

Did you know...

Weekly Market Report

In v10.4 software, Planner has an option to **show weekly delivery per market in Affiliate System**, aggregating all lineups for each week from an entire network proposal or even a whole buy (across multiple network proposals).

A. Choose the desired weeks in Planner, either by showing all weeks or by filtering to view desired weeks.

B. In Planner, click the **Reports** menu and then the **Weekly Market Report in Affiliate System** option.

C. This opens an Audience report and creates temporary weekly lineups "on-the-fly" with lineup codes that identify the week number and date.

In this case, the 01=MAY15'17 temporary weekly lineup code is effectively a composite of all the 6 lineups found across the 3 network proposals (GARYCORNER, ROBSPORTS, D2SHOW, AMER-AM, ZOOM-AM and ZOOM-PM), with the appropriate week #1 spots for each source lineup.

D. Optionally, you can click the transfer button to run other reports using these weekly lineups.

E. Here, we transferred the weekly lineups to create a Market Summary report and Network Ranker report.

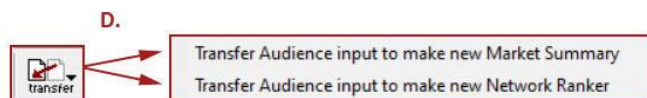
A.

| Network/Vehicle/Daypart | Lineup Code | Totals 3 weeks | | | (1) | (2) | (3) |
|-----------------------------------|-------------|----------------|----------------|------|-----------|-----------|-----------|
| | | Spots | Gross Imp(000) | GRPs | May15 '17 | May22 '17 | May29 '17 |
| D2 Network [Memorial Day] | | 32 | 6,765.4 | 30.6 | 11 | 11 | 10 |
| Gary's Corner MF 3-7p | GARYCORNER | 3 | 655.4 | 3.0 | 1 | 1 | 1 |
| Rob Sports Network MF 6-10a | ROBSPORTS | 3 | 685.4 | 3.1 | 1 | 1 | 1 |
| The David Show MF 6a-8p | D2SHOW | 26 | 5,424.6 | 24.6 | 9 | 9 | 8 |
| Fun Network [Memorial Day] | | 16 | 6,024.6 | 27.3 | 8 | 8 | - |
| Zoom America MF 6a-7p | AMER-AM | 16 | 6,024.6 | 27.3 | 8 | 8 | - |
| Zoom Media [Memorial Day] | | 45 | 15,840.1 | 71.7 | 15 | 15 | 15 |
| Traditional Network MF 6-10a | ZOOM-AM | 33 | 10,937.7 | 49.5 | 11 | 11 | 11 |
| MF 3-7p | ZOOM-PM | 12 | 4,902.4 | 22.2 | 4 | 4 | 4 |



C.

| DMA Rank Market/Station/Schedule | Wkly SpotsBook | Lineup | Men 18-49 -- 1 Week | | | |
|----------------------------------|----------------|----------------|---------------------|--------------|------------------|-----------------|
| | | | Gross Imp. | GRPs | Net %Mkt Reach^ | Avg Rch^ Freq^ |
| 1 New York [PPM+D] | N Sp18 | Pop: 4,584,100 | | | | |
| Total x | 549 | 01=MAY15'17 | 632,500 | 13.8 | 412,800 | 9.0 1.5 |
| Total x | 549 | 02=MAY22'17 | 632,500 | 13.8 | 412,800 | 9.0 1.5 |
| Total x | 375 | 03=MAY29'17 | 500,800 | 10.9 | 345,900 | 7.5 1.4 |
| TOTAL | 1,473 | | 1,765,700 | 38.5 | 724,700 | 15.8 2.4 |
| 2 Los Angeles [PPM+D] | N Sp18 | Pop: 4,171,800 | | | | |
| Total x | 339 | 01=MAY15'17 | 1,893,300 | 45.4 | 914,400 | 21.9 2.1 |
| Total x | 339 | 02=MAY22'17 | 1,893,300 | 45.4 | 914,400 | 21.9 2.1 |
| Total x | 255 | 03=MAY29'17 | 1,441,800 | 34.6 | 803,600 | 19.3 1.8 |
| TOTAL | 933 | | 5,228,400 | 125.3 | 1,349,600 | 32.4 3.9 |



E.

| Market Summary Report | | Stored Schedules (stored spots) | |
|-----------------------------------|------------|---------------------------------|-----------------------------------|
| DMA Rank Market | Population | Spots | Gross Imp. GRPs Index % Tot LU Rk |
| 2 Los Angeles [PPM+D] | 4,171,800 | 933 | 5,228,400 125.3 304 18.4 1 |
| 01=MAY15'17 | x | 339 | 1,893,300 45.4 297 17.9 1 |
| 02=MAY22'17 | x | 339 | 1,893,300 45.4 297 17.9 1 |
| 03=MAY29'17 | x | 255 | 1,441,800 34.6 325 19.6 1 |
| 5 Dallas-Ft. Worth [PPM+D] | 1,753,500 | 982 | 2,699,100 153.9 374 9.5 2 |
| 01=MAY15'17 | x | 366 | 1,017,300 58.0 380 9.6 2 |
| 02=MAY22'17 | x | 366 | 1,017,300 58.0 380 9.6 2 |
| 03=MAY29'17 | x | 250 | 664,400 37.9 356 9.0 2 |

Network Ranker Report

| DMA Rank Market | Men 18-49 | | | | | | | | | | | | | | |
|---------------------------|---|----------------|-------------------|----------------------|---|------------|----------------|-------------------|---|--------------|------------|----------------|-------------------|----------------------|--|
| | 01=MAY15'17 Week 1: May15'17 (stored times) | | | | 02=MAY22'17 Week 2: May22'17 (stored times) | | | | 03=MAY29'17 Week 3: May29'17 (stored times) | | | | | | |
| Station | AQH Mkt Rk | Spots | Gross Imp. | GRP Unique %Tot Stns | Station | AQH Mkt Rk | Spots | Gross Imp. | GRP Unique %Tot Stns | Station | AQH Mkt Rk | Spots | Gross Imp. | GRP Unique %Tot Stns | |
| 1 New York [PPM+D] | NSp18 216 stn | | | | | | | | | | | | | | |
| Rk 1 - 10 | 0 | 0 | 0 | 0.0 0.0 0 | Rk 1 - 10 | 0 | 0 | 0 | 0.0 0.0 0 | Rk 1 - 10 | 0 | 0 | 0 | 0.0 0.0 0 | |
| Rk 11 - 20 | 8 | 54 | 455,500 | 9.9 74.9 4 | Rk 11 - 20 | 8 | 54 | 455,500 | 9.9 74.9 4 | Rk 11 - 20 | 7 | 43 | 368,600 | 8.0 77.3 4 | |
| Rk 21+ | 49 | 468 | 152,900 | 3.3 25.1 19 | Rk 21+ | 49 | 468 | 152,900 | 3.3 25.1 19 | Rk 21+ | 35 | 313 | 108,000 | 2.4 22.7 19 | |
| Unranked | 5 | 25 | 0 | 0.0 0.0 3 | Unranked | 5 | 25 | 0 | 0.0 0.0 3 | Unranked | 4 | 17 | 0 | 0.0 0.0 3 | |
| TOTAL | 547 | 608,400 | 13.3 100.0 | 26 | TOTAL | 547 | 608,400 | 13.3 100.0 | 26 | TOTAL | 373 | 476,600 | 10.4 100.0 | 26 | |