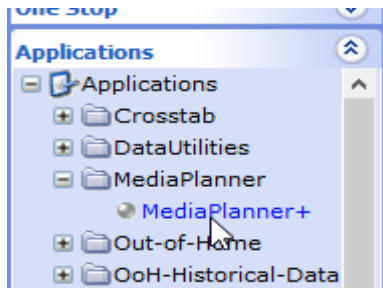


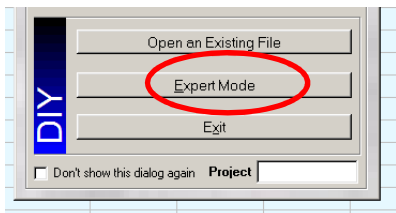
How Do I plan on VOD in MediaPlanner+?

Step 1: Launch MediaPlanner+

After logging into eTelmar, click Applications on the left hand side, then Mediaplanner, then single-click "Mediaplanner+". Wait for your Citrix Receiver to initialise and the app will launch.

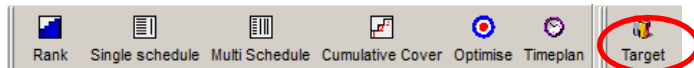


Once MediaPlanner+ has launched click on **Expert Mode**.



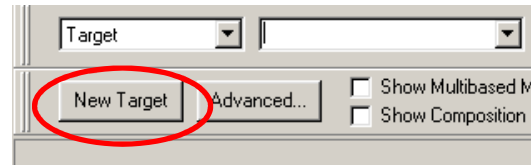
Step 2: Select Touchpoints

Click on the **Target** button located at the top of the screen.



The Target Manager screen will appear showing all previously created targets. To create a new target click on the

New Target button located in the bottom left corner.



The survey selection screen displays. Select the latest Touchpoints release (currently "TPT16").

Step 3: Build your target demo(s)

A coding screen will appear for you to create your target audiences.

For this example we will use two audiences

- 1 – All Adults
- 2 – Female aged 25-44

	Title	Code
1	Adults	ALL
2	Female and Age 25-34 or Age 35-44	WWW AND (A2534 , A3544)

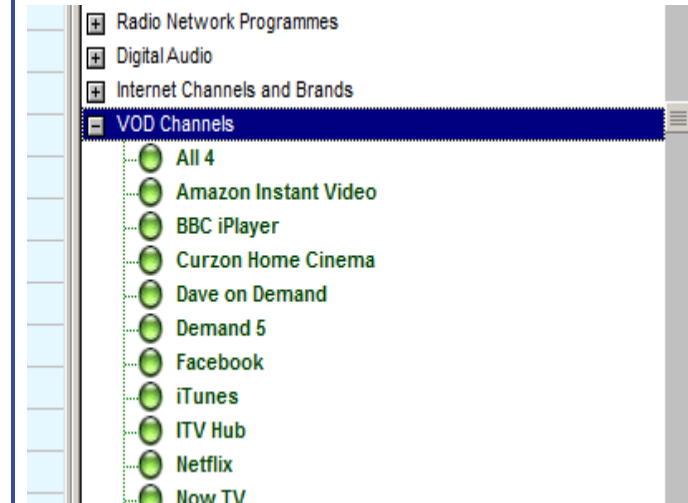
TIP: Amend your coding titles in this screen by double clicking in the title field. This makes your target audiences easier to read in your media schedule.

e.g. Female and Age 25-34 or Age 35-44 amend this to **Female Aged 25-44**

Once you have created your targets click on the next button located in the bottom right corner. *Please note we advise that you should create no more than 5 – 6 targets at once.*

Step 4: Choose VOD channels

VOD channels are available just below the Internet category here:



Step 5: Select target demo to enter impressions

In the top left corner there are 2 tabs for each target audience and your media list will be below. You can switch between the 2 targets by clicking on each tab. Target and survey information is located in the top section of the screen. Audience sizes will appear on the upper right side of the screen

Step 6: Enter impressions

VOD channels are plannable in the same way as websites – you enter the impressions in the "Total Impacts 000's" column. Bear in mind that the figures are in thousands, so here we are planning 1 million impressions on Netflix

