

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.

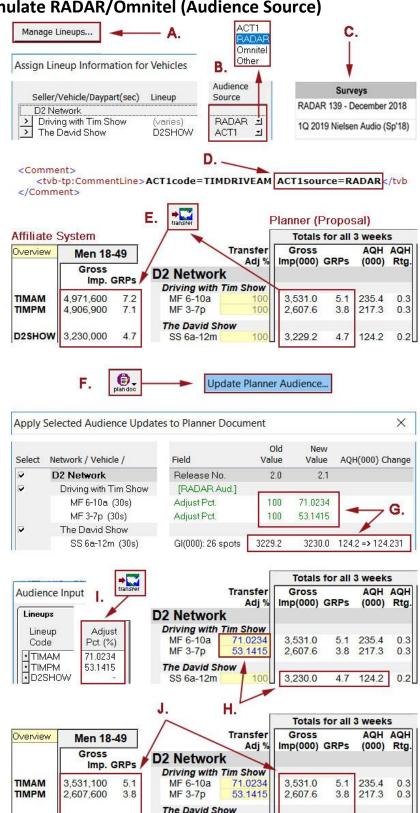
A. Click 'Manage Lineups'.

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 <u>exact</u> match (3,230,000 GI), and the Driving with Tim Show Affiliate System results now closely match RADAR numbers in the proposal.



4.7

SS 6a-12m

3,230.0

4.7

124.2

0.2

D2SHOW 3,230,000