

**Did you know...**

**Adjust Affiliate System Results to Simulate RADAR/Omnitel (Audience Source)**

While ACT 1 does not have 'external' data (like RADAR or Omnitel), users can adjust Affiliate System results to simulate external data.

A. Click 'Manage Lineups'.

B. Set an 'Audience Source' for each vehicle. 'ACT1' (default) is for Affiliate System audience source, or pick 'RADAR', 'Omnitel', or 'Other' for vehicles with an external audience source.

Note: If networks use 'external' data in proposals, and if agencies buy a % of Omnitel data, this can be set in the 'Planner Adj%' field first.

C. If unsure of audience source, you can often find this info on back pages of proposal PDFs.

D. Planner supports importing & creating XMLs that contain this audience source setting within the XML.

E. Transfer the proposal to an Affiliate System Audience (Gross Imps) report. In this example, the David Show (ACT1 source) is close, but not an exact match; and the Tim Show (RADAR source) is not a close match for either daypart.

F. In Affiliate System, click 'plan doc' and choose 'Update Planner Audience' (UPA).

G. UPA will "fix" audience in both directions, based on the audience source settings.

Vehicles set to 'ACT1' source will "fix" the proposal audience to match Affiliate System results. Vehicles set to 'RADAR', 'Omnitel' or 'Other' source will automatically compute adjustment %s required to force Affiliate System to simulate/match proposal estimates.

H. UPA can then apply the updates to Planner.

I. Subsequent transfers now use adjustment %s in Affiliate System (to simulate RADAR, Omnitel or Other estimates from proposals).

J. In this example, The David Show is now an exact match (3,230,000 GI), and the Driving with Tim Show Affiliate System results now closely match RADAR numbers in the proposal.

**Assign Lineup Information for Vehicles**

Seller/Vehicle/Daypart(sec)	Lineup
D2 Network	
> Driving with Tim Show	(varies)
> The David Show	D2SHOW

**Audience Source**

- ACT1
- RADAR
- Omnitel
- Other

**Surveys**

- RADAR 139 - December 2018
- 1Q 2019 Nielsen Audio (Sp'18)

**Comment**

```
<tvb-tp:CommentLine>ACT1code=TIMDRIVEAM ACT1source=RADAR</tvb>
```

**Affiliate System**

Overview	Men 18-49	
	Gross Imp.	GRPs
TIMAM	4,971,600	7.2
TIMPM	4,906,900	7.1
D2SHOW	3,230,000	4.7

**Planner (Proposal)**

Totals for all 3 weeks				
Gross Imp(000)	AQH GRPs	AQH (000)	AQH Rtg.	
3,531.0	5.1	235.4	0.3	Driving with Tim Show MF 6-10a
2,607.6	3.8	217.3	0.3	Driving with Tim Show MF 3-7p
3,229.2	4.7	124.2	0.2	The David Show SS 6a-12m

**Apply Selected Audience Updates to Planner Document**

Select	Network / Vehicle /	Field	Old Value	New Value	AQH(000) Change
✓	D2 Network	Release No.	2.0	2.1	
✓	Driving with Tim Show MF 6-10a (30s)	[RADAR Aud.] Adjust Pct.	100	71.0234	
✓	Driving with Tim Show MF 3-7p (30s)	Adjust Pct.	100	53.1415	
✓	The David Show SS 6a-12m (30s)	GI(000): 26 spots	3229.2	3230.0	124.2 => 124.231

**Audience Input**

Lineup Code	Adjust Pct. (%)
TIMAM	71.0234
TIMPM	53.1415
D2SHOW	-

**Final Affiliate System**

Overview	Men 18-49	
	Gross Imp.	GRPs
TIMAM	3,531,100	5.1
TIMPM	2,607,600	3.8
D2SHOW	3,230,000	4.7

**Final Planner (Proposal)**

Totals for all 3 weeks				
Gross Imp(000)	AQH GRPs	AQH (000)	AQH Rtg.	
3,531.0	5.1	235.4	0.3	Driving with Tim Show MF 6-10a
2,607.6	3.8	217.3	0.3	Driving with Tim Show MF 3-7p
3,230.0	4.7	124.2	0.2	The David Show SS 6a-12m