

Reach Analysis

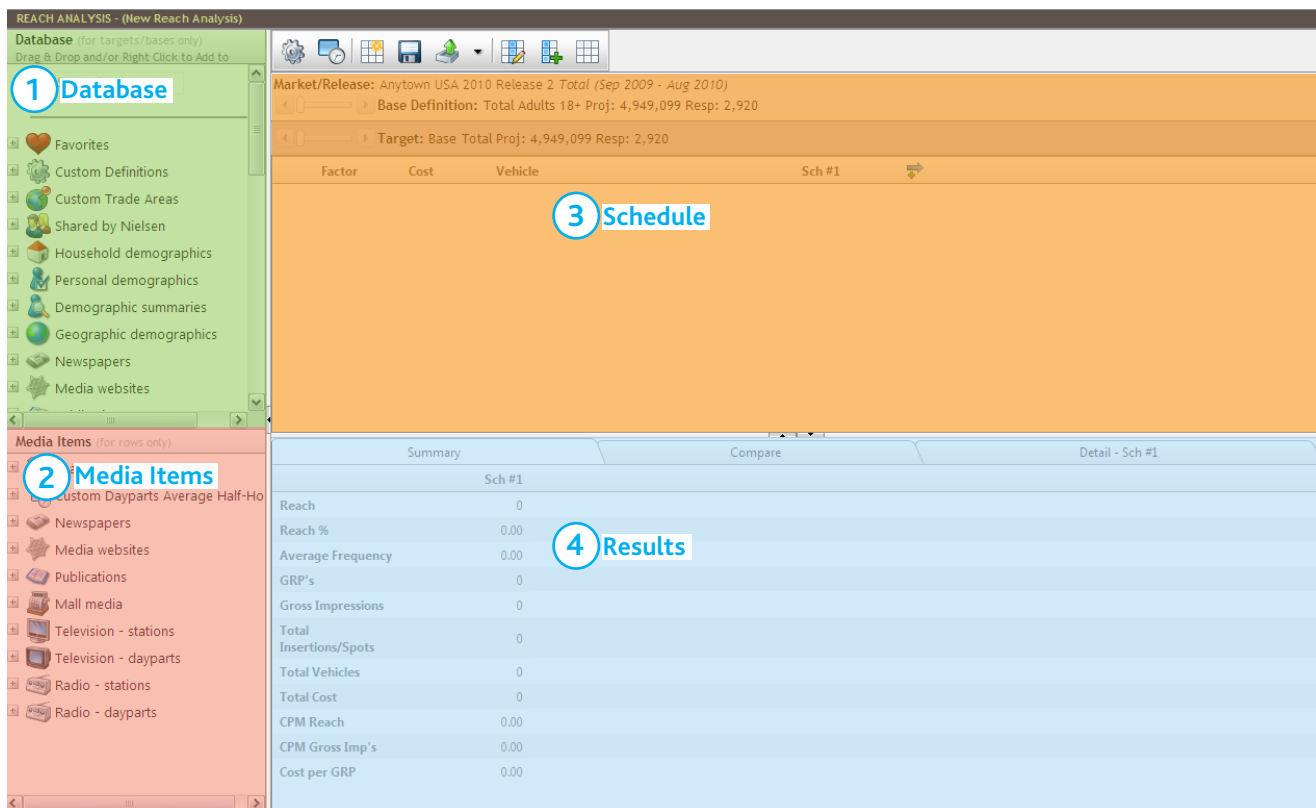
What is Reach Analysis?

Reach Analysis allows you to perform reach and frequency analysis on various Media Vehicles using Base and Column/Target definitions. You can enter factors and costs for each media vehicle for up to five schedules.

You can access the **Reach Analysis Tool** from the **PRIME Lingo Features Menu**.

The Reach Analysis window contains 4 panes.

- 1.) **Database** – For selecting **Base** and **Target/Column** items. These can only be added to the **Base** and **Target** areas of your report as you would in Report Builder.
- 2.) **Media Items** – For selecting the **Media Vehicles** you want to use in your schedule.
- 3.) **Schedule** – Media items can only be added to the **Schedule** section of your report.
- 4.) **Results** – You cannot enter data in this part of the report as these calculations are updated once you click on the **Update Report** button.



REACH ANALYSIS - (New Reach Analysis)

Database (for targets/bases only)
Drag & Drop and/or Right Click to Add to

1 Database

Market/Release: Anytown USA 2010 Release 2 Total (Sep 2009 - Aug 2010)
Base Definition: Total Adults 18+ Proj: 4,949,099 Resp: 2,920
Target: Base Total Proj: 4,949,099 Resp: 2,920

3 Schedule

Media Items (for rows only)

2 Media Items

4 Results

Summary		Compare		Detail - Sch #1	
				Sch #1	
Reach	0				
Reach %	0.00				
Average Frequency	0.00				
GRP's	0				
Gross Impressions	0				
Total Insertions/Spots	0				
Total Vehicles	0				
Total Cost	0				
CPM Reach	0.00				
CPM Gross Imp's	0.00				
Cost per GRP	0.00				

Reach Analysis Guide

How does Reach Analysis work?

- 1.) Select a **Base** and/or **Column/Target** from the **Database**. Right-click to add it to the **Base** or **Target** area of the report or drag-and-drop to the specific area.
- 2.) From the **Media Items** list, select your **Media Vehicles** and right-click to add them to your report or use drag-and-drop.
- 3.) **Optional:** Enter the **Factor**.
- 4.) **Optional:** Enter the **Cost**.
- 5.) Enter the **Schedules** for each Media Vehicle. To **add** or **delete** Schedules use the **+/-** Blue Arrows.
- 6.) Once you have entered your Schedule data, click the **Update Results** button to generate the reach of the schedule, displayed in the **Results** screen. If you edit any of the Schedule data, click the **Update Results** button to see the changes reflected in your Results screen.

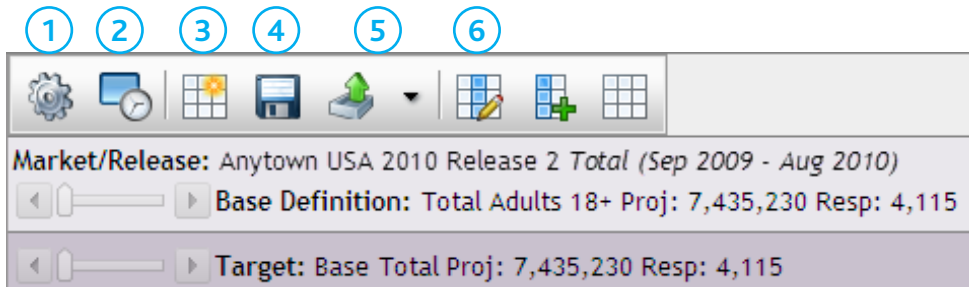
Factor	Cost	Vehicle	Sch #1	Sch #2	Sch #3	Sch #4	Sch #5
1	100	Avg 1/2 hr WAAA: Mon to Fri - 5:00AM to 7:00AM	5	10	6	15	0
1	400	Avg 1/2 hr WBBB: Mon to Fri - 5:00PM to 6:00PM	6	5	6	4	8

Results are out of sync
Click Update Results to refresh

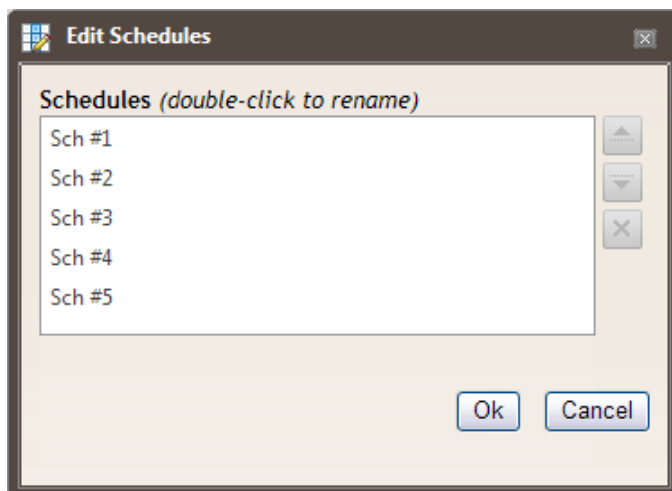
Update Results

Reach Analysis Guide

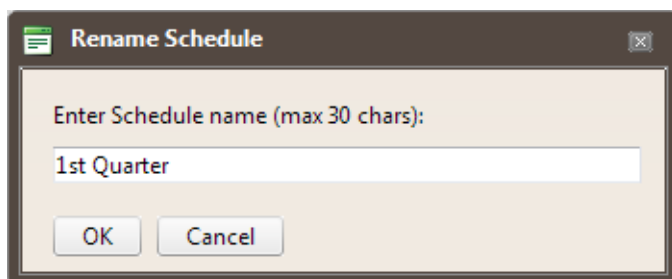
Toolbar Options



- 1.) **Custom Definitions** – Build custom definitions while in Reach Analysis.
- 2.) **Custom TV Dayparts** – Build custom TV Dayparts while in Reach Analysis.
- 3.) **New Reach Analysis** – Clear all selections and start with a new Reach Analysis Report.
- 4.) **Save Report As** – Save the Reach Analysis report for future use. Once saved, report can be accessed from your **Documents** folder.
- 5.) **Export** – Export the report to Excel.
- 6.) **Edit Schedules** – Rearrange the order of Schedules using the arrow buttons.

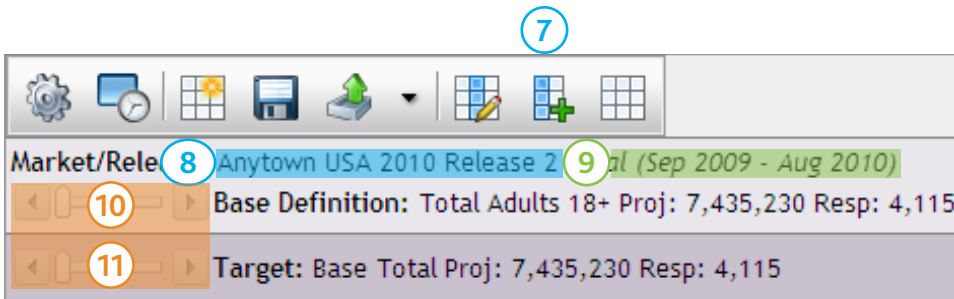


To **Delete a Schedule**, click the **X** button.

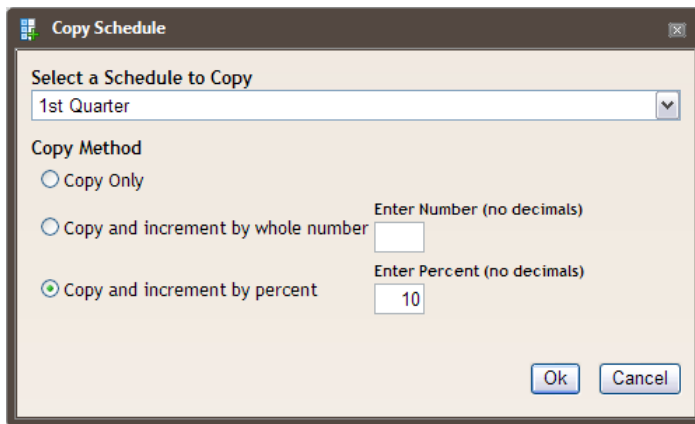


To **Rename a Schedule**, double-click on the Schedule, enter a name and click **OK**.

Reach Analysis Guide



7.) **Copy Schedule** – Use the drop-down menu to select the **Schedule**.



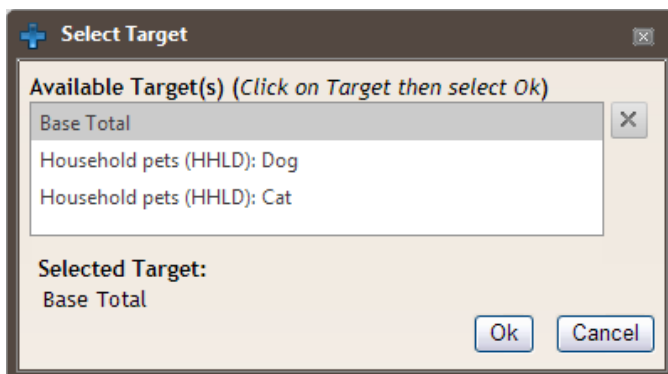
Select the radio button for the copy method you require.
If you are using one of the incremental options to increase the schedule, be sure to enter a whole number.

Click **OK**.

8.) To change your Study, click on the name of the **Market** in your current report.

9.) To change your **Survey Weight** (Total, HHLD, Current 6 Months) click on the **Weight** currently selected in your report.

10.) & 11.) Use the **Slider bar** to go to the next or previous **Base** or **Target/Column**. To **Delete**, click on either the **Base** or **Target** to open the associated list and delete using the **X**. The Report will only display one Base and Target/Column at a time.



Reach Analysis Guide

Summary Tab

The Summary tab displays a list of all schedules.

Summary	Compare	Detail - Sch #1	Detail - Sch #2	Detail - Sch #3	Detail - Sch #4
	Sch #1	Sch #2	Sch #3	Sch #4	Sch #5
Reach	128,796	149,126	134,956	159,333	47,464
Reach %	6.10	7.00	6.40	7.50	2.20
Average Frequency	2.17	3.11	2.36	4.06	2.29
GRP's	13	22	15	31	5
Gross Impressions	279,203	463,319	318,743	647,434	108,671
Total Insertions/Spots	11	15	12	19	8
Total Vehicles	2	2	2	2	1
Total Cost	2,900	3,000	3,000	3,100	3,200
CPM Reach	22.52	20.12	22.23	19.46	67.42
CPM Gross Imp's	10.39	6.48	9.41	4.79	29.45
Cost per GRP	220.38	137.38	199.70	101.59	624.78

Comparison Tab

The Comparison tab compares selected Schedules side by side. Select the Schedules from the drop-down boxes and the **Difference** and **% Difference** will be displayed.

Summary	Compare	Detail - Sch #1	Detail - Sch #2	Detail - Sch #3
Compare	Sch #1 to Sch #2			
	Sch #1	Sch #2	Difference	% Difference
Reach	128,796	149,126	20,330	15.78%
Reach %	6.10	7.00	0.90	14.75%
Average Frequency	2.17	3.11	0.94	43.32%
GRP's	13	22	9	65.94%
Gross Impressions	279,203	463,319	184,116	65.94%
Total Insertions/Spots	11	15	4	36.36%
Total Vehicles	2	2	0	0.00%
Total Cost	2,900	3,000	100	3.45%
CPM Reach	22.52	20.12	-2.40	-10.65%
CPM Gross Imp's	10.39	6.48	-3.91	-37.66%

Detail-Schedule Tab

The Detail tab displays more information about each Schedule. It contains the same information as the **Detailed Reach Analysis** tab in PRIME NeXT.

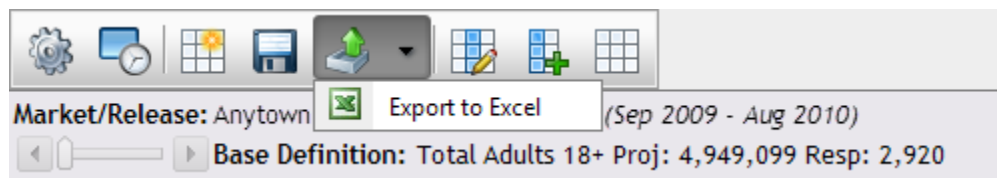
Summary	Compare	Detail - Sch #1	Detail - Sch #2	Detail - Sch #3	Detail - Sch #4	Detail - Sch #5			
Factor	Cost Vehicle	Schedule	Reach	Reach %	Gross Impressions	GRP's	Average Frequency	Total Cost	CPM
1	100 Avg 1/2 hr WAAA: Mon to Fri - 5:00AM to 7:00AM	5	88,686	4.20	197,700	9	2.23	500.00	5.64
1	400 Avg 1/2 hr WBBB: Mon to Fri - 5:00PM to 6:00PM	6	41,592	2.00	81,503	4	1.96	2,400.00	57.70

For assistance, please call the Nielsen Solutions Center at 1-800-423-4511.

Reach Analysis Guide

Exported Report

To export your Reach Analysis report, click on the **Export to Excel** icon on the Toolbar.



The exported report contains the following tabs:

Summary – Summary of all Schedules. Column A was added to explain how to interpret each row of the report.

Schedule – Detail of each Schedule

Compare – Comparison of two schedules you selected in the PRIME Lingo software.

	A	B	C	D	E
1	Scarborough Research				
2	PRIME Lingo--Reach Analysis				
3	Market/Release: Anytown USA 2010 Release 2 Total (Sep 2009 - Aug 2010)				
4	Base: Total Adults 18+ Projected: 4,949,099 Respondents: 2,920				
5	Target: Household pets (HHL): Dog				
6	Projected: 2,121,733 Respondents: 1,152 Percent of Base: 42.9%				
7					
8		Media Vehicle	Sch #1	Sch #2	Sch #3
9		Avg 1/2 hr: WAAA: Mon to Fri - 5:00AM to 7:00AM	5	10	6
10		Avg 1/2 hr: WBBB: Mon to Fri - 5:00PM to 6:00PM	6	5	6
11		Summary	-----	-----	-----
12	Number of targeted adults or households reached at least once by the schedule	Reach	128,796	149,126	134,956
13	% of target reached at least once by the schedule	Reach %	6.10	7.00	6.40
14	Average number of times target was exposed to the schedule	Average Frequency	2.17	3.11	2.36
15	(Reach % * Avg Frequency) OR (Gross Impressions/Base Pop) 1 GRP = 1% Base Pop	Note: GRP's	13	22	15
16	Total Number of Exposures to a schedule: Avg Reach of each vehicle * the number of insertions in each vehicle.	Gross Impressions	279,203	463,319	318,743
17		Total Insertions/Spots	11	15	12
18		Total Vehicles	2	2	2
19		Total Cost	2,900	3,000	3,000
20	Cost / (Reach / 1000)	CPM Reach	22.52	20.12	22.23
21	Cost / (Gross Impressions / 1000)	CPM Gross IMPs	10.39	6.48	9.41
22	Cost / GRPs	Cost per GRP	220.38	137.38	199.70

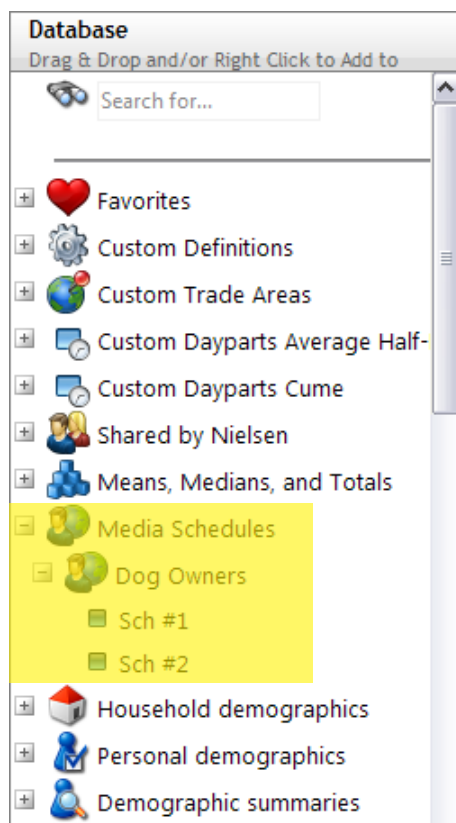
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Reach Analysis Guide

Reach Analysis as a Target

Want to see the characteristics of people reached by your schedule?

This is a great opportunity to look at the qualities of people reached by various dayparts on your station and via your website, depending on what you've included in your schedule.



- In Reach Analysis, save your schedule using the  icon. You can choose to save it in a folder, and to make it Shared or Unshared.
- In Report Builder, select the Media Schedules category from the Database list.
- Right-click to add it to the Target area of the report or drag-and-drop it to the gray Target area.

How to Read Reach Analysis

- 1.) The **Base** defaults to Adults 18+ in the DMA. There were 2,920 Adults 18+ surveyed, which projects to 4,949,099 Adults 18+ in the DMA.
- 2.) The **Target** is the focus of the report. 1,152 repondents in the survey met the target criteria, which projects to 2,121,733 Adults 18+ who live in a Household with a dog.
- 3.) **Schedule 1** – 5 spots were placed on WAAA Monday-Friday 5:00AM-7:00AM with a cost of \$100 per spot and 6 spots placed on WBBB Monday-Friday 5:00PM-6:00PM with a cost of \$400 per spot.

Factor	Cost	Vehicle	Sch #1	Sch #2	Sch #3	Sch #4	Sch #5
✗	1	100	5	10	6	15	0
✗	1	400	6	5	6	4	8

Summary Tab for Schedule 1

Reach – Number of targeted adults reached at least once by the schedule. **128,796 Adults 18+ with a dog were reached at least once by this schedule.**

Reach % – Percentage of target reached at least once by the schedule. **6.1% of all Adults 18+ with a dog were reached at least once by this schedule.**

Average Frequency – Average number of times the target was exposed to the schedule. **Adults 18+ with a dog were exposed to the schedule an average of 2.17 times.**

Summary	Compare	Detail - Sch #1	Detail - Sch #2	Detail - Sch #3
	Sch #1	Sch #2	Sch #3	Sch #4
Reach	128,796	149,126	134,956	159,333
Reach %	6.10	7.00	6.40	7.50
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GRP's	13	22	15	31
Gross Impressions	279,203	463,319	318,743	647,434
Total Insertions/Spots	11	15	12	19
Total Vehicles	2	2	2	2
Total Cost	2,900	3,000	3,000	3,100
CPM Reach	22.52	20.12	22.23	19.46
CPM Gross Imp's	10.39	6.48	9.41	4.79
Cost per GRP	220.38	137.38	199.70	101.59

GRP – (Reach x Frequency). This schedule delivered 13 GRPs against the target, Adults 18+ with a dog.

Gross Impression – A schedule's total number of exposures to the Target Audience, including duplication. (Reach x Frequency) This schedule was viewed 279,203 times by Adults 18+ with a dog.

CPM Reach – Cost / (Reach / 1000). It costs \$22.52 to reach 1,000 Adults 18+ with a dog at least once.

CPM Gross Imp – Cost / (Gross Impressions / 1000). It costs \$10.39 to expose 1,000 Adults 18+ with a dog to this schedule.

CPM per GRP – Cost / GRPs. In reaching Adults 18+ with a dog, each GRP costs \$220.38.

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How to Read Reach Analysis

Comparison Tab

The Comparison tab compares the same metrics listed above for two schedules side by side. This tab will calculate a difference in numerical and percentage formats.

Summary	Compare	Detail - Sch #1	Detail - Sch #2	Detail
Compare	Sch #1 ▼ to Sch #2 ▼			
	Sch #1	Sch #2	Difference	% Difference
Reach	128,796	149,126	20,330	15.78%
Reach %	6.10	7.00	0.90	14.75%
Average Frequency	2.17	3.11	0.94	43.32%
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Total Vehicles	2	2	0	0.00%
Total Cost	2,900	3,000	100	3.45%
CPM Reach	22.52	20.12	-2.40	-10.65%
CPM Gross Imp's	10.39	6.48	-3.91	-37.66%

Detail-Schedule Tab

The Detail tab displays the same metrics as the Summary tab, but in a detailed format for each vehicle of the schedule.

Summary	Compare	Detail - Sch #1	Detail - Sch #2	Detail - Sch #3	Detail - Sch #4	Detail - Sch #5				
Factor	Cost	Vehicle	Schedule	Reach	Reach %	Gross Impressions	GRP's	Average Frequency	Total Cost	CPM
1	100	Avg 1/2 hr WAAA: Mon to Fri - 5:00AM to 7:00AM	5	88,686	4.20	197,700	9	2.23	500.00	5.64
1	400	Avg 1/2 hr WBBB: Mon to Fri - 5:00PM to 6:00PM	6	41,592	2.00	81,503	4	1.96	2,400.00	57.70

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