

Did you know...

In v10.5 software, Planner has an option to show **weekly spot placement** 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 click the **Weekly Market Report in Affiliate System – Spot Placement** option.

Note: Users can also run weekly audience reports using the Planner Weekly Market Report in Affiliate System – Audience reports option.

C. This opens a Spot Placement report and creates temporary weekly lineups “on-the-fly” with lineup codes that identify week number and date.

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]							
Gary's Corner		32	6,765.4	30.6	11	11	10
MF 3-7p	GARYCORNER	3	655.4	3.0	1	1	1
Rob Sports Network		3	685.4	3.1	1	1	1
MF 6-10a	ROBSPORTS	3	685.4	3.1	1	1	1
The David Show		26	5,424.6	24.6	9	9	8
MF 6a-8p	D2SHOW	26	5,424.6	24.6	9	9	8
Fun Network [Memorial Day]							
Zoom America		16	6,024.6	27.3	8	8	-
MF 6a-7p	AMER-AM	16	6,024.6	27.3	8	8	-
Zoom Media [Memorial Day]							
Traditional Network		45	15,840.1	71.7	15	15	15
MF 6-10a	ZOOM-AM	45	15,840.1	71.7	15	15	15
MF 3-7p	ZOOM-PM	12	4,902.4	22.2	4	4	4



For example, 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.

FAQ: Why are there two separate weekly market report options? Some proposals adjust Affiliate System audience to simulate external data sources like RADAR or Omnitel via Planner's Adjustment Factors (adj.%s). These adj.%s are necessary to match audience, but will not tamper with spot counts. Thus, if adj.%s are present in a Planner doc, the "Audience" weekly report option **will** use the adj.%s (to produce better audience estimate matches), but the "Spot Placement" option will **not** use adj.%s (to produce better spot totals).

C.

DMA Rank Market		Station	Lineup	Time	Spots
1	New York	WAAA-AM	01=MAY15'17	MF 6a-8p	9
1	New York	WAAA-AM	01=MAY15'17	MF 3-7p	1
1	New York	WAAA-AM	02=MAY22'17	MF 6a-8p	9
1	New York	WAAA-AM	02=MAY22'17	MF 3-7p	1
1	New York	WAAA-AM	03=MAY29'17	MF 6a-8p	8
1	New York	WAAA-AM	03=MAY29'17	MF 3-7p	1
			Total		29
1 New York		TOTAL	01=MAY15'17	Total	317
1 New York		TOTAL	02=MAY22'17	Total	317
1 New York		TOTAL	03=MAY29'17	Total	223
1 New York		TOTAL	Total		857
Grand Total			01=MAY15'17	Total	6526
Grand Total			02=MAY22'17	Total	6526
Grand Total			03=MAY29'17	Total	4536
Grand Total			Total		17588