

Did you know...

The Network Ranker report supports Gross Impressions and GRPs, and has the ability to combine multiple lineups into a single column. By using these features together, users can quickly and easily see the % of GRPs from highly ranked stations from a network proposal/schedule (or an entire buy with many network proposals).

If the user has XML proposals created in other software (like Counterpoint), these can be imported into Planner and transferred to the Network Ranker report with a click. Doing this saves the user from having to build the schedule manually in ACT 1.

To the right, is an example of a network XML proposal schedule in Planner that can be transferred to Network Ranker.

Below are the two ways to combine all lineups into one column, either within the Network Ranker Options tab, or from the header area (once the report is run).

Lineup Code	Totals	(1)	(2)	(3)
	3 weeks	Aug03 '20	Aug10 '20	Aug17 '20
TOTAL BUY	123	36	39	48
D2 Network	123	36	39	48
Moon Show	71	20	22	29
MF 6-10a MOON	19	5	6	8
MF 10a-3p MOON	13	4	4	5
MF 3-7p MOON	19	5	6	8
MF 7p-12m MOON	10	3	3	4
SS 6a-12m MOON	10	3	3	4
Pluto Show	52	16	17	19
MF 6a-7p PLUTO	24	7	8	9
SS 6a-12m PLUTO	28	9	9	10

Network Ranker Options

Display Options

Station Selection... Station information: Select Fields... (none)

Exclude stations that are now off-air

Combine all lineups into one column

zoom out transfer plan doc input

Show: Stn. Audience Rating AQH Share

Options: Sort AQH rank Rank totals GI Report columns

Combine lineups



Network Ranker Input Selections

Lineup Code	Override Exact Time (*)	Override Spots (#)
MOON.1	MF 6-10a	19
MOON.2	MF 10a-3p	13
MOON.3	MF 3-7p	19
MOON.4	MF 7p-12m	10
MOON.5	SS 6a-12m	10
PLUTO.1	MF 6a-7p	24
PLUTO.2	SS 6a-12m	28

To the right, you can see a single column representing the combination of multiple lineups (a network proposal in this example), where 71.1% of GRPs for the schedule come from stations ranked in the Top 10 of their respective markets.

DMA Market Ranks	Women 25-54				
	AQH	Gross Imp.	GRPs	GRP %Tot	Unique Stns
Total United States	262,600	4,579,100	10.6	100.0	63
Stn Rk 1 - 10	54	3,255,800	7.5	71.1	18
Stn Rk 11 - 20	24	430,200	1.0	9.4	16
Stn Rk 21+	106	713,700	1.6	15.6	37
Stn Unranked	22	0	0.0	0.0	8