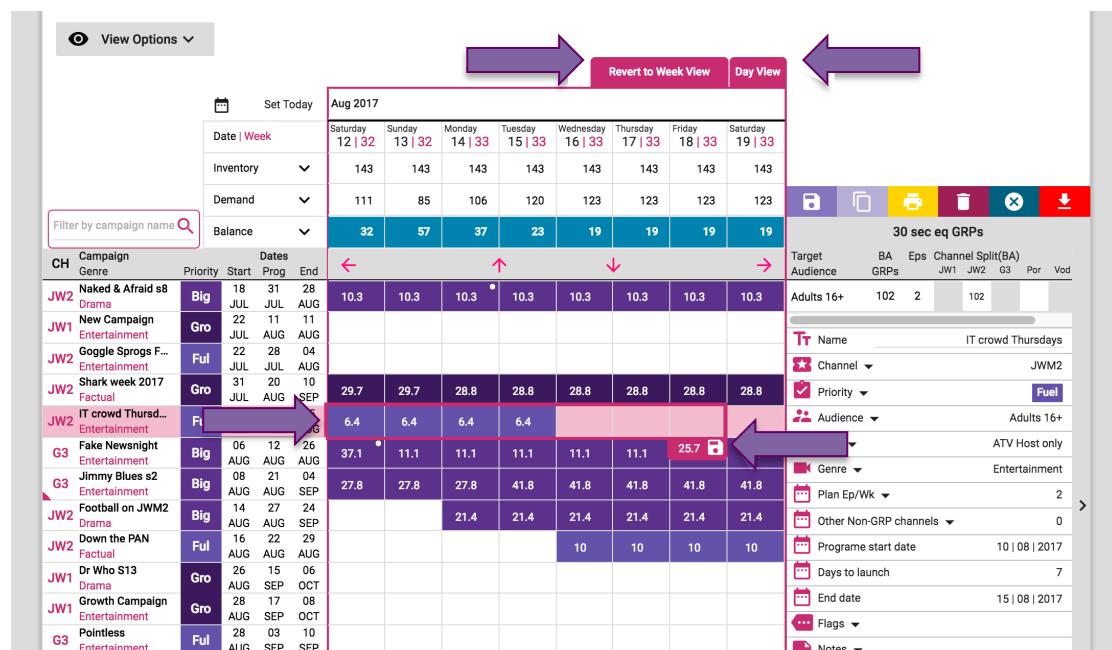
- Select the week and campaign that you wish to edit.
- Click on the GRP cell for the campaign week and the planner will open up in day view columns rather than week view columns.
- Although values for both BA and TA (Actual & 30" eq) can be viewed, **only values in BA can be edited in day view** (& 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.

The screenshot shows a BA GRP Planner interface with a grid of BA GRPs for different campaigns across four months. The grid has columns for Jul 2017, Aug 2017, Sep 2017, and Oct 2017, with specific dates like 24 | 30, 31 | 31, etc. The rows represent campaigns such as JW2, JW1, JW2, JW2, JW2, JW2, JW2, JW2, G3, and Jimmy Blues s2. The interface includes filters for Date, Inventory, Demand, Balance, and Channel (CH). A 'Filter by campaign name' search bar is also present. In the bottom right corner of one of the cells, there is an 'Edit' button, which is highlighted with a purple arrow pointing to a dropdown menu containing 'Edit' and 'Day View' options.

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 manually 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

	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
CH	Campaign Genre	Priority	Start	Dates Prog	End									
JW2	Naked & Afraid s8 Drama	Big	18	31	28	Mo	5	Mo	3	3	3	0		
JW2	Shark week 2017 Factual	Gro	31	20	10	Mo	47	49	47	Su	36	36	21	
G3	Fake Newsnight Entertainment	Big	06	12	26	Su	18	116	Sa	39	33			
G3	Jimmy Blives s2 Entertainment	Big	08	21	04	AUG	AUG	AUG	AUG	AUG	AUG	6		
JW2	Football on JWM2 Drama	Big	14	27	24	Mo	6			SU		3	3	3
JW1	Dr Who S13 Drama	Gro	26	15	06	S	11	40	40	35	Fr	22	20	11
JW1	Growth Campaign Entertainment	Gro	28	17	08	Mo	39	41	Su	22	22	22	15	
G3	Pointless Entertainment	Ful	28	03	10	Mo	77	51						
G3	Cricket Goofs Entertainment	Ful	29	04	11	Tu	66	55	Mo	7				
	Robert & More... Entertainment		24	10	17	Mo		Su						

Balance		^	755	552	232	157	363	149	256	468	600	828	708	808
		JW1	397	323	210	158	232	190	262	308	321	427	372	413
		JW2	164	99	71	33	74	59	87	95	126	244	201	233
		G3	194	130	-50	-33	57	-101	-93	65	153	157	135	159
Campaign Name		Dates	Priority	Start	Prog	End	<	↑	↓					
Afraid s8	Big	18 31 28	JUL JUL AUG	6	5 Mo	3	3	3	0					
Shark week 2017	Gro	31 20 10	JUL AUG SEP		Mo 47	49	47 Su	36	36	21				
Fake Newsnight	Big	06 12 26	AUG AUG AUG				X 14	124	B					
Jimmy Blues s2	Big	08 21 04	AUG AUG SEP				83	138	54	39	6			
Football on JWM2	Big	14 27 24	AUG AUG SEP					Mo 6	6 Su	5	3	3	3	
Dr Who S13	Gro	26 15 06	AUG SEP OCT					Sa 11	40	40	35 Fr	22	20	11
Growth Campaign	Gro	28 17 08	AUG SEP OCT						Mo 39	41	39 Su	22	22	15
Pointless	Ful	28 03 10	AUG SEP SEP						Mo 77	51				
Cricket Goofs	Ful	29 04 11	AUG SEP SEP						Tu 66	55 Mo	7			
Robot Wars	Ful	04 10 17	SEP SEP SEP						Mo 77	51				
Autumn Growth	Gro	02 22 12	OCT OCT NOV											
Football on JWM...	Big	26 09 06	NOV DEC JAN											

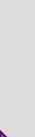
Campaign List: Campaign Summary

The columns on the right side of the screen that sit adjacent to the planning grid display additional information that contributes to a campaign:

- 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 either a ‘value’ or a ‘dot’, where no value has been assigned as part of the campaign, in that column to represent that it applies to that campaign. E.g. A VOD service that will provide promotional space for that campaign.

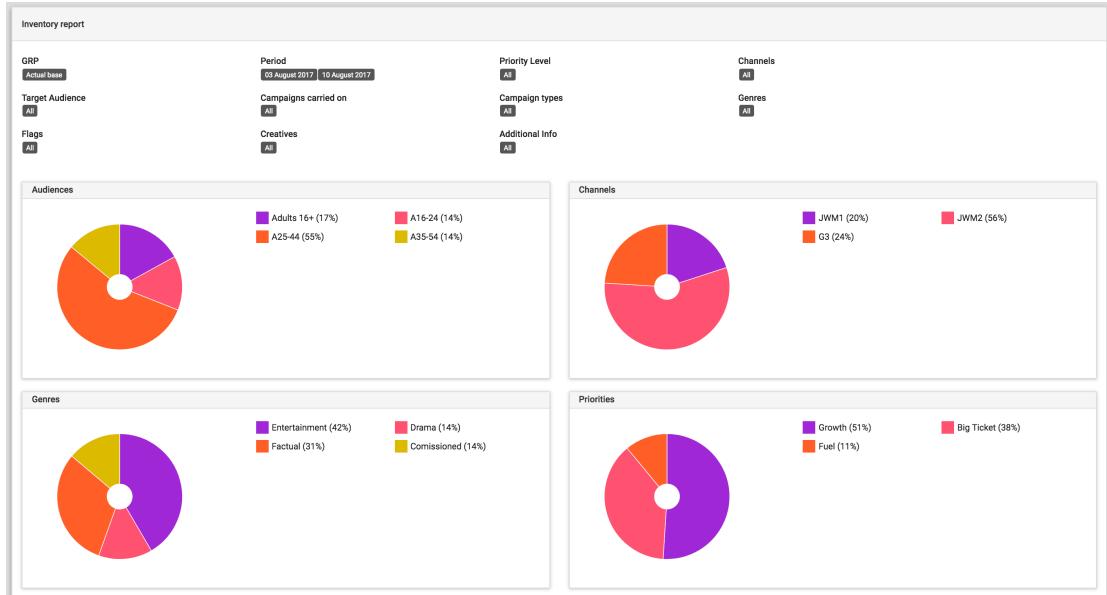
Balance		^	755	552	232	157	363	149	256	468	600	828	708	808
		JW1	397	323	210	158	232	190	262	308				
		JW2	164	99	71	33	74	59	87	95				
		G3	194	130	-50	-33	57	-101	-93	65				
CH Campaign Name		Dates	Priority	Start	Prog	End	<	↑	↓	→				
JW2 Naked & Afraid s8	Big	18 31 28	JUL JUL AUG	6	5 Mo	3	3	3	0					
Shark week 2017	Gro	31 20 10	JUL AUG SEP		Mo 47	49	47 Su	36	36	21				
Fake Newsnight	Big	06 12 26	AUG AUG AUG		Su 18	116 Sa	39	33						
Jimmy Blues s2	Big	08 21 04	AUG AUG SEP		Tu 83	138	54 Mo	39	6					
Football on JWM2	Big	14 27 24	AUG AUG SEP			Mo 6	6 Su	5	3	3				
Dr Who S13	Gro	26 15 06	AUG SEP OCT			Sa 11	40	40	35 Fr					
Growth Campaign	Gro	28 17 08	AUG SEP OCT				Mo 39	41	39 Su					
Pointless	Ful	28 03 10	AUG SEP SEP				Mo 77	51						
Cricket Goofs	Ful	29 04 11	AUG SEP SEP				Tu 66	55 Mo	7					
Robot Wars	Ful	04 10 17	SEP SEP SEP				Mo 77	51						
Autumn Growth	Gro	02 22 12	OCT OCT NOV											
Football on JWM...	Big	26 09 06	NOV DEC JAN											

- 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.



JW2	Entertainment	Ful	JUL	JUL	AUG									Adults 16+	
JW2	Shark week 2017	Gro	31 JUL	20 AUG	10 SEP	202	Su	153	153	92				A25-44	
JW2	Factual													Adults 16+	
JW2	IT crowd Thursd...	Ful	04 AUG	10 AUG	15 AUG	13								A25-44	
G3	Fake Newsnight	Big	06 AUG	12 AUG	26 AUG	78		67						A25-44	
G3	Jimmy Blues s2	Big	08 AUG	21 AUG	04 SEP	278		109	Mo	78	11			A25-44	
JWM2	Football on JWM2	Pig	14 AUG	27 AUG	24 SEP	Mo 150		150	Su	108	72	72	60	A16-24	
50% 1+ Cover (8 OTS) - Creative Delivery 5th Aug															
JW2	Down the PAN	Ful	16 AUG	22 AUG	29 AUG	We 50		52	Tu	13				Adults 16+	
JW1	Factual	Gro	26 AUG	15 SEP	06 OCT		Sa	45	160	162	139	Fr	90	82	A35-54
JW1	Dr Who S13	Gro							Mo 189	194	189	Su	107	90	A35-54
JW1	Growth Campaign	Gro	28 AUG	17 SEP	08 OCT										A35-54
G3	Entertainment	Ful	28 AUG	03 SEP	10 SEP				Mo 77	Su	51				A16-24
G3	Pointless	Ful													A16-24
G3	Entertainment	Ful	29 AUG	04 SEP	11 SEP				Tu 66		55	Mo	7		A16-24
G3	Cricket Goofs	Ful													A16-24
G3	Entertainment	Ful	04 SEP	10 SEP	17 SEP				Mo 77	Su	51				A16-24

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



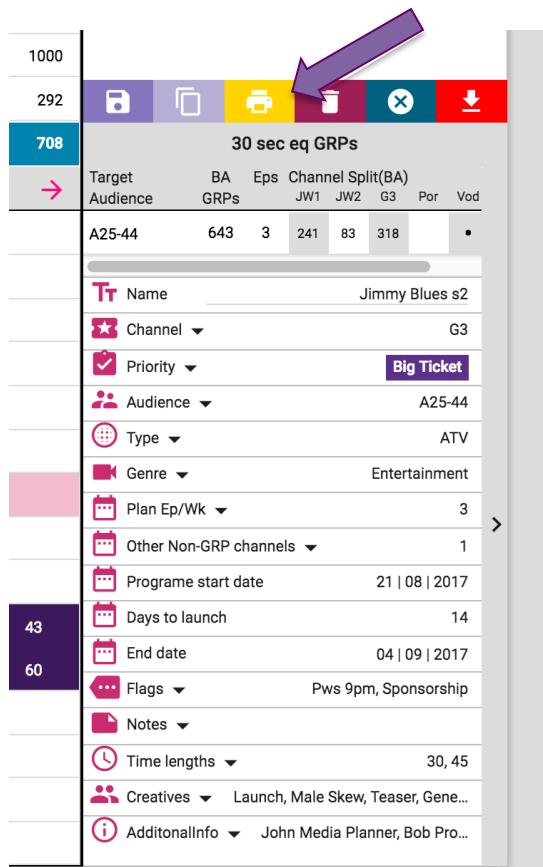
Part 4: Reporting

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

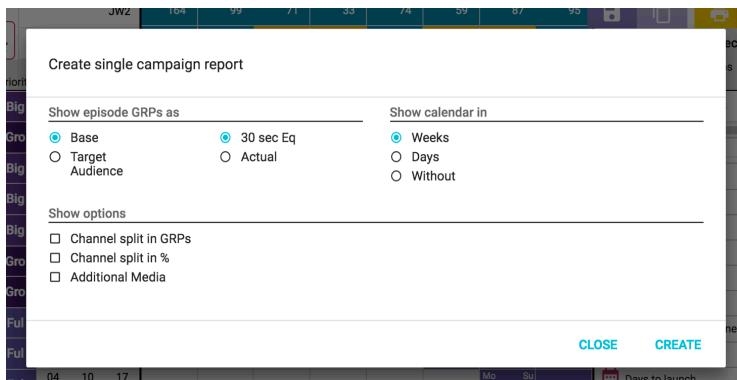
Single Campaign Report

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																																																													
<input checked="" type="checkbox"/> PwS		<input checked="" type="checkbox"/> Sponsorship			<input checked="" type="checkbox"/> Launch <input checked="" type="checkbox"/> Male Skew <input checked="" type="checkbox"/> Teaser <input checked="" type="checkbox"/> Generic			<input checked="" type="checkbox"/> John Media Planner <input checked="" type="checkbox"/> Bob Producer																																																													
Campaign Notes																																																																					
50% 1+ Cover (8 OTS) - Creative Delivery 5th Aug																																																																					
<table border="1"> <thead> <tr> <th colspan="10">Aug 2017</th> </tr> <tr> <th colspan="2">Date Week</th> <th colspan="3">Inventory</th> <th colspan="3">Demand</th> <th colspan="2">Filtered Demand</th> </tr> <tr> <th>Ep/Wk</th> <th>Priority</th> <th>Start</th> <th>End</th> <th> </th> <th>1000</th> <th>1000</th> <th>1000</th> <th>1000</th> <th>1000</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Big</td> <td>08</td> <td>21</td> <td>AUG</td> <td>448</td> <td>768</td> <td>843</td> <td>637</td> <td>851</td> </tr> <tr> <td>2</td> <td>Big</td> <td>22</td> <td>28</td> <td>AUG</td> <td>0</td> <td>167</td> <td>278</td> <td>109</td> <td>78</td> </tr> <tr> <td>3</td> <td>Big</td> <td>29</td> <td>04</td> <td>AUG SEP</td> <td>552</td> <td>232</td> <td>157</td> <td>363</td> <td>149</td> </tr> </tbody> </table>										Aug 2017										Date Week		Inventory			Demand			Filtered Demand		Ep/Wk	Priority	Start	End		1000	1000	1000	1000	1000	1	Big	08	21	AUG	448	768	843	637	851	2	Big	22	28	AUG	0	167	278	109	78	3	Big	29	04	AUG SEP	552	232	157	363	149
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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) and 'Show episode GRPs as' (Base or Target Audience). The 'INVENTORY REPORT' section includes 'Show calendar in' options (Weeks, Days, Without). The 'EXPORT XML' section includes 'Additional Columns' (Select all, GRP Total for each episode, Flags, Media mix, Timelengths, Campaign notes, Creatives, Additional Info) and 'Report Formats' (Select all, Display Balance by Channel, Episode detail, All media breakdown). The bottom left shows 'Genres' (Men 25-54, Comedy, Drama, Entertainment, Factual, Lifestyle, Movies, Original Local Production), 'Campaigns carried on' (Select all, JWM1, JWM2, G3, UPC, Polsat, Bus sides, VOD), 'Priorities' (Select all, Growth, Big Ticket, Fuel, Celebration, Lower Third), and 'Creatives' (Select all, End credit squeeze, Ep2 specific, Ep3 specific, Ep4 specific, Finale, Generic, Launch). The bottom right shows 'Additional Info' (Select all, Bob Producer, Fred Producer, Joe Goddard, John Media Planner, Sally Media Planner), 'new field 1' (Select all, test), and 'Report Formats' (Select all, Display Balance by Channel, Episode detail, All media breakdown).

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' interface. At the top, there are two date fields: 'Choose report period' (2/8/2017 to 9/8/2017). Below that, under 'Include the following', there are sections for 'Show episode GRPs as' (radio buttons for 'Base' and 'Target Audience') and 'Show calendar in' (radio buttons for 'Weeks', 'Days', and 'Without'). In the center, there is a large input field labeled 'Filter by campaign name' with a red border. To the right of this input field is a purple arrow pointing towards it. Below this section are three columns of filters: 'Audiences' (checkboxes for 'Select all', '45+', 'A16-24', 'A25-44', 'A35-54'), 'Campaign types' (checkboxes for 'Select all', 'ATV', 'ATV Host only', 'Brand'), and 'Channels' (checkboxes for 'Select all', 'JWM1', 'JWM2', 'G3', 'Portfolio').

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		Period		Priority Level		Channels						
30' base		02 August 2017		30 September 2017		Live						
Target Audience		Campaigns carried on		Campaign types		Genres						
All		JWM2		All		All						
Flags		Creatives		Additional Info								
All		All		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		
		1000	1000	1000	1000	1000	1000	1000	1000	1000		
		448	768	843	637	851	744	532	400	172		
		148	229	267	226	241	213	205	174	49		
Inventory		552	232	157	363	149	256	468	600	828		
Demand												
Filtered Demand												
Balance												
CH	Campaign	Genre	Dates	Priority	Start	Prog	End					
JW2	Naked & Afraid s8	Big	18	31	28			29	29	27	23	
	Drama		JUL	JUL	AUG							
JW1	New Campaign	Gro	22	11	11			12	12			
	Entertainment		JUL	AUG	AUG							
JW2	Goggle Sprogs F...	Ful	22	28	04			19				
	Entertainment		JUL	JUL	AUG							
JW2	Shark week 2017	Gro	31	20	10			53	76	74	56	
	Factual		JUL	AUG	SEP							
JW2	IT crowd Thursd...	Ful	04	10	15			30	59	13		
	Entertainment		AUG	AUG	AUG							
G3	Fake Newsnight	Big	06	12	26			5	30	10	9	
	Entertainment		AUG	AUG	AUG							
G3	Jimmy Blues s2	Big	08	21	04				22	36	14	
	Entertainment		AUG	AUG	SEP							
								10	1			
Target Audience BA GRPs Eps Channel Split(BA) Time lengths												
All		BA GRPs		Eps		Channel Split(BA)		Time lengths				
Target Audience		JW1 JW2 G3		Por Vod Rad		15 25 30						
All		296 5		171 112 13								
Adults 16+		47 1		23 23								
Adults 16+		19 2		19 19								
A25-44		951 4		379 350 222								
Adults 16+		102 2		102 102								
A25-44		416 3		156 54 206								
A25-44		643 3		241 83 318		• •						
G3												

Report Formats

The user can decide whether adapt the style of the report by clicking an option within the Report Formats section. 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.



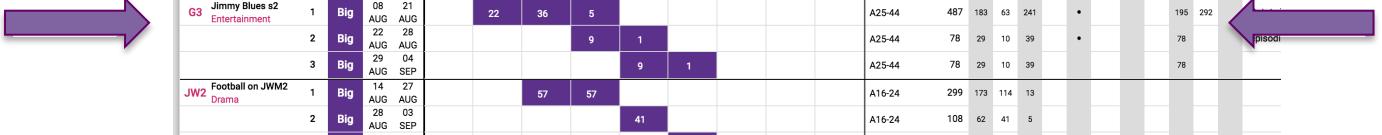
GRP 30' base		Period 02 August 2017 30 September 2017		Priority Level All		Channels All									
Target Audience All		Campaigns carried on JWM2		Campaign types All		Genres All									
Flags All		Creatives All		Additional Info All											
Aug 2017							Sep 2017								
		31 31	7 32	14 33	21 34	28 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					
		323	210	158	232	190	262	308	321	427					
		JW1	99	71	33	74	59	87	95	126	244				
		JW2	130	-50	-33	57	-101	-93	65	153	157				
		G3													
								Target Audience BA Eps Channel Split(BA) Time len: GRPs JW1 JW2 G3 Por Vod Rad 15 21							
								A16-24	296	5	171	112	13		
								Adults 16+	47	1	23	23			16
								Adults 16+	19	2		19			
								A25-44	951	4	379	350	222		
								Adults 16+	102	2		102			

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.

Any non-GRP channels that are to be included in the report (if filters are selected) will be displayed as a single row called 'non GRP channels'. This will display as a coloured row the start and end date of the non-grp channel activity selected. For more information please see the **'Scenario 3 – 'Episode detail' button (aka episode break down) taking into account non-GRP activity'**



CH	Campaign	Genre	Ep/Wk	Priority	Dates	Start	End	Balance								Target Audience	BA	Channel Split(BA)	Time lengths	Notes	
								552	232	157	363	149	256	468	600	828					
JW2	Naked & Afraid s8	Drama	2	Big	01	07		29	6								A16-24	92	53	35	4
			3	Big	08	14			23	4							A16-24	72	42	27	3
			4	Big	15	21				23	4						A16-24	72	42	27	3
			5	Big	22	28					19	3					A16-24	60	35	23	3
JW1	New Campaign	Entertainment	1	Gro	22	11		12	12								Adults 16+	47	23	23	
					29	04														16	31
JW2	Google Sprouts F...	Entertainment	2	Ful	29	04	JUL	19									Adults 16+	19	19		
JW2	Shark week 2017	Factual	1	Gro	31	20	JUL	53	76	74							A25-44	554	221	204	129
			2	Gro	21	27	AUG			56							A25-44	153	61	56	36
			3	Gro	29	03	AUG				56						A25-44	153	61	56	36
			4	Gro	04	10	SEP					34					A25-44	92	37	34	21
JW2	IT crowd Thursd...	Entertainment	1	Ful	04	10	AUG	30	40								Adults 16+	70	70		
			2	Ful	11	17	AUG		19	13							Adults 16+	32	32		
G3	Fake Newsnight	Entertainment	1	Big	06	12	AUG	5	29								A25-44	260	98	34	129
			2	Big	13	19	AUG		1	9							A25-44	78	29	10	39
			3	Big	20	26	AUG			1	9						A25-44	78	29	10	39
G3	Jimmy Blues s2	Entertainment	1	Big	08	21	AUG	22	36	5							A25-44	487	183	63	241
			2	Big	22	28	AUG			9	1						A25-44	78	29	10	39
			3	Big	29	04	SEP				9	1					A25-44	78	29	10	39
JW2	Football on JW2	Drama	1	Big	14	27	AUG		57	57							A16-24	299	173	114	13
			2	Big	28	03	SEP				41						A16-24	108	62	41	5

Exporting Additional Columns

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.

- GRP total for each episode** – additional columns to show the total number of GRPs for each episode (either in TA or BA depending on the filter used)
- Flags** – Any flags information for each campaign will be displayed as text
- 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’
- Campaign Notes** – Displays any notes at a campaign 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
- Any custom additional fields** – Any fields that have been set up by the Admin user in the settings 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.

Option to display 'non-grp activity' as a coloured bar

- Similar to the planner, any non-grp activity can be displayed graphical through the airtime reporting utilizing various filters
- There are multiple scenarios of this report depending on what options are selected

Scenario 1 – Basic non-grp channel report - Airtime report by default selects all channels (including TV and non TV channels)

- This works in the same way as the non-grp filtering within the planner functionality, where there is only one basic row representing each campaign.
- The airtime report includes a coloured cell to visually display any 'non-grp' channel information if the non-TV channel is selected in the 'channels on' reporting options
- If a single non-grp channel is selected in the 'channels on' options, then it will only display a basic coloured row for that 1 non-grp channel in line with the activity dates

User Steps

- In the airtime reports tab, the user can select the date range and the various filter options to be displayed in the report
- Select the non-GRP channels that are required within the 'Channels on' section
- Select 'Create Report' to display the report into a PDF format
- The report will then only show the campaigns that are running on that particular channel e.g Select channel 'Off Air' will only show campaigns that have Off Air activity
- A coloured bar will be displayed in the airtime report that represents the date range of that non-grp activity only
- If no TV channels are selected as part of that filter, then no TV activity will be displayed
- Please keep in mind that if a non-GRP channel has been set up within the channel mix modal, and a TV channel is also selected as a filter, then it will be displayed in line with the date range of the TV episode activity
- If the user selects multiple non-grp channel filters, then the basic coloured row will be displayed as a combination of those channels that have been selected. i.e the start date of the earliest channel activity and the last date of the last channel activity
- There will only be one row representing one campaign
- If a user selects both GRP and non-GRP channels within the 'channels on' filter, then the same logic applies i.e the row displayed will be combined, with the earliest channel activity week being displayed to the latest channel activity week.

- If the non-grp channel activity is before or after the GRP channel activity, then it will only show coloured week cells until the GRP activity is active, which then displays a GRP value as usual.
- The non-GRP activity to be displayed will only be activated when any non-grp channel is selected in the ‘channels on’ filter
- All other columns within the report will behave in the usual way

		Jan 2019				Feb 2019				Mar 2019			
Date Week		28 5	4 6	11 7	18 8	25 9	4 10	11 11	18 12	25 13			
Inventory		868	868	868	868	868	868	868	868	868			
Demand		0	0	24	266	659	761	566	462	160			
Filtered Demand		0	0	24	266	659	761	566	462	160			
Balance		868	868	844	602	209	107	302	406	708			
CH	Campaign	Dates				Extended non-GRP activity beyond TV activity							
	Genre	Priority	Start	Prog	End								Target Audience
CH1	Sunday Night M...	BIG	16	01	22								25-44
	Entertainment		FEB	MAR	MAR	Sa	24	83	83	Fr	72	37	18
CH1	new campaign	GRO	19	04	25			Tu	99	115	82	Mo	77
	Entertainment		FEB	MAR	MAR			Sa	83	291	263	Fr	194
CH1	Blue Planet s3	GRO	23	08	22			Tu	124	144	70	Mo	139
	Drama		FEB	MAR	MAR								Female
CH1	Game of Throne...	GRO	26	11	08						74		44
	Entertainment		FEB	MAR	APR								Female
CH1	House of Cards s4	GRO	02	15	05			Sa	33	115	104	Fr	77
	Drama		MAR	MAR	APR								66

Scenario 2 – Option within the report format list – ‘All media breakdown’

- When selecting the ‘All media breakdown’ option the report format will change slightly, to display each individual non-grp media channel as a separate row so all media activity can be reviewed individually

User Steps

- To activate this report, the user must have some campaigns set up with non-grp channel activity and have at least 1 non-grp channel selected within the ‘channels on’ filter
- The non-grp media breakdown is activated in the same way as a normal report is exported by selecting a date range and choosing the information required for the report
- In addition to the normal report export, the user must select the ‘All media breakdown’ button in the view options menu

- Double image ECS
- Single Image ECS
- Triple Image ECS
- Video ECS

- IPP
- Idents
- Menus

| 7

Report Formats

- Select all
- Display Balance by Channel
- Episode detail
- All media breakdown

Additional Colu

- Select all
- GRP Total fo displayed
- Flags
- Media mix
- Timelengths
- Notes
- Assets

- If all channels are selected (both TV and non-GRP channels), then there will be 1 row representing TV activity (as standard airtime report)
- Each non-grp media channel will have its own individual row with coloured cells representing the dates of activity
- A new column located within the channel mix columns and time-length columns called 'non-grp info' gives the following information:
 - A combined value of non-grp channel values planned across all episodes for that non-grp channel (This is normally planned within the channel mix modal in the planner at each episode level)
 - OR any notes planned against a non-grp channel at a date range – see below

Information for column from non GRP channels planned at an episode level:

Launch

Days to Launch (Actual GRPs):		21		
Total:	100%	GRPs		
Week 1	20	20		
Week 2	34	34		
Week 3	46	46		
Channel mix				
Channel	%	GRPs	Conv.	
Total(%):	100%	20	1.3	
JWM1	100	20		
JWM2	0	0		

Filter options:

<input checked="" type="radio"/> Actual	<input checked="" type="radio"/> BA GRPs
<input type="radio"/> 30 sec Eq	<input type="radio"/> TA GRPs

Non-GRP Channels	
UPC	<input checked="" type="checkbox"/> 0.5
Polsat	
Bus sides	
Web	<input checked="" type="checkbox"/> 1
Portfolio	<input type="checkbox"/> 0

Note
Upweight launch version 1 in first wk of campaign

Information from non-grp channel planned at a date range:

The screenshot shows a software interface for planning non-GRP channels. At the top, there's a header with a calendar icon and the text 'Plan Ep/Wk' followed by a dropdown arrow. To the right, the number '8' is displayed. Below this, another header with a calendar icon and 'Other Non-GRP channels' is shown, also with a dropdown arrow and the number '2'.

The main content area has a table with columns 'CH', 'Date From', and 'Date To'. Two rows are listed:

- Channel BUS:** Date From 07 | 10 | 2018, Date To 28 | 10 | 2018. A note field contains '5000 48 sheets urban package'.
- Channel POL:** Date From 21 | 10 | 2018, Date To 28 | 10 | 2018. A note field contains 'urban housewives radio package \$40,!'

Below the table is a button labeled 'ADD NON-GRP CHANNEL' in pink. At the bottom of the interface, there's another section with a calendar icon and the text 'Programme start date' followed by the date '10 | 02 | 2019'.

- Any columns that are normally displayed within the report representing non-grp media with a dot, will be removed completely if this new button is selected – this is because the non-grp information will now be displayed within the report as a row so is no longer required as a column
- The rows that are displayed within this report are based on the ‘channels on’ selection, for both TV and non-TV channels

Scenario 3 – ‘Episode detail’ button (aka episode break down) taking into account non-GRP activity

- If the user wishes to break down each individual episode into separate rows then the user must select the ‘episode detail’ button in the report formats selection
- This report behaves in a similar way to the single campaign report but it only includes non-grp information as a single combined row, including all non-grp activity that has been selected as part of the report export

User Steps

- To activate this report, the user must have some campaigns set up in the planner with TV activity and select at least 1 of those channels within the ‘channels on’ filter
- The ‘episode detail’ option is activated in the same way as a normal report is exported by selecting a date range and choosing the information required for the report
- In addition to the normal report export, the user must select the ‘episode detail’ button in the view options menu

Sponsor

- Triple Image ECS
- Video ECS

- Menus

d 7

Report Formats

- Select all
- Display Balance by Channel
- Episode detail
- All media breakdown

Additional Columns

- Select all
- GRP Total for each displayed
- Flags
- Media mix
- Timelengths
- Notes
- Assets

- If all channels are selected (both TV and non TV channels), then each episode week will have its own row that represents all channels planned at an episode level. This could be TV GRPs and non-grp channels
- The TV episode breakdown will be displayed as per usual when this option is selected in the airtime report
- The non-grp channel information that has been planned at an episode level i.e is in line with the TV episodes, will only be displayed within the relevant non-grp columns on the right-hand side
- Instead of showing the non-grp channel that is active using a dot, it now displays the non-grp numerical value for that episode for the relevant column.
- This information is set up within the channel mix modal where the non-grp value at an episode level is planned -see screen grab below:
- For a launch period i.e episode week 1, then the value displayed will be a sum of all weeks within episode week 1 i.e the total launch period

Information for column from non GRP channels planned at an episode level:

Launch

Days to Launch (Actual GRPs):			21
Total:	100%	GRPs	
Week 1	20	20
Week 2	34	34
Week 3	46	46

Channel mix

Channel	%	GRPs	Conv.
Total(%):	100%	20	1.3

Filter options:

Actual BA GRPs
 30 sec Eq TA GRPs

Non-GRP Channels	
UPC	<input checked="" type="checkbox"/> 0.5
Polsat	<input checked="" type="checkbox"/> 1
Bus sides	<input type="checkbox"/> 0
Web	<input checked="" type="checkbox"/> 1
Portfolio	<input type="checkbox"/> 0

- If there is no non-grp numerical value planned at an episode level then it will display as a dot only
- Any non-GRP channels that have been planned at a date range i.e planned directly into the campaign panel in the planner, will be combined into one single row and will show a coloured cell for the date range of those non-grp channels combined
- This new row representing the non-GRP channels planned at a date range is displayed below the TV episode breakdown
- The new row is labelled ‘Other non-GRP channels’
- If there are multiple non-grp channels planned at a date range, then it will still only display 1 basic row, but the start and end date of both non-grp channel activity combined
- Each non-grp channel that is included in the single basic row, will display a dot in the columns on the right-hand side to show which media is included in that row
- When selecting the episode detail column, the episodic notes will also be included by default within the report

Screen Grabs

				Jan 2019		Feb 2019		Mar 2019		Apr 2019				
Date Week				28 5	4 6	11 7	18 8	25 9	4 10	11 11	18 12	25 13	1 14	8 15
Inventory				868	868	868	868	868	868	868	868	868	868	868
Demand				0	0	24	266	659	761	566	462	160	87	143
Balance				868	868	844	602	209	107	302	406	708	781	725
CH	Campaign Genre	Ep/Wk	Dates	Priority	Start	End								Notes
CH1	Game of Thrones... Entertainment	1	GRO	26 FEB	11 MAR			Tu 129	150	21 Mo				Target Audience
CH1	Game of Thrones... Entertainment	2	GRO	12 MAR	18 MAR				86	14				TA GRPs
CH1	Game of Thrones... Entertainment	3	GRO	19 MAR	25 MAR				86	14				Channel Split(TA)
CH1	Game of Thrones... Entertainment	4	GRO	26 MAR	01 APR					43	7			IPL
CH1	Game of Thrones... Entertainment	5	GRO	02 APR	08 APR						43	7		OFA
CH1	Game of Thrones... Entertainment		GRO	04 FEB	01 APR									SOC
Other Non-GRP Channels														

Scenario 4 – ‘Episode detail’ & ‘All Media breakdown’ selected at the same time

- For a full detail breakdown of non-grp media and episodes then the user must select both the ‘Episode detail’ and the ‘media breakdown’ options simultaneously
- This report shows multiple campaigns, within the date period, and is a combination of the both reports – displaying each individual episode into separate rows as well as each non-grp media as separate rows

- This report behaves in a similar way to the single campaign report but it displays multiple campaigns that fall into the date range and can also make use of various other filter options
- It is recommended to use the 'media mix' selection as part of this report in order to get the full channel and media breakdown for each episode

Page
or

Single Image ECS
 Triple Image ECS
 Video ECS

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Report Formats	Additional Columns
<input type="checkbox"/> Select all <input type="checkbox"/> Display Balance by Channel <input checked="" type="checkbox"/> Episode detail <input checked="" type="checkbox"/> All media breakdown	<input type="checkbox"/> Select all <input type="checkbox"/> GRP Total for each episode <input type="checkbox"/> Flags <input checked="" type="checkbox"/> Media mix <input type="checkbox"/> Timelengths <input type="checkbox"/> Campaign notes <input type="checkbox"/> Assets <input type="checkbox"/> Media Planners

User Steps

- To activate this report, the user must have some campaigns set up in the planner with TV activity and non-grp activity and select at least 1 of those channels within the 'channels on' filter
- The 'episode detail' and 'all media breakdown' option is activated in the same way as a normal report is exported by selecting a date range and choosing the information required for the report
- In addition to the normal report export, the user must select the 'episode detail' + the 'all media breakdown' button in the view options menu
- If the Episode detail option is selected in addition to the 'All media breakdown' option then the report will be displayed in exactly the same way as the single campaign report, with the different episodes split into individual rows, as well as the different non-grp media information being displayed below as individual episode rows
- A new column is also displayed in-between the channel mix columns and time-length columns called 'non-grp info', that gives the following information:
 - A combined value of non-grp channel numerical values planned at an episode level (This is normally planned within the channel mix modal in the planner at each episode level)
 - OR any notes planned against a non-grp channel at a date range – see below

- Any columns that are normally displayed within the report representing non-grp media with a dot, will be removed completely if this new button is selected – this is because the non-grp information will now be displayed within the report as a row so is no longer required as a column
- The rows that are displayed within this report are based on the ‘channels on’ selection, for both TV and non-TV channels

CH	Campaign Genre	Ep/Wk	Priority	Jan 2019		Feb 2019		Mar 2019				Apr 2019				
				Date	Week	28 5	4 6	11 7	18 8	25 9	4 10	11 11	18 12	25 13	1 14	8 15
				Inventory				868	868	868	868	868	868	868	868	
				Demand		0	0	24	266	659	761	566	462	160	87	143
				Balance		868	868	844	602	209	107	302	406	708	781	725
CH1	Game of Throne... Entertainment	1	GRO	26 11 FEB MAR					Tu	129	150	21 Mo				
			GRO	12 18 MAR MAR							86	14				
		3	GRO	19 25 MAR MAR							86	14				
		4	GRO	26 01 MAR APR							43	7				
		5	GRO	02 08 APR APR							43	7				
Iplayer		1	GRO	26 11 FEB MAR												
		2	GRO	12 18 MAR MAR												
Social			GRO	04 03 FEB MAR												
			GRO	25 01 FEB APR												
OFF Air			GRO													

Target Audience	TA GRPs	Non-grp info	Notes
Female	300		Upweight 70% F
Female	100		Only use 30 and
Female	100		
Female	50		
Female	50		
Female	3		
Female	1.5		
Female		Daily Facebook posts x 20	
Female		12 x Bus sides, 6 sheet city package. \$400	

Displaying any Notes for different Report Formats

- Notes can be added to a campaign in several different areas:
 - Campaign Notes
 - Episode Notes
 - Non-grp channel notes (set as a date range)
- To display these notes in the reports, the user must select the appropriate filters:
- To display campaign notes – Select ‘Campaign Notes’ in the filter options below. This will display an additional row that shows the notes that have been set up in the campaign panel in the main planner
- To display episode notes – select ‘Episode detail’ in the report formats options when creating a report. This will display the episodic notes in line with each episode, which is broken down into individual rows
- Any notes that have been added to a non-grp channel, that has been set at a date range, will be displayed as part of the report when the ‘All media

'breakdown' check box is selected. This information will be displayed within the 'non-grp info' column as part of this report

Episode GRP total

The ‘GRP total for each episode’ 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												
H17												
36	11	37	18	38	25	39						
30	1000	1000	1000									
44	532	400	172									
13	205	174	49									
56	468	600	828									
				Target Audience	BA	Eps	Episodes breakdown			Channel Split(BA)		
				GRPs			JW1	JW2	G3	Por	Vod	
										Rad	Time lenght	
				A16-24	296	5	0	92	72	72	60	171
				Adults 16+	47	1	47					23
				Adults 16+	19	2	0	19				19
				A25-44	951	4	554	153	153	92		379
				Adults 16+	102	2	70	32				350
				A25-44	416	3	260	78	78			222
				Adults 16+	102	2	70	32				102
				A25-44	643	3	487	78	78			156
				Adults 16+	115	2	70	45				54
				A25-54	670	4	400	80	80	0		206
				Adults 16+	115	2	70	45				241
				A25-54	670	4	400	80	80	0		83
				Adults 16+	115	2	70	45				318
				A25-54	670	4	400	80	80	0		115
				Adults 16+	115	2	70	45				115
				A25-54	670	4	400	80	80	0		115
				Adults 16+	115	2	70	45				115
				A25-54	670	4	400	80	80	0		115
				Adults 16+	115	2	70	45				115
				A25-54	670	4	400	80	80	0		115
				Adults 16+	115	2	70	45				115
				A25-54	670	4	400	80	80	0		115
				Adults 16+	115	2	70	45				115
				A25-54	670	4	400	80	80	0		115
				Adults 16+	115	2	70	45				115
				A25-54	670	4	400	80	80	0		115
				Adults 16+	115	2	70	45				115
				A25-54	670	4	400	80	80	0		115
				Adults 16+	115	2	70	45				115
				A25-54	670	4	400	80	80	0		115
				Adults 16+	115	2	70	45				115
				A25-54	670	4	400	80	80	0		115
				Adults 16+	115	2	70	45				115
				A25-54	670	4	400	80	80	0		115
				Adults 16+	115	2	70	45				115
				A25-54	670	4	400	80	80	0		115
				Adults 16+	115	2	70	45				115
				A25-54	670	4	400	80	80	0		115
				Adults 16+	115	2	70	45				115
				A25-54	670	4	400	80	80	0		115
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				A25-54	670	4	400	80	80	0		115
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				A25-54	670	4	400	80	80	0		115
				Adults 16+	115	2	70	45				115
				A25-54	670	4	400	80	80	0		115
				Adults 16+	115	2	70	45				115
				A25-54	670	4	400	80	80	0		115

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.

Priority Level	Channels
All	All
Campaign types	Genres
All	All
Additional Info	
All	

EXPORT TO EXCEL 

11 37	18 38	25 39
1000	1000	1000
532	400	172

Any non-grp activity included in the report, without any numerical values i.e non TV, then this activity will be shaded grey.

The cell that represents the first day of the campaign is displayed as **BOLD** and the first programme start date of the campaign displayed as underlined.

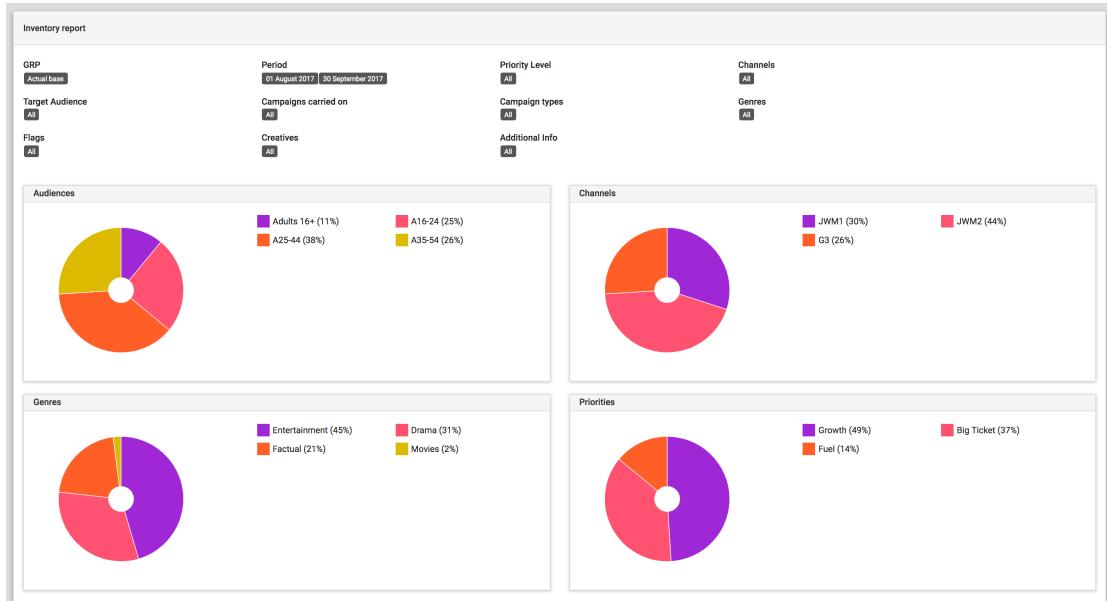
Inventory Report

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.

FOR ANY QUESTIONS OR QUERIES, PLEASE EMAIL:

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