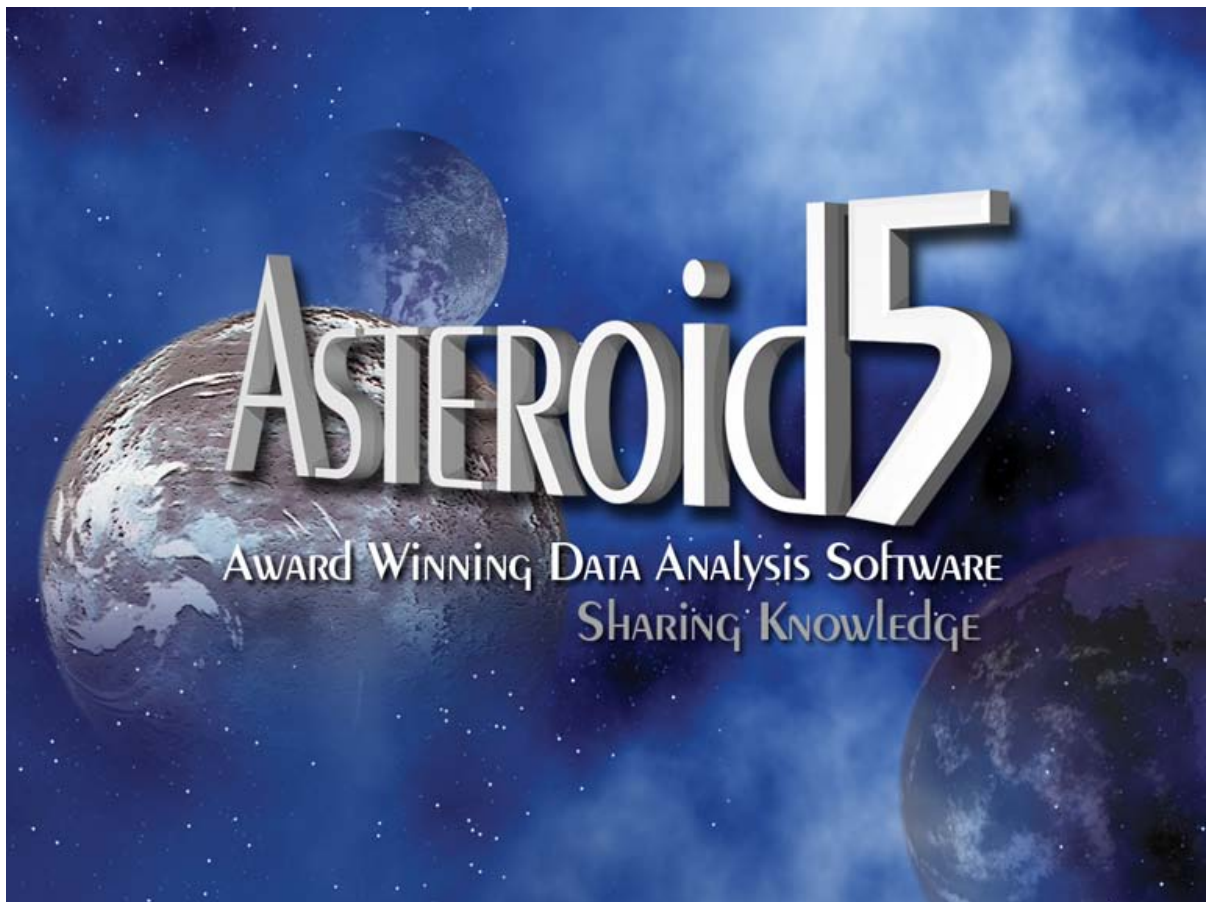


# ASTEROID

Media Analysis Module



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## **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 in print, television, online and cinema.

## **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

### *Sharing Knowledge*

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- 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.

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## 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, online and/or cinema 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 TV, print, 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:

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

### Note on examples:

In the examples throughout this guide, the **TRAIN09 database** has been used.

If you are selecting media items, they should be selected from the associated media tabs (see page **Error! Bookmark not defined.**), 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.

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The MediaPLANNER task window:

Worksheet tabs will only be present if the respective data is available for scheduling in your database. For example, if your subscription does not include TV or Website scheduling data, those tabs will not appear.

These are the scheduling tabs – see next page for more information.

## General Terminology

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

- Class** – represented by a yellow folder in the data dictionary – e.g. ‘Media’, ‘Print’, ‘Television’, ‘Cinema’. Cannot be used directly in tables
- Variable** – ‘Cinema - Last 12 Months’, ‘Cinema - Last 3 Months’, ‘Cinema - Last 4 Weeks’  
Can be used directly in tables – will include all associated ‘Groups’
- Group** – ‘Groups’ make up the Variable selected. In the example above, ‘Once’, ‘Twice’, ‘Three Times’ are groups within the Variable ‘Cinema - Last 3 Months - Frequency’  
Can use single or multiple individual groups 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 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 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, TV Media tab displays TV variables only, and WebScheduler tab Website variables only.



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 'days' (a program that shows 5 days a week counts as 5 toward the limit)
- 52 weeks per schedule for 20 schedules
- 200 TV spots over 20 weeks
- 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.

## Sharing Knowledge

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### 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 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)

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 **Error! Bookmark not defined.** 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:

<b>Total Web Costs:</b>		16,400	19,100	17,000	0
<b>Total Schedule Costs:</b>		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:

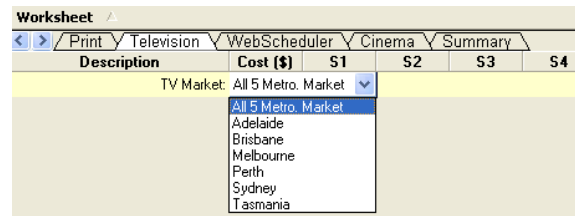
Worksheet					
Print Television WebScheduler Cinema Summary					
Description	Cost (\$)	S1	S2	S3	
Sydney Morning Herald (M-F av)	23,740	5	5	10	
<b>Total Print Costs:</b>		118,700	118,700	237,400	

## Sharing Knowledge

### 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:

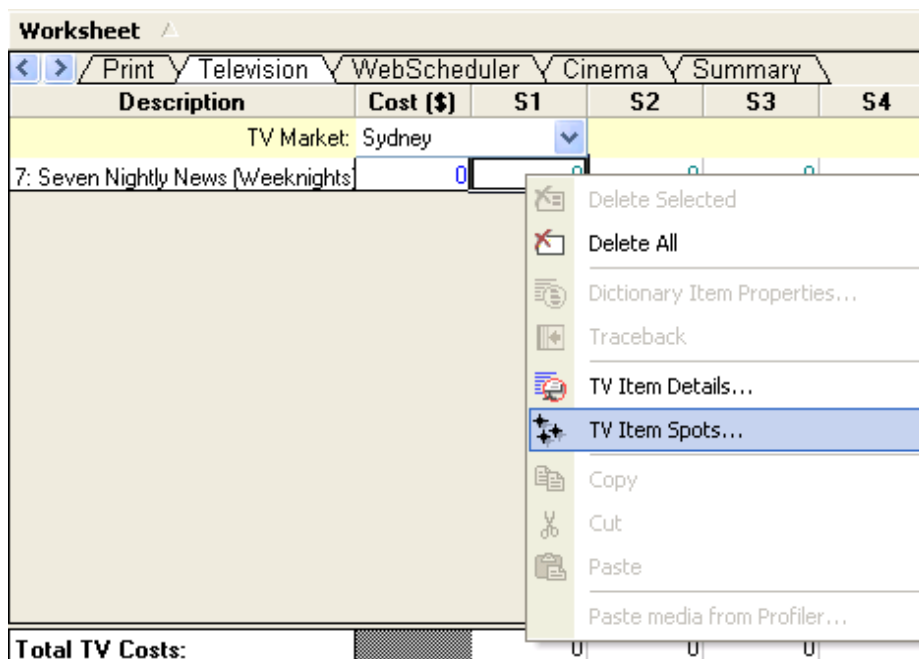
➔ For our example we will select Sydney.



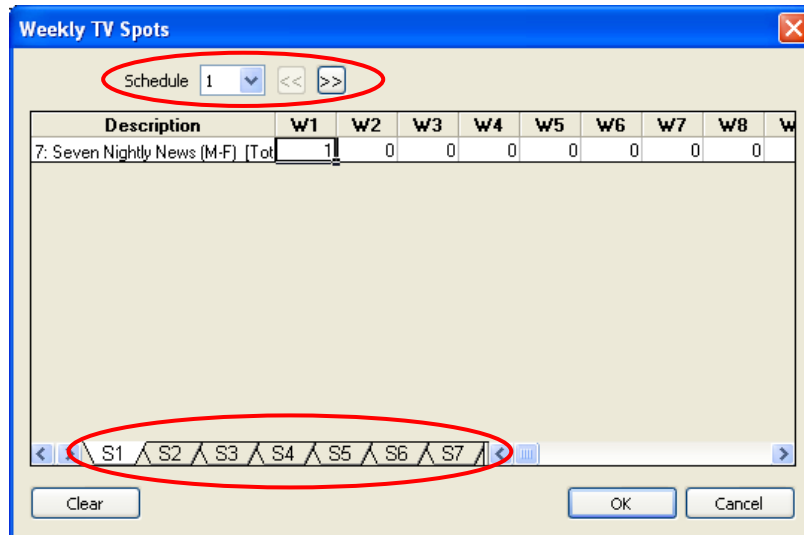
From the TV Media tab, select the required media item and add it to the Television tab of the worksheet by dragging and dropping, or by double clicking the selection, or right click on the selection and click 'add selected to the media worksheet'.

➔ 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':



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 Nightly 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 **Error! Bookmark not defined.**) for more information.

## Sharing Knowledge

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Our TV schedule will look like this:

Worksheet					
Print Television WebScheduler Cinema Summary					
Description	Cost (\$)	S1	S2	S3	S4
TV Market: Sydney					
7: Seven Nightly News (Weeknights)	13,000	5	10	5	
<b>Total TV Costs:</b>		65,000	130,000	65,000	
<b>Total Schedule Costs:</b>		210,100	287,800	349,400	

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.

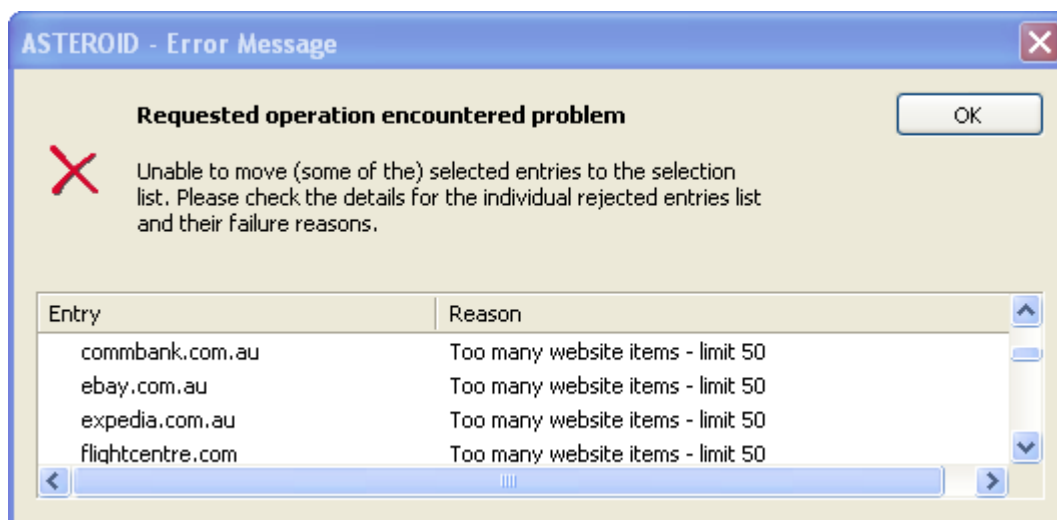
## WebScheduler

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 \ WebScheduler \ Cinema \ 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<sup>1</sup> 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.)

---

<sup>1</sup> 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						
<span>&lt;</span> <span>&gt;</span> / Print / Television / WebScheduler / Cinema / 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 insertions, 50% of audience

Schedule 2 = 4 insertions, 30% of audience

Schedule 3 = 5 insertions, 40% of audience

## 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.

Worksheet ▲						
<span>&lt;</span> <span>&gt;</span> / Print / Television / WebScheduler / Cinema / Summary						
Cinema Market	Cost (\$)	S1	S2	S3	S4	
<b>Capital Cities</b>						
	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	
<b>Country Areas</b>						
	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	
Country SA Market	0	0	0	0	0	

One insertion refers to the number of people who have been to the cinema in an average week. Therefore two insertions refer 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.)

Costs are entered manually

The 'Weight (%)' is the proportion of screens in that market on which the ad will be shown. You may enter a weight here and it will be applied to all the row items for that Schedule. This needs to be between 1 and 100.

Number of insertions (weeks ad will run)

Worksheet <span style="float: right;">△</span>				
< > / Print / Television / WebScheduler / Cinema / Summary				
Cinema Market	Cost (\$)	S1	S2	S3
Capital Cities				
	Weight (%):			
Sydney	10,000	1	2	3
	Weight (%):	20	20	20
Melbourne	0	0	0	0
	Weight (%):	100	100	100

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.

### *Sharing Knowledge*

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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:

Worksheet ▲						
◀ ▶ /		Print	Television	WebScheduler	Cinema	Summary
Cinema Market	Cost (\$)	S1	S2	S3		
Capital Cities						
		Weight (%):				
Sydney	10,000	1	2	3		
		Weight (%):				
		100	100	100		

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

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 and weeks of website and cinema advertising are also displayed.

Worksheet ▲					
◀ ▶ / Print Television WebScheduler Cinema Summary \					
Description	Cost (\$)	S1	S2	S3	
<b>PRINT</b>					
Sydney Morning Herald (M-F av)	23,740	5	5	10	
<b>TELEVISION</b>					
7: Seven Nightly News (Weeknights)	13,000	5	10	5	
<b>WebScheduler</b>					
carpoint.com.au (ninemsn)	1,000	3	4	5	
carsales.com.au	1,500	4	5	3	
cars.ebay.com.au	1,200	4	2	3	
carsguide.com.au	1,300	2	4	3	
<b>CINEMA</b>					
Sydney	10,000	1	2	3	
<b>Total Schedule Costs:</b>			210,100	287,800	349,400

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 select the target audience.

As with Filter in Tabulation, you use the And, Or & Not buttons to combine data elements<sup>2</sup>. 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 pop-up menu.

---

<sup>2</sup> See page 60 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 you 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:

Print Television WebScheduler Cinema Summary						
Description	Cost (\$)	S1	S2	S3	S4	
<b>PRINT</b>						
Sydney Morning Herald (M-F av)	23,740	5	5	10	0	
<b>TELEVISION</b>						
7: Seven Nightly News (Weeknights)	13,000	5	10	5	0	
<b>WebScheduler</b>						
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	
<b>CINEMA</b>						
Sydney	10,000	1	2	3	0	
<b>Total Schedule Costs:</b>		210,100	287,800	349,400	0	

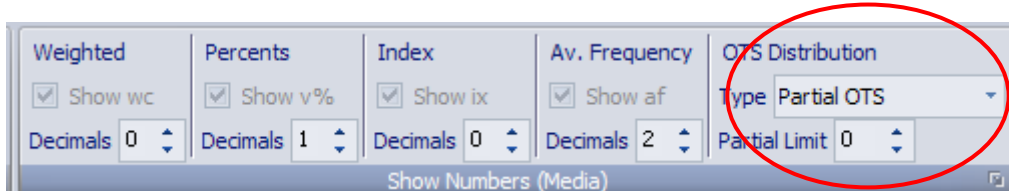
Target Audiences (Descri...)	(Definition)
▼= 35-49	AGE-35-49

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

Selection | Report | Grid | Chart |

#### Step 4. Frequency Distribution



From the Show Number (Media) group of the Output tab of the Ribbon bar, or via ‘Settings (Task)’, we can set whether 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:

Frequency Distribution is discussed more fully on page **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<sup>3</sup>.

---

<sup>3</sup> In ASTEROID versions prior to 4.8, it would also save an .ffs file automatically. You can now specify *not* to save the .ffs file by deselecting the option via File Outputs in Global Settings

## Understanding the Output

MediaPLANNER will generate an output report. In Grid View, the first output tab called 'Media Schedule' summarises the selections you have made in building your 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 Nightly News (Weeknights) (M-F) (ATN7)	13,000	5	10	5
(week 1 @ .MTWTF.)		1	1	0
(week 2 @ .MTWTF.)		0	1	1
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%
Cinema:				
Sydney	10,000	1	2	3
(weight)		100%	100%	100%
Insert Totals:				
Print		5	5	10
Television		5	10	5
Websites		13	15	14
Cinema		1	2	3
Schedule Costs:				
Print		118,700	118,700	237,400
Television		65,000	130,000	65,000
Websites		16,400	19,100	17,000
Cinema		10,000	20,000	30,000
Total		210,100	287,800	349,400

## Sharing Knowledge

For our example we have a second tab which is entitled '35-49' – this takes the name of the Target Audience specified. If you have more than one Target Audience, each of them will have an associated tab in the results.

Media Summary	Audience	% of Target	% of Vehicle	Index	Cost /'000 reached	(AAR)
Filter: N.S.W.						
Target audience: 35-49 (unweighted)	4381					
(POPN '000)	1575					
Publication:						
Sydney Morning Herald (M-F av)	210	13%	26%	100	23.740	112.94
Programme/Station:						
7: Seven News (Weeknights) (M-F) (ATN7)	138	9%			13.000	93.97
14.5						
Websites in last 7 days:						
carpoint.com.au (ninemsn)	28	2%	39%	152	1.000	35.32
carsales.com.au	52	3%	29%	111	1.500	28.88
cars.ebay.com.au	27	2%	36%	140	1.200	44.37
carsguide.com.au	30	2%	43%	164	1.300	43.04
Cinema in last 4 weeks:						
Sydney	257	16%	24%	92	10.000	38.85

**Section One**

	Schedule 1	Schedule 2	Schedule 3
Print Insertions:			
Sydney Morning Herald (M-F av)	5	5	10
Television Insertions:			
7: Seven News (Weeknights) (M-F) (ATN7)	5	10	5
Website Insertions:			
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%
Cinema Weeks:			
Sydney	1@100%	2@100%	3@100%
Total Insertions:			
Print	5	5	10
Television	5	10	5
Websites	13	15	14
Cinema	1	2	3

**Section Two**

Results:	Schedule 1	Schedule 2	Schedule 3
Reach ('000)	694	757	800
Reach (%)	44%	48%	51%
Avg. freq. (OTS)	2.86	3.66	4.04
Impacts ('000)	1987	2770	3232
Total cost (\$)	210,100	287,800	349,400
Cost/'000 impacts	105.71	103.90	108.09
Cost/'000 reached	302.56	379.98	436.92
T.A.R.P.s.	126	176	205
Cost/T.A.R.P.	1,664.54	1,636.07	1,701.99

**Section Three**

The data in each of these sections is described next.

Section One:

Filter: N.S.W.							
Target audience: 35-49							
(unweighted)	4381						
(POPEN '000)	1575						
Media Summary	Audience	% of Target	% of Vehicle	Index	Cost /'000 reached	(AAR)	
Publication:							
Sydney Morning Herald (M-F av)	210	13%	26%	100	23,740	112.94	
Programme/Station:							
7: Seven News (Weeknights) (M-F) (ATN7)	138	9%			13,000	93.97	14.5
Websites in last 7 days:							
carpoint.com.au (ninemsn)	28	2%	39%	152	1,000	35.32	
carsales.com.au	52	3%	29%	111	1,500	28.88	
cars.ebay.com.au	27	2%	36%	140	1,200	44.37	
carsguide.com.au	30	2%	43%	164	1,300	43.04	
Cinema in last 4 weeks:							
Sydney	257	16%	24%	92	10,000	38.85	

**Unweighted and (POPEN) Weighted counts:** the number of 35-49 yr olds in NSW. 4,381 interviews in our survey, representing 1.575 million 35-49 year olds in the population in NSW.

**Audience:** the number of people (in 000's) in the target audience reached by the media vehicle: 210,000 people aged 35-49 read an average issue of the weekday Sydney Morning Herald.

**% of Target:** the percentage of the target audience reached, 13% 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: 26% 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 100, 35-49 year olds are neither more or less likely to be Sydney Morning Herald readers than the average person.

**Cost:** the cost of one insertion.

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**/’000 reached:** The cost of the advertisement per 1000 people reached (by 1 issue/spot/week)

**AAR:** The ‘all adults rating’ is the rating for the TV programs against all people 14+ in the Sydney Metro TV market.

Section Two:

	Schedule 1	Schedule 2	Schedule 3
Print Insertions:			
Sydney Morning Herald (M-F av)	5	5	10
Television Insertions:			
7: Seven News (Weeknights) (M-F) (ATN7)	5	10	5
Website Insertions:			
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%
Cinema Weeks:			
Sydney	1@100%	2@100%	3@100%
Total Insertions:			
Print	5	5	10
Television	5	10	5
Websites	13	15	14
Cinema	1	2	3

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

Section Three:

	Schedule 1			
Reach ('000)	694	757	800	A
Reach (%)	44%	48%	51%	B
Avge. freq. (OTS)	2.86	3.66	4.04	C
Impacts ('000)	1987	2770	3232	D
Total cost (\$)	210,100	287,800	349,400	E
Cost/'000 impacts	105.71	103.9	108.09	F
Cost/'000 reached	302.56	379.98	436.92	G
T.A.R.Ps.	126	176	205	H
Cost/T.A.R.P.	1,664.54	1,636.07	1,701.99	I

Reach, frequency and cost efficiency are the main figures of interest in comparing media schedules.

These are the results for Schedule 1:

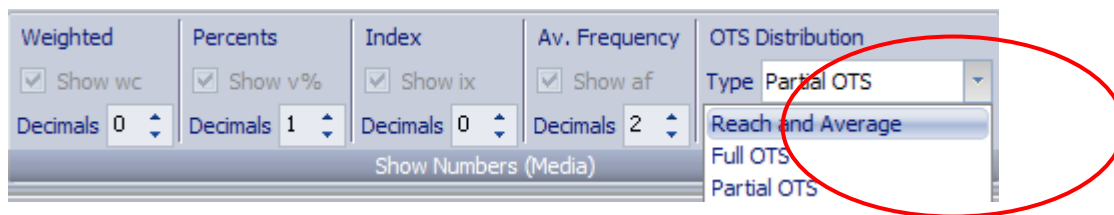
- A. **Reach** (or Net Reach)- the number of 35-49 yr olds reached by the schedule e.g. Schedule 1 reaches 694,000 35-49 yr olds in NSW.
- B. **% Reach** - the proportion of 35-49 yr olds reached by the schedule e.g. Schedule 1 reaches 44% of 35-49 yr olds in NSW.
- C. **Average Frequency** (Opportunities 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 2.86 times.
- D. **Impacts** – (or Gross Reach) the total exposure among the target audience achieved by the schedule e.g. Schedule 1 achieves 1,987,000 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 \$210,100 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 \$105.71.
- 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.
- 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.

## Frequency Distribution for MediaPLANNER

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



- *Reach and Average only* – this gives you the average frequency, no 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.

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In our example we selected Reach and Average Only as our Frequency Distribution setting. By changing this to Partial Limit with a limit of 2, our output is extended and we see the following:

Schedule O.T.S.			
O.T.S. Distribution			
0	56%	52%	49%
1	14%	13%	14%
2	9%	8%	8%
Cumulative O.T.S. Distribution			
1+	44%	48%	51%
2+	30%	35%	37%
3+	22%	27%	29%

### 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 9% 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% 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	55.9%		51.9%		49.2%	
1	13.8%	44.1%	12.9%	48.1%	13.6%	50.8%
2	8.7%	30.3%	8.4%	35.2%	8.2%	37.2%
3+		21.6%		26.9%		28.9%

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

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	56%	52%	49%
1	14%	13%	14%
2	9%	8%	8%
Cumulative O.T.S. Distribution			
1+	44%	48%	51%
2+	30%	35%	37%
3+	22%	27%	29%

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

**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)	694	757	800
Reach (%)	44.1%	48.1%	50.8%
Avg. freq. (OTS)	2.86	3.66	4.04
Impacts ('000)	1987	2770	3232
Total cost (\$)	210,100	287,800	349,400
Cost/'000 impacts	105.71	103.90	108.09
Cost/'000 reached	302.56	379.98	436.92
T.A.R.Ps.	126	176	205
Cost/T.A.R.P.	1,664.54	1,636.07	1,701.99

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

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Schedule O.T.S.			
O.T.S. Distribution			
0	56%	52%	49%
1	14%	13%	14%
2	9%	8%	8%
3	7%	6%	6%
4	6%	6%	5%
5	6%	5%	4%
6	2%	3%	3%
7	1%	2%	2%
8	0%	1%	2%
9	0%	1%	2%
10	0%	1%	2%
11	0%	1%	1%
12	0%	0%	0%
13	0%	0%	0%
14	0%	0%	0%
15		0%	0%
16		0%	0%
17		0%	0%
18		0%	0%
Cumulative O.T.S. Distribution			
1+	44%	48%	51%
2+	30%	35%	37%
3+	22%	27%	29%
4+	15%	21%	23%
5+	9%	15%	18%
6+	3%	10%	14%
7+	2%	7%	11%
8+	1%	5%	9%
9+	0%	4%	6%
10+	0%	2%	4%
11+	0%	1%	2%
12+	0%	1%	1%
13+	0%	0%	1%
14+	0%	0%	0%
15+		0%	0%
16+		0%	0%
17+		0%	0%
18+		0%	0%

You can view a full distribution but may often find the first few OTS will have the greatest impact.

Note that this list may display many occurrences of 0%. This is due to rounding and depends on the number of decimal places you have opted to display in Settings.

## Media Cost Editor

You can maintain cost information in a Media Cost file which can be used to generate cost efficiency information for print and TV items in Tabulation, Profiler and MediaPLANNER. Cinema and WebScheduler costs need to be manually entered into the worksheet.

To apply costs from a media costs file, you must open a saved file (or create a new one) *before* you select the print or TV items. This tells ASTEROID which cost file you want to use and also allows you to add/update costs.

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.

Dataname	Media Description	Cost (\$)
AUSTN-M-F	The Australian (M-F av)	29920
FIN-R-M-F	Financial Review (M-F av)	15814
N-TELMR-M-F	Daily Telegraph (M-F av)	27278
N-SMH-M-F	Sydney Morning Herald (M-F av)	46978
N-AUSTN-M-F	The Australian - NSW (M-F av)	29920
N-FIN-R-M-F	Financial Review - NSW (M-F av)	15814
N-REGION-M-F	NSW Regional Dailies (M-F av)	0
N-NWCSTL-M-F	Newcastle Herald (M-F av)	7089
N-HILL-M-F	Illawarra Mercury (M-F av)	4376
N-GC-BUL-M-F	Gold Coast Bulletin - NSW (M-F av)	3671
N-HERSUN-M-F	Herald Sun - NSW (M-F av)	32077
N-AGE-M-F	The Age - NSW (M-F av)	35120
N-C-MAIL-M-F	Courier-Mail - NSW (M-F av)	12037
N-C-TIME-M-F	Canberra Times (M-F av)	9849
N-MX	mX - NSW (M-F av)	7446
V-HERSUN-M-F	Herald Sun (M-F av)	32077

### **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.

## **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:



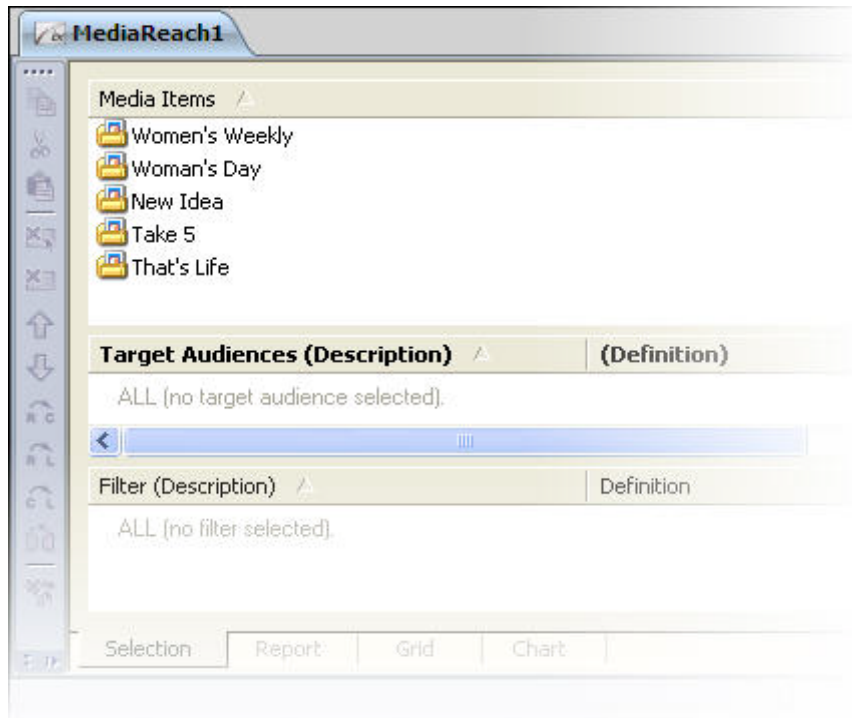
Click on this button to begin a Media Reach task.

### **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 MediaReach 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:



### 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 60.) In this example we have created two different Target Audiences:

Target Audiences (Description) ▲	(Definition)
▼=18-34 Work Full-Time & Earn \$50K plus	(AGE-18-24+AGE-25-34) & FULL-TIME1 & A-PAY-50-PL
▼=35-64 Work Full Time & Earn \$50K plus	(AGE-35-49+AGE-50-64) & FULL-TIME1 & 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 pop-up 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'

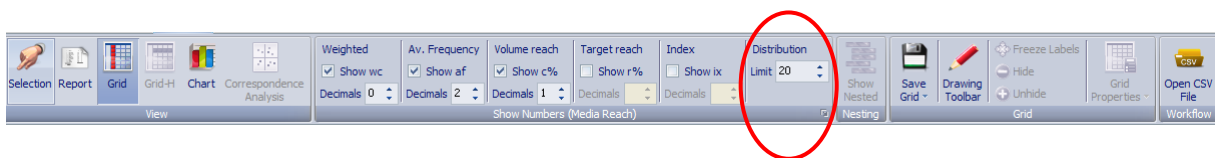
## Media Reach Index Settings

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 Settings (Show Numbers) on the right hand side of the task screen:

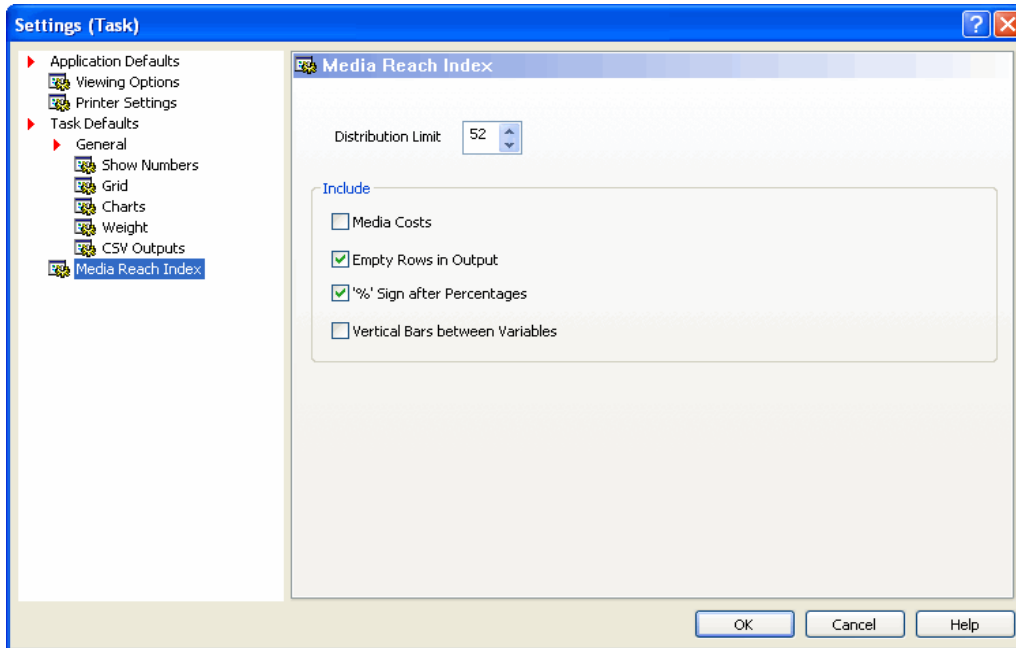
At the bottom of this panel is the 'Distribution Limit' setting. This corresponds to the number of publication issues. It can be set at 1 through to 52 – the number you specify provides the context for the reach percentage.

➔ For our example, tick the Display Index option, and specify 20 as the Distribution Limit.



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For additional display specifications use the Settings (Task) or Settings (Global) menu option:



### 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

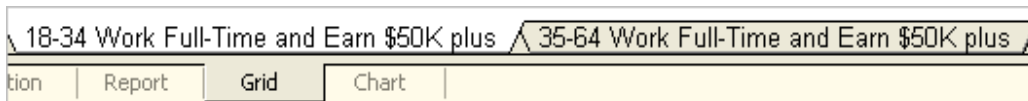


### Producing the Output

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 table will be produced for each of the Target Audiences specified:



**Note:** The filter of 'Women' is not included in the tab names – only 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:

**wc:** Weighted Count (reach in 000's).

Two issues of Women's Weekly reaches 72,000 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 1.23 times.

**c%:** 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 37.9% 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 19.6% 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 63% greater than the reach for 1 issue.

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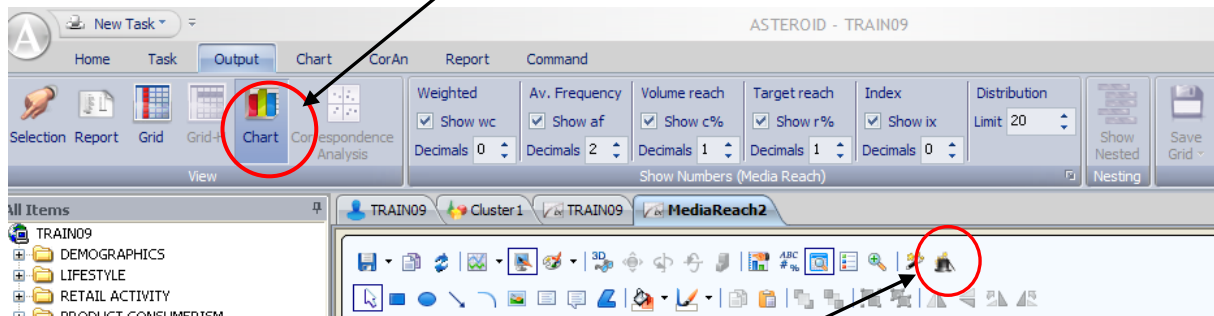
### Media Reach Index

Filter: Women  
 Weights: Projected population of Australia 14+ (in '000)  
 Target Audience: 18-34 Work Full-Time & Earn \$50K plus

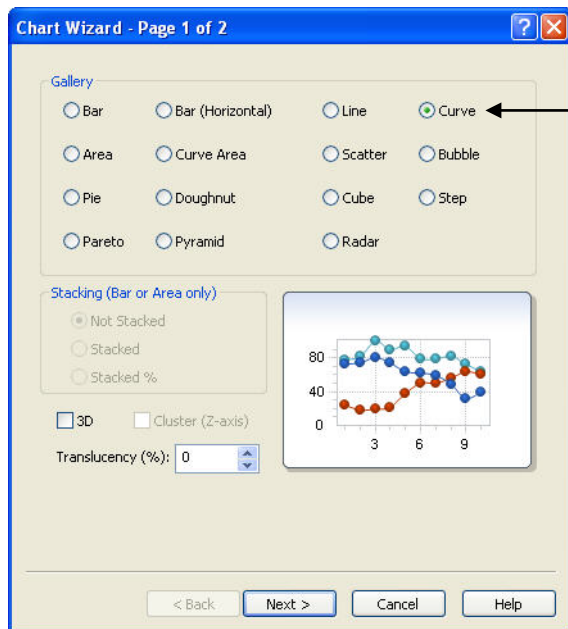
		Women's Weekly	Women's Day	New Idea	Take 5	That's Life
(unweighted)	uc	896	896	896	896	896
(POPNI '000)	wc	366	366	366	366	366
1	wc	44	48	39	14	17
	af	1.00	1.00	1.00	1.00	1.00
	c%	23.3%	25.9%	25.2%	32.9%	27.6%
	r%	12.1%	13.0%	10.6%	3.8%	4.8%
	ix	100	100	100	100	100
2	wc	72	74	60	19	25
	af	1.23	1.29	1.28	1.44	1.37
	c%	37.9%	40.3%	39.4%	45.6%	40.1%
	r%	19.6%	20.3%	16.5%	5.3%	6.9%
	ix	163	156	156	139	145
3	wc	91	92	76	23	31
	af	1.45	1.56	1.53	1.84	1.69
	c%	48.2%	49.9%	49.3%	53.6%	49.0%
	r%	25.0%	25.1%	20.7%	6.2%	8.5%
	ix	207	190	196	163	178
18	wc	185	179	150	41	61
	af	4.30	4.78	4.64	6.09	5.12
	c%	97.6%	97.5%	97.7%	97.2%	97.0%
	r%	50.6%	49.0%	41.0%	11.2%	16.6%
	ix	419	376	388	295	352
19	wc	187	181	152	42	62
	af	4.48	4.98	4.84	6.34	5.31
	c%	98.8%	98.8%	98.9%	98.6%	98.5%
	r%	51.2%	49.6%	41.4%	11.4%	17.0%
	ix	424	381	393	300	358
20	wc	189	184	153	42	63
	af	4.66	5.18	5.04	6.58	5.51
	c%	100.0%	100.0%	100.0%	100.0%	100.0%
	r%	51.8%	50.2%	41.9%	11.5%	17.3%
	ix	429	386	397	304	363

## 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.

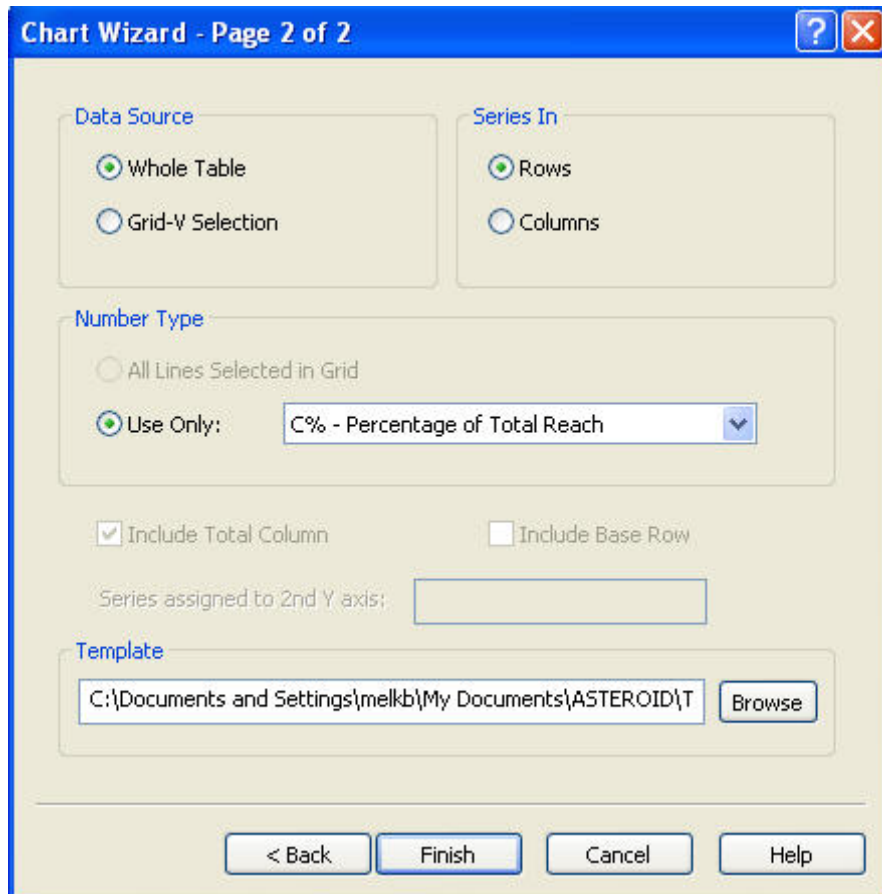


To change the selection, click the Chart Wizard button from the top Charting toolbar to display the Chart Wizard:



The settings on page 1 and page 2 of the Chart Wizard can be tailored as you wish, but for Media Reach Charting it is recommended that you specify a Curve chart.

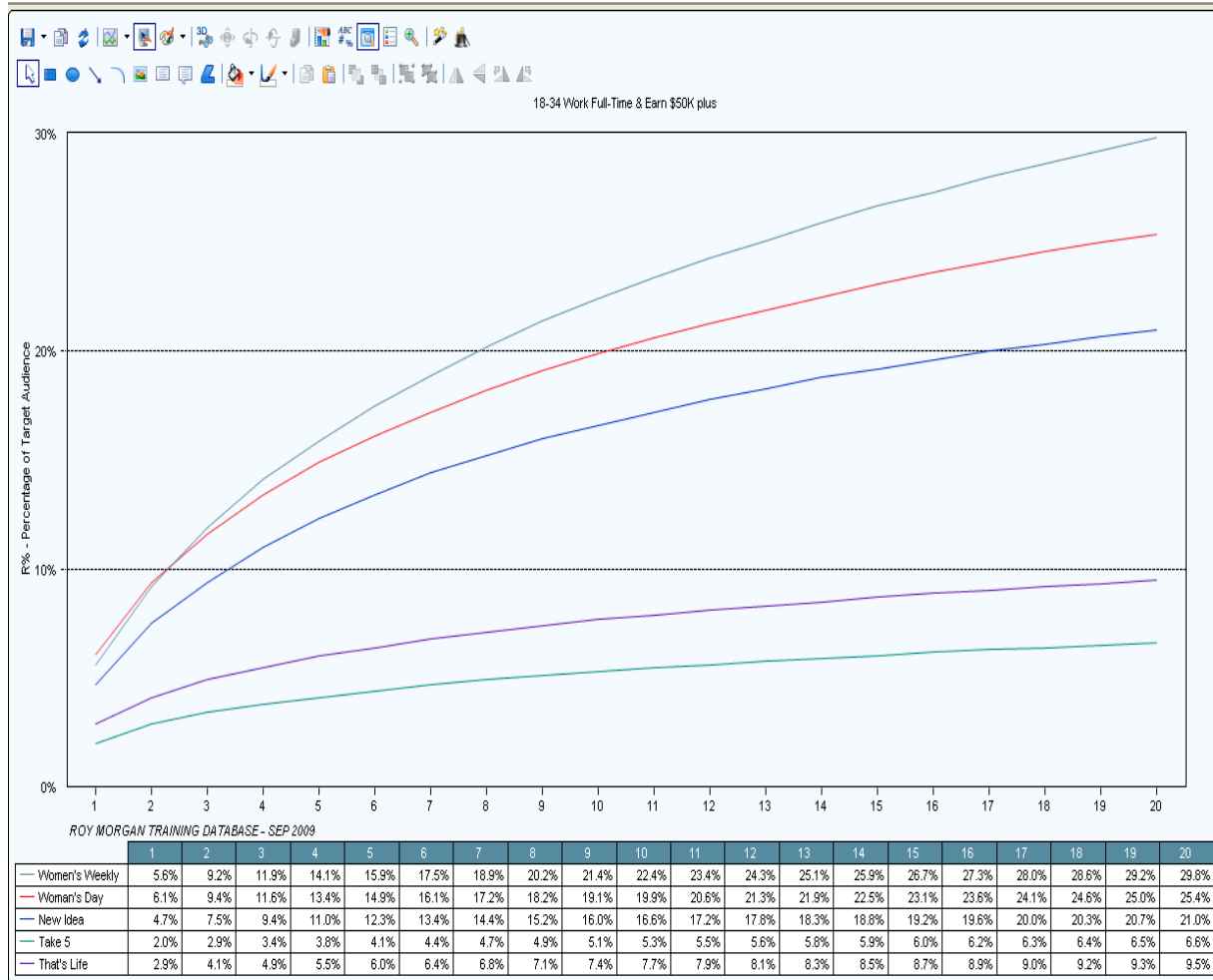
Page 2 of the Chart Wizard:



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:

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This chart instantly shows us that while Women’s Weekly starts off lower than Woman’s Day (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?**

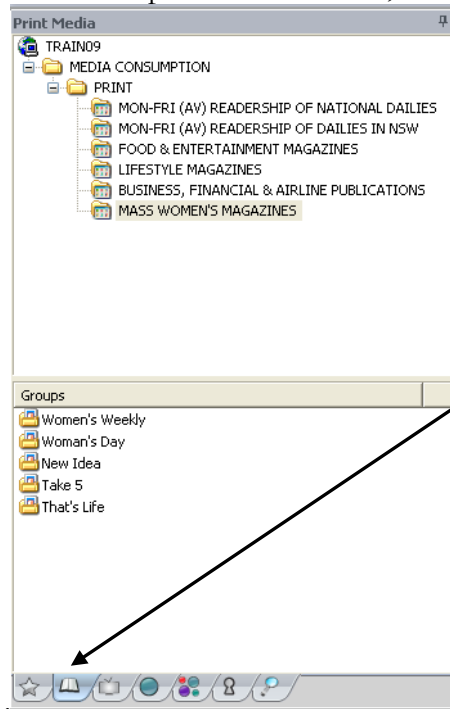
Optimiser will assess the most effective combination of insertions in multiple print titles that have been selected by the user. It will establish the optimum schedule(s) based on target reach or within a specific budget. Optimiser has the ability to compare up to 20 schedules at once. Therefore, Optimiser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

### How we use Optimiser

<b>Step 1:</b>	Select Print Media
<b>Step 2:</b>	Indicate the campaign duration in weeks (optional)
<b>Step 3:</b>	Enter minimum and maximum number of insertions (optional)
<b>Step 4:</b>	Enter advertisement costs (optional)
<b>Step 5:</b>	Select whether schedules are optimised against budget or target reach
<b>Step 6:</b>	Indicate the required average frequency (optional)
<b>Step 7:</b>	Select the number of optimised schedules to be displayed (optional)
<b>Step 8:</b>	Define a target audience (optional)
<b>Step 9:</b>	Define a Filter Schedule (optional)
<b>Step 10:</b>	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 Steps 2 and 4 to 7 (all optional steps) are specified in the Criteria area at the bottom of the worksheet:

Criteria		
<input checked="" type="radio"/> Maximum Budget:	<input type="text" value="0"/>	Frequency: <input type="text" value="1"/>
		Campaign Duration: <input type="text" value="(none)"/>
<input type="radio"/> Minimum Reach (%):	<input type="text" value="0"/>	Maximum Schedules: <input type="text" value="20"/>

## Sharing Knowledge

### 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.

2. Maximum number of insertions is amended automatically, based on campaign duration

Description	Min.	Max.	Cost	Cost (2nd)	Cost (3rd)	Cost (4th)	Cost (5th)	Cost (6th)	Cost (7th)
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						

1. Campaign duration is defined by weeks

Criteria

Maximum Budget: 0 Frequency: 1 Campaign Duration: 4 Weeks

Minimum Reach (%): 0 Maximum Schedules: 20

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'.

Campaign Duration: [none]

- [none]
- 1 Week
- 2 Weeks
- 3 Weeks
- 4 Weeks
- 6 Weeks
- 8 Weeks
- 12 Weeks
- 16 Weeks
- 20 Weeks
- 26 Weeks
- 52 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**.

ASTEROID

This will modify the maximum insertions in the worksheet. Continue?

Yes 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.

## Sharing Knowledge

### 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 (2<sup>nd</sup>)*, *Cost (3<sup>rd</sup>)* etc.) may be used for the costs of additional insertions. *Cost (2<sup>nd</sup>)* refers to the cost of the second insertion; *Cost (3<sup>rd</sup>)* refers to the cost of the 3<sup>rd</sup> insertion; and so on, up to *Cost (52<sup>nd</sup>)*. 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 (2<sup>nd</sup>)*, *Cost (3<sup>rd</sup>)* and *Cost (4<sup>th</sup>)* only, Optimiser uses the figure you specified in *Cost (4<sup>th</sup>)* 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 2<sup>nd</sup>*) and applies that cost to each subsequent insertion until it gets to the next insertion with a cost figure (*Cost 7<sup>th</sup>*). It then uses that figure in calculations for all remaining insertions.

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

➔ 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

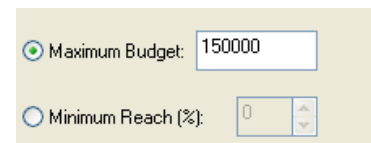
First indicate whether schedules are to be optimised based on *budget* or *target reach*.

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.



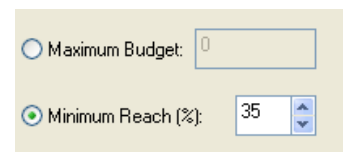
The screenshot shows a form with two radio button options. The first option, 'Maximum Budget:', is selected (indicated by a green dot) and has a text input field containing the value '150000'. The second option, 'Minimum Reach (%)', is unselected (indicated by a grey dot) and has a spinner control showing the value '0'.

➔ 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.



The screenshot shows a form with two radio button options. The first option, 'Maximum Budget:', is unselected (indicated by a grey dot) and has an empty text input field. The second option, 'Minimum Reach (%)', is selected (indicated by a green dot) and has a spinner control showing the value '35'.

## 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 leave this at 1.

See 'Frequency for Optimiser' on page 53 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.

➔ 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.

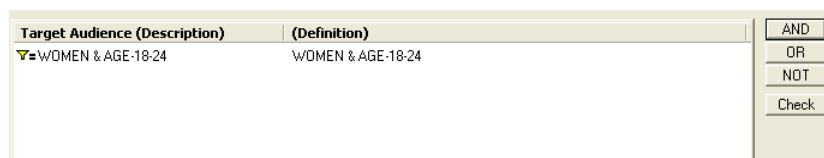
Note that if no target audience is specified, the default audience is ‘all people aged 14+’. Only one target audience is allowed in Optimiser.

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:



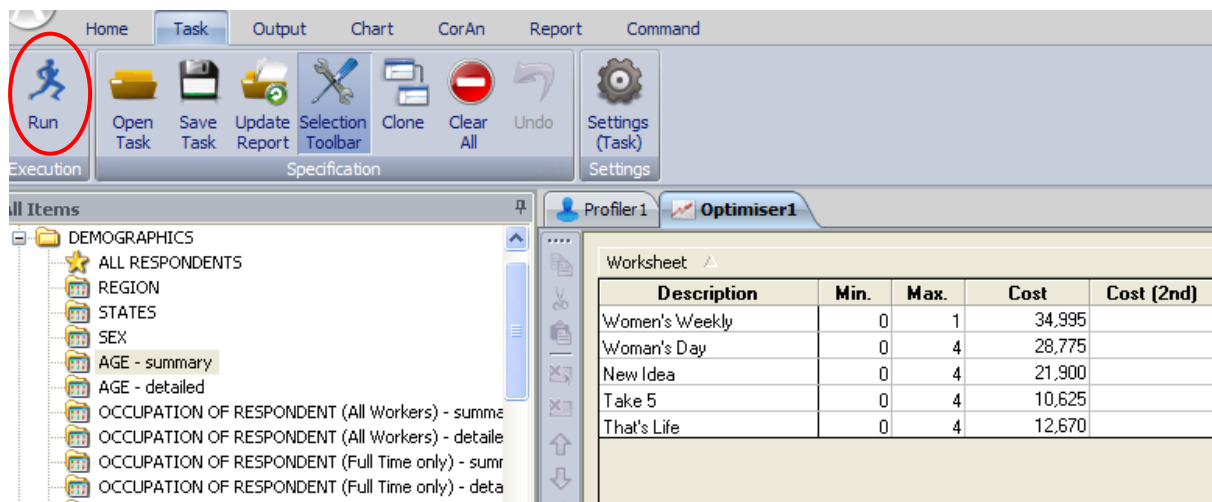
## Step 9. Filtering Schedules (optional)

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.

→ We're not adding a Filter for our example.

## 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 manual.

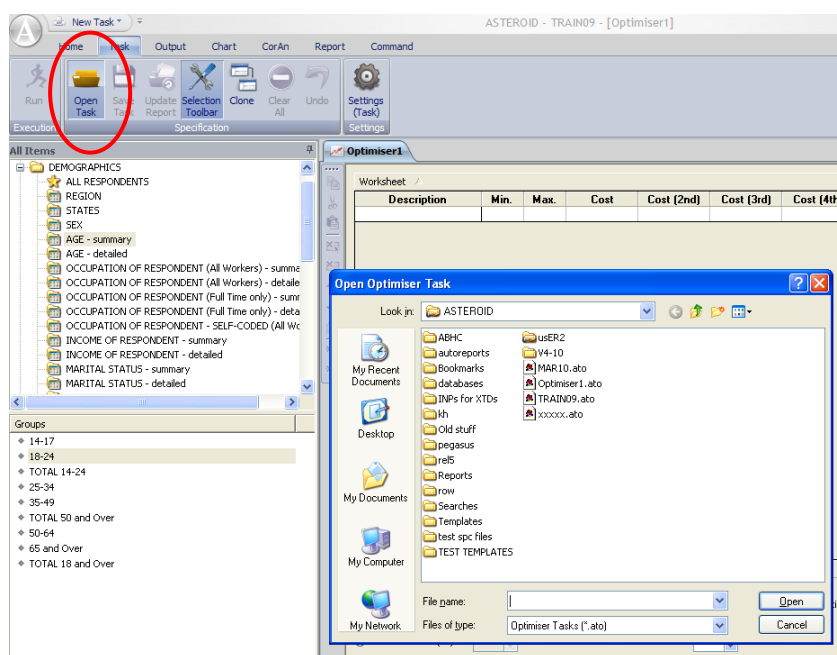
## Sharing Knowledge

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### Open a saved Optimiser task

When you save an Optimiser task, ASTEROID saves it with the file extension .ato. 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\Optimizer1.opt

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

## Sharing Knowledge

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					
<b>Media Summary</b>	<b>Audience</b>	<b>% of Target</b>	<b>% of Vehicle</b>	<b>Index</b>	<b>Cost /'000 reached</b>	
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:

<b>Unweighted and (POPN) Weighted counts</b>	Refers to the number of women: There are 26,698 women respondents to our survey which represents 8,940,000 women in the population.
<b>Audience</b>	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.
<b>% of Target</b>	The percentage of the target audience reached: 18.6% of women read an average issue of Woman's Day.
<b>% of Vehicle</b>	The proportion of publication readers that are members of the target audience: 80% of New Idea readers are women.
<b>Index</b>	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.
<b>Cost</b>	The casual rate for one full page advertisement in the print vehicle.
<b>Cost/'000</b>	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
<b>TOTAL</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>6</b>	<b>5</b>
<b>Results:</b>						
Reach ('000)	4135	4114	4059	4031	4010	4008
Reach (%)	46.3%	46.0%	45.4%	45.1%	44.8%	44.8%
Avg. 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.P.s.	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

<b>Reach ('000)</b> (or Net Reach)	The number of women reached by the schedule. E.g. Schedule 1 reaches 4,135,000 women
<b>Reach (%)</b>	The proportion of women reached by the schedule. E.g. Schedule 2 reaches 46.0% of women.
<b>Average Frequency</b> (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.
<b>Impacts</b> (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. <i>Note: Duplication is ignored in Impacts.</i>
<b>Total Cost</b>	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.

*Sharing Knowledge*

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<b>Cost/'000 Impacts</b>	The cost to impact 1000 people in the Target Audience. E.g. Schedule 2 will cost \$17.28 to impact 1000 women.
<b>Cost/'000 Reached</b>	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.
<b>T.A.R.P.</b>	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.
<b>Cost/T.A.R.P</b>	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  
 (POP/N '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

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.

Results: 3+	Schedule 1	Schedule 2	Schedule 3	Schedule 4	Schedule 5	Schedule 6	Schedule 7
Reach ('000)	1542	1520	1518	1501	1475	1469	1461
Reach (%)	17.3%	17.0%	17.0%	16.8%	16.5%	16.4%	16.3%
Avg. 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.P.s.	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:	Schedule 1	Schedule 2	Schedule 3	Schedule 4	Schedule 5	Schedule 6	Schedule 7
Reach ('000)	3457	3816	3607	3485	3597	3396	3721
Reach (%)	38.7%	42.7%	40.3%	39.0%	40.2%	38.0%	41.6%
Avg. 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.P.s.	106	101	102	104	109	99	104
Cost/T.A.R.P.	1,405.73	1,454.55	1,419.78	1,415.59	1,490.33	1,405.73	1,415.59

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:



*Reach and Average Only* will not display an OTS distribution, only the Average Frequency.

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

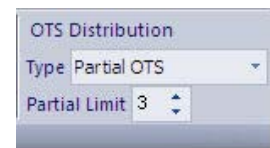
*Partial Limit* allows the user to set the maximum number of issues for which you can see an individual OTS distribution. E.g. If the Partial Limit is set to 2, a frequency distribution for 1, 2 and 3+ issues will be displayed.

Note that *Percents (%)* 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%

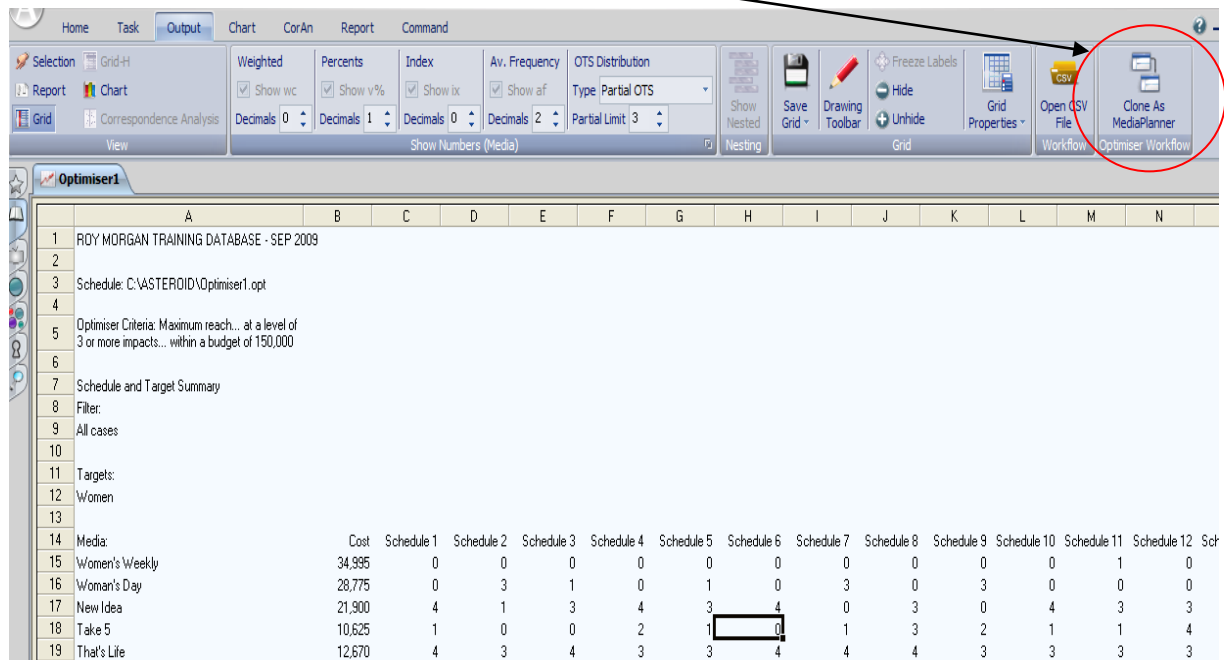
**OTS Distribution** refers to the percentage of the Target Audience who will have the opportunity to see the advertisement exactly that many times. For example, looking at Schedule 1, 13.6% of the Target Audience (women) will be reached by the schedule exactly 1 time and 7.8% of the Target Audience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

## Helpful Hints

### Transferring Schedules to MediaPLANNER

The schedules created in Optimiser can be cloned as a MediaPLANNER task. To do this, click on the button **Clone As MediaPLANNER** in the output screen of Optimiser:



The screenshot displays the Optimiser software interface. The 'Output' tab is active, showing various settings and options. A red circle highlights the 'Clone As MediaPLANNER' button in the top right corner of the ribbon. An arrow points from the text above to this button. Below the ribbon, a data table is visible, showing the results of an optimization process. The table has columns for 'Cost', 'Schedule 1' through 'Schedule 12', and 'Sch'.

	Cost	Schedule 1	Schedule 2	Schedule 3	Schedule 4	Schedule 5	Schedule 6	Schedule 7	Schedule 8	Schedule 9	Schedule 10	Schedule 11	Schedule 12	Sch
15 Women's Weekly	34,995	0	0	0	0	0	0	0	0	0	0	1	0	
16 Woman's Day	28,775	0	3	1	0	1	0	3	0	3	0	0	0	
17 New Idea	21,900	4	1	3	4	3	4	0	3	0	4	3	3	
18 Take 5	10,625	1	0	0	2	1	0	1	3	2	1	1	4	
19 That's Life	12,670	4	3	4	3	3	4	4	4	3	3	3	3	

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

Worksheet																	
<a href="#">Print</a> / <a href="#">Television</a> / <a href="#">WebScheduler</a> / <a href="#">Cinema</a> / <a href="#">Summary</a>																	
Description	Cost (\$)	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	S11	S12	S13	S14	S15	S16
Women's Weekly	34,995	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Woman's Day	28,775	0	3	1	0	1	0	3	0	3	0	0	0	3	2	1	0
New Idea	21,900	4	1	3	4	3	4	0	3	0	4	3	3	0	1	3	3
Take 5	10,625	1	0	0	2	1	0	1	3	2	1	1	4	0	1	0	2
That's Life	12,670	4	3	4	3	3	4	4	4	3	3	3	3	4	4	3	4
<b>Total Print Costs:</b>		148,905	146,235	145,155	146,860	143,110	138,280	147,630	148,255	145,585	136,235	149,330	146,210	137,005	140,755	132,485	137,630
<b>Total Schedule Costs:</b>		148,905	146,235	145,155	146,860	143,110	138,280	147,630	148,255	145,585	136,235	149,330	146,210	137,005	140,755	132,485	137,630

Target Audiences (Description)	(Definition)
▼=Women	WOMEN

Filter (Description)	(Definition)
▼=All cases	ALL

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.

### 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.

## Useful Tools in Media Analysis

### Working with Media Lists

If you use Profiler as a starting point for examining the reading, website visitation and TV viewing behaviour of a Target Audience then you can copy the media items used in a profile and paste them into your media schedules. ASTEROID enters them in the appropriate section either under Print, WebScheduler or TV items.

To generate a Media List you must first run a profile. ASTEROID then automatically takes a copy of all the media items run. In your MediaPLANNER task you can then use the Media List button found on the Task ribbon tab to paste the items.



Clicking the Media List button will first display the 'Available Media List Items' box which shows all the TV, website and print items. By default all items are selected so clicking OK then adds all items to the media schedule but if you want only particular items you can select just those items before clicking OK. (You can use the Shift and Ctrl buttons on your keyboard to select adjacent and non-adjacent items.)

If you would like to just add TV items then you can right click over the TV items section of the screen and select 'Paste media from Profiler' from the menu. The 'Available Media List Items' box will appear but you can only select from the TV items list. By default the whole TV items list is selected but you can chose particular media as required.

To select only Print Items you right click over the Print Items section of the screen and again select 'Paste media from Profiler' but this time you will only have access to the print items in the 'Available Media List Items' box. Likewise for WebScheduler items.

Note that if you have more than one Profile open then you can choose the Media List from a particular Profile by selecting it from the drop down list at the top of the 'Available Media List Items' box.

### 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.

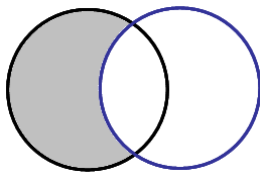
### **Settings (Task)**

Through the Settings (Task) button you can access a number of options for modifying the output and you can also set or change the Frequency Distribution.

## 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.



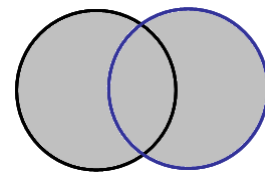
For instance we might be interested in people who read the magazine NW exclusively i.e. who are not readers of Who and so we would use:

Read NW but *NOT* Who

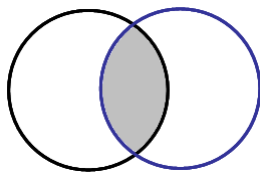
When you use OR you get people who belong to either of the specified groups.

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.



