Did you know...

As mentioned in the February 2020 'Did You Know' tips, ACT 1 has created a solution for agencies to receive streaming vendor proposal submissions in a **_standardized_** format, which is (a) easy for streaming vendors to create, (b) easy for agencies to import, and (c) easy for agencies to convert into other desired formats, such as the national XML proposal format for import into agency order systems. Using this solution, streaming vendors do not need to make XMLs or use ACT 1 (Planner) directly, while agencies still benefit from more efficient workflow. Agencies can generate this CSV from Planner's File menu or can direct streaming vendors to an online sample. A spot-based (terrestrial) CSV proposal format will also be released in 2020, for any terrestrial networks that are unable to make XMLs or don't use ACT 1 (Planner).

1. Streaming vendors can create (or fill-in) the CSV proposal in **Excel***, like the sample shown to the right.

2. Then, streaming vendors email the CSV proposal to the agency.

*Vendors can (a) use macros to quickly & easily convert their existing Excel proposals into this format, (b) enhance their existing systems to automatically generate this CSV format, or (c) manually create or fill-in this CSV in Excel.

	A	B	C	D	E	F	G
1	ROWTYPE	ROWVALUE	BROADCASTWEEK	DAYPART	SPOTLEN	WEEKLYCOST	WEEKLYIMPS
2	ProposalVerDate	3/22/2018					
3	ProposalID	24601					
4	ProposalVerNum	3					
5	SellerCompany	Streaming Network					
6	SellerIDCode	STRX					
7	SellerOffice	NY					
8	SellerContact	Homer Simpson					
9	SellerPhone	123-456-7890					
10	SellerEmail	homer@springfield.com					
11	BuyerCompany	Agency Name					
12	BuyerOffice	NY					
13	BuyerContact	Agency Contact					
14	AdvertiserCompany	Advertiser Name					
15	AdvertiserProduct	Campaign Name					
16	TargetDemo	P25-54					
17	BuyItem	AudioTime	4/1/2019	MSu 6a-12m	30	$4,000.00	1,000,000
18	BuyItem	AudioTime	4/8/2019	MSu 6a-12m	30	$4,400.00	1,100,000
19	BuyItem	AudioTime	10/7/2019	MSu 6a-12m	30	$2,000.00	500,000
20	BuyItem	Podcast	4/1/2019	MSu 6a-12m	30	$3,973.09	950,500
21	BuyItem	Podcast	4/8/2019	MSu 6a-12m	30	$4,128.59	987,700
22	BuyItem	Podcast	10/7/2019	MSu 6a-12m	30	$1,777.75	425,300

3. Agencies can easily import streaming CSV proposals into Planner (as shown below) for planning, and can convert it into an XML proposal format (via Deliver to Stewardship) for import into agency order systems. Optionally, agencies can export their revision requests, holds and/or orders in this new streaming CSV format, to be emailed back to streaming vendors (for any vendors who enhance their systems to import this streaming CSV format on their end).

	Sp	Totals for 3 of 28 weeks					(1) Apr01'19			(2) Apr08'19			(28) Oct07'19		
Rel#	Len	Gross Imp(000)	GRPs	Cost	CPP	CPM	Gross Imp(000)	GRPs	Cost	Gross Imp(000)	GRPs	Cost	Gross Imp(000)	GRPs	Cost
buy		**TOTAL BUY**													
3.0		**Streaming Network**	4,963.5	3.9	20,279.43	5214	4.09	1,950.5	1.5	7,973.09	2,087.7	1.6	8,528.59	925.3	0.7	3,777.75
3.0		**AudioTime**													
3.0	30	MSu 6a-12m	2,600.0	2.0	10,400.00	5105	4.00	1,000.0	0.8	4,000.00	1,100.0	0.9	4,400.00	500.0	0.4	2,000.00
3.0		**Podcast**													
3.0	30	MSu 6a-12m	2,363.5	1.9	9,879.43	5334	4.18	950.5	0.7	3,973.09	987.7	0.8	4,128.59	425.3	0.3	1,777.75

Specs for this Streaming CSV Proposal format (and a sample CSV) are online at http://www.act1systems.com/planner

You can contact ACT 1 Systems for **unlimited free support, training and demonstrations** during our regular business hours from 8:00am–5:00pm Pacific Time. Contact us as often as you need to get answers to your questions, no matter how complex or trivial. Send an **e-mail** to Rob (rfite@act1systems.com) or David (ddavidson@act1systems.com) any time.