

Use Media360's Multi-Schedule mode to quickly create multiple points on the reach curve. The steps below will assist in setting up the data and exporting to Excel where the curve chart will be created.

- 1. Launch Media360 from eTelmar under the Multi-media tab.
- 2. At the wizard start screen, choose the Multi-Schedule option.



3. The target selection screen will appear, Click the **New Target** button.

<b>(</b> )				_ 🗆 ×
Target Markets found in: x:\				
Target Filename	Target	Survey Code	Modified	Project 4
1A25-54_MM1901AA.DEU	A25-54	MM1901AA	4/19/2019 1:04:02 PM	
1Women_ 25-54_ HHI 100K+_M182Y.DEU	Women, 25-54, HHI 100K+	M182Y	2/1/2019 8:29:34 PM	-
Adults_M182Y.DEU(3).DEU	Adults	M182Y	2/1/2019 8:29:34 PM	
118-49_M182Y.DEU(2).DEU	18-49	M182Y	2/1/2019 6:59:48 PM	
118-34_M182Y.DEU(2).DEU	18-34	M182Y	2/1/2019 6:59:42 PM	
125-54_M182Y.DEU(1).DEU	25-54	M182Y	1/31/2019 8:30:26 PM	
Women_M182Y.DEU(1).DEU	Women	M182Y	1/29/2019 1:54:56 PM	
118-49_M182Y.DEU(1).DEU	18-49	M182Y	1/29/2019 1:54:56 PM	
118-34_M182Y.DEU(1).DEU	18-34	M182Y	1/29/2019 1:54:56 PM	
1Men_M182Y.DEU(1).DEU	Men	M182Y	1/29/2019 1:54:54 PM	
	A 2	140057	40000404-54-54.00	Ð
Target 💌	▼ Search		B	efresh
New Target Advanced Show	w Multibased Markets Only w Composition Markets Only		ОКС	ancel

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4. Select the desired survey from the available list.

Survey Code	Description		Date		0.0
MN01S18	2018 MRI/Nielsen TV Fusion (01-19/	\$18) - MN01S18	1/27/2019		1
AM1901AA	NELSEN AL Moute TV 2019 Jan ALI	-AM1901AA	08/2019		
MM1901AA	NELSEN Mid-Minute TV 2019 Jan AL	L - MM1901AA	\$26/2019		
MITISTZAA	NECSEN Mid-Minute TV 2018 Dec At	L - MM1812AA	00502019		
MCG8F	MRI 2019 Fall Custom Cable - Green	- MCG8F 3	120/2019		
MCR8F	MRI 2019 Fall Custom Cable - Red - I	ICR8F 3	3/20/2019		
AM1812AA	NELSEN All-Minute TV 2018 Dec ALI	-AM1812AA	3/19/2019		
UMWV10	UNIVERSAL MCCANN Wave 10 (All	Markets) - UMWV10	19/2019		
MCE12518	MRI Spring 2018/December 2018 Co.	rd Evolution Wave 10 3	V15/2019		
MWS1901	MUSICWATCH Spotify 2019 - MWS1	901	3/15/2019		
58FND	SMMONS 2018 Fall NCS Adults 6 Me	onths (Discretionary Sp., 3	\$15/2019		
58HFD	SIMMONS 2018 Fall NCS/NHCS Adult	ts 6 Months (Discretion 1	\$15/2019		
SF8DH	SIMMONS 2018 Fail NCS/NHCS Adult	s Full Year (Discretion	3/15/2019		
5F8DN	SMMONS 2018 Fail NCS Aduts Full	Year (Discretionary Sp	3/15/2019		
SAF8M	SMMONS 2018 Fail Teens/Adults Co	mbined (Prizm Premier) 3	3/14/2019		
STAF8	SMMONS 2018 Fail Teens/Adults Co	mbined - STAF8	3/14/2019		
AM2018CD	CCS 2018-2019 Benchmark/NELSEN	TV 2018 Fusion Disn 3	3/13/2019		
AM2018CF	CCS 2018-2019 Benchmark/NELSE	TV 2018 Fusion - AM	V13/2019		
Surveys	C Multibased	C 3rd	Way Surveys		
sarch	G Annahara	C. D. Comm. Cate			
	C From Beginning	C By Survey Desc	ription	used only	

5. Select and/or create the target audience.



6. Select the media vehicle(s) to be included in the graph

Image: Select Media from NIELSEN Mid-Minute TV 2019 Jan ALL       - M         Image: Imag	IM1901AA	alysis		_ 🗆 ×
Media		Title ABC: DP: Prime M-Su	Coding MM1901AA_VE	Source MM1901AA
ABC: DP: Early Morning M-F				
ABC: DP: Prime M-Su     ABC: DP: Overnight M-Su     ABC: DP: Weekend Day Sa-Su				

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- 7. If the program asks for a cost file, click **Ignore.**
- 8. The system will display 5 schedules by default, if you need to include more, right-mouse click on the last schedule and Click **Add**, select a **#** from the menu to add additional schedules to the main planning grid.

rget A25-54 rvey NELSTN Mid eight Weight splay Multi Schedu ác Method Formula Bas	-Minute TV 2019 Jan Al It ed, Tru Curte R&F meth	L & MP MM 1901A	^					Population Sample Size Comp. Target	120,583 (000) (3 37,991 Al
	Audience		1	2	1	4	8	Unit	
Media	[000]	Rating	Schedule	Schedule	Schedule	Schedule	Schedule	Schedule	1
1 ABC: DP: Prime M-Su	1,905	1.65	0	0	•	0	2	Sort Ascending Sort Descending Input Order	
								Fill Selected With	
								Rename Column Layout Decimal Places	
								Add Delete Copy To Schedule Verii. Column Information	2 1 2 3 4 5
10	All Schedules	Schedule 1 / Sch	redule 2 (Sche	dule 3 (Schedule	4 (Schedule 5/				7
	Total		5	Avg	Reach	Gross	Total		8
	Uses	GRP	Reach	Frequency	[000]	Impr [990]	Cost	CPM	9
		0.00	0.00	0.00	0	0	000	0.00	10
Schedule	0	0.00	0.00	0.00			0.001		
Schedule Schedule	0	0.00	0.00	0.00	0		0.00	0.00	
Schedule Schedule Schedule Schedule	0	0.00	0.00	0.00	0	0	0.00	0.00	

9. The system will display spots/insertions by default. If applicable, change to GRPs. Click **Layout** and Select **GRPS** from the planning calculations section. Remove **Schedule** and **Unit Cost** for a cleaner report, leave **Audience (000)**, **Rating**, and **GRP's**.

	Show/Hide Pla	inning Calculations		
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hedule Totals			OK Car	vcel

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10. At the bottom of the screen, select the Summary view to Horizontal.

11. Now you are ready to populate the schedules

Rank Singl	e Schedule Multi S	Schedule Optimiz	•	Target	Nedie C	ost Layout	Sert Oraph	Frequency Duple	cation PowerPo	et Graph		New O	en Save	Ext	Print	Export
rget invey eight splay de Method	A25-54 NELSEN Md-Mr Weight Multi Schedule Formula Reset	nute TV 2019 Jan	ALL &C' MM10	0144					Population Sample Size Comp. Targe	120,583 (1 37,991 t All	200) (39.5% of C	Comp Base)				
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12. In the first schedule add 1 GRP. Then add cumulative levels of GRP's until all schedules are filled. (Don't worry about the specific levels as we are using them to uncover the reach curve.)

Rank Singl	A25-54	chedule Optimiz	a Target	Media Cost	Layout	Sort Graph P	requency Duplic	ation Power Point	Graph New Population	Open (120,530) (	Save Ext 000) (39.5% of C	Print Ex	port	
lervey Veight Isplay Jac Method	NELSEN Mid-Min Weight Multi Schedule Formula Based,	iule TV 2019 Jan Tru Cume R&F m	ALL åt" MM194 ethod; screen-à						Sample Size Comp. Target	37,991 Ali				
A25-54		Audience		1	22	1	4	5	6	7		9	10	11
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1 ABC: DP: Pri	me M-Su	1,985	5 1.6	55 1.6	5 4.	94 9.00	19.75	39.50	79.00	149.70	246.53	243.94	449.34	\$49.7
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13. Click the **Export** button.

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14. The **Export Options** dialog appears. Under **Reports** make sure only **Plan** is checked, and click on the **Export** button at the bottom of the screen, and choose **Direct to Excel**.

	_		Print Engine 2.0.30.
Reports	_		
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✓ Include header and foote XLS Export Media 360 Expo Survey: MM190 Text Text Text Tr Text Text Text Tr	rt Title ITAA Header/Footer ext Grids ext Bold ext Reset for multi targets	General Uptions Include dayparts for broadcast Only Vehicles with insertions Include SMS/Direct Mail detai Headers/Footers Plan Information Only show top 0 🗲 Media 0 Xport SS 🔊	t Targets Weeks Filters Group all vehicles together
Include header and foote XLS Export Media 360 Expo Survey: MM190 Text Text Text Tr Text Text Text Tr Use separate tabs/sheets I 662,890 0.	rt Title ITAA Header/Footer ext Grids ext Bold ext Reset for multi targets 00 0.00	Ceneral Uptions Control dayparts for broadcast Conly Vehicles with insertions Conly Vehicles with insertions Conly Show top Control Conly show top Control Conly show top Control Conly Show top Control Cont	t Targets Weeks Filters Group all vehicles together
Include header and foote <u>XLS Export</u> Media 360 Expo Survey: MM190 Text Text Text Text Tr Text Text Text Text Text Text Text Text	rt Title ITAA Header/Footer ext Grids Ext Bold Ext Reset for multi targets 00 0.00	Cieneral Uptions Cinclude dayparts for broadcast Only Vehicles with insertions Cinclude SMS/Direct Mail detai Headers/Footers Plan Information Only show top O Media O Xport S Direct to Excel Direct to Acrobat Reader B To Clipboard	t Targets Weeks Filters Group all vehicles together
Include header and foote <u>ALS Export</u> Media 360 Expo Survey: MM190 Text Text Text Text Tr Text Text Text Text Tr Text Text Text Text Tr Ext Text Text Text Text Text Tr Ext Text Text Text Text Text Tr Ext Text Text Text Text Text Text Tr Ext Text Text Text Text Tr Ext Text Text Text Text Tr Ext Text Text Text Text Text Tr Ext Text Text Text Text Tr Ext Text Text Text Text Tr Ext Text Text Text Tx Ext Text Text Tx Ext Text Text Tx Ext Text Text	rt Title 11AA Header/Footer ext Grids ext Bold ext Reset for multi targets 00 0.00	General Uptions □ Include daypats for broadcast □ Only Vehicles with insertions □ Include SMS/Direct Mail detai Headers/Footers Plan Information Only show top 0 ♣ Media 0 0 0 0 0 0 0 0 0 0 0 0 0	t Targets Weeks Filters Group all vehicles togethe

- 15. Open the Excel file. Use the **GRP** and **Reach** % columns to chart the curve.
- 16. In Excel, edit the title to display "% Reach" and "Avg Frequency" in the same cell.

GRP	% Reach	Avg. Frequency
1.00	1.05	4.6
4.94	4.02	1.23
9.88	6.14	1.61
19.75	9.33	2.12
39.5	14.0	2.82
79.0	20.48	3.86
149.78	27.83	5.38
248.53	33.55	7.41
348.94	36.37	9.59
449.34	37.5	11.98
549.74	37.76	14.56

If you have any questions, please contact your Telmar client service representative or email AccountServices@Telmar.com.



#### 17. Highlight the desired Schedules GRP, % Reach and Avg Frequency and omit schedule totals.

18. Click Insert at the top, look for the Scatter Plot Chart.



If you have any questions, please contact your Telmar client service representative or email AccountServices@Telmar.com.

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