

Spot TV Optimizer

Quick User Guide

Including Optimization

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This quick guide will walk you step-by-step through the process of selecting the data and creating an optimized schedule to your specific criteria.

The data that is used in Spot TV Optimizer is the Nielsen Station Index (NSI) Local Monthlies.

Definition of data profiles include:

Live Only	All Adults who watch Live TV only (no DVR playback)
Live+SD	All Adults who watch Live TV plus DVR playback in the same day
Live+3	All Adults who watch Live TV plus DVR playback within 3 days
Live+7	All Adults who watch Live TV plus DVR playback within 7 days
Hispanic Live Only	Hispanics who watch Live TV only (no DVR playback)
Hispanic Live+SD	Hispanics who watch Live TV plus DVR playback in the same day
Hispanic Live+3	Hispanics who watch Live TV plus DVR playback within 3 days
Hispanic Live+7	Hispanics who watch Live TV plus DVR playback within 7 days
Black Live+7	Blacks who watch Live TV plus DVR playback within 7 days
Spanish Live+7	Spanish who watch Live TV plus DVR playback within 7 days

Notes:

Data prior to September 2011 have a single profile, Live+7.

If continuity of audience evaluation is important, select the Live+7 profile

Geographies:

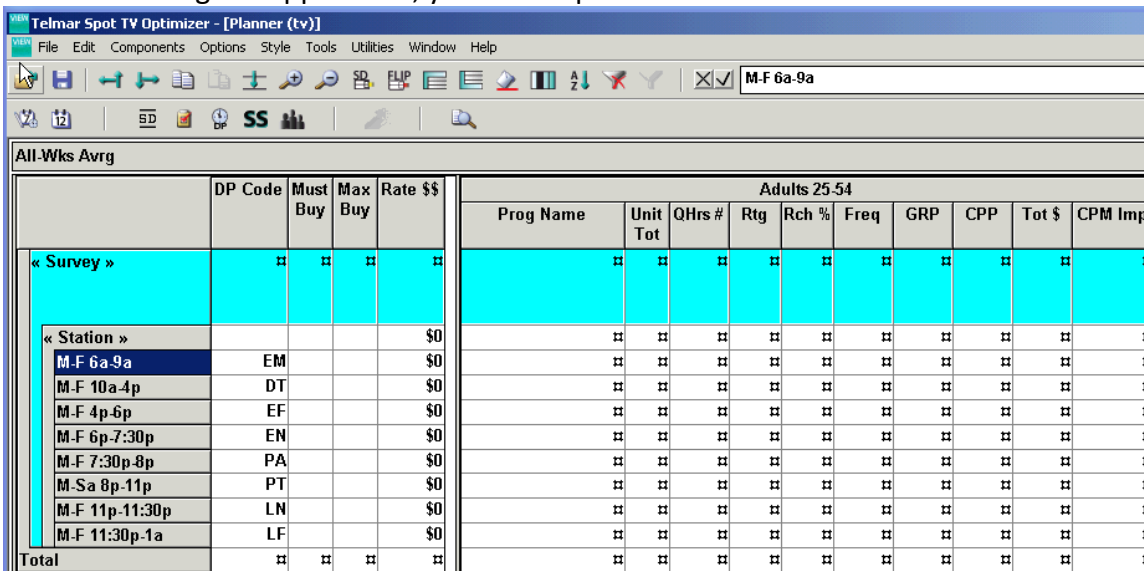
DMA = DMA

C-DMA = Hard-wired cable sample; projects to cable universe


ST = Station Total, area of station reach

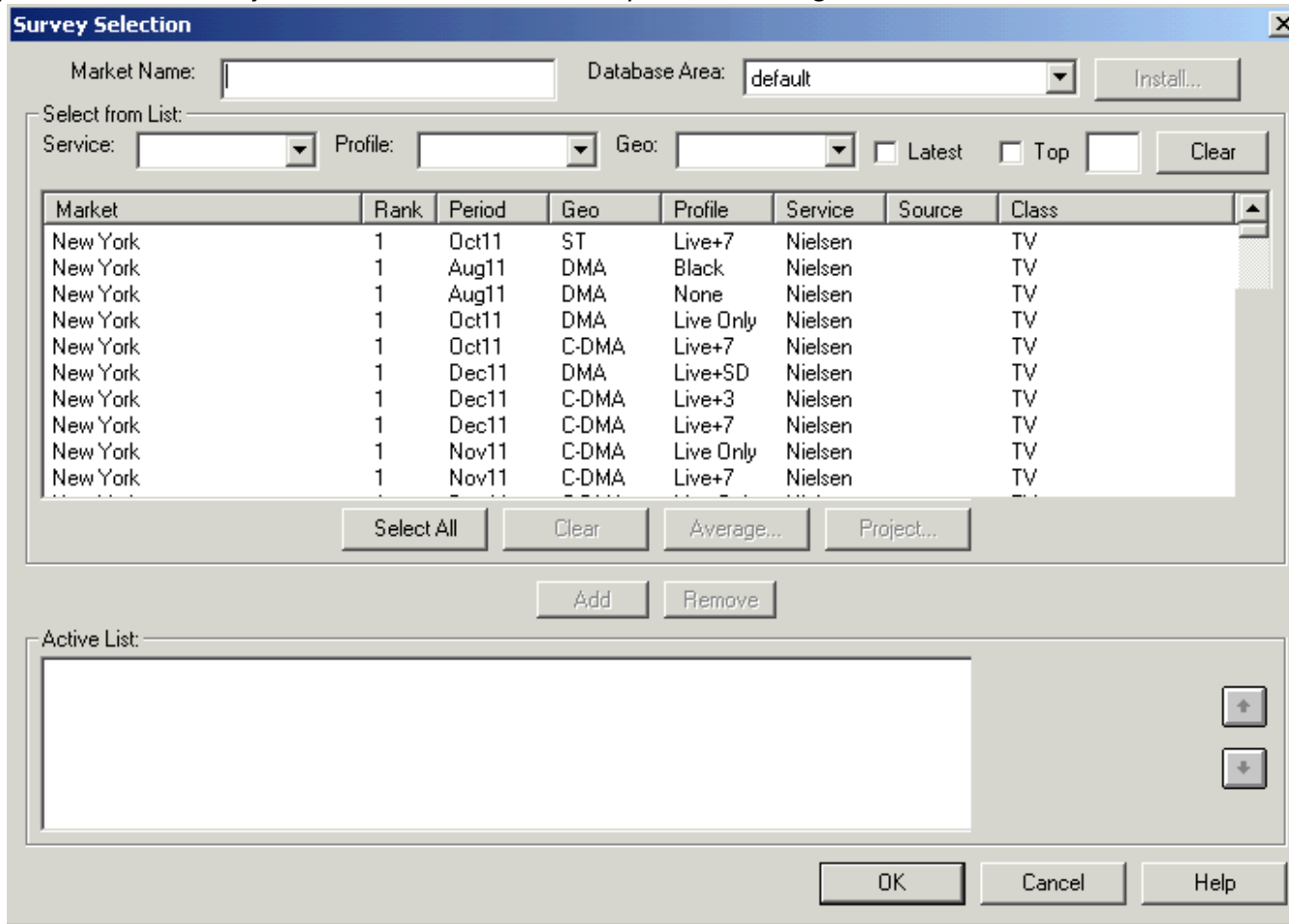
NSI data is selected on an individual market basis.

When launching the application, you will be presented with a blank schedule screen.



The screenshot shows the 'Telmar Spot TV Optimizer - [Planner (tv)]' application window. The title bar includes 'File Edit Components Options Style Tools Utilities Window Help'. The main window displays a table for 'All-Wks Avrg' with columns for 'DP Code', 'Must Buy', 'Max Buy', 'Rate \$\$', and a section for 'Adults 25-54' with columns for 'Prog Name', 'Unit Tot', 'QHrs #', 'Rtg', 'Rch %', 'Freq', 'GRP', 'CPP', 'Tot \$', and 'CPM Imp'. A 'Survey' button is visible in the top left of the table area.

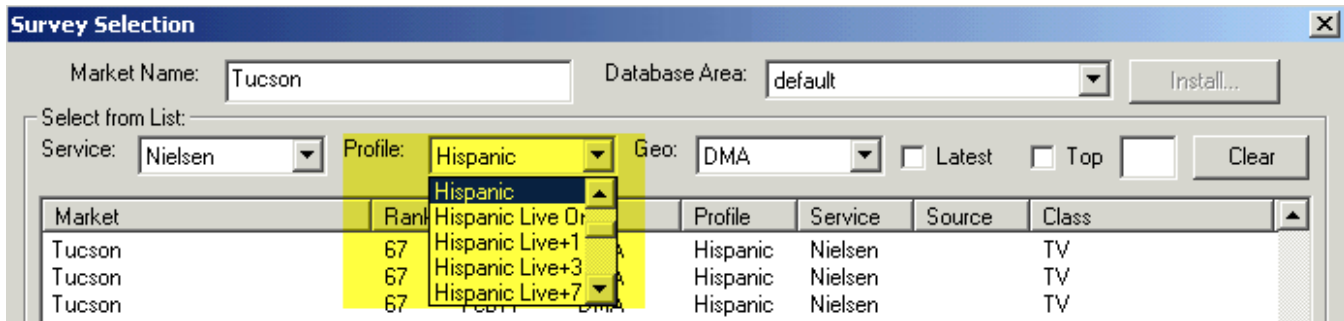
Step 1: Click on the **Survey** button  to launch the Survey Selection dialog box. OR double-click on the word Survey.



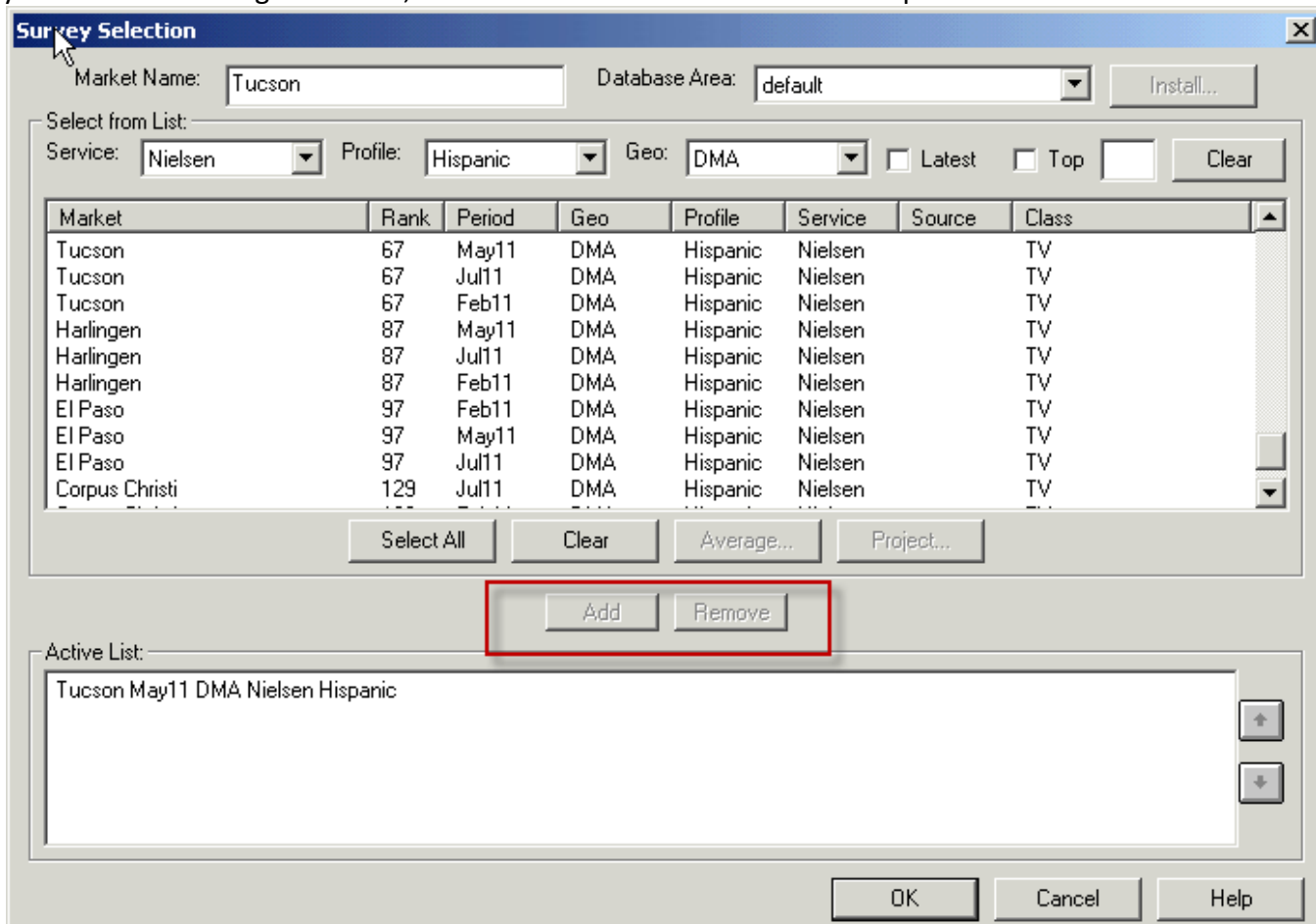
The 'Survey Selection' dialog box is shown. It includes fields for 'Market Name' and 'Database Area' (set to 'default'). Below these are 'Select from List' options for 'Service', 'Profile', and 'Geo', along with checkboxes for 'Latest' and 'Top', and a 'Clear' button. A table lists various market entries with columns for 'Market', 'Rank', 'Period', 'Geo', 'Profile', 'Service', 'Source', and 'Class'. At the bottom, there are buttons for 'Select All', 'Clear', 'Average...', 'Project...', 'Add', and 'Remove'. An 'Active List' section is at the bottom with up/down arrows. 'OK', 'Cancel', and 'Help' buttons are at the very bottom.


Market	Rank	Period	Geo	Profile	Service	Source	Class
New York	1	Oct11	ST	Live+7	Nielsen		TV
New York	1	Aug11	DMA	Black	Nielsen		TV
New York	1	Aug11	DMA	None	Nielsen		TV
New York	1	Oct11	DMA	Live Only	Nielsen		TV
New York	1	Oct11	C-DMA	Live+7	Nielsen		TV
New York	1	Dec11	DMA	Live+SD	Nielsen		TV
New York	1	Dec11	C-DMA	Live+3	Nielsen		TV
New York	1	Dec11	C-DMA	Live+7	Nielsen		TV
New York	1	Nov11	C-DMA	Live Only	Nielsen		TV
New York	1	Nov11	C-DMA	Live+7	Nielsen		TV

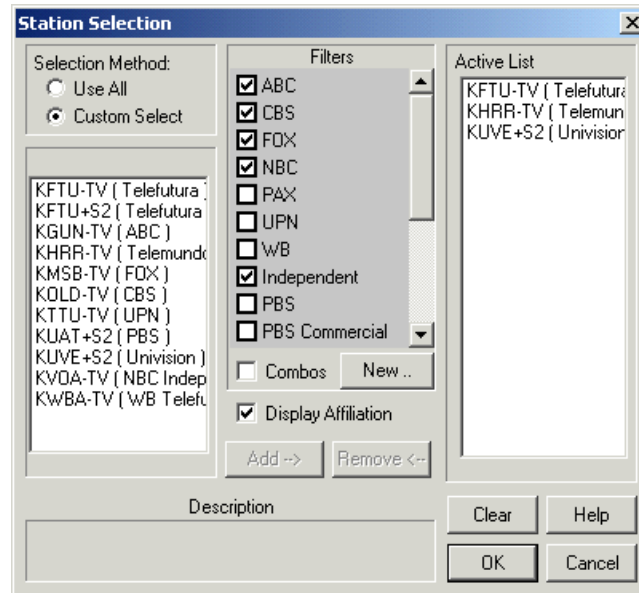
Step 2: Once the Survey Selection dialog box has appeared, select the Service type as Nielsen, select the data profile of interest to you and then select the Geo. The **Profile** column will allow you to identify Hispanic, Spanish, Black and/or None data profiles for each market.



Use the Add or Remove buttons to move a market to the Active List. OR you can add markets to the 'active list' by double-clicking on each market that you want to select. You may select more than one market. When you are done making selections, click on the OK button. You have now picked a market.

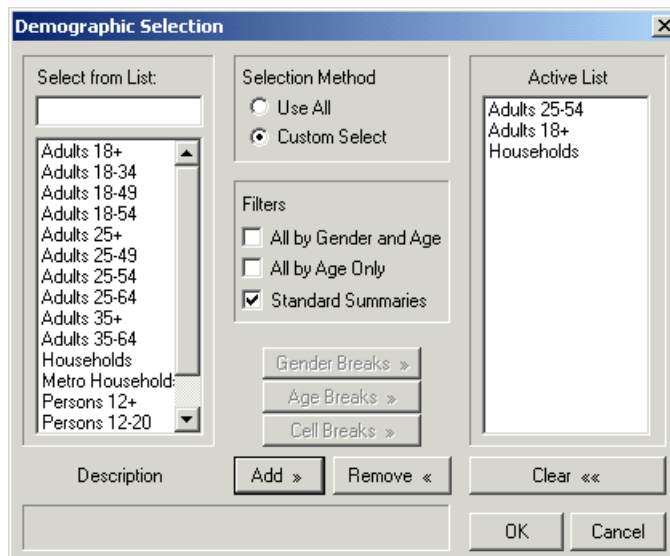


Step 3: Click on the **Station** button  to launch the Station Selection dialog box. OR double-click on the word Station on the planning screen.



Double-click on the stations to be included in the schedule or optimization so to move them into the Active List. You can also use the Add or Remove buttons to do the same thing. When you are done choosing stations, click on the OK button.

Step 4: Click on the Demo button  to launch the Demographic Selection dialog box. OR double-click on the currently-displayed demo.



Double click on the demographics to be included in the schedule or optimization so to move them into the Active List. You can also use the Add or Remove buttons to do the same thing. When you are done choosing the demographics, click on the OK button.

The schedule screen will now appear with all of the Markets, Stations and Demographics that you chose to include.

Step 5: To do a Schedule Report (no optimization); enter either by GRP or Unit Total/Spots for your selected Dayparts. You can also enter costs by using the CPP or Total \$ columns.

The total reach and frequency is displayed and highlighted at the top.

All-Wks Avrg						Adults 25-54							
DP Code	Must Buy	Max Buy	Rate \$\$	Prog Name	Unit Tot	QHrs #	Rtg	Rch %	Freq	GRP	CPP	Tot \$	CPM Imp
			\$0	Tucson (Sierra Vista) Jul11 DMA Nielsen Hispanic	69	3216	0.7	25.1%	2.0	50.6	0	0	0.00
			\$0	KHRR-TV	24	1488	0.7	8.8%	1.9	16.6	0	0	0.00
	EM		\$0	M-F 6a-9a	2	240	0.0	0.1%	1.1	0.0	0	0	0.00
	DT		en	M-F 10-11a	2	480	0.6	1.0%	1.1	1.0	0	0	0.00
				LEVANTATE-TEL<	2	240	0.0	0.1%	1.1	0.0	0	0	0.00
				VARIOUS	2	480	0.6	1.0%	1.1	1.0	0	0	0.00

Skip to page 10 for instructions on how to print your Schedule report or export it to excel or export it for media mixing.

Step 6: To do an Optimization Report, you must first input either the Rate \$\$ per spot, or the CPP (Cost-Per-Point) for each Daypart. Whichever one you enter, the other will be automatically calculated.

4-Wks Avrg					Adults 25-54							
DP Code	Must Buy	Max Buy	Rate \$\$	Prog Name	Spt Tot	Rtg	Rch %	Freq	GRP	CPP	Tot \$	CPM Imp
			\$0	TUCSON (SIERRA VISTA) Feb05 DMA Nielsen Hispanic	0				0.0	0	0	0.00
			\$0	KFTU-TV								
M-F 6a-9a	EM	1	\$15	Telefutera	0				0.0	0	0	0.00
M-F 10a-4p	DT		\$25	VARIOUS	0	0.0			0.0	0	0	0.00
M-F 4p-6p	EF		\$45	VARIOUS	0	0.2			0.0	108	0	78.37
M-F 6p-7:30p	EN		\$75	AMY-AZL M-F-TF/MI	0	0.3			0.0	135	0	98.04
M-F 7:30p-8p	PA		\$90	100 MEX DJ-TF<	0	0.6			0.0	117	0	85.13
M-Sa 8p-11p	PT		\$100	AVG. ALL WKS	0	0.5			0.0	191	0	138.46
M-F 11p-11:30p	LN		\$65	VARIOUS	0	0.1			0.0	1053	0	763.36
M-F 11:30p-1a	LF		\$35	VARIOUS	0	0.0			0.0	0	0	0.00
			\$0	VARIOUS	0	0.0			0.0	0	0	0.00
			\$0	KHRR-TV								
M-F 6a-9a	EM	1	\$25	Telemundo	0				0.0	0	0	0.00
M-F 10a-4p	DT	1	\$75	HOY EN-MND TEL<	0	0.7			0.0	35	0	25.15
M-F 4p-6p	EF		\$125	VARIOUS	0	0.9			0.0	87	0	62.87
M-F 6p-7:30p	EN		\$150	AL ROJ VIV-TEL<	0	2.0			0.0	61	0	44.45
M-F 7:30p-8p	PA		\$100	ANITA-RAJS-TEL<	0	2.2			0.0	67	0	48.75
M-Sa 8p-11p	PT		\$125	MUJER-ESPJ-TEL<	0	1.0			0.0	102	0	74.24
M-F 11p-11:30p	LN		\$75	VARIOUS	0	1.7			0.0	72	0	52.02
M-F 11:30p-1a	LF		\$25	LAURA RR-TEL<	0	0.6			0.0	133	0	96.15
			\$0	AL	0	0.2			0.0	105	0	75.76
			\$0	Univision	0				0.0	0	0	0.00
M-F 6a-9a	EM	1	\$100	DESPRT AMR-UNI<	0	2.7			0.0	37	0	26.93
M-F 10a-4p	DT		\$125	VARIOUS	0	2.3			0.0	54	0	39.04
M-F 4p-6p	EF		\$300	PRIM IMPCT-UNI<	0	5.2			0.0	58	0	41.81
M-F 6p-7:30p	EN		\$500	MJR-MADERA-UNI<	0	9.7			0.0	52	0	37.51
M-F 7:30p-8p	PA		\$800	RUBI-UNI<	0	14.3			0.0	56	0	40.51
M-Sa 8p-11p	PT		\$600	VARIOUS	0	8.4			0.0	71	0	51.52
M-F 11p-11:30p	LN		\$150	HR DERBEZ-UNI<	0	1.2			0.0	128	0	92.71
M-F 11:30p-1a	LF		\$75	GH:ALMA RB-UNI<	0	0.4			0.0	173	0	125.63
Total			\$0		0				0.0	0	0	0.00

Step 7: Click on the Optimization button  to launch the Schedule Optimizer dialog box.

Schedule Optimizer X

Goal:

Optimize:

Value: Even Freq across Stations

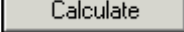
Input your goals for the Optimization process.

You may choose the following Goals by clicking on the drop down arrows:

- Reach % 1+
- Total \$
- GIMP (000) (Gross Impressions)
- GRP (Gross Rating Points)
- Reach (000)
- Reach %
- Reach 3+ (000)
- Reach % 3+
- Frequency

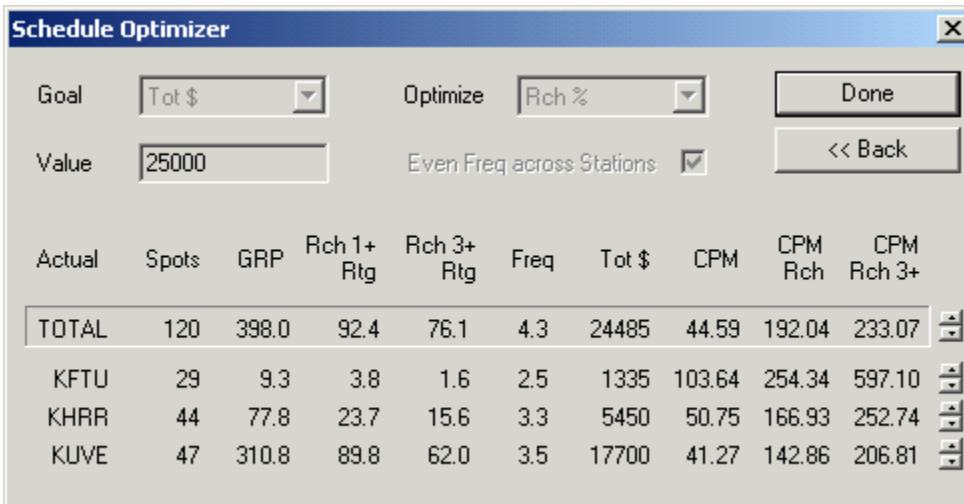
You may choose the following to Optimize on depending on the Goals chosen:

- Total \$
- Spot Total
- Reach %
- Reach % 3+
- CPM Reach 3+
- CPM Reach

When you have made your choices, simply click on the Calculate button  and the Optimizer will run.

When it has finished you will see a dialog box that will display what the Optimizer has chosen for the schedule. You may use the arrow keys next to each station to incrementally add or remove a spot or spots.

Click on the Done button  and the Optimized schedule will display.



Actual	Spots	GRP	Rch 1+ Rtg	Rch 3+ Rtg	Freq	Tot \$	CPM	CPM Rch	CPM Rch 3+
TOTAL	120	398.0	92.4	76.1	4.3	24485	44.59	192.04	233.07
KFTU	29	9.3	3.8	1.6	2.5	1335	103.64	254.34	597.10
KHRR	44	77.8	23.7	15.6	3.3	5450	50.75	166.93	252.74
KUVE	47	310.8	89.8	62.0	3.5	17700	41.27	142.86	206.81

Step 8: The completed Optimized schedule:

4-Wks Avrg									
Prog Name	Spt Tot	Rtg	Adults 25-54				Tot \$	CPM Imp	
			Rch %	Freq	GRP	CPP			
TUCSON (SIERRA VISTA) Feb05 DMA Nielsen Hispanic	120		92.4%	4.3	398.0	62	24485	44.59	
KFTU-TV	29		3.8%	2.5	9.3	143	1335	103.64	
M-F 6a-9a	1	0.0			0.0	0	15	0.00	
M-F 10a-4p	10	0.2	1.5%	1.5	2.3	108	250	78.37	
M-F 4p-6p	0	0.3			0.0	135	0	98.04	
M-F 6p-7:30p	11	0.6	3.4%	2.1	7.0	117	825	85.13	
M-F 7:30p-8p	0	0.5			0.0	191	0	138.46	
M-Sa 8p-11p	0	0.1			0.0	1053	0	763.36	
M-F 11p-11:30p	0	0.0			0.0	0	0	0.00	
M-F 11:30p-1a	7	0.0			0.0	0	245	0.00	
KHRR-TV	44		23.7%	3.3	77.8	70	5450	50.75	
M-F 6a-9a	0	0.7			0.0	35	0	25.15	
M-F 10a-4p	1	0.9	0.9%	1.0	0.9	87	75	62.87	
M-F 4p-6p	13	2.0	12.4%	2.1	26.5	61	1625	44.45	
M-F 6p-7:30p	9	2.2	10.9%	1.8	20.1	67	1350	48.75	
M-F 7:30p-8p	5	1.0	3.0%	1.6	4.9	102	500	74.24	
M-Sa 8p-11p	14	1.7	12.4%	2.0	24.4	72	1750	52.02	
M-F 11p-11:30p	2	0.6	1.0%	1.2	1.1	133	150	96.15	
M-F 11:30p-1a	0	0.2			0.0	105	0	75.76	
KUVE+S2	47		89.8%	3.5	310.8	57	17700	41.27	
M-F 6a-9a	1	2.7	2.7%	1.0	2.7	37	100	26.93	
M-F 10a-4p	18	2.3	20.5%	2.0	41.8	54	2250	39.04	
M-F 4p-6p	6	5.2	21.2%	1.5	31.2	58	1800	41.81	
M-F 6p-7:30p	8	9.7	43.6%	1.8	77.3	52	4000	37.51	
M-F 7:30p-8p	8	14.3	52.9%	2.2	114.5	56	6400	40.51	
M-Sa 8p-11p	5	8.4	30.9%	1.4	42.2	71	3000	51.52	
M-F 11p-11:30p	1	1.2	1.2%	1.0	1.2	128	150	92.71	
M-F 11:30p-1a	0	0.4			0.0	173	0	125.63	
Total	120		92.4%	4.3	398.0	62	24485	44.59	

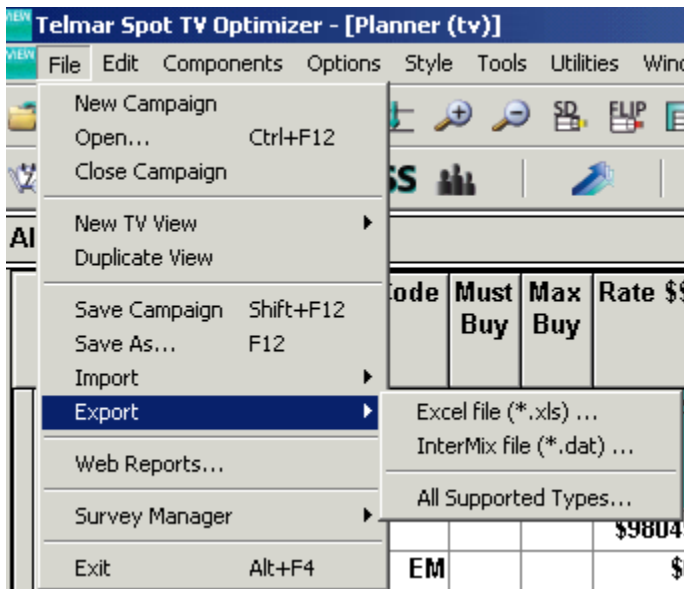


Step 9: Click on the Reports button to generate the report for printing. OR under the file menu, click on Web Reports.

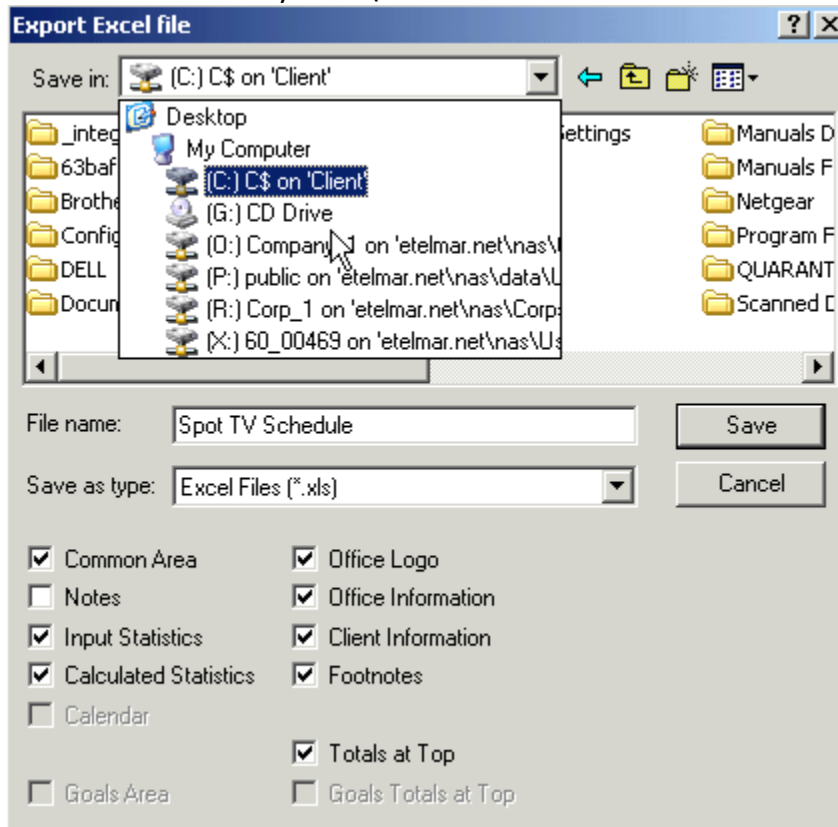
4-Wks Avrg				Adults 25-54							
Spt \$	Spt Tot	Tot \$	Prog Name	GRP	Rch %	Rch % 3+	Freq	CPM Imp	CPM Rch	CPMRch 3+	
204	120	24485	TUCSON (SIERRA VISTA) Feb05 DMA Nielsen Hispanic	398.0	92.4%	76.1	4.3	44.59	192.04	233.07	
46	29	1335	kFTU-TV	Telefutera	9.3	3.8%	1.6	2.5	103.64	254.34	597.10
15	1	15	M-F 6a-9a	VARIOUS	0.0				0.00		
25	10	250	M-F 10a-4p	VARIOUS	2.3	1.5%	0.2	1.5	78.37	121.43	1102.63
45	0	0	M-F 4p-6p	AMY-AZL M-F-TF/MI GORDA-	0.0				98.04		
75	11	825	M-F 6p-7:30p	100 MEX DJ-TF<	7.0	3.4%	1.0	2.1	85.13	175.08	601.75
90	0	0	M-F 7:30p-8p	AVG. ALL WKS	0.0				138.46		
100	0	0	M-Sa 8p-11p	VARIOUS	0.0				763.36		
65	0	0	M-F 11p-11:30p	VARIOUS	0.0				0.00		
35	7	245	M-F 11:30p-1a	VARIOUS	0.0				0.00		
124	44	5450	kHRR-TV	Telemundo	77.6	23.7%	15.6	3.3	60.75	166.93	252.74
25	0	0	M-F 6a-9a	HOY EN-MND TEL<	0.0				25.15		
75	1	75	M-F 10a-4p	VARIOUS	0.9	0.9%	0.0	1.0	62.87	62.87	
125	13	1625	M-F 4p-6p	AL ROJ VIV-TEL<	26.5	12.4%	4.0	2.1	44.45	94.84	296.62
150	9	1350	M-F 6p-7:30p	ANITA-RAJS-TEL<	20.1	10.9%	2.3	1.8	48.75	89.96	427.31
100	5	500	M-F 7:30p-8p	MUJER-ESPJ-TEL<	4.9	3.0%	0.4	1.6	74.24	121.79	984.45
125	14	1750	M-Sa 8p-11p	VARIOUS	24.4	12.4%	3.2	2.0	52.02	102.66	394.53
75	2	150	M-F 11p-11:30p	LAURA RR-TEL<	1.1	1.0%	0.0	1.2	96.15	111.55	
25	0	0	M-F 11:30p-1a	AL ROJO-RR-TEL/AVG. ALL	0.0				75.76		
377	47	17700	kUVE+S2	Univision	310.8	89.8%	62.0	3.5	41.27	142.86	206.81
100	1	100	M-F 6a-9a	DESPRT AMR-UNI<	2.7	2.7%	0.0	1.0	26.93	26.93	
125	18	2250	M-F 10a-4p	VARIOUS	41.8	20.5%	5.8	2.0	39.04	79.55	280.56
300	6	1800	M-F 4p-6p	PRIM IMPCT-UNI<	31.2	21.2%	1.7	1.5	41.81	61.55	785.20
500	8	4000	M-F 6p-7:30p	MJR-MADERA-UNI<	77.3	43.6%	8.0	1.8	37.51	66.52	362.72
800	8	6400	M-F 7:30p-8p	RUBI-UNI<	114.5	52.9%	17.6	2.2	40.51	87.75	263.34
600	5	3000	M-Sa 8p-11p	VARIOUS	42.2	30.9%	1.6	1.4	51.52	70.30	1396.30
150	1	150	M-F 11p-11:30p	HR DERBEZ-UNI<	1.2	1.2%	0.0	1.0	92.71	92.71	
75	0	0	M-F 11:30p-1a	GH:ALMA RB-UNI<	0.0				125.63		
Total	204	120	24485		398.0	92.4%	76.1	4.3	44.59	192.04	233.07

You have now completed an Optimized schedule using the NSI Local Monthlies data.

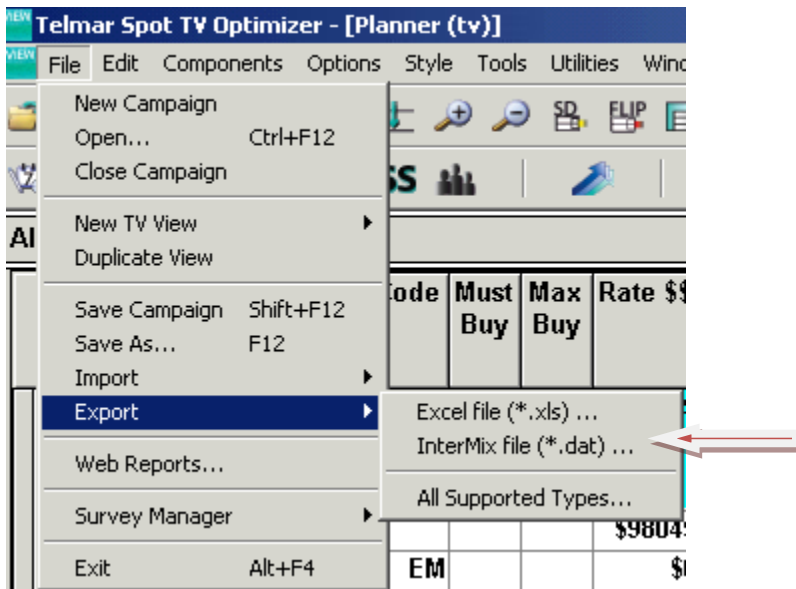
Step 10: To export to Excel, click on the *File menu*, click on *export*, click the option *Excel File (*.xls)*



Save the excel file to your c:\drive



Step 11: To export your report for media mixing, click on the *File menu*, click on *export*, click the option *InterMix (*.dat)*



Give your file a name and save the report.