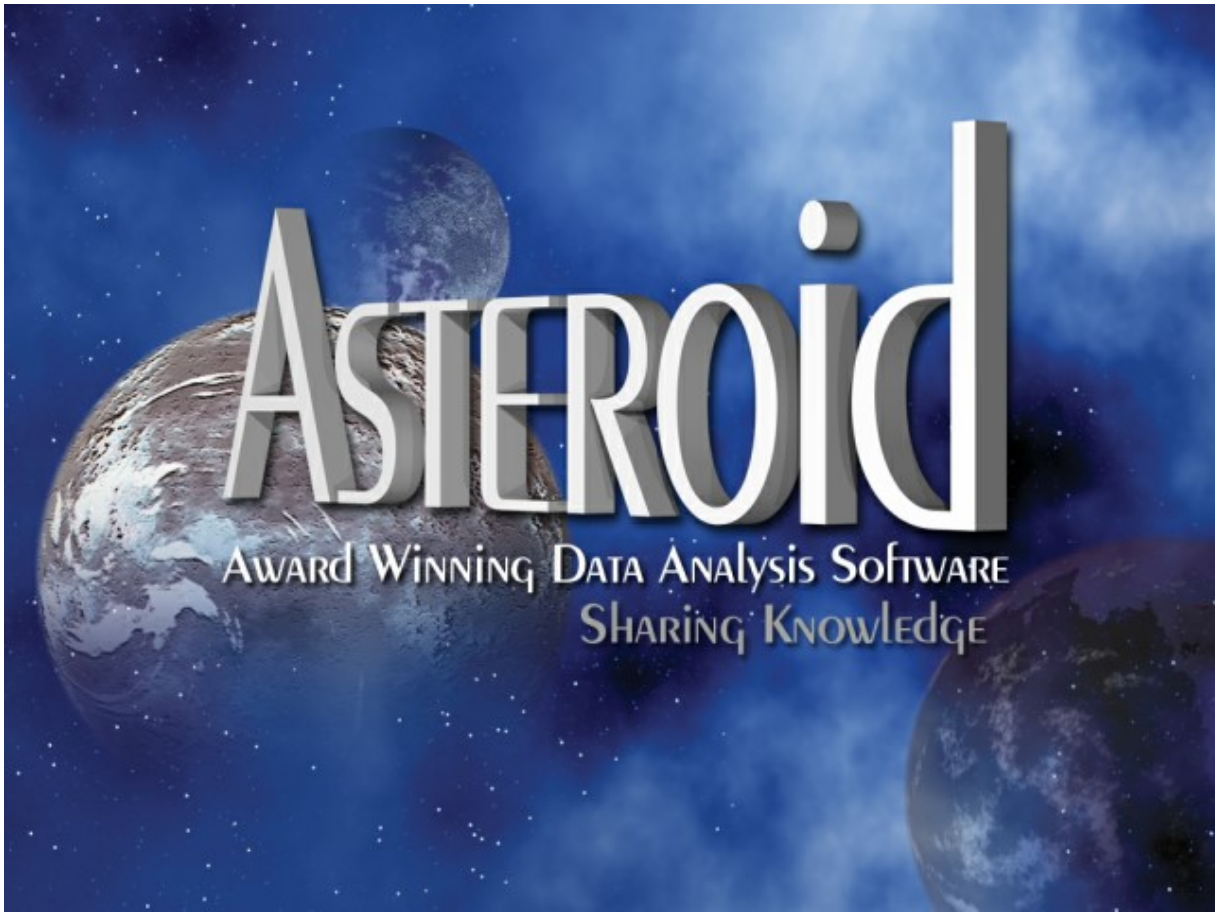
ASTEROID

Media Analysis Module



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August 2023

Course Objectives

At the end of this session you will be able to create and understand the measures associated with advertising schedules comprising multiple insertions or spots in print, television, radio, cinema and web.

Implied Knowledge

This course assumes that you will have completed the Introductory course and have a good working knowledge of:

- Tabulation
- Navigating ASTEROID

Notes:

- If the MediaPLANNER button is 'dimmed', 'greyed out' or missing, then scheduling is not available in the database you are using.
- The examples in this manual are based on Australians aged 14+.

The other modules in the series are:

Introduction to ASTEROID

This is the first of the four modules in the ASTEROID training series. It is intended both as a step-by-step guide for new users, and a way current users can refresh, update and expand their skills.

Target Consumer Profiling

'Profiler' will allow you to easily compare your target Group to other Groups and examine what differentiates each Group from the others. When used with media Variables it also shows cost/reach.

Statistical Analysis

This module covers a range of statistical tools in ASTEROID including:

- A.I.D. (Automatic Interaction Detection) – shows what combination of characteristics best describes the members of a target Group
- Quantities (e.g. dollars spent)
- Significance Testing
- Cluster Analysis

Also Available

Software Reference Manual

The Software Reference Manual forms the online help, available through the ASTEROID Help menu, and provides more detailed information and technical specifications regarding all aspects of the software.

Table of Contents

Introduction to MediaPLANNER

What is MediaPLANNER?

MediaPLANNER is a tool in ASTEROID that estimates the cumulative audience reach figures following multiple exposures to print, television, radio, cinema and/or website media. This provides an assessment of the relative effect of different combinations of media items, and/or different allocations of advertising expenditure between media schedules.

Why do we use MediaPLANNER?

Using MediaPLANNER you can evaluate the effectiveness of advertising schedules utilising multiple print, TV, radio, cinema and/or website combinations. Effectiveness is determined by measures such as reach, frequency and cost per thousand.

How do we use MediaPLANNER?

There are a number of steps to set up a MediaPLANNER task:

Step One:	Build schedules
Step Two:	Enter the advertisement cost (optional)
Step Three:	Define target audience/s
Step Four:	Define filter (optional)
Step Five:	Select 'Opportunities to See' format
Step Six:	Run MediaPLANNER task

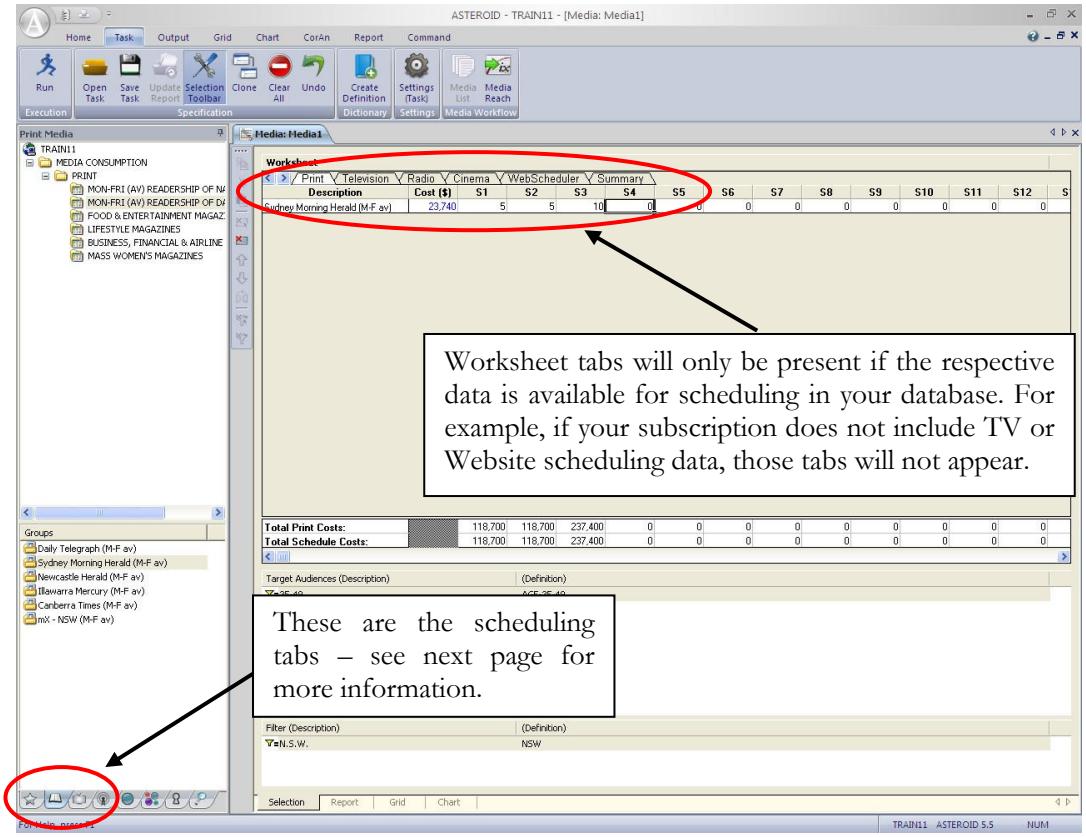
Note on examples:

In the examples throughout this guide, the **TRAIN11 database** has been used.

When creating a Media Schedule it is recommended that media items be selected from the associated media tabs (see page 3), however if necessary (e.g. if you are using a different database) you may use the Find function to locate a particular variable or group.

Find is available through the Find tab at the bottom of the data dictionary. 
Once you have located the media item, you can add it directly to your Print Media selection. Alternatively, you can right click on the item and use Traceback to locate the class or variable to which that item belongs.

The MediaPLANNER task window:



General Terminology

Using the above example as a reference point, the following is a guide to ASTEROID terminology:

Class – Represented by a yellow folder in the data dictionary – e.g. 'Media Consumption', or 'Print'. Classes cannot be selected and used directly in tables.

Variable – Categories created within a class that consist of groups – e.g. 'Mon-Fri (Av) Readership of Daily Newspapers'. Variables can be selected and used directly in tables – will include all associated 'Groups'.

Group – 'Groups' make up the elements (or answer set) for the Variable selected – e.g. 'Sydney Morning Herald (M-F av)'. Users can select a single group or multiple individual groups to be used in tables.

Creating Media Schedules

Step 1. Build your Schedule

Selecting media

The first step in building a schedule is to open a MediaPLANNER task by clicking on the MediaPLANNER button in the Media Tools group on the Home tab of the Ribbon bar. A media worksheet will open which displays the media selection tabs across the top allowing you to choose the required media.

The Print Media, TV Media, Radio Media and WebScheduler tabs at the bottom of the Data Dictionary provide a fast way to locate media specific items: Print Media tab displays print media variables only; Radio Media tab displays Radio variables only, etc.

For any media, enter the number of issues, spots or weeks which comprise each schedule. You can select up to:

- 120 print publications
- 500 print issues
- 200 TV items (a program that shows 5 days a week counts as 5 toward the limit)
- 500 TV spots over 20 weeks
- 500 Radio items
- 50 Websites
- 52 weeks per Website per schedule for each of the 20 schedules
- 52 cinema weeks

You can compare up to 20 schedules in any one run.

We will work through an example, using each type of media, to demonstrate how to create a MediaPLANNER task.

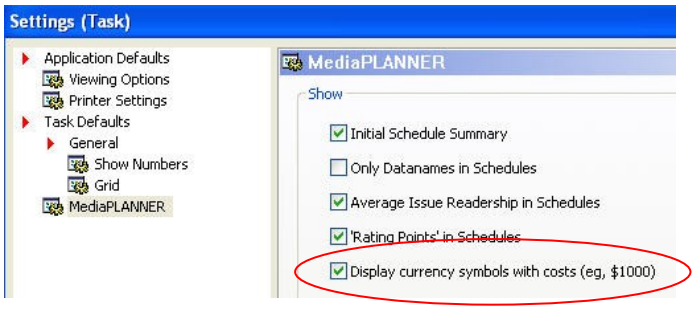
As we work through the training example, this symbol ➔ indicates a specific step to follow.

Costs

Costs can be entered directly in the cost column on the Selection tab or they can be entered through the use of the Media Cost Editor as described on page **Error! Bookmark not defined.**.

Regardless of which method you use for entering costs, ASTEROID will calculate the total for the numbers of inserts or spots you have chosen.

Note: Only numbers need to be entered into the cells – if the currency display is ticked in Settings, the currency symbol will appear automatically.



Note that all cinema and website costs need to be manually entered.

Costs for example one:

The example we are going to create will use the following costs:

Sydney Morning Herald	$23,740 (advertisement cost – size x rate)
Seven Nightly News	$13,000 (spot cost)
Radio Scheduler	$300 (daypart cost)
WebScheduler	Costs given per website – see example on page **Error! Bookmark not defined.**
Cinema	$10,000, plus add a screen weight of 20% of cinemas in Sydney (See page 15 for more information on 'Weight' for Cinema advertising).

At the bottom of each Media worksheet, total costs will be displayed for each of the schedules; one line for the current media (e.g. 'Total Print Costs', 'Total Web Costs') and an overall total line including all media. For example:

Total Web Costs:		16,400	19,100	17,000	0
Total Schedule Costs:		210,100	287,800	349,400	0

If any of these costs are displayed in red, this means that a cost remains at zero in one of the schedules.

Example One

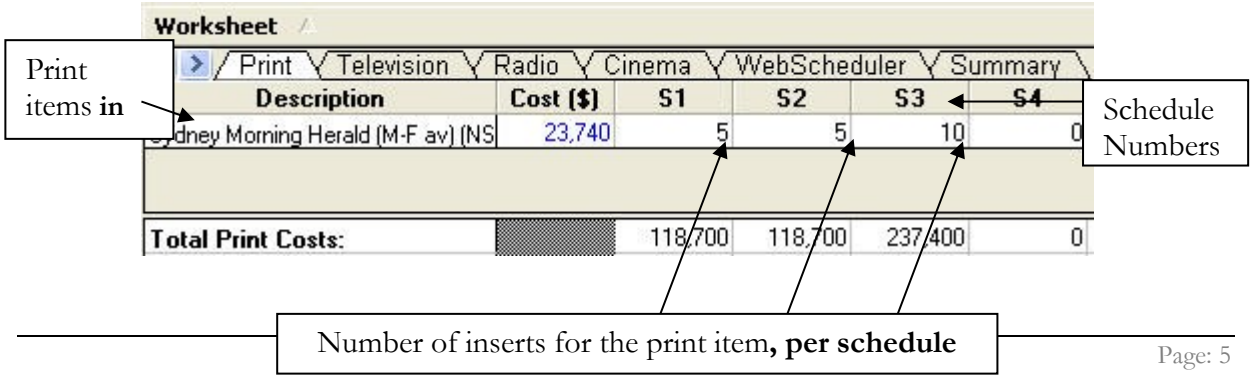
Print

From the Print Media tab, select the required media item and add it to the Media (Print) sheet of the selection screen by dragging and dropping, or by double clicking the selection, or right click on the selection and click 'add selected to the media worksheet'.

➔For our example we will add 'Sydney Morning Herald (M-F Av)'.

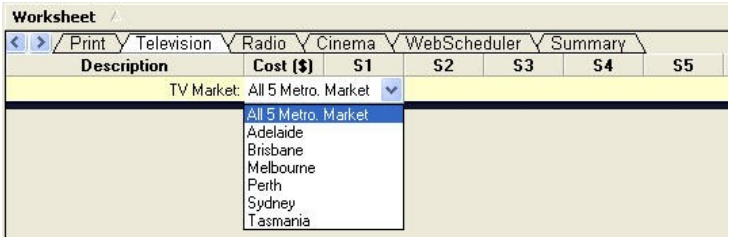
Print issues are entered by clicking in the cell corresponding to each print item 'row' and each schedule (S1, S2 etc) column for a particular schedule.

➔For this example, place the following number of inserts: 5 in S1, 5 in S2 and 10 in S3.
Note that 'S1' represents schedule one:



Television

Before selecting a TV program for your schedule you must select the relevant TV Market from the worksheet dropdown box. It is possible to select 'All 5 Metro' or an individual metro area:

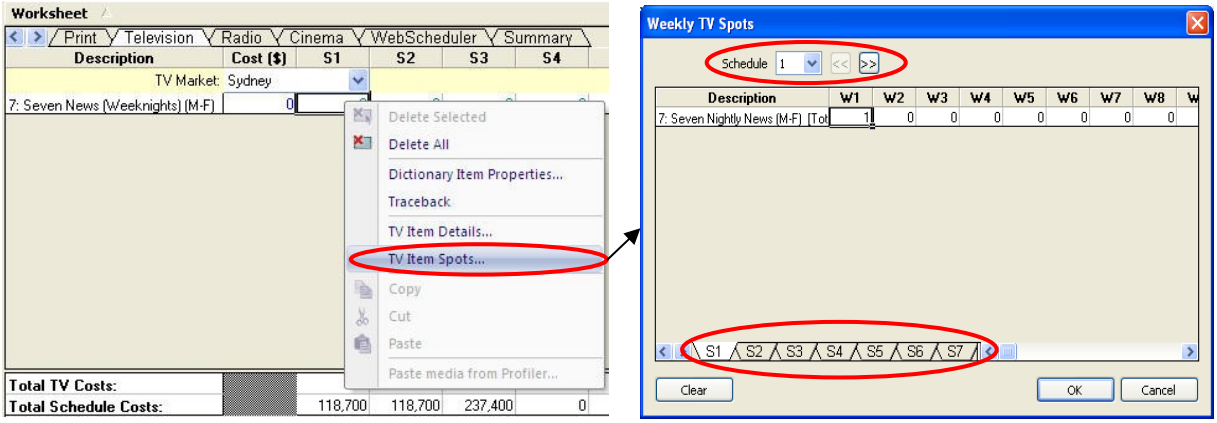


➔For our example we will select Sydney.

From the TV Media tab, select the required media item and add it to the Television tab of the worksheet by dragging and dropping, or by double clicking the selection, or right click on the selection and click 'add selected to the media worksheet'.

➔For our example we will add '7:Seven Nightly News (Weeknights) (M-F)', from the 'TV News' variable (in the 'Television Programs' class).

To continue building the schedule, right click on any cell in a schedule (e.g. in the S1 column) and choose 'TV Item Spots' – or simply double click in a schedule. This will display the 'Weekly TV Spots' window, in which you can build the schedule:



Select the respective schedule via the Schedule box at the top of the TV Spots window, or from the 'S' tabs at the bottom.

➔For this example, we type the following number of advertising spots:

For S1: 1 spot in W1
For S2: 1 spot in W1 and 1 spot in W2
For S3: 1 spot in W2

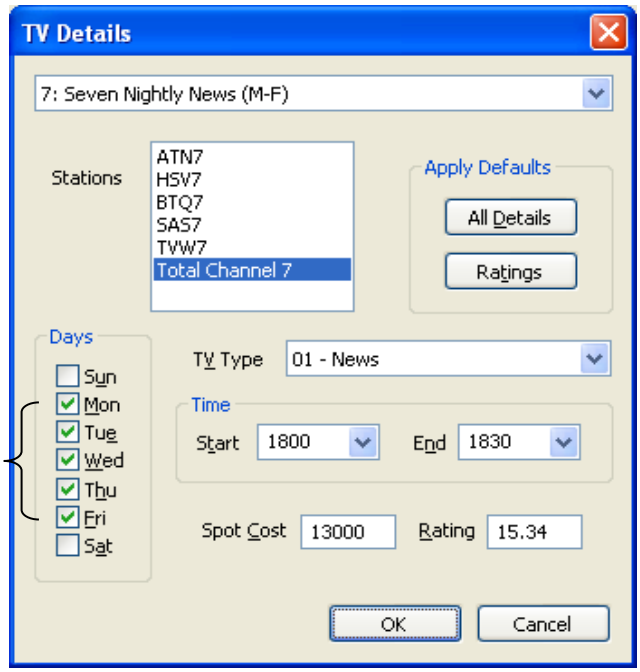
Click on OK to complete.

In the Worksheet, you will notice Seven News has 5 spots on S1, 10 spots on S2 and 5 spots in S3. This is because the program is shown 5 nights a week so the number of spots we've entered is multiplied by the number of nights the show runs.

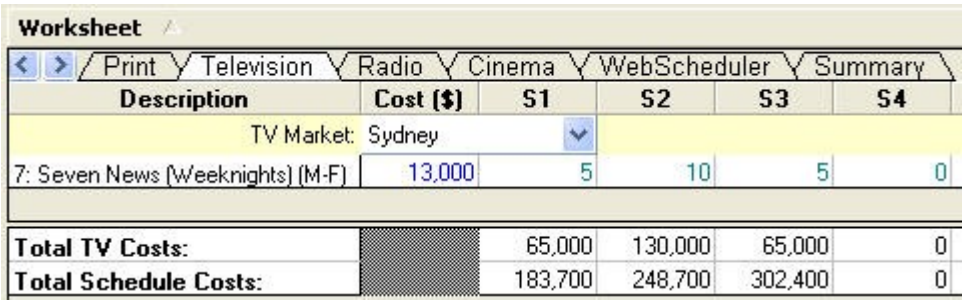
➔Enter a cost of $13,000 for this TV media item – see Costs on page 4 (and Media Cost Editor on page 40**Error! Bookmark not defined.**) for more information.

If you want to specify a night on which to advertise you can right click on any one of the schedules and select 'TV Item Details'. In this window you can change the days on which the spots are run. Also, the Spot Cost may be entered, or amended, here.

➔ For this example we will advertise on all 5 nights.



Our TV schedule will look like this:



Description	Cost ($)	S1	S2	S3	S4
TV Market:	Sydney				
7: Seven News (Weeknights) (M-F)	13,000	5	10	5	0
Total TV Costs:		65,000	130,000	65,000	0
Total Schedule Costs:		183,700	248,700	302,400	0

Radio

The Radio tab will only be available if radio data is provided in your database. Radio uses listening habits in the last 7 days.

Selecting Radio Media

From the Radio Media tab, select the required media item and add it to the Radio tab of the worksheet by dragging and dropping, or by double clicking the selection, or right click on the selection and click 'add selected to the media worksheet'.

- Radio items can only be selected once each.
- Radio days are broken up into 'dayparts' and the Radio Items include the Radio Stations broken up into their dayparts. Currently these dayparts are:
    - Breakfast (5:30am – 9:00am)
    - Morning (9:00am – 12:00pm)
    - Afternoon (12:00pm – 4:00pm)
    - Drive (4:00pm – 7:00pm)
    - Evening (7:00pm – 12:00am).

Grouping of dayparts

Dayparts may be grouped to avoid seeing a really long list: do this by right-clicking on radio daypart items, and selecting one of the grouping options from the context menu (see Radio Item Spots menu next page).

Option 1 - Automatic grouping:

- Selecting one of the Automatic grouping options will group all the dayparts accordingly, under an automatic label
- Selecting "Ungroup", or un-checking the selected option, will remove the automatic grouping.

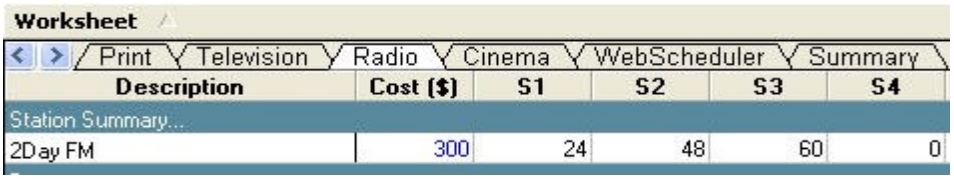
Option 2 - Custom grouping:

- Selecting "Group these dayparts" will group the selected dayparts together, under a user-defined label. The group label will appear in bold, in the worksheet.
- Selecting "Ungroup" will remove any grouping amongst the selected items.

Grouping will be saved with the task, and restored upon opening.

The grouping will be used in the reporting, for the lists that specify what the schedule contains.

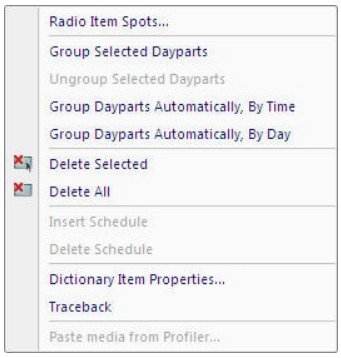
➔For this example, we want to add 2DayFM Radio Station, with a default cost of $300 – we also want to achieve a final Radio Schedule report that has 24 spots in Schedule 1, 48 in Schedule 2 and 60 in Schedule 3:

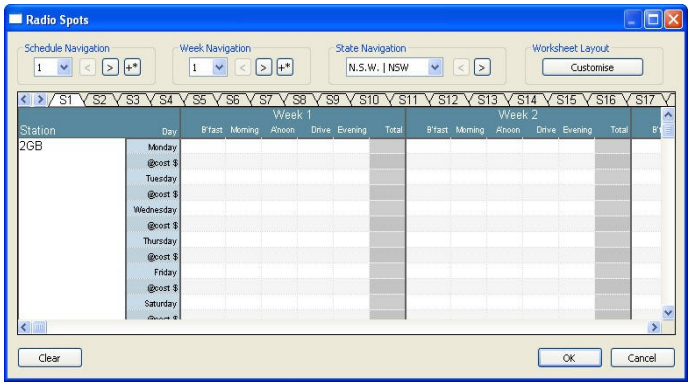


Radio Item Spots

Within each daypart a number of 'spots' can be inserted, ie, 5 spots can be inserted to Monday – Breakfast, 5 spots to Monday – Morning and 10 spots to Monday – Drive. To open the Radio Item Spots window either right-click in any of the cells to display the context menu and select Radio Item Spots from the menu shown below left. Or double-click in any of the cells to open the Radio Item Spots window directly (below right).

This window is used for viewing/selecting the full list of days/spots for the radio stations selected, entering basic information, and viewing the updated totals.





Schedule Navigation

Move between schedules either by selecting the schedule number from the drop-down list or by using the < and > buttons to move one schedule forward or back. You can copy the contents of an active schedule to the next schedule using the +* button.

Week Navigation
Move between weeks either by selecting the week number from the drop-down list or by using the < and > buttons to move one week forward or back. You can copy the contents of an active week to the next week using the +* button.

State Navigation
Move between the radio stations of a particular State either by selecting the State from the drop-down list or by using the < and > buttons to move one State forward or back.

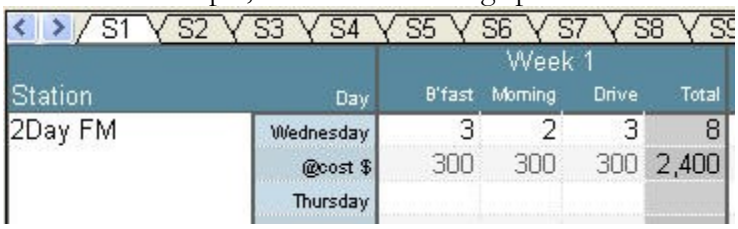
Worksheet Layout
Customise your worksheet by clicking the Customise button. Select or de-select the days, day parts, totals and costs that will appear on your worksheet.

➔For our example we will select the following:

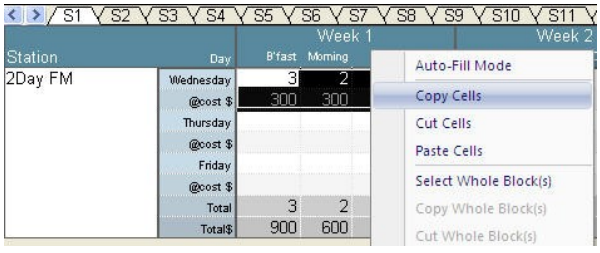
Entering schedules
To set up the schedules, enter the number of spots per daypart per day, then enter any costs not filled.
To make schedule entry easier, the following **right-click menu options** are available:

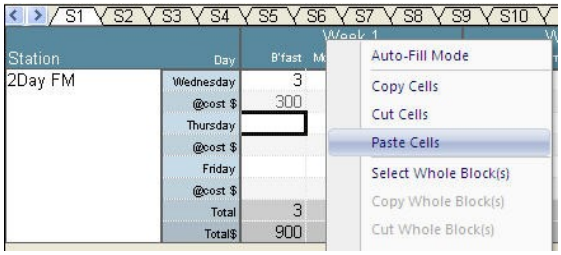
- Copy, cut and/or paste cells
- Select, copy, cut or paste whole blocks

➔For this example, enter the following spots for Wednesday:



➔Then select and copy all the Wednesday cells and paste them into Thursday and Friday:

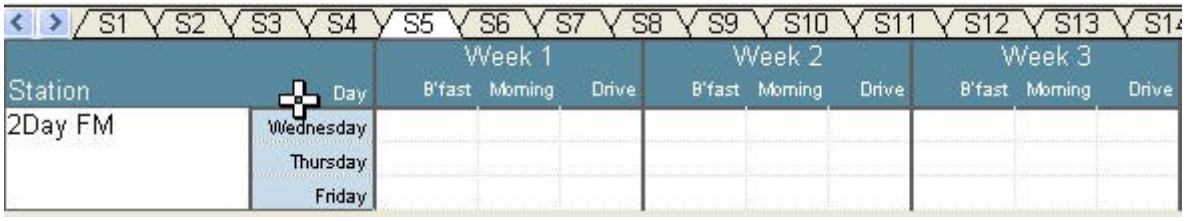




Note: Shortcut keys CTL+C to copy, CTL+V to paste will also perform these functions.

Auto-fill

There is also functionality allowing auto-fill of the schedules. Select Auto-Fill Mode from the list (in previous image) to enable tabbing through the daypart cells, and the costs will auto-fill (from either the Cost Editor or the Cost field on the Selection screen) once you click OK.



➔ The +* in the Schedule Navigation group, copies contents of Schedule 1 to Schedule 2.

➔ You can amend Schedule 2 by using either right-click menu options or shortcut keys, select and copy the whole block of Week 1 and paste into Week 2.

➔ Using the +* in the Schedule Navigation group, copy the contents of Schedule 2 to Schedule 3, and make the following changes:

S1 | S2 | S3 | S4 | S5 | S6 | S7 | S8 | S9 | S10 | S11 | S12 | S1

Station	Day	Week 1 B'fast	Week 1 Morning	Week 1 Drive	Week 1 Total	Week 2 B'fast	Week 2 Morning	Week 2 Drive	Week 2 Total
2Day FM	Wednesday	3	3	3	9	3	3	3	9
	@cost $	300	300	300	2,700	300	300	300	2,700
	Thursday	3	3	3	9	3	3	3	9
	@cost $	300	300	300	2,700	300	300	300	2,700
	Friday	4	4	4	12	4	4	4	12
	@cost $	300	300	300	3,600	300	300	300	3,600
	Total	10	10	10	30	10	10	10	30
	Total$	3,000	3,000	3,000	9,000	3,000	3,000	3,000	9,000

➔ Click OK.

The worksheet should now look like this:

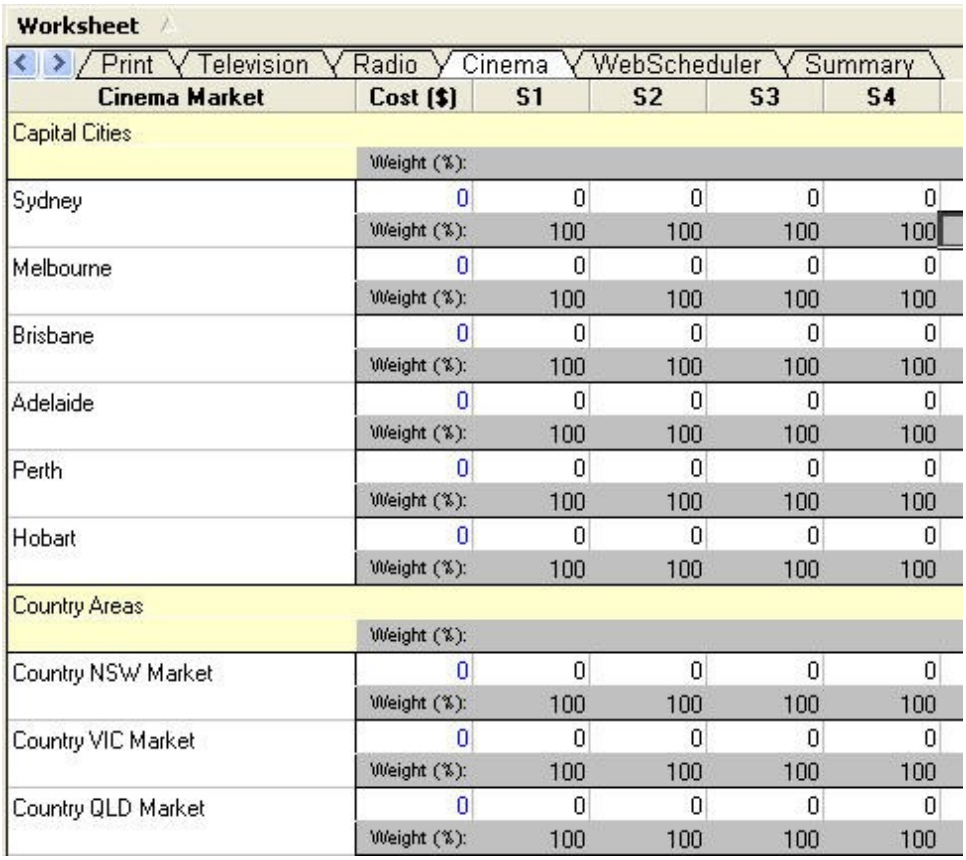
Worksheet

Print | Television | Radio | Cinema | WebScheduler | Summary

Description	Cost ($)	S1	S2	S3	S4
Station Summary...					
2Day FM	300	24	48	60	0
Dayparts...					
2Day FM - Wed - 5:30-9am	300	3	6	6	0
2Day FM - Wed - 9am-12pm	300	2	4	6	0
2Day FM - Wed - 4pm-7pm	300	3	6	6	0
2Day FM - Thu - 5:30-9am	300	3	6	6	0
2Day FM - Thu - 9am-12pm	300	2	4	6	0
2Day FM - Thu - 4pm-7pm	300	3	6	6	0
2Day FM - Fri - 5:30-9am	300	3	6	8	0
2Day FM - Fri - 9am-12pm	300	2	4	8	0
2Day FM - Fri - 4pm-7pm	300	3	6	8	0
Total Radio Costs:		7,200	14,400	18,000	0
Total Schedule Costs:		190,900	263,100	320,400	0

Cinema

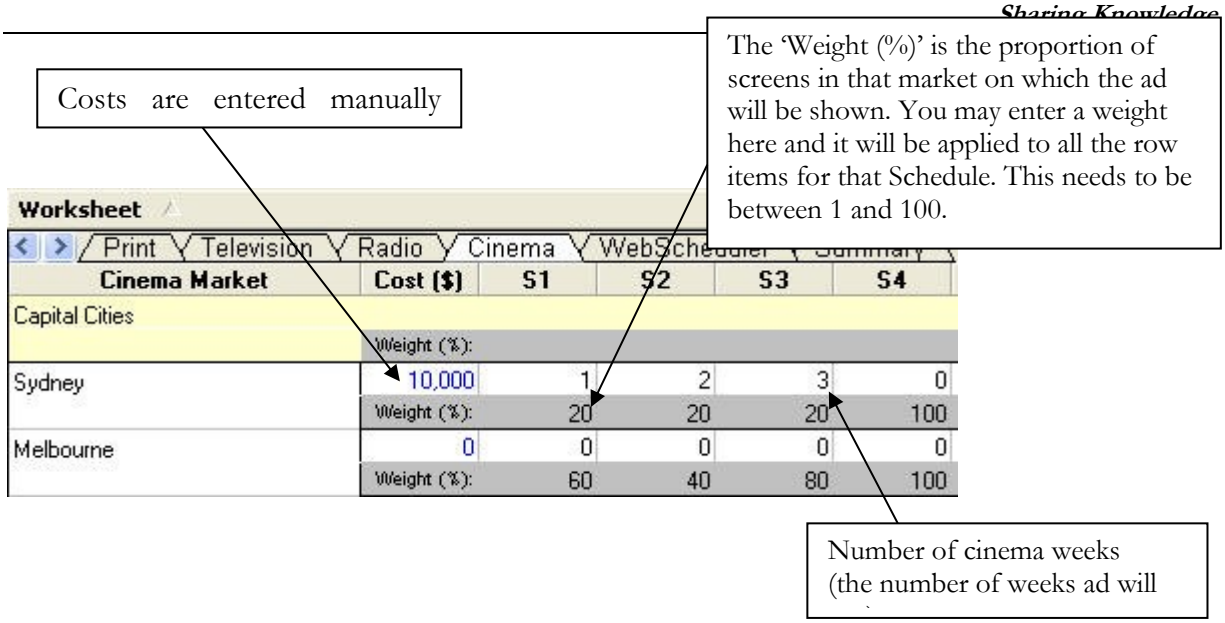
The cinema tab allows you to build cinema schedules within a selection of cinema markets: either individually or as capital city or country area totals.



Cinema Market	Cost ($)	S1	S2	S3	S4
Capital Cities					
	Weight (%):				
Sydney	0	0	0	0	0
	Weight (%):	100	100	100	100
Melbourne	0	0	0	0	0
	Weight (%):	100	100	100	100
Brisbane	0	0	0	0	0
	Weight (%):	100	100	100	100
Adelaide	0	0	0	0	0
	Weight (%):	100	100	100	100
Perth	0	0	0	0	0
	Weight (%):	100	100	100	100
Hobart	0	0	0	0	0
	Weight (%):	100	100	100	100
Country Areas					
	Weight (%):				
Country NSW Market	0	0	0	0	0
	Weight (%):	100	100	100	100
Country VIC Market	0	0	0	0	0
	Weight (%):	100	100	100	100
Country QLD Market	0	0	0	0	0
	Weight (%):	100	100	100	100

One cinema week refers to the number of people who have been to the cinema in an average week. Therefore two cinema weeks refers to the number of people who have been to the cinema in an average two week period, etc.

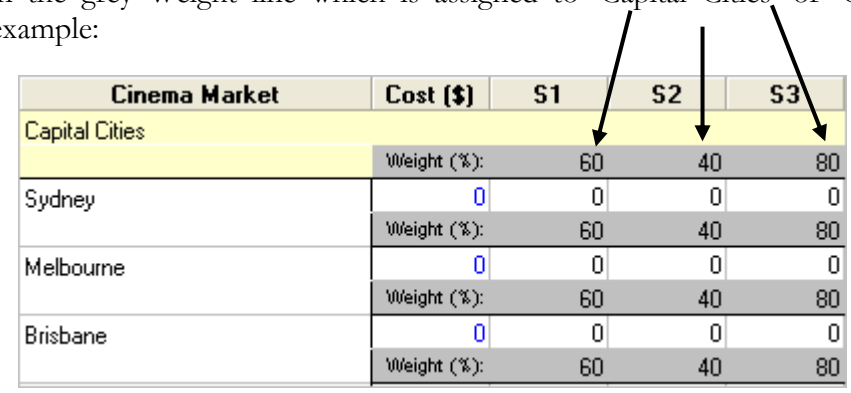
(For comparison, one insertion for a magazine is the audience reached by an average issue of that magazine.)



Weights in Cinema

By default, Weight (%) for Cinema advertising is 100%. However, weights can be specified for each of the Capital Cities and for each Country Area individually, by entering a value per row.

Alternatively, to apply a Weight across all Capital Cities or all Country Areas, add a Weight value in the grey Weight line which is assigned to 'Capital Cities' or 'Country Market', as in this example:



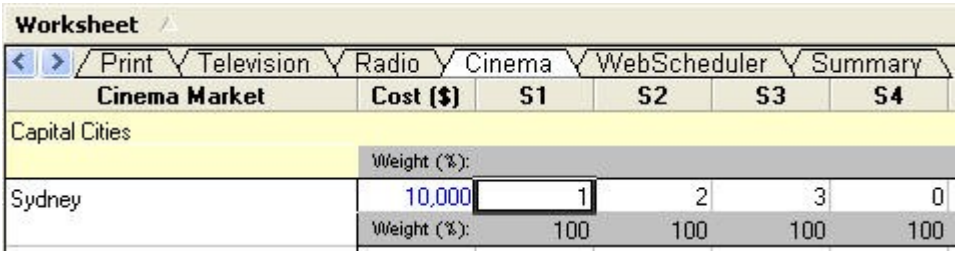
Cinema Market	Cost ($)	S1	S2	S3
Capital Cities				
	Weight (%):	60	40	80
Sydney	0	0	0	0
	Weight (%):	60	40	80
Melbourne	0	0	0	0
	Weight (%):	60	40	80
Brisbane	0	0	0	0
	Weight (%):	60	40	80

➔For our example, we are **not** applying specific Weights to the schedules; therefore leave the weight settings at 100.

The entered cost for cinema represents the cost of buying 100% of screens in each market for one week. MediaPLANNER will then determine the total cost by multiplying the gross cost by the % of screens and number of weeks bought.

For each schedule we can enter the number of weeks we would like to advertise with a maximum of 52.

➔For this example, insert 1 week for S1, 2 weeks for S2 and 3 weeks for S3, in Sydney only:



By adding schedule details for Sydney only, MediaPLANNER will exclude the other capital cities and country market areas.

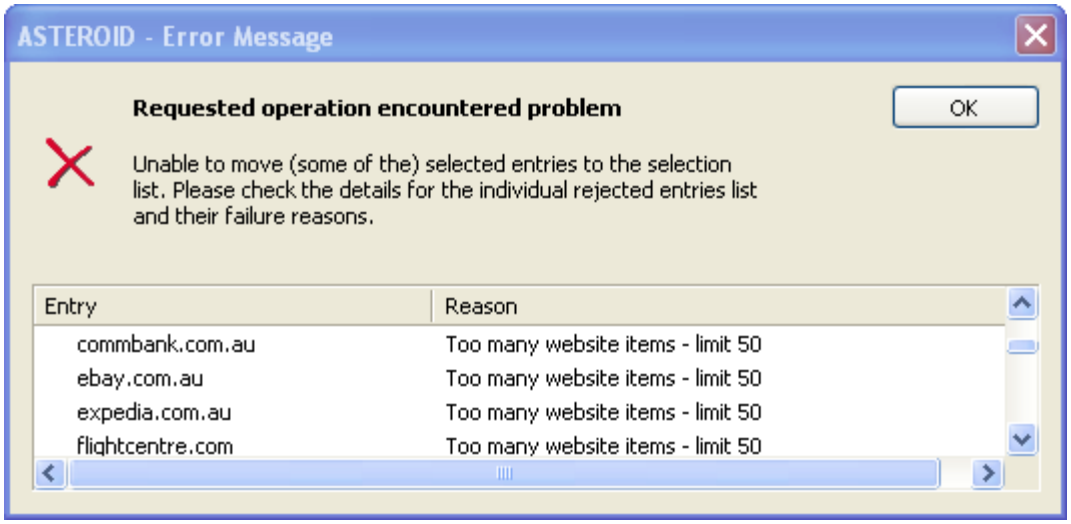
WebScheduler

The WebScheduler tab will only be available if website data is available in your database.

WebScheduler uses website visitation in the last 7 days, rather than the last 4 weeks.

From the WebScheduler tab, select the required media item and add it to the Media (WebScheduler) sheet of the selection screen by dragging and dropping, or by double clicking the selection, or right click on the selection and click 'add selected item to the media worksheet'.

Note that you can add up to 50 website items. If you try to add more than that at once, ASTEROID will add the first 50 in the list only. An error message will also be displayed, for example:



➔For this example, add the following **Automotive** websites:

Worksheet

Print | Television | Radio | Cinema | WebScheduler | Summary

Description	Cost ($)	S1	S2	S3	S4
carpoint.com.au (ninemsn)	0	0	0	0	0
	Weight (%):	100	100	100	100
carsales.com.au	0	0	0	0	0
	Weight (%):	100	100	100	100
cars.ebay.com.au	0	0	0	0	0
	Weight (%):	100	100	100	100
carsguide.com.au	0	0	0	0	0
	Weight (%):	100	100	100	100

Weight

Traditional media such as print and television have a 'fixed' aspect to the way advertising is presented, i.e. on a certain page, at a certain time. Websites are a more fluid medium in the sense that particular advertising may or may not be available at any given place or time. And, as a result, all of the people visiting a given website may not have the opportunity to see all the advertising that appears on that site.

The weight function allows you to scale down the last 7 days visitation figure[1] if, in your judgement, you feel that it is necessary to alter the expected reach of the schedule. (Adjust the weight by selecting the respective weight cell and overtype the default '100' weight.)

If you scale down the size of the audience, the output schedule costs will **not** be automatically scaled down. In WebScheduler the audience and costs need to be independent: the cost is an initial 'budget' and any scaling down of this would be based on judgement, not audience adjustment.

This is different to the weight function in Cinema scheduling, where scaling of costs occurs automatically when the weight is adjusted. (Scaling in Cinema scheduling is about reducing the proportion of screens which will necessarily affect the cost of the schedule.)

[1] In WebScheduler, 1 insertion represents the 'last 7 days' audience for the respective website.

Building Schedules in WebScheduler

➔Create the following schedules, with costs and weights entered per website:

Worksheet

Print | Television | Radio | Cinema | WebScheduler | Summary

Description	Cost ($)	S1	S2	S3	S4
carpoint.com.au (ninemsn)	1,000	3	4	5	0
	Weight (%):	50	30	40	100
carsales.com.au	1,500	4	5	3	0
	Weight (%):	30	30	40	100
cars.ebay.com.au	1,200	4	2	3	0
	Weight (%):	40	30	50	100
carsguide.com.au	1,300	2	4	3	0
	Weight (%):	20	30	30	100

The summary for the carpoint.com.au schedules shown above, including weight %:

Schedule 1 = 3 spots, 50% of audience
Schedule 2 = 4 spots, 30% of audience
Schedule 3 = 5 spots, 40% of audience

NOTE: a spot in Web Scheduling represents a '7-day' block. That is, if you select 3 spots then you plan to place the advertising in 3 sets of 7-day blocks as part of the campaign.

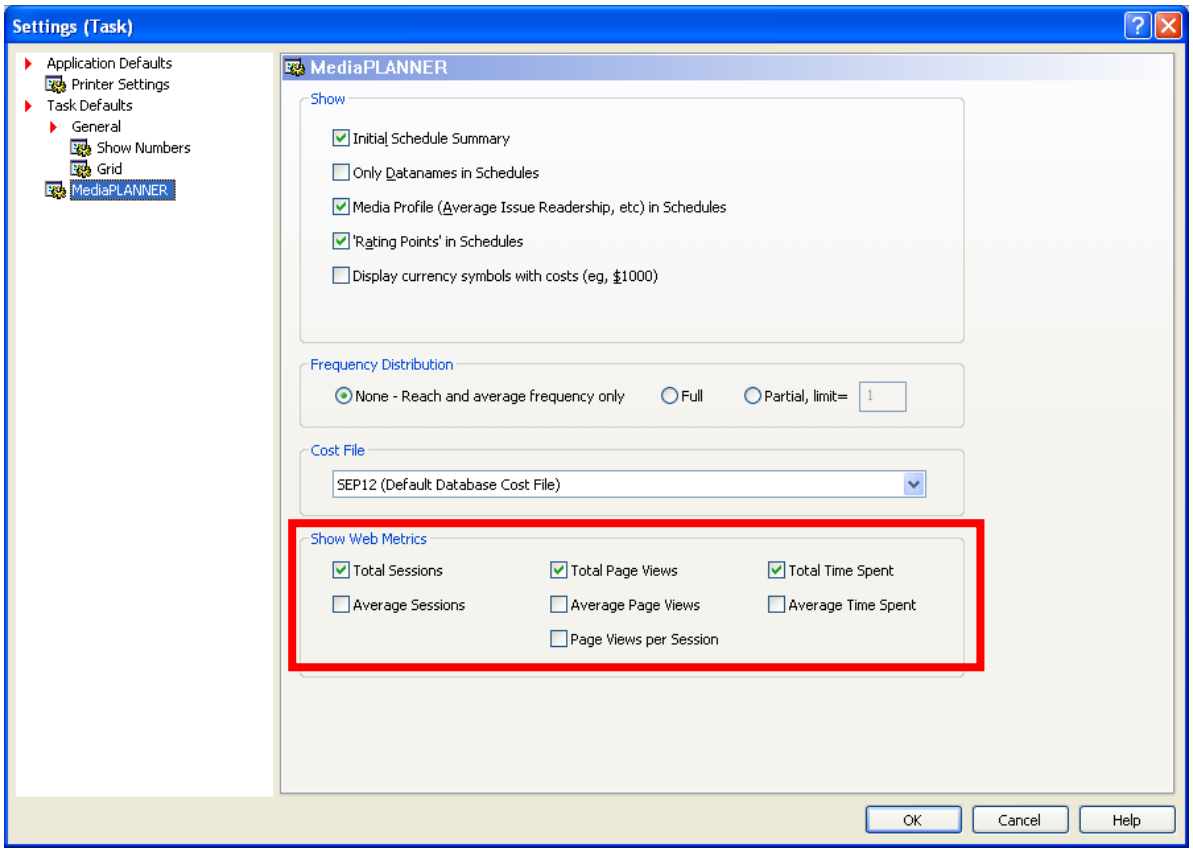
Web metrics

The current version of ASTEROID (v5.9), now detects and displays the following web metrics by default:

- Total Page Views
- Total Sessions
- Total Time Spent (in minutes)

Web Scheduling provides the option to display some or all of the following web metrics:

- Page Views:
  - Total Page View
  - Average Page Views per visitor
  - Average Page View per session
- Sessions:
  - Total Sessions
  - Average session per visitor
- Time Spent (in minutes)
  - Total Time Spent on the website
  - Average Time Spent by each visitor



Please note – the user inputs have not changed. The web metrics are created within the data and as such ASTEROID will read this data and display the results in the output TAB.

The results will be displayed as highlighted below (and will be included in Excel and CSV files).

	A	B	C	D
1	**ROY MORGAN SINGLE SOURCE AUSTRALIA: JAN -**			
2				
3	Filter: All cases			
4	Target audience: ALL			
5	(unweighted)	52178		
6	(POPN '000)	18840		
7				
8	Media Summary	Audience	% of Target	% of Vehicle
9	Websites in last 7 days:			
10	carpoint.com.au	169	0.9%	100.0%
11	carsales.com.au	818	4.3%	100.0%
12	ebay cars	206	1.1%	100.0%
13	carsguide.com.au	320	1.7%	100.0%
14				
15		Schedule 1	Schedule 2	Schedule 3
16	Website Weeks:			
17	carpoint.com.au	3@50%	4@30%	5@40%
18	carsales.com.au	4@30%	5@30%	3@40%
19	ebay cars	4@40%	2@30%	3@50%
20	carsguide.com.au	2@20%	4@30%	3@30%
21	Totals:			
22	Websites	13	15	14
23				
24	Results:			
25	Reach ('000)	874	932	1,049
26	Reach (%)	4.6%	4.9%	5.6%
27	Avge. freq. (OTS)	1.94	2.09	1.84
28	Impacts ('000)	1,699	1,948	1,926
29	Total cost ($)	16,400	19,100	17,000
30	Cost/'000 impacts	9.65	9.81	8.83
31	Cost/'000 reached	18.76	20.49	16.20
32	T.A.R.Ps.	9	10	10
33	Cost/T.A.R.P.	1,818.68	1,847.56	1,663.09
34				
35	Web Metrics:			
36	Total Sessions	3,209	3,653	3,486
37	Total Page views	44,725	53,989	47,901
38	Total Time spent (mins)	28,108	34,307	30,543
39	Average Sessions per Visitor	3.67	3.92	3.32
40	Average Page views per Visitor	51.17	57.93	45.65
41	Average Time spent per Visitor (mins)	32.16	36.81	29.11
42	Average Page views per Session	13.94	14.78	13.74
43				

Summary Tab

The summary tab compiles the media specified on the various tabs, and the costing for each. The number of Print inserts, TV spots, Radio spots and weeks of website and cinema advertising are also displayed.

Worksheet

Print | Television | Radio | Cinema | WebScheduler | Summary

Description	Cost ($)	S1	S2	S3	S4
PRINT					
Sydney Morning Herald (M-F av)	23,740	5	5	10	0
TELEVISION					
7: Seven News (Weeknights) (M-F)	13,000	5	10	5	0
RADIO					
2Day FM	300	24	48	60	0
CINEMA					
Sydney	10,000	1	2	3	0
WebScheduler					
carpoint.com.au (ninemsn)	1,000	3	4	5	0
carsales.com.au	1,500	4	5	3	0
cars.ebay.com.au	1,200	4	2	3	0
carsguide.com.au	1,300	2	4	3	0
Total Schedule Costs:		217,300	302,200	367,400	0

Note: Amendments cannot be made on this tab – they must be made on the individual media tabs. If you attempt to make amendments here, the following error message will appear:

This completes Step One.

Step 2 Defining Target Audiences

A Target Audience can be specified if required. If a target audience is not specified the schedule(s) will be evaluated against 'all people 14+'.

Go to the 'All Items' tab in your data dictionary to define the target audience.

As with Filter in Tabulation, you use the **AND**, **OR** & **NOT** buttons to combine data elements[2]. You can click the Check button to check the sample size of the target audience you have selected/defined.

For this example we want to target 35 to 49 year olds. Go to the Age – Summary variable (in the Demographics Class) and select the 35-49 group.

Multiple target audiences

To create a second target audience you click in the blank area of the Target Audiences window. A prompt will appear asking if you wish to add a new target audience. If you click 'Yes', a second target will open. This process may be repeated for up to 12 target audiences.

To remove an audience, right click on the item and select Delete from the context menu.

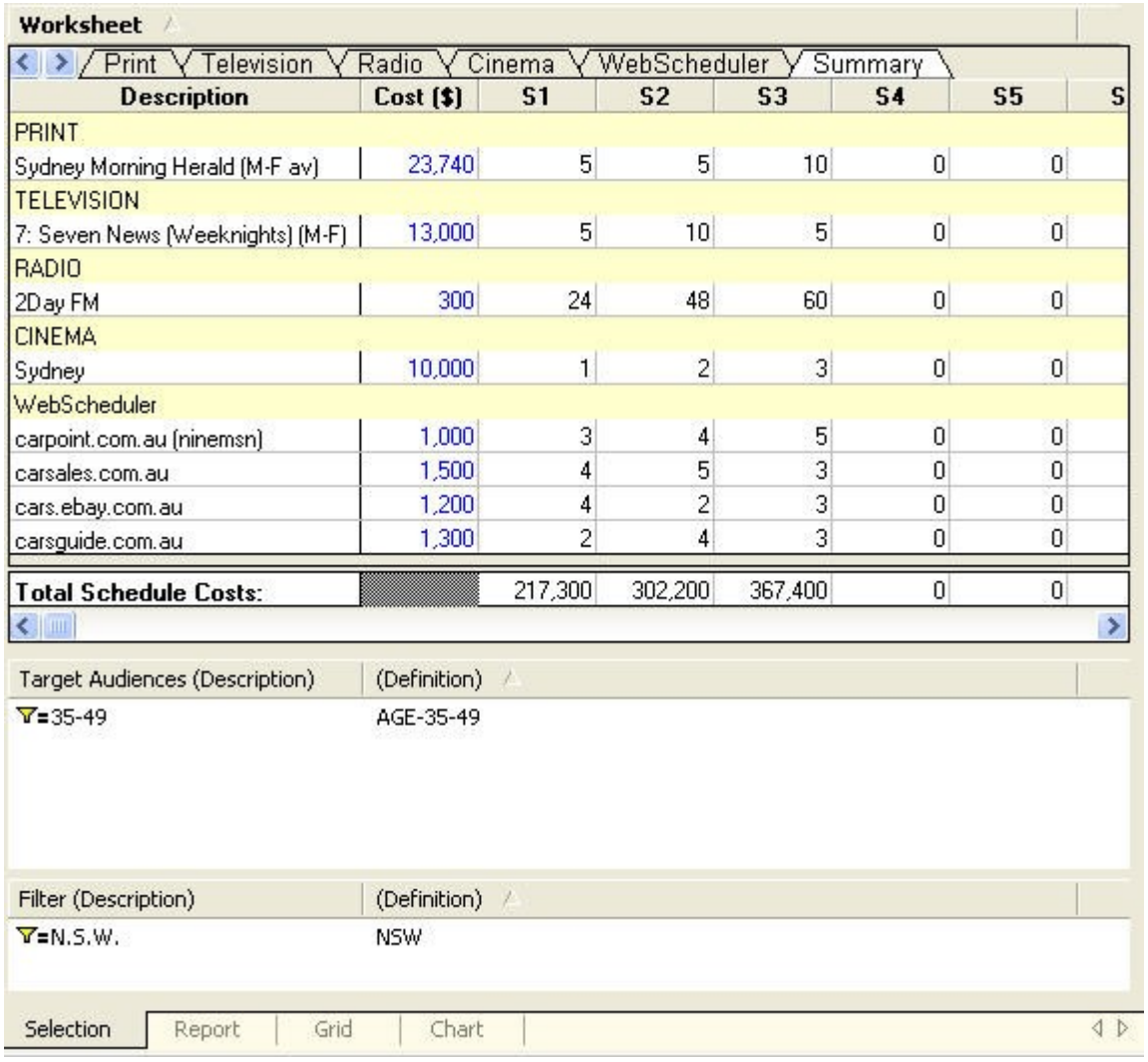
[2] See page 66 for a review of using AND, OR & NOT.

Step 3. Filter

You may also define an 'overriding' Filter which applies extra criteria to all Target Audiences.

➔For this example we will use an overriding filter of NSW to look at the effectiveness of your schedules within that state.

The worksheet should now look like this:



Worksheet

Print | Television | Radio | Cinema | WebScheduler | Summary

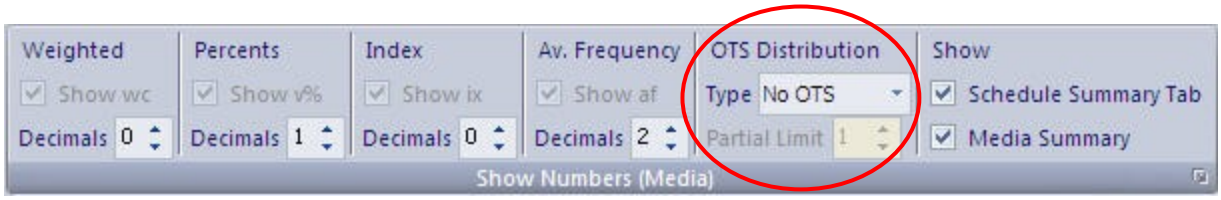
Description	Cost ($)	S1	S2	S3	S4	S5	S
PRINT							
Sydney Morning Herald (M-F av)	23,740	5	5	10	0	0	
TELEVISION							
7: Seven News (Weeknights) (M-F)	13,000	5	10	5	0	0	
RADIO							
2Day FM	300	24	48	60	0	0	
CINEMA							
Sydney	10,000	1	2	3	0	0	
WebScheduler							
carpoint.com.au (ninemsn)	1,000	3	4	5	0	0	
carsales.com.au	1,500	4	5	3	0	0	
cars.ebay.com.au	1,200	4	2	3	0	0	
carsguide.com.au	1,300	2	4	3	0	0	
Total Schedule Costs:		217,300	302,200	367,400	0	0	

Target Audiences (Description)	(Definition)
=35-49	AGE-35-49

Filter (Description)	(Definition)
=N.S.W.	NSW

Selection | Report | Grid | Chart

Step 4. OTS (or Frequency) Distribution



From the Show Numbers (Media) group of the Output tab of the Ribbon bar, or via 'Settings (Task)' under the Task Defaults – MediaPLANNER group, we can set whether or not to display the Opportunities To See distribution (O.T.S.) in our output and how the O.T.S. is displayed.

➔For this example we will leave the settings at the default:

OTS Distribution is discussed more fully on page 31**Error! Bookmark not defined.**.

Step 5. Producing the Output

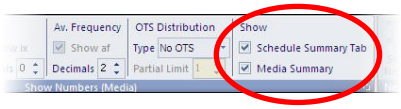
Click the Run button, on the left on the Task tab of the Ribbon bar: 

ASTEROID prompts you to save your MediaPLANNER task. If this is your first task of the current ASTEROID session it will suggest 'Media1'. By clicking on OK, this saves into the user directory as an .atm file. In older versions of ASTEROID, it would have saved the same task as an .ffs file - however, you can select *not* to save the .ffs file by deselecting the option via File Outputs in Global Settings.

We find saving the task setting in an .atm file is a very useful features because you are able to copy and share this task setting with colleagues without them having to recreate the schedule from scratch.

Understanding the Output

MediaPLANNER will generate a report with two TABs. You can control what is displayed by making the selection in the Media Output Ribbon Bar – as shown below left.



For our example, we have chosen to show all, as shown above.

In Grid View, the first output tab is called 'Schedule Summary', which displays a summary of the selections made in building the schedules.

Schedule and Target Summary
Filter:
N.S.W.
Targets:
35-49

Media:	Cost	Schedule 1	Schedule 2	Schedule 3
Print:				
Sydney Morning Herald (M-F av)	23,740	5	5	10
Television:				
7: Seven News (Weeknights) (M-F) (ATN7)	13,000	5	10	5
(week 1 @ .MTWTF.)		1	1	0
(week 2 @ .MTWTF.)		0	1	1
Radio:				
2Day FM - Wed - 5:30-9am	300	3	6	6
2Day FM - Wed - 9am-12pm	300	2	4	6
2Day FM - Wed - 4pm-7pm	300	3	6	6
2Day FM - Thu - 5:30-9am	300	3	6	6
2Day FM - Thu - 9am-12pm	300	2	4	6
2Day FM - Thu - 4pm-7pm	300	3	6	6
2Day FM - Fri - 5:30-9am	300	3	6	8
2Day FM - Fri - 9am-12pm	300	2	4	8
2Day FM - Fri - 4pm-7pm	300	3	6	8
Cinema:				
Sydney	10,000	1	2	3
(weight)		100%	100%	100%
Websites in last 7 days:				
carpoint.com.au (ninemsn)	1,000	3	4	5
(weight)		50%	30%	40%
carsales.com.au	1,500	4	5	3
(weight)		30%	30%	40%
cars.ebay.com.au	1,200	4	2	3
(weight)		40%	30%	50%
carsguide.com.au	1,300	2	4	3
(weight)		20%	30%	30%
Totals:				
Print		5	5	10
Television		5	10	5
Radio		24	48	60
Cinema		1	2	3
Websites		13	15	14
Schedule Costs:				
Print		118,700	118,700	237,400
Television		65,000	130,000	65,000
Radio		7,200	14,400	18,000
Cinema		10,000	20,000	30,000
Websites		16,400	19,100	17,000
Total		217,300	302,200	367,400

The second tab in our example is called '35-49' – the TAB name is taken from the Target Audience Description. If more than one Traget audience is defined, then a TAB will be created for each Target and given the same name as the description specified. This output will contain either two or three parts, depending on your selection of what to Show (see previous page).

The data in each of these sections is described next.

Given we selected to include the Media Summary, this is shown as the top section of this screen:

Filter: N.S.W.							
Target audience: 35-49							
(unweighted)	4294						
(POPN '000)	1576						
Media Summary	Audience	% of Target	% of Vehicle	Index	Cost	/'000 reached	(AAR)
Publication:							
Sydney Morning Herald (M-F av)	196	12.5%	24.6%	95	23,740	121	
Programme/Station:							
7: Seven News (Weeknights) (M-F) (ATN7)	126	8.0%			13,000	103	13.8
Radio:							
2Day FM - Wed - 5:30-9am	23	1.5%	40.0%	155	300	13	
2Day FM - Wed - 9am-12pm	11	0.7%	35.0%	136	300	28	
2Day FM - Wed - 4pm-7pm	15	1.0%	40.0%	153	300	20	
2Day FM - Thu - 5:30-9am	24	1.6%	42.0%	163	300	12	
2Day FM - Thu - 9am-12pm	11	0.7%	33.0%	128	300	27	
2Day FM - Thu - 4pm-7pm	14	0.9%	39.0%	150	300	22	
2Day FM - Fri - 5:30-9am	26	1.6%	48.0%	185	300	12	
2Day FM - Fri - 9am-12pm	12	0.7%	34.0%	129	300	26	
2Day FM - Fri - 4pm-7pm	15	0.9%	41.0%	160	300	21	
Cinema in last 4 weeks:							
Sydney	265	16.8%	24.0%	93	10,000	38	
Websites in last 7 days:							
carpoint.com.au (ninemsn)	36	2.3%	46.0%	179	1,000	28	
carsales.com.au	59	3.7%	29.0%	112	1,500	26	
cars.ebay.com.au	27	1.7%	35.0%	137	1,200	44	
carsguide.com.au	31	2.0%	40.0%	154	1,300	42	

Unweighted and (POPN) Weighted counts: the number of "35-49" yr olds in NSW: that is, 4,294 people were interviewed in our survey, and they represent 1.576 million "35-49" year olds in the population of NSW.

Audience: the number of people (in 000's) in the target audience reached by the media vehicle: that is, 196,000 people aged "35-49" read or looked into an average issue of the weekday Sydney Morning Herald.

% of Target: the percentage of the target audience reached: 12.5% of "35-49" year olds read an average issue of the weekend Sydney Morning Herald.

% of Vehicle: the proportion of, for example, publication readers or program viewers that are members of the target audience: 24.6% of the weekday Sydney Morning Herald readers are aged "35-49".

Index: A measure of the incidence of the target audience amongst all members of the media vehicle audience compared to the incidence of the target audience within the general population: with an Index of 95, 35-49 year olds are 5% less likely to be Sydney Morning Herald readers than the average person, but this figure is very close to the average, so consideration would need to be taken before making any statements.

Cost: the cost of one insertion - $23,740 for one insertion into the Sydney Morning Herald.

Cost/'000 reached: The cost of the advertisement per 1000 people reached (by 1 issue/spot/week) - $121.00 per reader of the Sydney Morning Herald.

AAR: The 'all adults rating' is the rating for the TV programs against all people 14+ - a rating of 13.8 in the Sydney Metro TV market for Channel 7 News.

This is then followed by the Schedule details section:

	Schedule 1	Schedule 2	Schedule 3
Print Insertions:			
Sydney Morning Herald (M-F av)	5	5	10
Television Spots:			
7: Seven News (Weeknights) (M-F) (ATN7)	5	10	5
Radio Spots:			
2Day FM - Wed - 5:30-9am	3	6	6
2Day FM - Wed - 9am-12pm	2	4	6
2Day FM - Wed - 4pm-7pm	3	6	6
2Day FM - Thu - 5:30-9am	3	6	6
2Day FM - Thu - 9am-12pm	2	4	6
2Day FM - Thu - 4pm-7pm	3	6	6
2Day FM - Fri - 5:30-9am	3	6	8
2Day FM - Fri - 9am-12pm	2	4	8
2Day FM - Fri - 4pm-7pm	3	6	8
Cinema Weeks:			
Sydney	1@100%	2@100%	3@100%
Website Weeks:			
carpoint.com.au (ninemsn)	3@50%	4@30%	5@40%
carsales.com.au	4@30%	5@30%	3@40%
cars.ebay.com.au	4@40%	2@30%	3@50%
carsguide.com.au	2@20%	4@30%	3@30%
Totals:			
Print	5	5	10
Television	5	10	5
Radio	24	48	60
Cinema	1	2	3
Websites	13	15	14

This section is a summary of the schedules you built for this MediaPLANNER task.

And the bottom section of the output contains the Results – Schedule 1 results are highlighted

Results:			
Reach ('000)	771	899	895
Reach (%)	48.9%	57.1%	56.8%
Avge. freq. (OTS)	2.82	3.59	4.27
Impacts ('000)	2,175	3,227	3,818
Total cost ($)	217,300	302,200	367,400
Cost/'000 impacts	99.89	93.64	96.22
Cost/'000 reached	281.74	335.98	410.59
T.A.R.Ps.	138	205	242
Cost/T.A.R.P.	1,574.11	1,475.70	1,516.31

Reach, frequency and cost efficiency are the main figures of interest in comparing media schedules – as shown in the highlighted section above.
These are the results for Schedule 1:

A. **Reach** (or Net Reach)- the number of 35-49 yr olds reached by the schedule e.g. Schedule 1 reaches 771,000 35-49 yr olds in NSW.

B. **% Reach** - the proportion of 35-49 yr olds reached by the schedule e.g. Schedule 1 reaches 48.9% of 35-49 yr olds in NSW.

C. **Average Frequency** (Opportunities To See) The average number of times each person reached by the schedule will have the opportunity to see the advertisement. Each of the 35-49 year olds reached by Schedule 1 will have the opportunity to see the advertisement an average of 2.82 times.

D. **Impacts** – (or Gross Reach) the total exposure among the target audience achieved by the schedule e.g. Schedule 1 achieves 2,175,000 impacts among 35-49 yr olds. (Impacts = no. of insertions X single insertion reach or reach times average frequency)

Note: Duplication is ignored in Impacts/GR. (Duplication is where the same person is counted for each time they have seen the ad.)

E. **Total Cost** - Total amount spent per schedule. The first schedule will cost $217,300 to advertise 5 times in the Sydney Morning Herald, 5 times on Seven News, 1 week in 100% of Sydney's cinemas, and on four websites for between 2 and 4 weeks.

F. **Cost/'000 impacts** – For each 1000 impacts achieved by schedule 1 it will cost $99.89.

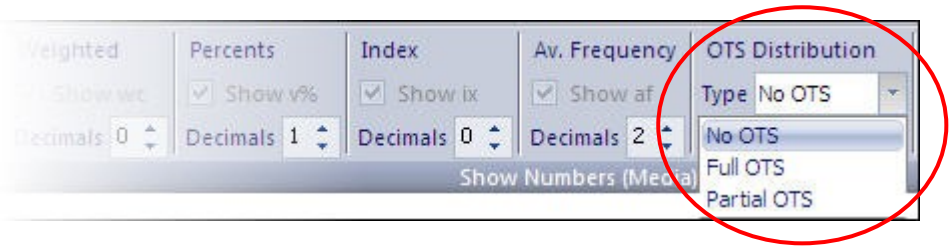
G. **Cost/'000 reached** - Measure of 'cost efficiency': Total cost divided by (net) reach. e.g. What it costs to reach 1,000 35-49 yr olds with the schedule - $281.74.

H. **T.A.R.P** - Target Audience Rating Point, used in relation to TV schedules - Impacts divided by population X 100.

I. **Cost/T.A.R.P.** - Total cost divided by T.A.R.P.

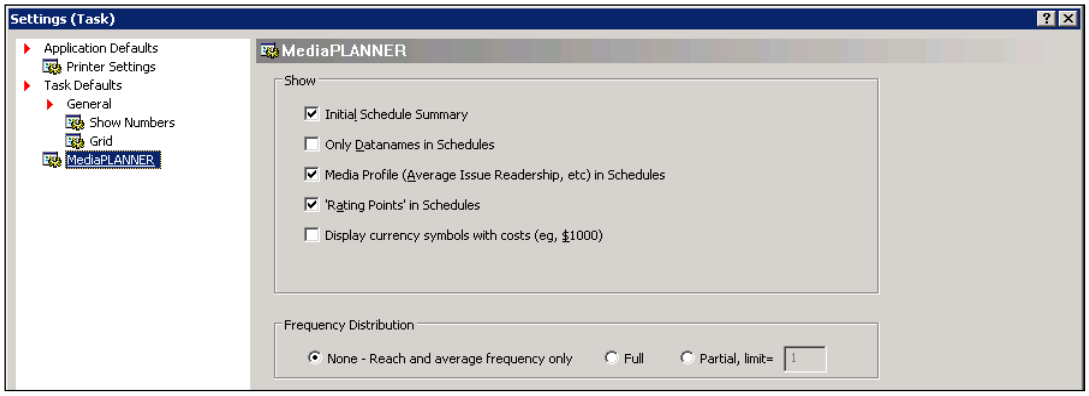
OTS (or Frequency) Distribution for MediaPLANNER

As you saw in Step 4 of the previous example, you have the option to include 'Opportunities to See' distribution in your output. The following options are available:



- *No OTS* – selecting this option hides the frequency distribution (O.T.S. distribution).
- *Full OTS* - will display a complete O.T.S distribution, up to a maximum of 52 insertions/spots.
- *Partial OTS* allows you to set the number of spots/insertions for which you can see an individual OTS distribution. E.g. If we set Partial-Limit to 2, we will get a cumulative frequency distribution for 0, 1, 2 and 3+ spots/insertions.

The same selection can be made using the Settings (Task) menu under the Task Defaults – MediaPLANNER group:



In our example we selected No OTS as our Frequency Distribution setting. By changing this to Partial OTS with a limit of 2, our output is extended and we see the following new section:

Schedule O.T.S.			
O.T.S. Distribution			
0	51.1%	42.9%	43.2%
1	16.5%	15.0%	14.9%
2	10.1%	10.7%	9.8%
Cumulative O.T.S. Distribution			
1+	48.9%	57.1%	56.8%
2+	32.4%	42.1%	41.9%
3+	22.3%	31.4%	32.1%

O.T.S. Distribution
Still looking at Schedule 1, if we want to know how many 35-49 yr olds will have the opportunity to see our ad **exactly 2 times**, for O.T.S. Distribution we can see that 10.1% of 35-49 yr olds will have the opportunity to see the ad exactly twice.

Cumulative O.T.S. Distribution
If we want to know how many 35-49 yr olds will have the opportunity to see the ad **3 or more times**, we look at the Cumulative O.T.S. Distribution and we can see that 22.3% of 35-49 yr olds will have the opportunity to see the ad 3 or more times.

The previous images show the output in Grid view. Note that in Report view the O.T.S. and Cumulative O.T.S. are displayed slightly differently:

O.T.S.	Dist.	Cume.	Dist.	Cume.	Dist.	Cume
0	51.1%		42.9%		43.2%	
1	16.5%	48.9%	15.0%	57.1%	14.9%	56.8%
2	10.1%	32.4%	10.7%	42.1%	9.8%	41.9%
3+		22.3%		31.4%		32.1%

Although the decimal places for Grid view can be changed, Report view always displays one decimal place in the data.

O.T.S. Distribution - % of target audience who will have the opportunity to see the advertisement **exactly** that many times.

By setting the **Frequency Distribution** to a partial limit of 2, we have limited the output to only show the OTS (Opportunity To See) to 0, 1 and 2 times.

Schedule O.T.S.			
O.T.S. Distribution			
0	51.1%	42.9%	43.2%
1	16.5%	15.0%	14.9%
2	10.1%	10.7%	9.8%
Cumulative O.T.S. Distribution			
1+	48.9%	57.1%	56.8%
2+	32.4%	42.1%	41.9%
3+	22.3%	31.4%	32.1%

Cumulative O.T.S. - % of target audience who will see that schedule **at least** that many times.

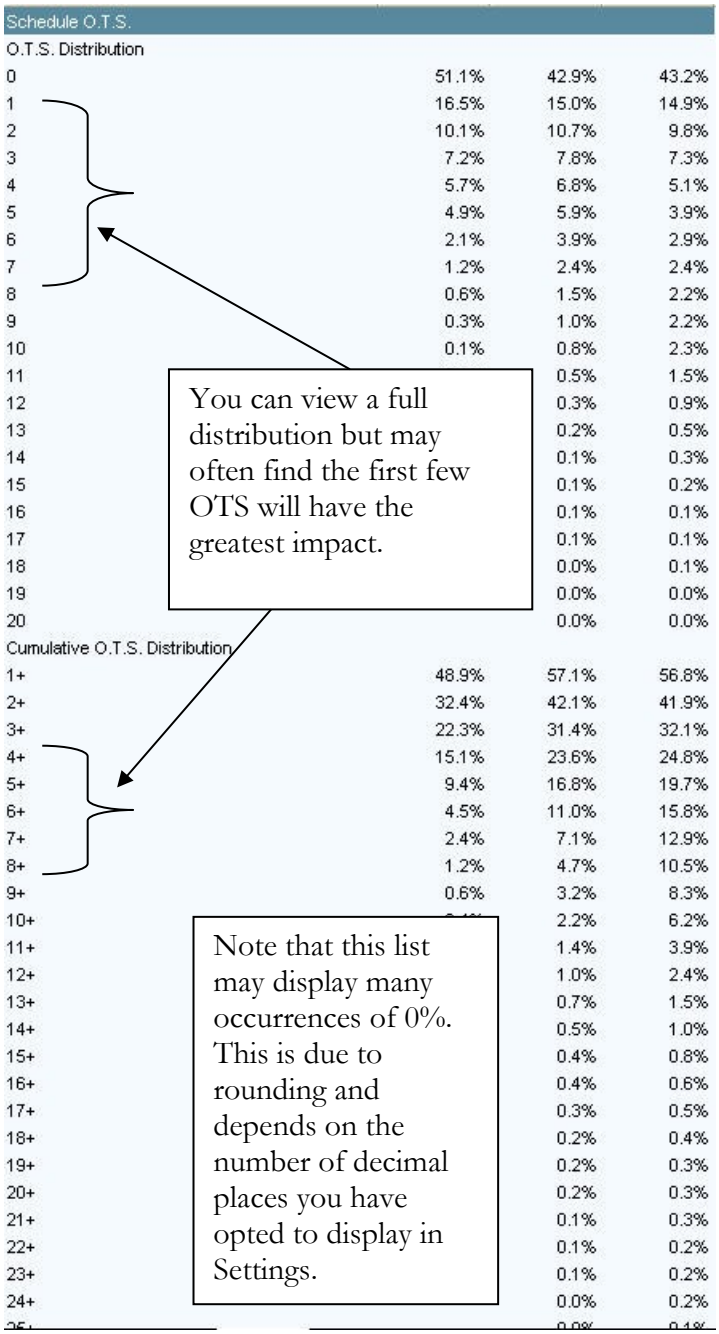
So which of the three schedules could we use to reach the most 35-49 yr olds in NSW, provide the most opportunities to see and give us the greatest cost effectiveness?

Looking at the % reach, we can see that both Schedules 2 and 3 reach the greatest % of 35-49 yr olds.

Looking at the Average Freq., we can see that Schedule 3 provides the greatest number of 'Opportunities To See'.

Results:			
Reach ('000)	771	899	895
Reach (%)	48.9%	57.1%	56.8%
Avge. freq. (OTS)	2.82	3.59	4.27
Impacts ('000)	2,175	3,227	3,818
Total cost ($)	217,300	302,200	367,400
Cost/'000 impacts	99.89	93.64	96.22
Cost/'000 reached	281.74	335.98	410.59
T.A.R.Ps.	138	205	242
Cost/T.A.R.P.	1,574.11	1,475.70	1,516.31

Looking at the cost per thousand reached, we can see that Schedule 1 is the most cost efficient of the three.

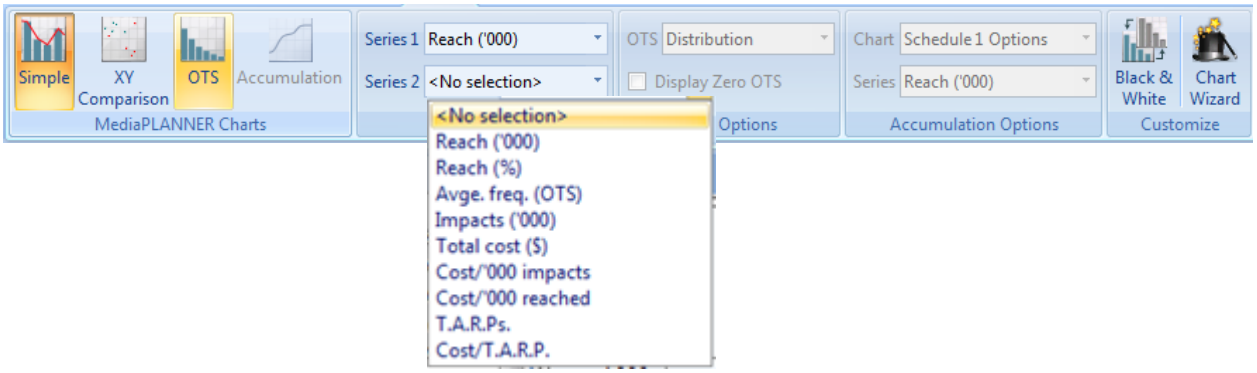


Schedule O.T.S.			
O.T.S. Distribution			
0	51.1%	42.9%	43.2%
1	16.5%	15.0%	14.9%
2	10.1%	10.7%	9.8%
3	7.2%	7.8%	7.3%
4	5.7%	6.8%	5.1%
5	4.9%	5.9%	3.9%
6	2.1%	3.9%	2.9%
7	1.2%	2.4%	2.4%
8	0.6%	1.5%	2.2%
9	0.3%	1.0%	2.2%
10	0.1%	0.8%	2.3%
11		0.5%	1.5%
12		0.3%	0.9%
13		0.2%	0.5%
14		0.1%	0.3%
15		0.1%	0.2%
16		0.1%	0.1%
17		0.1%	0.1%
18		0.0%	0.1%
19		0.0%	0.0%
20		0.0%	0.0%
Cumulative O.T.S. Distribution			
1+	48.9%	57.1%	56.8%
2+	32.4%	42.1%	41.9%
3+	22.3%	31.4%	32.1%
4+	15.1%	23.6%	24.8%
5+	9.4%	16.8%	19.7%
6+	4.5%	11.0%	15.8%
7+	2.4%	7.1%	12.9%
8+	1.2%	4.7%	10.5%
9+	0.6%	3.2%	8.3%
10+		2.2%	6.2%
11+		1.4%	3.9%
12+		1.0%	2.4%
13+		0.7%	1.5%
14+		0.5%	1.0%
15+		0.4%	0.8%
16+		0.4%	0.6%
17+		0.3%	0.5%
18+		0.2%	0.4%
19+		0.2%	0.3%
20+		0.2%	0.3%
21+		0.1%	0.3%
22+		0.1%	0.2%
23+		0.1%	0.2%
24+		0.0%	0.2%

Media Charts

Using the "Ribbon Bar" menu

With demand by users for greater options and flexibility in MediaPLANNER, the scheduling chart options are now available in the "ribbon bar" menu.

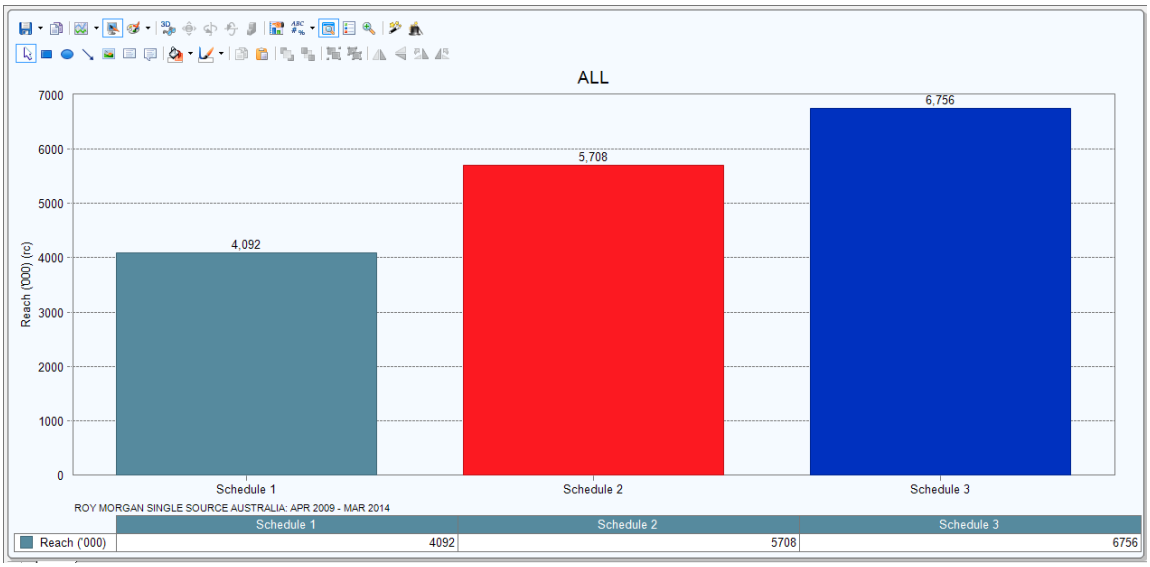


Like for Tabulation, the charting ribbon bar menu for MediaPLANNER is driven by the data selected to be displayed.

That is:

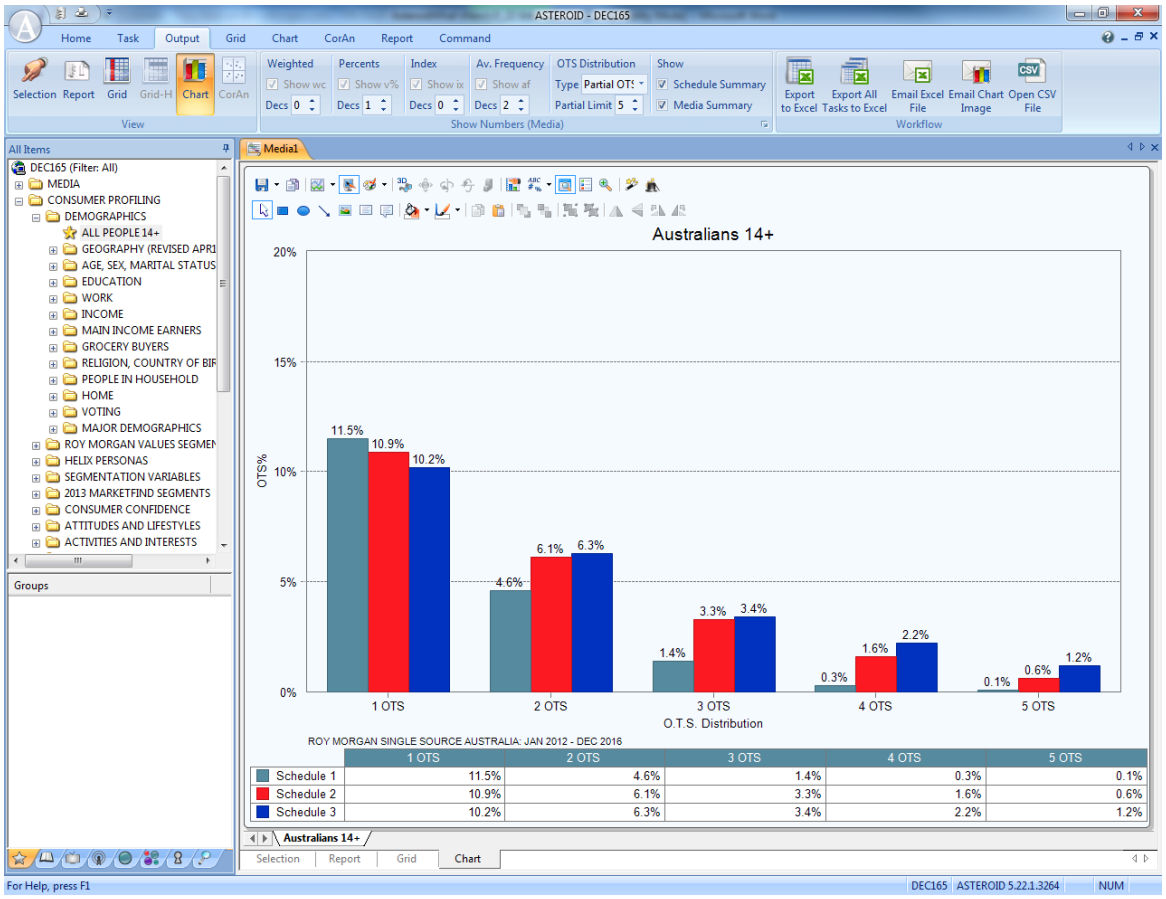
- Schedule Series – the "default" chart and displays usual Reach & Frequency measures
- OTS distribution – if selected to be part of the output
- Audience Accumulation – if applicable and only available for Magazines

In the below example we are displaying Reach ('000) only



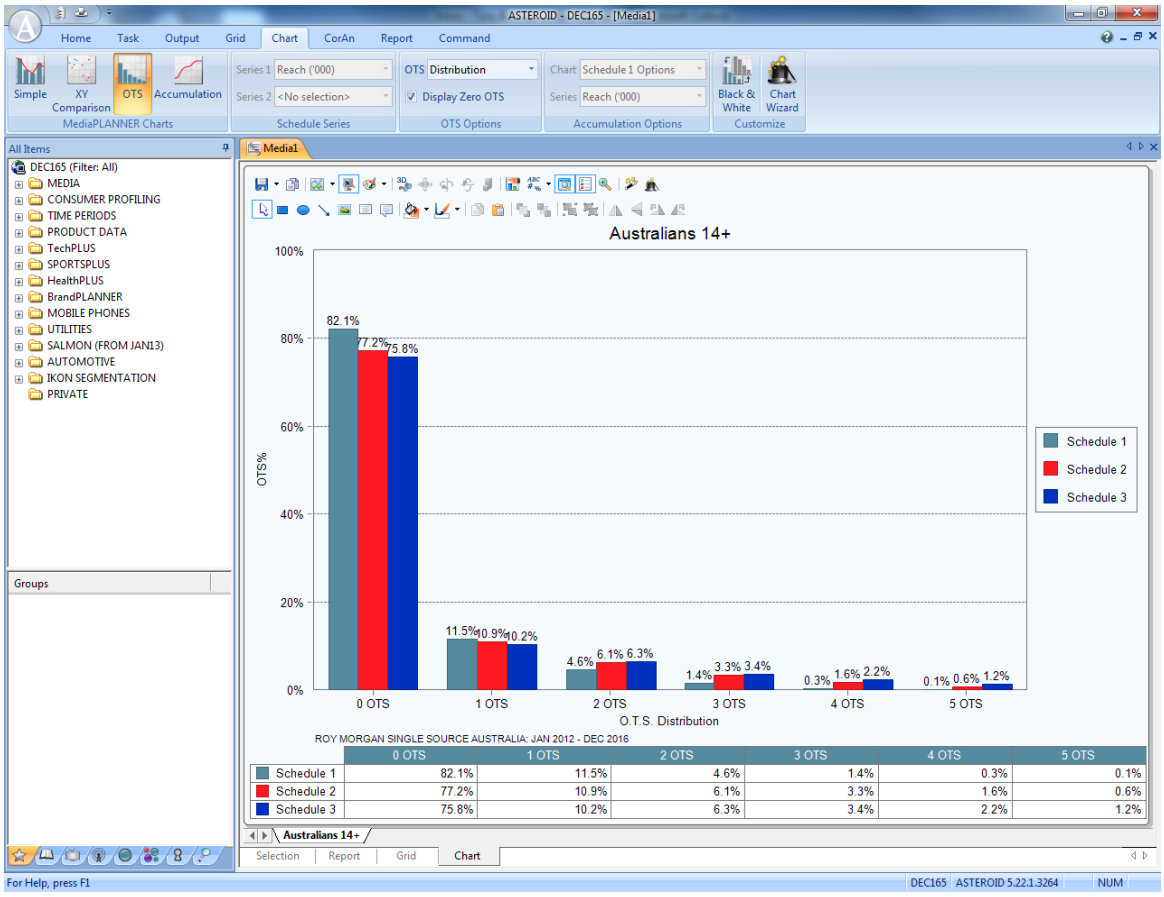
Charts can be displayed showing any of the available measures against another measure. When charting the OTS distribution, ASTEROID will only display the required frequencies. That is, if the user selects a partial OTS distribution of 5+, then ASTEROID will chart 5 points, one for each valid OTS - 1 OTS, 2 OTS, 3 OTS, 4 OTS and 5 OTS

The information charted match the numbers displayed in the GRID view – refer below.



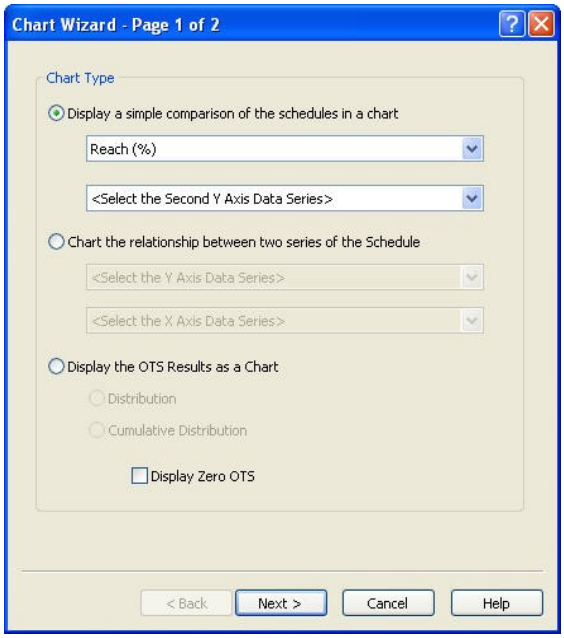
	1 OTS	2 OTS	3 OTS	4 OTS	5 OTS
Schedule 1	11.5%	4.6%	1.4%	0.3%	0.1%
Schedule 2	10.9%	6.1%	3.3%	1.6%	0.6%
Schedule 3	10.2%	6.3%	3.4%	2.2%	1.2%

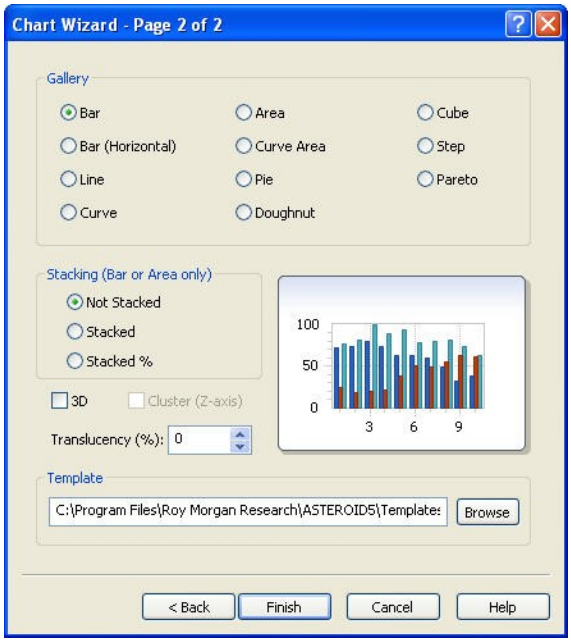
The zero OTS values can also be charted (using the Chart Ribbon Bar) as shown below:



Using the "Chart Wizard"

Using Chart Wizard for Media Schedule and Media Optimiser will display the screens as follows:





Page 1 Options:

This page offers a choice of 3 chart types:

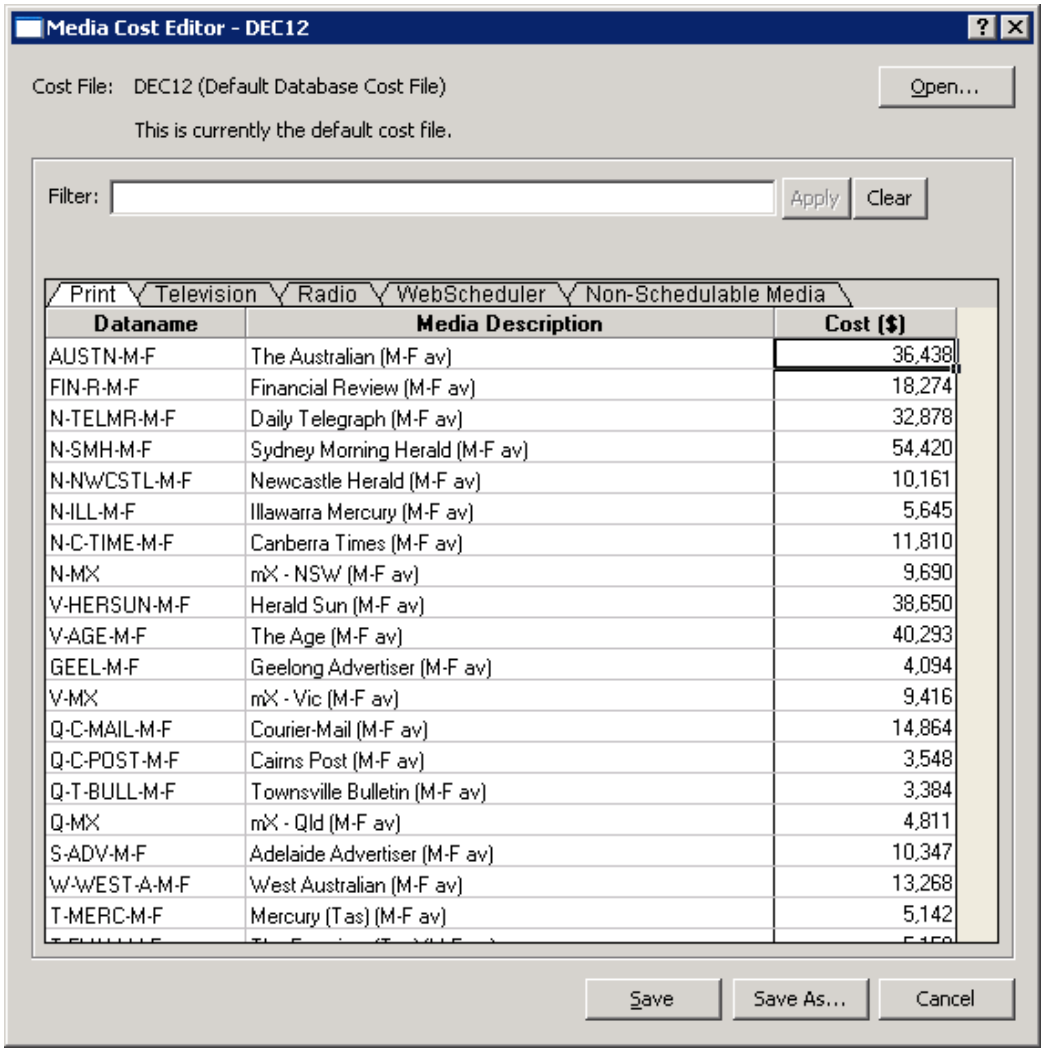
- Display a simple comparison of the schedules in a chart:
  Compare the schedules to each other, using either one or two of the series as axes.
- Chart the relationship between two series of the Schedule:
  Compare within each schedule, the relationship between two series.
- Display the OTS Results as a Chart
  As either simple or Cumulative distribution, with an option to display Zero OTS.

Page 2 Options:

This page offers a range of chart styles and other formatting options. When all selections have been made, click Finish to create the chart.

Media Cost Editor

You can maintain cost information in a Media Cost file which can be used to generate cost efficiency information for Print, Radio and TV items in Tabulation, Profiler and MediaPLANNER. Cinema and WebScheduler costs need to be manually entered into the worksheet. The Media Cost Editor is available from the Editors group on the Home tab and initially may open with default costs for print items only. You can change existing costs, or add a new one, by entering costs next to the relevant media items in the Cost ($) column.



Creating a new cost file

1. Open the Media Cost Editor.
2. Enter figures in the Cost ($) column.
3. Click OK and you will be prompted to save the file.

Using existing cost files

1. Open the Media Cost Editor.
2. Click Open and select the appropriate file.
3. Make any changes if required and click OK.

Default rates provided for print items are based on the casual rate for one full page colour ad in magazines and one full page black and white ad in newspapers.

Save

You will always be prompted to save any changes when you click OK but you can save at any time by clicking the Save button.

Find

To find a specific media item in the list, click the Find button and enter the item you wish to search for. The list will then be shortened to show the matching items.

Condense / Show All

The Condense button will shorten the displayed list of media items to show only those that have costs entered against them. This makes it easy to review and update costs you work with regularly. To display the full list again click Show All.

Clear All

To clear all costs in the list and start over, use the Clear All button.

Remember you must open or create a cost file before you select the required media items for your media schedule. Existing MediaPLANNER tasks will not reflect any changes made to the cost file but costs in the 'Cost($)' column of the MediaPLANNER Worksheet tabs can be altered manually where required.

Defining Target Audiences

A Target Audience is defined in the same way as any filter. (For information on creating combined filters, see 'Revisiting AND, OR, NOT' on page 70.) In this example we have created two different Target Audiences:

Target Audiences (Description)	(Definition)
18-34 WORK FULL-TIME & EARN $50Kplus	(AGE-18-24+AGE-25-34) & FULL-TIME & A-PAY-50-PL
35-64 WORK FULL-TIME & EARN $50Kplus	(AGE-35-49+AGE-50-64) & FULL-TIME & A-PAY-50-PL

You can define up to 12 separate Target Audiences. When running the Media Reach task, each of these will be processed in turn. To create an additional target audience, right click in the blank area of the Target Audience pane (on the Selection tab) and select 'Add'. A blank line is displayed for the creation of a new Target Audience.

To remove a Target Audience, right click over the item and select Delete from the context menu.

Creating the Filter

You can also define an 'over-riding' Filter which applies extra criteria to all Target Audiences.

This filter will apply extra criteria to all Target Audiences.

Filter (Description)	Definition
Women	WOMEN

By specifying an over-ride filter of 'women' this will restrict our Target Audiences to 'Women aged 18-34 working full time and earning $50K plus' and 'Women aged 35-64 working full time and earning $50K plus'

Media Reach Index

Media Reach Index (MRI) tasks enable you to see the increase in reach when advertising in multiple issues of the same publication. The output can be used to provide insights into individual publications and their relationship with specified target audiences. It also shows how reach and average frequency builds with the addition of each insertion. This is particularly evident when represented as a graph.

You would use Media Reach Index when you want to evaluate print media selections in terms of:

- Weighted Counts (reach per thousands)
- Reach – based on distribution (%)
- Reach – target audience (%)

Creating a Media Reach Index Task

If the database you are using has Print Media content the Media Reach button will be available within the Media Tools group on the Home tab:

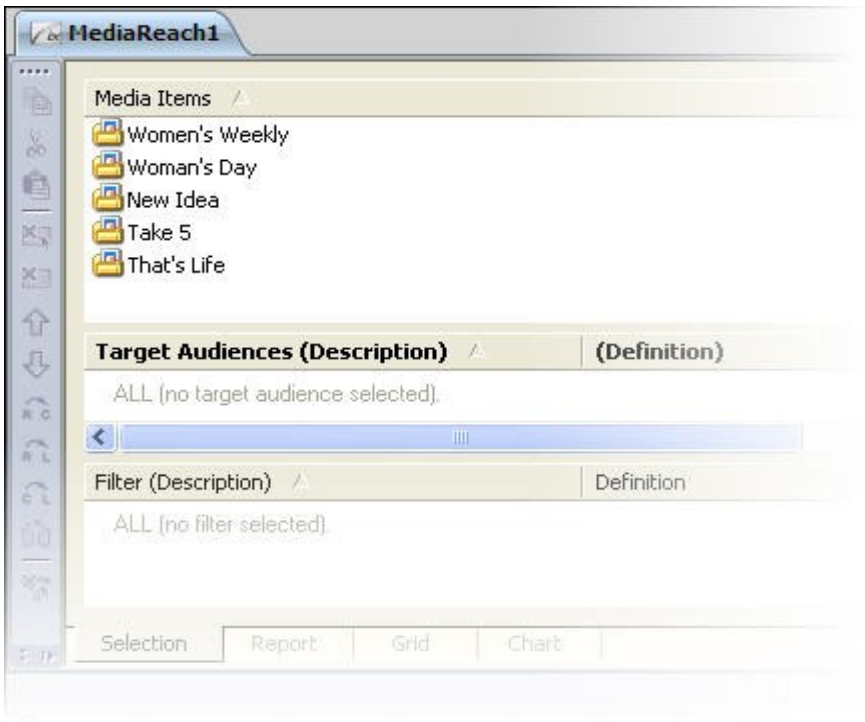
Click on this button to begin a Media Reach task.

Select the Media Items

Select the media items required from the Print Media tab of the Data Dictionary and double-click or drag them to the Media Reach task.

Any print media items which are valid for scheduling, are also valid for Media Reach Index tasks.

In this example we are including all five magazines from the Mass Women's Magazines variable:

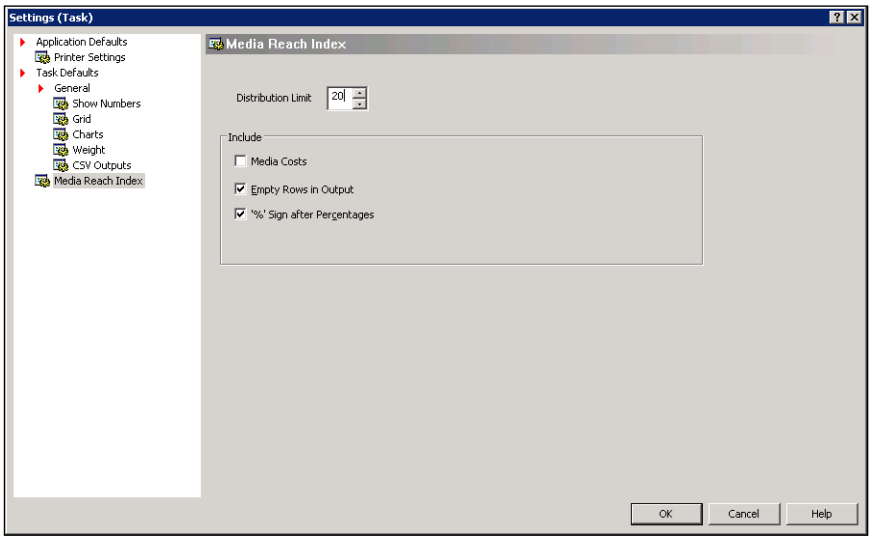


Media Reach Index Settings

You can change various settings to be specific about what you want displayed on the MRI task output. One option is to change the settings via the Show Numbers group on the Output tab of the Ribbon bar:

Within this group is the 'Distribution' setting. This corresponds to the number of publication issues. It can be set at 1 through to 52 – the number you specify provides the context for the reach percentage.

➔For our example, under the Task Defaults – Media Reach Index group, we will set the Distribution Limit to 20.



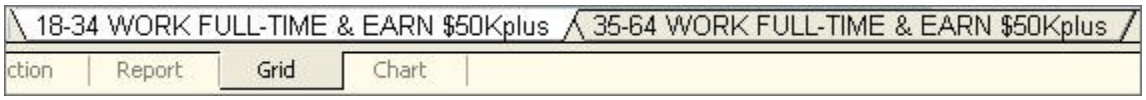
Saving the Current Media Reach Index Specification

If you wish to save the MRI task, click on the Save Task button: This will create a file with the extension .ATR

Producing the Output

When you are ready to display the MRI output, click the Run button:

By default this will display the results in Report view, though you can view them via Grid view, and one TAB will be produced for each of the Target Audiences specified:



Note: The filter description e.g. 'Women' is not included in the tab names – only the description of the Target Audiences.

Interpreting the Media Reach Index Output

The output will produce a number of rows, depending on the Distribution Limit specified. In this example we specified 20, the first and last of which are displayed here. Looking specifically at the data for 2 issues of Women's Weekly:

Media Reach Index

Filter: Women
Weights: Projected population of Australia 14+ (in '000)
Target Audience: 18-34 WORK FULL-TIME & EARN $50Kplus

		Women's Weekly	Woman's Day	New Idea	Take 5	That's Life
	(unweighted) uc	927	927	927	927	927
	(POPN '000) wc	387	387	387	387	387
1	wc	53	51	46	17	22
	af	1.00	1.00	1.00	1.00	1.00
	c%	25.3%	29.5%	27.6%	32.2%	35.5%
	r%	14%	13%	12%	4%	6%
	ix	100	100	100	100	100
2	wc	85	77	70	23	30
	af	1.25	1.32	1.30	1.50	1.46
	c%	40.5%	44.6%	42.4%	42.9%	48.7%
	r%	22%	20%	18%	6%	8%
	ix	160	151	154	133	137
3	wc	107	95	87	27	35
	af	1.49	1.62	1.57	1.89	1.86
	c%	51.0%	54.6%	52.6%	51.1%	57.4%
	r%	28%	24%	23%	7%	9%
	ix	201	185	191	158	161
4	wc	123	107	100	31	39
	af	1.72	1.90	1.83	2.24	2.23
	c%	58.8%	62.0%	60.3%	57.7%	63.8%
	r%	32%	28%	26%	8%	10%
	ix	232	210	213	173	181
	r%	54%	44%	42%	14%	16%
	ix	391	336	359	306	278
20	wc	209	173	166	53	61
	af	5.07	5.90	5.51	6.45	7.11
	c%	100.0%	100.0%	100.0%	100.0%	100.0%
	r%	54%	45%	43%	14%	16%
	ix	395	339	363	310	281

wc: Weighted Count (reach in 000's). Two issues of Women's Weekly reaches 85,000 women in our Target Audience.

af: Average Frequency. With two issues of Women's Weekly, women in our Target Audience have an opportunity to see an average of 1.25 times.

c%: Cumulative Reach. The Reach achieved by the respective number of issues as a % of total schedule reach. In a 20 issue Women's Weekly schedule, 2 issues contributes 40.5% of the total reach (i.e. 100% of the reach gained by 20 issues.)

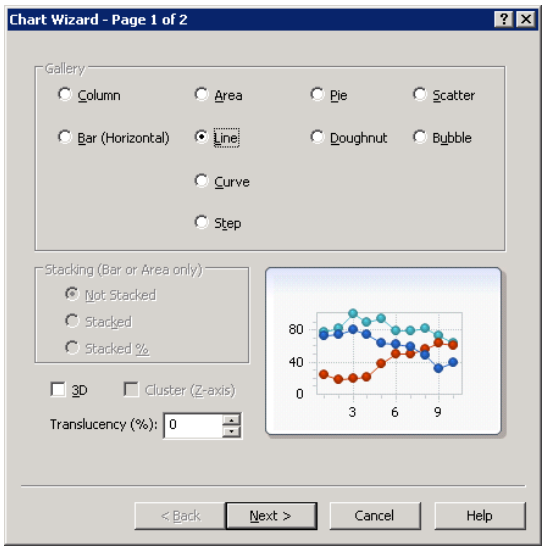
r%: The proportion of the Target Audience reached. 2 issues of Women's Weekly will reach 22% of Women aged 18-34 working full-time and earning $50K plus.

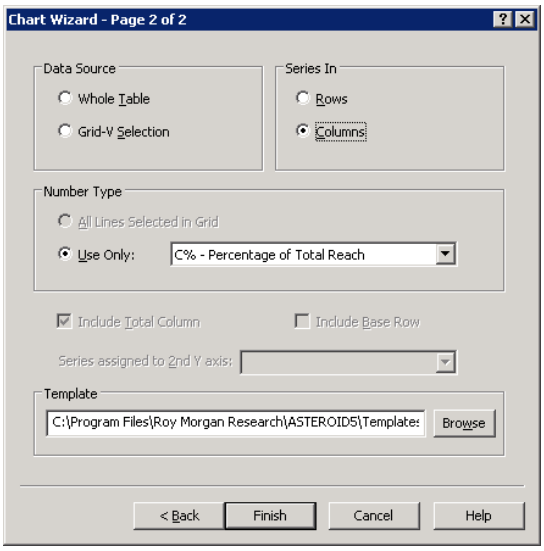
ix: Relates the reach for a number of issues back to the reach for 1 issue. Here, the reach for 2 issues is 60% greater than the reach for 1 issue.

Media Reach Index - Charting

To view the results graphically, click the Chart button in the View group on the Output tab – This will automatically display the default Line chart using Volume Reach c% and the number of insertions as the chart measures.

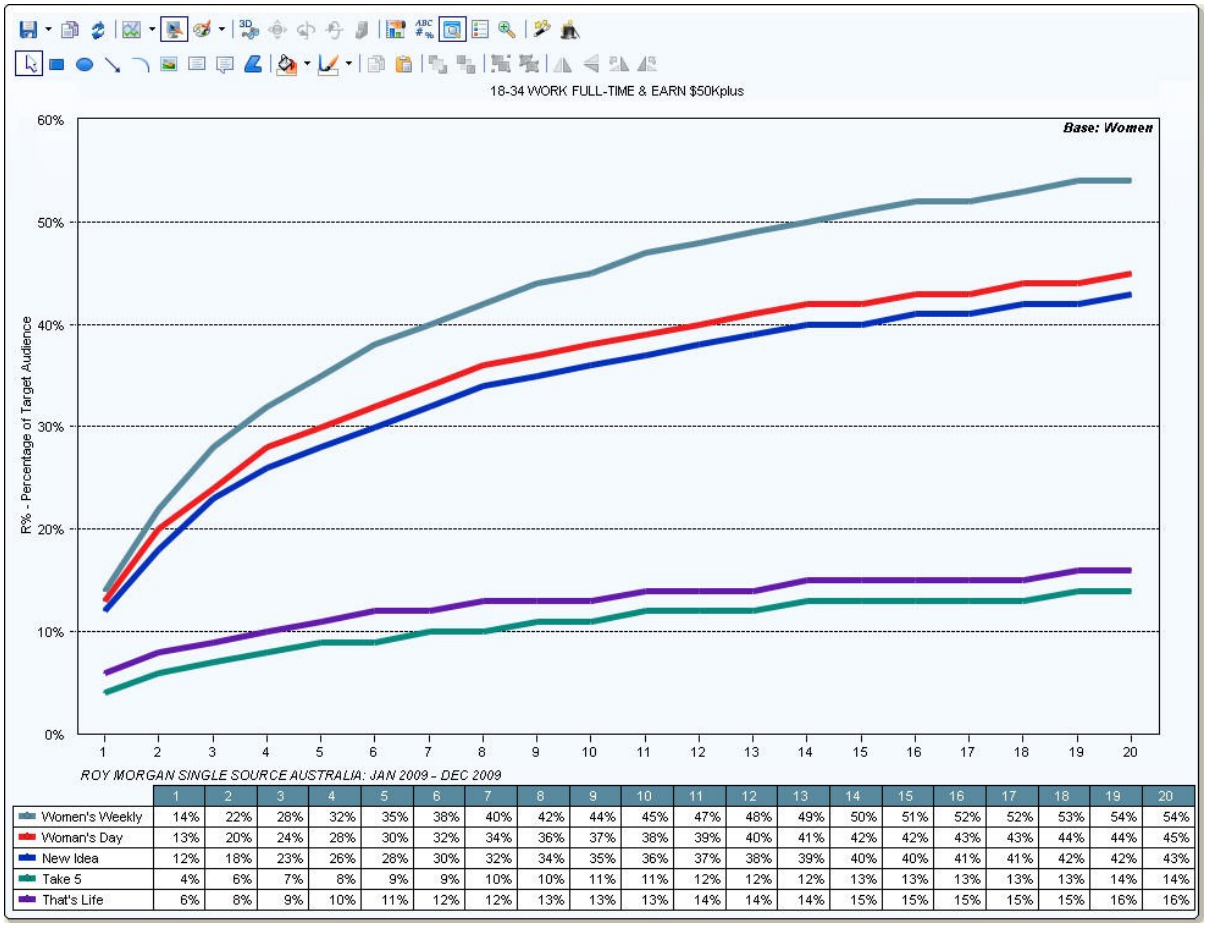
To change the selection, click the Chart Wizard button within the Chart Output Ribbon to display the Chart Wizard:





Change the Number Type as required. The default is C%, however in this example we will change it to R% - Percentage of Target Audience. Remember that this is the proportion of the Target Audience reached. For example, 2 issues of Women's Weekly will reach 20% of Women aged 18-34 working full-time and earning $50K plus.

Click Finish to generate the chart:



	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Women's Weekly	14%	22%	28%	32%	35%	38%	40%	42%	44%	45%	47%	48%	49%	50%	51%	52%	52%	53%	54%	54%
Woman's Day	13%	20%	24%	28%	30%	32%	34%	36%	37%	38%	39%	40%	41%	42%	42%	43%	43%	44%	44%	45%
New Idea	12%	18%	23%	26%	28%	30%	32%	34%	35%	36%	37%	38%	39%	40%	40%	41%	41%	42%	42%	43%
Take 5	4%	6%	7%	8%	9%	9%	10%	10%	11%	11%	12%	12%	12%	13%	13%	13%	13%	13%	14%	14%
That's Life	6%	8%	9%	10%	11%	12%	12%	13%	13%	13%	14%	14%	14%	15%	15%	15%	15%	15%	16%	16%

This chart instantly shows us that while "Women's Weekly" starts at about the same level as "Woman's Day" (for one issue) it quickly climbs to reach a significantly higher percentage of the Target Audience than all the other magazines.

It also shows us that for "Take 5" and "That's Life" magazines, there is no significant increase in Target Audience reach regardless of how many issues are specified.

Optimiser

As part of the Media Analysis suite, the Optimiser tool enables users to identify up to 20 optimum print schedules constrained by budget or target reach.

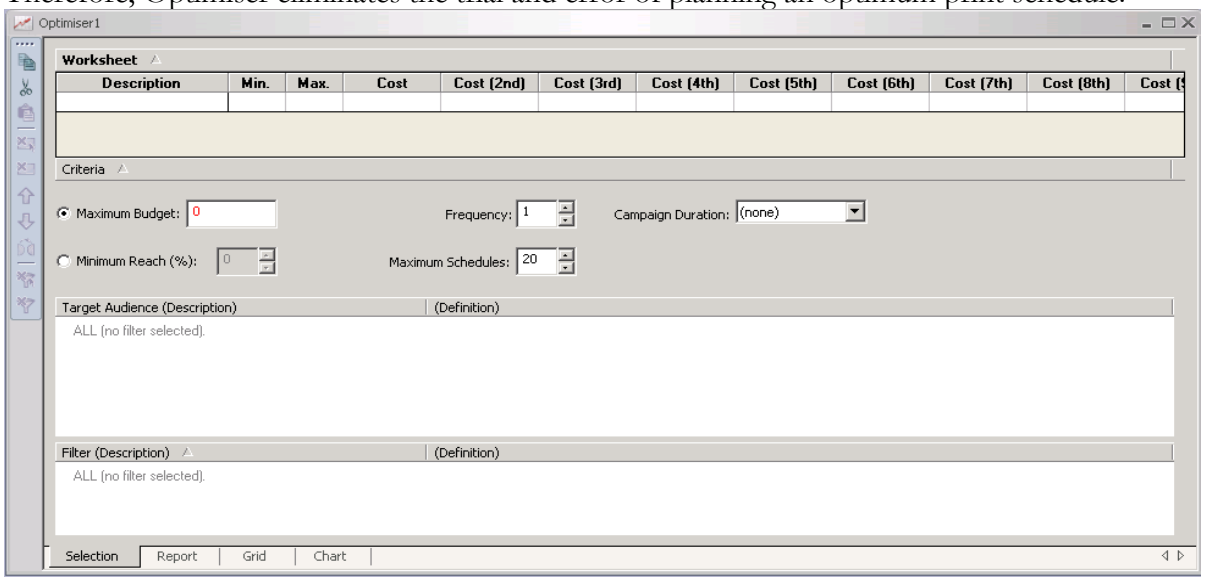
Please note that Optimiser is available for **Print media only**.

You can use Optimiser to produce a number of schedules that achieve the highest possible reach for a given budget, or to display the most cost-effective schedules that achieve the desired reach.

Start an Optimiser task by clicking the **Optimiser** button within the Media tools group of the Home tab: 

Why do we use Optimiser?

Optimiser will assess the most effective combination of insertions in multiple print titles that have been selected by the user. It will establish the optimum schedule(s) based on target reach or within a specific budget. Optimiser has the ability to compare up to 20 schedules at once. Therefore, Optimiser eliminates the trial and error of planning an optimum print schedule.

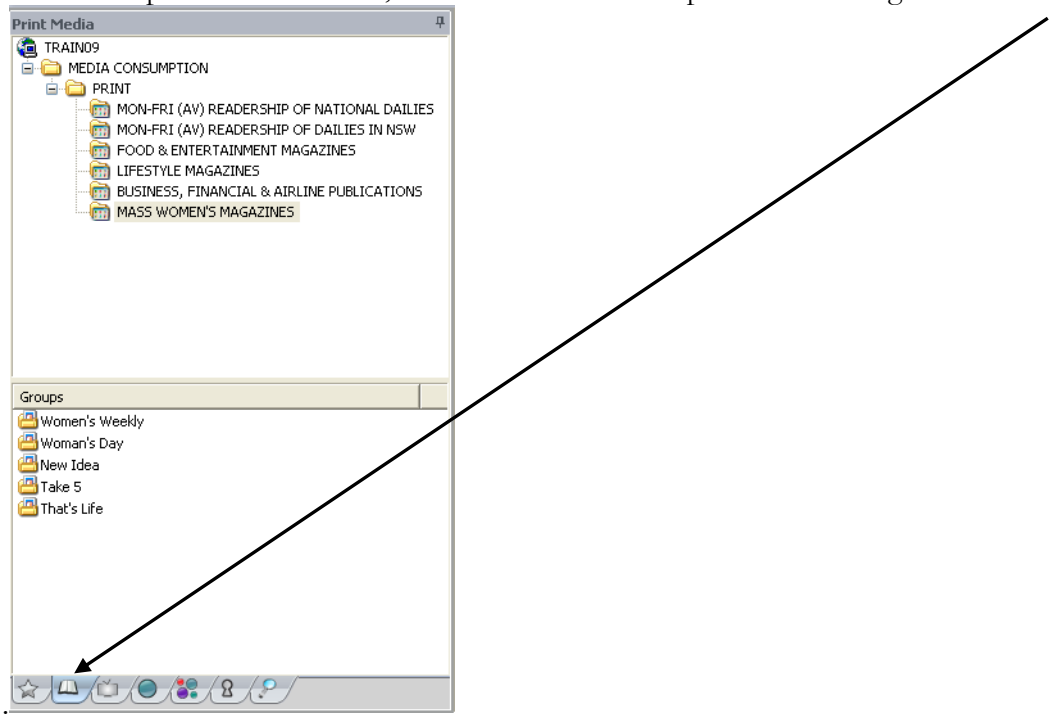


How we use Optimiser

Step 1:	Select Print Media
Step 2:	Indicate the campaign duration in weeks (optional)
Step 3:	Enter minimum and maximum number of insertions (optional)
Step 4:	Enter advertisement costs (optional)
Step 5:	Select whether schedules are optimised against budget or target reach
Step 6:	Indicate the required average frequency (optional)
Step 7:	Select the number of optimised schedules to be displayed (optional)
Step 8:	Define a target audience (optional)
Step 9:	Define a Filter Schedule (optional)
Step 10:	Run Optimiser

Step 1. Selecting Media

In order to produce a schedule, first select the relevant print media using the Print Media tab.

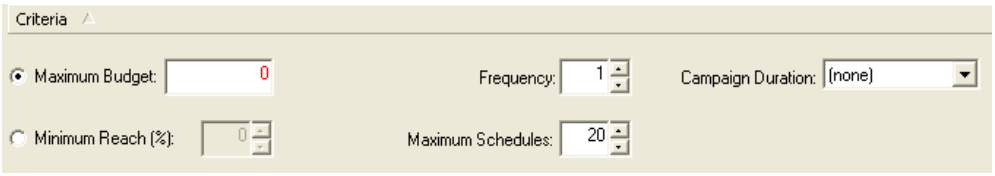


To select titles, double click on the title or folder to move it across to the Description column in the Worksheet. Alternatively, drag the required titles or folders to the Description column.

➔For our example add 'Mass Women's magazines'.

Criteria

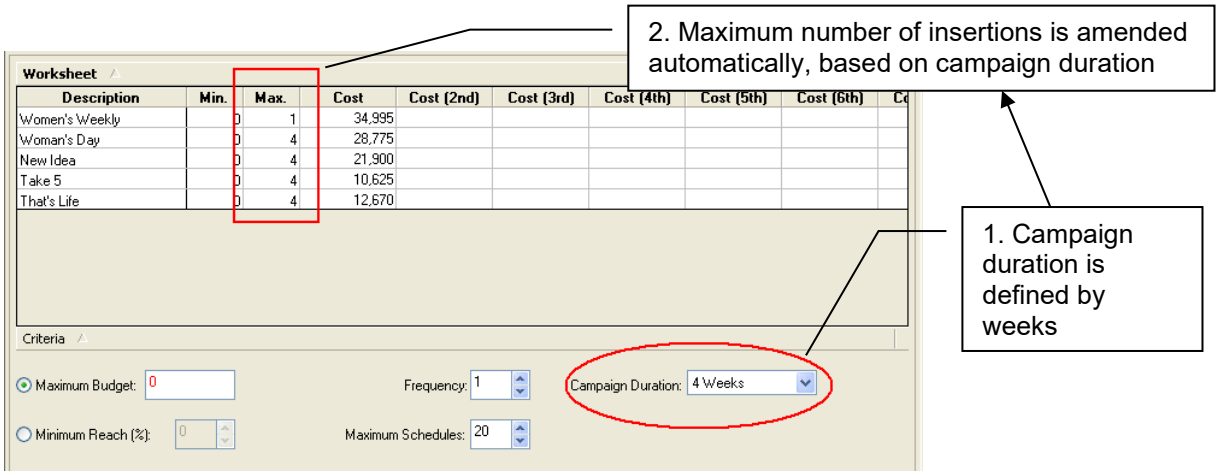
The settings for Step 2 and Steps 4 to 7 (all optional steps) are specified in the Criteria area at the bottom of the worksheet:



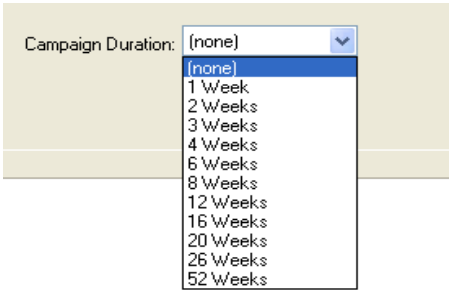
Step 2. Campaign Duration (optional)

The pre-set duration function refers to the period of the campaign. By selecting a specific duration, the maximum number of insertions automatically changes depending on how frequently the titles are published.

For example, if a campaign duration of 4 weeks is specified, then for a monthly publication the maximum number of insertions is automatically modified to 1. If the title is published on a weekly basis, the maximum number of insertions changes to 4.

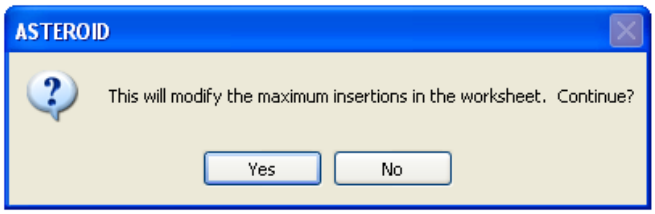


To modify the Campaign Duration click on the drop-down arrow. Select the relevant duration from the list displayed:



➔For our example, change to '4 weeks'.

Once the campaign duration has been selected, this request box is displayed:
To apply the Campaign Duration to the maximum insertions, click **Yes**. However, if you do not wish to modify the maximum number of insertions, click **No**.



Step 3. Enter Minimum & Maximum Insertions (optional)

In the Worksheet area, you may specify a minimum and maximum number of insertions for each title. The Min column indicates the minimum number of insertions for each title and the default is set to zero.

The Max column refers to the maximum number of insertions per title. This cannot exceed 52 insertions, which is the default.

To change the minimum or maximum insertions, click on the cell beside the relevant title (in either the Max or Min column) and type in the number of insertions required.

The maximum number of insertions automatically changes if a Campaign Duration is specified.

Worksheet

Description	Min.	Max.	Cost	Cost (2nd)	Cost (3rd)
Women's Weekly	0	1	34,995		
Woman's Day	0	4	28,775		
New Idea	0	4	21,900		
Take 5	0	4	10,625		
That's Life	0	4	12,670		

Step 4. Enter Costs of Advertisement (optional)

The casual rate for a full page advertisement in a publication automatically appears in the 'Cost' column when a title has been added to the worksheet. However, you may alter these costs if necessary: click on the cell beside the relevant print title within the *Cost* column and type in the new cost.

The remaining columns to the right of the Cost column (i.e. Cost (2nd), Cost (3rd) etc.) may be used for the costs of additional insertions. Cost (2nd) refers to the cost of the second insertion; Cost (3rd) refers to the cost of the 3rd insertion; and so on, up to Cost (52nd). This allows for a discount structure to be incorporated into the schedule if required.

Cost columns are populated with the last cost you specified. For example, if you enter figures into Cost, Cost (2nd), Cost (3rd) and Cost (4th) only, Optimiser uses the figure you specified in Cost (4th) and applies that cost to any additional insertions of the publication. (Note that the remaining Cost columns are not auto-filled: Optimiser uses the last figure in its background calculations.)

It is not necessary to enter a cost in each column. For example you may get a discount for the second insertion but then no further discount until 7 or more insertions. Optimiser takes the last figure (in Cost 2nd) and applies that cost to each subsequent insertion until it gets to the next insertion with a cost figure (Cost 7th). It then uses that figure in calculations for all remaining insertions.

Cost	Cost (2nd)	Cost (3rd)	Cost (4th)	Cost (5th)	Cost (6th)	Cost (7th)	Cost (8th)	Cost (9th)	Cost (10th)
34,995	**34,000**	34,000	34,000	34,000	34,000	**32,000**	32,000	32,000	32,000

and so on..

➔For our example we will use the following default costs in column 1 Cost, and we won't be extending the costs over subsequent insertions:

Worksheet

Description	Min.	Max.	Cost	Cost (2nd)	Cost (3rd)
Women's Weekly	0	1	34,995		
Woman's Day	0	4	28,775		
New Idea	0	4	21,900		
Take 5	0	4	10,625		
That's Life	0	4	12,670		

Step 5. Select Optimisation on Budget or Target Reach

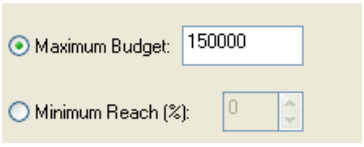
First indicate whether schedules are to be optimised based on budget or target reach.

When optimising on budget, Optimiser identifies schedules with the maximum possible reach within the allocated budget.

To optimise schedules based on budget:

- Ensure that the Maximum Budget option is checked.
- Click in the box beside this option and type in the budget.

It is not necessary to use commas or dollar signs when typing in the budget.

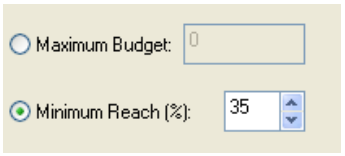


➔For our example we'll specify a Maximum Budget of 150000.

Alternatively, if optimisation is to be based on target reach, Optimiser displays schedules that meet the minimum target reach criterion at the lowest possible cost.

To optimise schedules based on reach:

- Ensure that the Minimum Reach (%) option is checked.
- Click on the up or down arrows to set the minimum reach percentage (or type the number in the space).



Step 6. Indicate Required Frequency (optional)

The Frequency option refers to the minimum average OTS (Opportunities to See) that a schedule will achieve. The frequency is set at '1' as the default. The frequency can be altered if a schedule with a greater minimum OTS is required. Click on the arrows to increase or decrease the frequency. Or, highlight the figure in the frequency box and type in the new figure.

➔For our example we'll set this at 3.

See 'Frequency for Optimiser' on page 63 for more information.

Step 7. Specify Maximum Schedules (optional)

This refers to the number of optimised schedules you want to have displayed. Optimiser has the capacity to display up to 20 of the 'best' schedules, and automatically displays these. However, if you do not want to display 20 schedules, click on the drop-down arrows next to Maximum Schedules and increase or decrease the number as required (or type the number in the space).

➔For our example we'll leave this at the default of 20.

Step 8. Defining Target Audience (optional)

If a particular campaign aims to target women, for example, Optimiser identifies which schedules are the most cost effective and will achieve optimum reach and frequency amongst women, based on the specified publications.

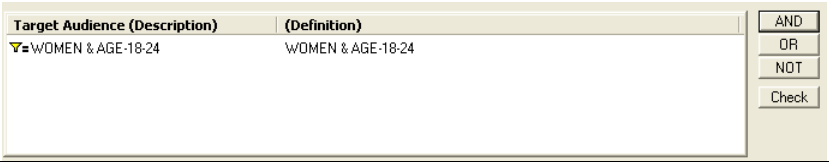
Note that if no target audience is specified, the default audience is 'all people aged 14+'. Only one target audience is allowed in Optimiser.

First select the Target Audience area to make it the active window. In the Data Dictionary, double click the appropriate Group for your target audience.

➔For our example the Target Audience should be changed to Women.

Combining Criteria

You may use the '**AND**', '**OR**' or '**NOT**' buttons to combine separate data items. Thus, you could further define the criteria for this example from a Target Audience of 'Women' to include only women who are aged 18-24. Once you have added the first Group (Women) to the Target Audience, highlight the second Group (18-24) then click AND – this adds the second criterion to your Target Audience, as in this example:



Step 9. Filtering Schedules (optional)

A filter can be applied to the media schedules, thus applying extra criteria to the Target Audience. Creating a filter is done the same way that it is in Tabulation and MediaPLANNER.

➔For this example, we have opted not to include a Filter.

Step 10. Run Optimiser

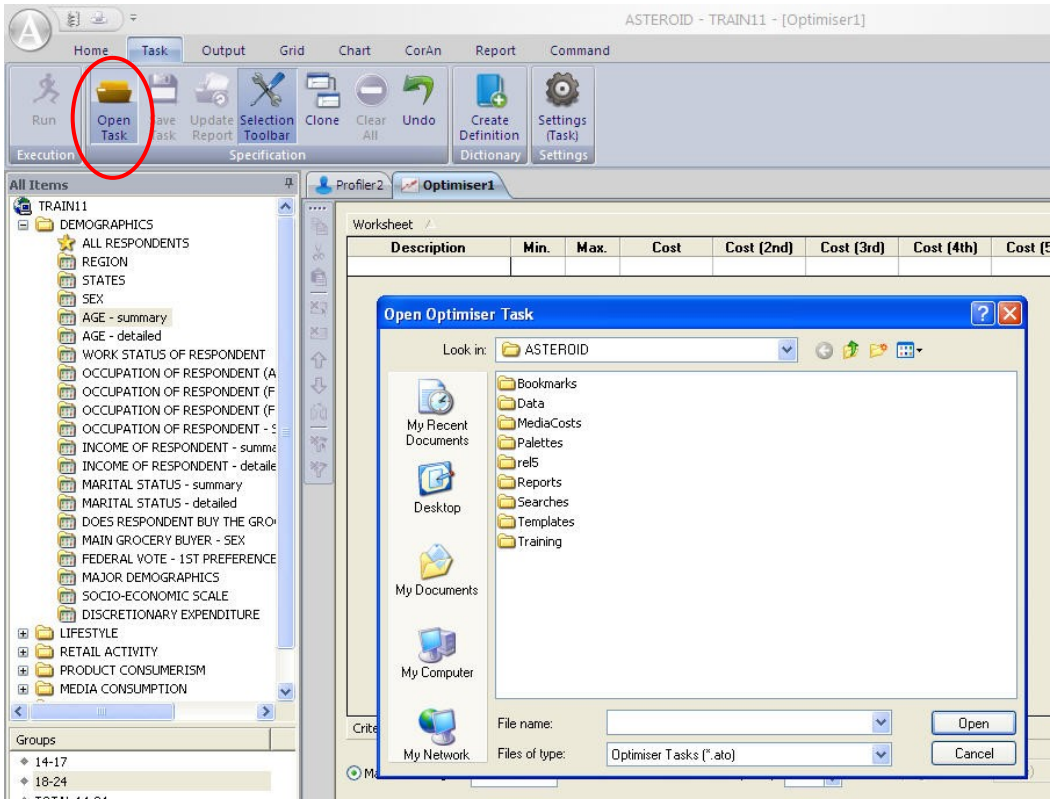
Once you have completed your selections for the Optimiser task, click the **Run** button:

ASTEROID prompts you to save the Optimiser task. Once saved, Optimiser generates an output. The results in the output are described later in this self-paced guide.

Open a saved Optimiser task

When you save an Optimiser task, ASTEROID saves it with the .ato file extension. You may re-run these files (i.e. the saved task) at any time.

To open a saved Optimiser task, click the **Open Task** button on the Task Ribbon and select the required Optimiser task:

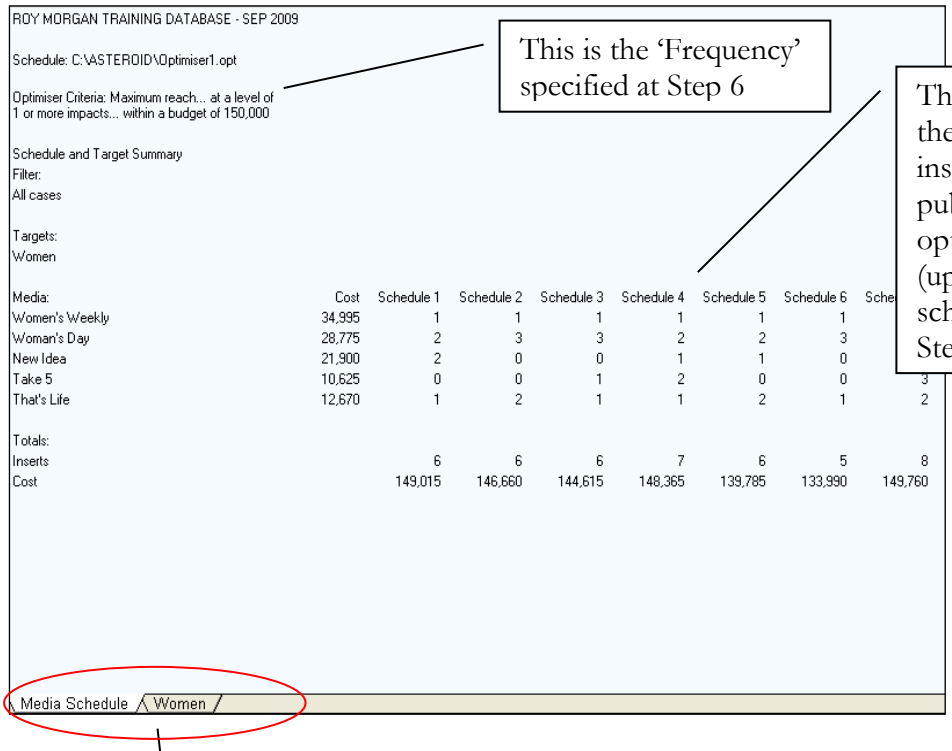


Understanding the Optimiser Output

Once you have completed your selection and saved the Optimiser task, Optimiser generates an output report. The following pages describe this output.

The Output Screen

The first tab or layer of the output summarises the selections that have been made, as well as a summary of the 'optimum' schedules identified by ASTEROID.



ROY MORGAN TRAINING DATABASE - SEP 2009

Schedule: C:\ASTEROID\Optimiser1.opt

Optimiser Criteria: Maximum reach... at a level of 1 or more impacts... within a budget of 150,000

Schedule and Target Summary
Filter:
All cases

Targets:
Women

Media:	Cost	Schedule 1	Schedule 2	Schedule 3	Schedule 4	Schedule 5	Schedule 6	Sche
Women's Weekly	34,995	1	1	1	1	1	1	
Woman's Day	28,775	2	3	3	2	2	3	
New Idea	21,900	2	0	0	1	1	0	
Take 5	10,625	0	0	1	2	0	0	3
That's Life	12,670	1	2	1	1	2	1	2
Totals:								
Inserts		6	6	6	7	6	5	8
Cost		149,015	146,660	144,615	148,365	139,785	133,990	149,760

Media Schedule | Women

This is the 'Frequency' specified at Step 6

These figures refer to the number of insertions per publication, for each optimised schedule (up to the number of schedules specified in Step 7)

The Media Schedule tab displays the output summary page, i.e. in which publications the insertions are going and how much it's going to cost.

The detail tab (in this case the 'Target Audience' of Women) gives an in-depth breakdown of figures. This will include Index, Cost, Reach, Impact, and so on. These items are described on the next pages.

In the **detail tab** area (in our example 'Women'), the top half of the output provides the following information:

Filter: All cases
Target audience: Women
(unweighted) 26698
(POPN '000) 8940

Media Summary	Audience	% of Target	% of Vehicle	Index	Cost /'000 reached	
Publication:						
Women's Weekly	1693	18.9%	79.0%	156	34,995	20.66
Woman's Day	1667	18.6%	81.0%	161	28,775	17.26
New Idea	1294	14.5%	80.0%	158	21,900	16.92
Take 5	703	7.9%	80.0%	159	10,625	15.12
That's Life	898	10.0%	80.0%	158	12,670	14.11

These column items can be defined as follows:

Unweighted and (POPN) Weighted counts	Refers to the number of women: There are 26,698 women respondents to our survey which represents 8,940,000 women in the population.
Audience	The number of people in (000's) in the target audience reached by the media vehicle: 1,693,000 women read an average issue of Women's Weekly magazine.
% of Target	The percentage of the target audience reached: 18.6% of women read an average issue of Woman's Day.
% of Vehicle	The proportion of publication readers that are members of the target audience: 80% of New Idea readers are women.
Index	A measure of the incidence of the target audience amongst all members of the media vehicle audience compared to the incidence of the target audience within the general population: women are 59% more likely to be Take 5 readers than the average person.
Cost	The casual rate for one full page advertisement in the print vehicle.
Cost/'000	The cost of the advertisement per 1000 of the target reached by 1 issue.

The output on the **detail tab** also displays the reach, frequency and cost efficiency for each of the schedules. These are the key results to assess when comparing media schedules:

	Schedule 1	Schedule 2	Schedule 3	Schedule 4	Schedule 5	Schedule 6
Women's Weekly	1	1	1	1	1	1
Woman's Day	2	3	3	2	2	3
New Idea	2	0	0	1	1	0
Take 5	0	0	1	2	0	0
That's Life	1	2	1	1	2	1
TOTAL	6	6	6	7	6	5
Results:						
Reach ('000)	4135	4114	4059	4031	4010	4008
Reach (%)	46.3%	46.0%	45.4%	45.1%	44.8%	44.8%
Avge. freq. (OTS)	2.06	2.06	2.04	2.14	2.02	1.89
Impacts ('000)	8513	8490	8294	8624	8117	7592
Total cost ($)	149,015	146,660	144,615	148,365	139,785	133,990
Cost/'000 impacts	17.50	17.28	17.44	17.20	17.22	17.65
Cost/'000 reached	36.04	35.65	35.63	36.81	34.86	33.43
T.A.R.Ps.	95	95	93	96	91	85
Cost/T.A.R.P.	1,564.87	1,544.41	1,558.69	1,537.95	1,539.62	1,577.83

Reach ('000) (or Net Reach)	The number of women reached by the schedule. E.g. Schedule 1 reaches 4,135,000 women
Reach (%)	The proportion of women reached by the schedule. E.g. Schedule 2 reaches 46.0% of women.
Average Frequency (Opportunity to See/OTS)	The average number of times each person reached by the schedule will have the opportunity to see the advertisement. E.g. Each of the women reached by Schedule 3 will have the opportunity to see the advertisement an average of 2.04 times.
Impacts (or Gross Reach)	The total exposure among the target audience achieved by the schedule. E.g. Schedule 1 achieves 8,513,000 impacts among women. Impact is calculated by multiplying Reach by Average Frequency. *Note:* Duplication is ignored in Impacts.
Total Cost	Total amount spent per schedule. E.g. Schedule 1 will cost $149,015 for 1 insertion in Women's Weekly, 2 insertions in Woman's Day, 2 insertions in New Idea and 1 insertion in That's Life.
Cost/'000 Impacts	The cost to impact 1000 people in the Target Audience. E.g. Schedule 2 will cost $17.28 to impact 1000 women.

Cost/'000 Reached	Is considered a measure of 'cost efficiency' and refers to the cost of reaching 1000 members of the Target Audience. This figure is calculated by dividing Total Cost by (net) reach. E.g. Schedule 3 costs $35.63 to reach 1000 women.
T.A.R.P.	Refers to Target Audience Rating Point. This is used in relation to Television Schedules and is calculated by dividing the Impacts by the population and multiplying that figure by 100.
Cost/T.A.R.P	Total cost divided by T.A.R.P.

Frequency for Optimiser

Required Frequency

If a Required Frequency has been specified for a schedule (in this case '3'), two sets of reach and frequency results for the optimised schedules are displayed:

Filter: All cases
Target audience: Women

(unweighted)	26698
(POPN '000)	8940

Media Summary	Audience	% of Target	% of Vehicle	Index	Cost /'000 reached		
Publication:							
Women's Weekly	1693	18.9%	79.0%	156	34,995	20.66	
Woman's Day	1667	18.6%	81.0%	161	28,775	17.26	
New Idea	1294	14.5%	80.0%	158	21,900	16.92	
Take 5	703	7.9%	80.0%	159	10,625	15.12	
That's Life	898	10.0%	80.0%	158	12,670	14.11	

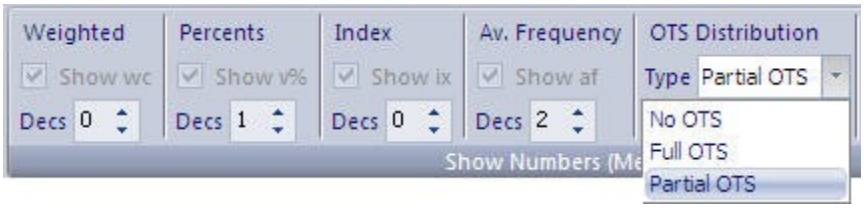
	Schedule 1	Schedule 2	Schedule 3	Schedule 4	Schedule 5	Schedule 6	Schedule 7
Women's Weekly	0	0	0	0	0	0	0
Woman's Day	0	3	1	0	1	0	3
New Idea	4	1	3	4	3	4	0
Take 5	1	0	0	2	1	0	1
That's Life	4	3	4	3	3	4	4
TOTAL	9	7	8	9	8	8	8
Results: 3+							
Reach ('000)	1542	1520	1518	1501	1475	1469	1461
Reach (%)	17.3%	17.0%	17.0%	16.8%	16.5%	16.4%	16.3%
Avge. freq. (OTS)	4.45	3.84	4.15	4.36	4.10	4.17	4.25
Impacts ('000)	6856	5835	6296	6553	6053	6121	6212
Total cost ($)	148,905	146,235	145,155	146,860	143,110	138,280	147,630
Cost/'000 impacts	21.72	25.06	23.05	22.41	23.64	22.59	23.76
Cost/'000 reached	96.55	96.22	95.62	97.83	97.01	94.10	101.06
T.A.R.Ps.	77	65	70	73	68	68	69
Cost/T.A.R.P.	1,941.70	2,240.53	2,061.00	2,003.65	2,113.73	2,019.71	2,124.57
Results:							
Reach ('000)	3457	3816	3607	3485	3597	3396	3721
Reach (%)	38.7%	42.7%	40.3%	39.0%	40.2%	38.0%	41.6%
Avge. freq. (OTS)	2.74	2.36	2.53	2.66	2.49	2.58	2.50
Impacts ('000)	9470	8988	9140	9275	8945	8767	9294
Total cost ($)	148,905	146,235	145,155	146,860	143,110	138,280	147,630
Cost/'000 impacts	15.72	16.27	15.88	15.83	16.00	15.77	15.88
Cost/'000 reached	43.07	38.32	40.24	42.15	39.78	40.72	39.67
T.A.R.Ps.	106	101	102	104	100		
Cost/T.A.R.P.	1,405.73	1,454.55	1,419.78	1,415.59	1,438.31		

The first set is filtered to the required frequency, i.e. to only those members of the target audience who have read 3 or more issues of the magazines in the schedule.

The second set shows the total (unfiltered) reach and frequency

Frequency Distribution

Optimiser also enables users to display the Frequency Distribution in the output. The following options are available:



No OTS will hide the frequency distribution.

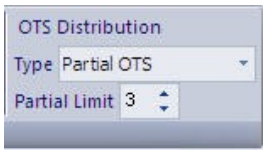
Full OTS will display a complete OTS distribution, up to a maximum of 52 issues.

Partial OTS allows the user to set the maximum number of issues for which you can see an individual OTS distribution. E.g. If the Partial Limit is set to 2, a frequency distribution for 1, 2 and 3+ issues will be displayed.

Note: that Percents (v%) specifies decimal places for the OTS Distribution.

More on Partial Limits

To set a Partial Limit click on the OTS Control found in the Show Numbers (Media) folder on the Output tab across the top of the task. Click on the downwards arrow to view the OTS Distribution options. From the short menu displayed, click on the *Partial Limit* option.



In the cell beside the *Limit* cell, indicate the frequency distribution limit to be displayed. For example, if it is necessary to view a Frequency Distribution of up to 3, then it would be sufficient to set the limit to 3.

The output will refresh automatically and display the new figures. Optimiser automatically prompts you to save the changes to the task.

Once the Optimiser has been refreshed the following information appears.

Schedule O.T.S.							
O.T.S. Distribution							
0	61.3%	57.3%	59.7%	61.0%	59.8%	62.0%	58.4%
1	13.6%	16.1%	14.9%	13.9%	15.1%	13.5%	16.1%
2	7.8%	9.6%	8.4%	8.3%	8.6%	8.1%	9.2%
3	5.9%	8.5%	6.6%	6.1%	6.7%	6.2%	7.0%
Cumulative O.T.S. Distribution							
1+	38.7%	42.7%	40.3%	39.0%	40.2%	38.0%	41.6%
2+	25.1%	26.6%	25.4%	25.1%	25.1%	24.5%	25.5%
3+	17.3%	17.0%	17.0%	16.8%	16.5%	16.4%	16.3%
4+	11.4%	8.5%	10.4%	10.7%	9.8%	10.3%	9.4%

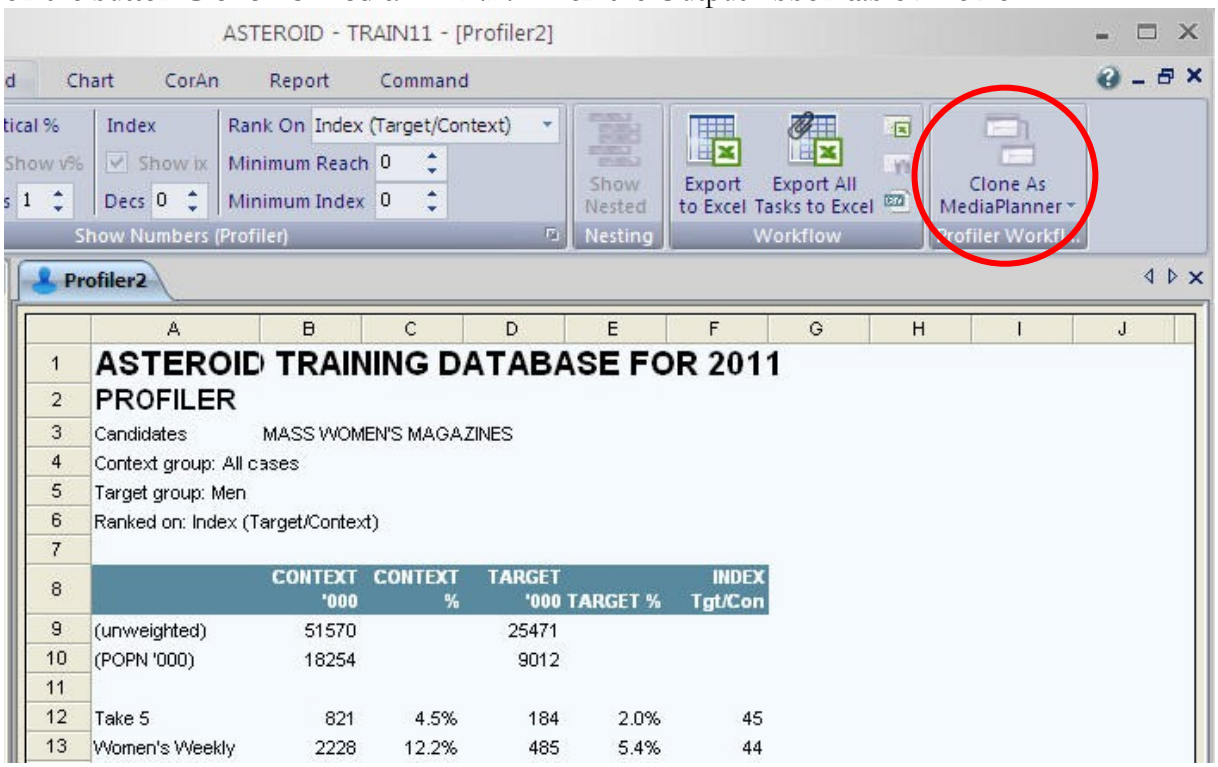
OTS Distribution refers to the percentage of the Target Audience who will have the opportunity to see the advertisement exactly that many times. For example, looking at Schedule 1, 13.6% of the Target Audience (women) will be reached by the schedule exactly 1 time and 7.8% of the Target Audience (women) will be reached by the schedule exactly twice.

Cumulative OTS Distribution refers to the percentage of the Target Audience who will be reached by the schedule at least that many times. For example, looking at Schedule 1, 25.1% of women will be reached by the schedule at least twice.

Useful Tools in Media Analysis

Creating a MediaPLANNER task from Profiler

Profiler tasks containing Media items can be cloned as a MediaPLANNER task. To do this, click on the button **Clone As MediaPLANNER** on the Output ribbon tab of Profiler:



You are presented with two options:

- Clone as MediaPLANNER - copies the complete list of Media items into MediaPLANNER)
- Clone as MediaPLANNER via Media List (activates the selection screen where required items may be selected). By default all Media types are selected so if you would like to just add TV and Radio items de-select all but the TV and Radio items boxes at the top of the window and click OK (Figure 2).

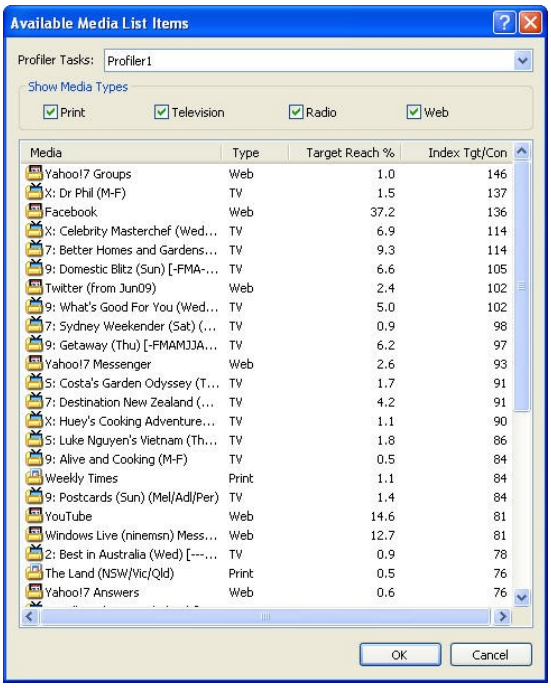


Figure 1: Default window

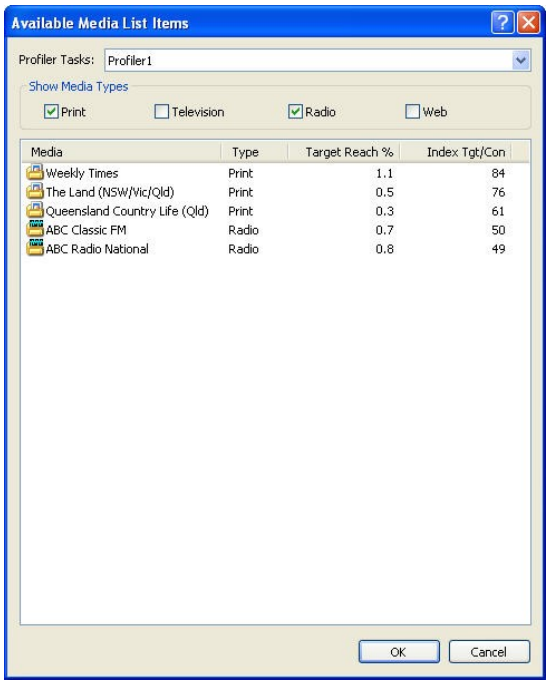
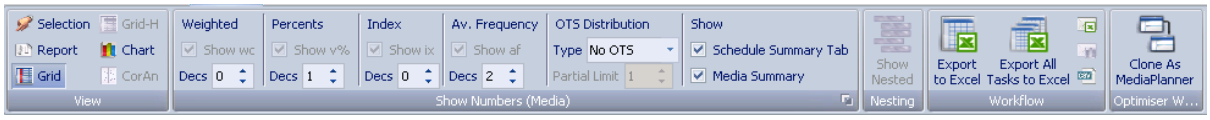


Figure 2: With only Print and Radio selected

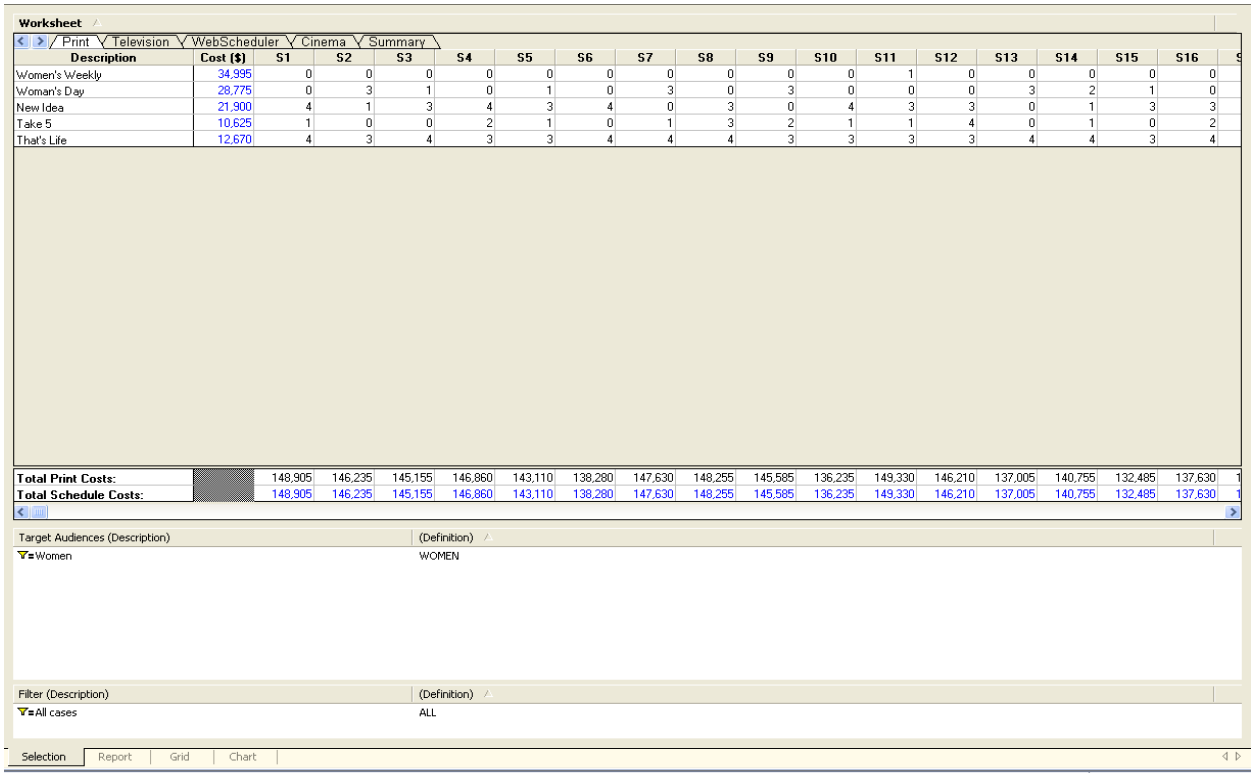
If you want only particular items from the full list you can select just those items by using the Shift and Ctrl buttons on your keyboard to select adjacent and non-adjacent items respectively, and then click OK.

Creating a MediaPLANNER task from Optimiser

To create a MediaPLANNER task from Optimiser, click on "Clone as MediaPLANNER" from the Optimiser Output Ribbon:



This transfers all the schedules that Optimiser has created to a MediaPLANNER task screen:



Please note that cloning the Optimiser task in this way will not automatically update the Total Schedule Costs. This is because Optimiser uses a different cost model to MediaPLANNER. To update this, right click on 'Total Schedule Costs' and select Recalculate costs.

Note: that prior to the recalculation the Total Schedule Costs are in blue, and once recalculated they will be displayed in black.

Recapping on some important facts

Filter

The overarching subset of the population that will be evaluated in the Media Schedule results.

Additional Target Audiences

Once you have cloned the Optimiser task as a MediaPLANNER task, you may include additional Target Audiences, as up to 12 are allowed. NOTE – the filter will be applied to each and every Target Audience.

Re-routing

If you try to add print items to the TV items section, for example, ASTEROID will re-route the items to the appropriate section of the screen.

Seeing more

If you have a long list of media or target audiences then remember that you can expand any section of the Selection screen by activating it (clicking anywhere in that section) and then clicking once on the section header. This expands the section to fill the depth of the screen.

To return it to its normal size, click once on the section header.

Traceback

As with other task types in ASTEROID you can use Traceback to find the folder in which a selected item is located. This is available by right clicking on the item and selecting Traceback from the menu.

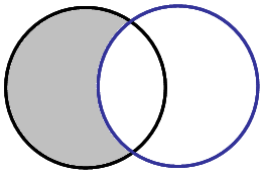
Settings (Task)

Through the Settings (Task) button you can access a number of options for modifying the output and you can also set or change the OTS Distribution, which can also be changed using the options on the OTS Distribution button on the Output ribbon tab – Show Numbers (Media) group (for more information on OTS Distribution see page 31).

Revisiting AND, OR, NOT

This simple illustration below uses only two groups but the same rules apply when combining multiple groups.

When you use NOT you get people who belong exclusively to one group.



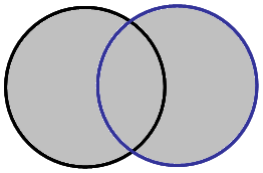
For instance we might be interested in people who read the magazine NW exclusively i.e. who are not readers of Who and so we would use:

Read NW but *NOT* Who

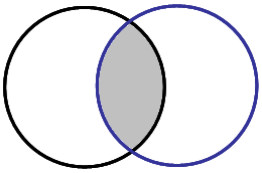
When you use OR you get people who belong to either of the specified groups.

For instance we might be interested in people who read either of the specified magazines.

Read NW *OR* Who



When you use AND you get only people who belong to both groups.



For instance we might want to look at people who read both magazines.

Read NW *AND* Who

Remember to be careful not to get And & Or mixed up – a common mistake – and remember that you can use the Check button to see the size of each ad hoc group.

Notes:

Notes: