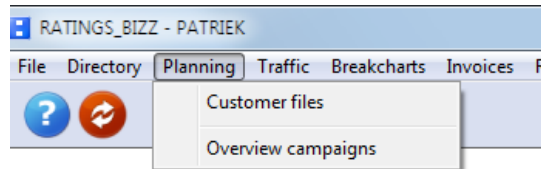


# SPOT Planning






- ↳ planning
- ↳ Customer files

## Customer files

In the Contacts menu you manage all your contacts and info. These contacts are used throughout SPOT. If you want to add a new campaign or customer file you can pick the advertiser, agency and sales from the existing contacts list.



The buttons on the **customer** screen have the following functions

-  Go to the campaign level
-  Open the file with info on the customer
-  Open the log with changes
-  Graphs with customer data
-  Customer files

Customer file update

ADVERTISER	I	L	F	FILE	PRODUCT	AGENC	CAMPAIGN	P	CHANNEL
A-FILM				14554	BLOCKBUSTERS	ACHME	2010/10	01-02	RATINGS_MOVIES
A-NOTARY				14426	ANOTARIS - S&P	A-NOTA	2010/09	12-30	RATINGS_BIZZ
ABN AMRO			L	13930	RSB - PERSONAL FINANCE STRATEGIE	KOBAL1	2009/10	01-02	RATINGS_BIZZ
ABN AMRO				14175	ABN AMRO - BUSINESS	KOBAL1	2009/09	12-30	RATINGS_BIZZ
ABN AMRO			I	14236	ABN AMRO - TRADING	KOBAL1			
ACTIVISION				14375	ACTIVISIO				
ACTIVISION				14398	ACTIVISIO				
ACTIVISION				14467	ACTIVISIO				
ACTIVISION				14473	ACTIVISIO				
ACTIVISION				14487	ACTIVISIO				
AEGON				14246	AEGON				
ALEXXX				14150	ALEX SAV				
ALEXXX				14303	ALEX TRA				
ALLSECUR				14174	CAR INSU				
AMBI PUR				14040	AMBI PUR				
AMERSFOORTSE				14156	AMERSFO				
ANDRELON				14024	ANDRELO				

UPDATE - PATRIEK - 06/10/2010 - 09:20

Advertiser: ACTIVISION

File: 14398 ACTIVISION-STAR WARS THE FORCE

Clash code: CUL043T0Y005 electronic games  Comm: 15.00

Agency: STARCOM Starcom Netherlands B.V.

Invoice: MBS/FAKT MBS Media Buying Services b.v.

Sales: FITZMAURICE/ESTHER Esther Fitzmaurice

Archive  Filler

# SPOT Planning

- Customer files
- Campaigns








## Campaigns

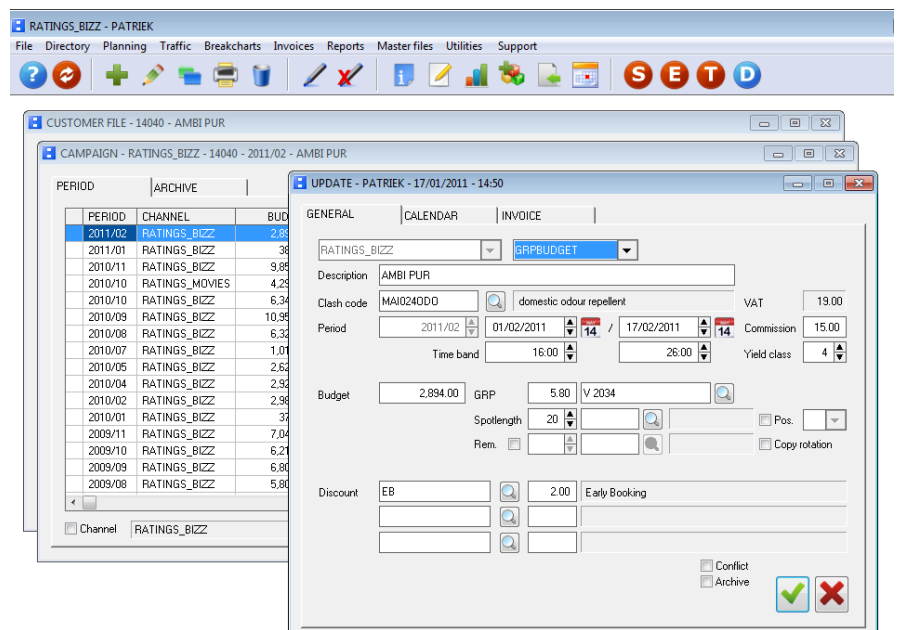
### Multiple Channel Campaign management

Campaigns can be managed across multiple channels, using different rate cards. You have the possibility to apply GRP contracts using budgets, discounts and rates on a per campaign basis. Results are monitored and incorporated in reports. The most cost-effective breaks for a specific campaign are selected. By choosing a planning template, all your conditions for the actual planning are automatically set. Proposals can be generated, imported, tweaked and sent to the client.

All the campaign details are saved to enable to plan or replan different campaigns together at the end of the day or week for instance to get a optimum spread of the spots.

The buttons on the **campaign** screen have the following functions

-  Graphs with campaign data
-  Packages
-  Import bookings
-  Batch planner multiple order lines
-  Go to the Spots level
-  Extra Costs
-  Campaign totals



The screenshot displays the 'UPDATE - PATRIEK - 17/01/2011 - 14:50' window. On the left, a table shows campaign data for various periods and channels. The main window contains fields for 'GENERAL', 'CALENDAR', and 'INVOICE' information, including description, clash code, period, time band, budget, GRP, and discount.

PERIOD	CHANNEL	BUD
2011/02	RATINGS_BIZZ	2.89
2011/01	RATINGS_BIZZ	38
2010/11	RATINGS_BIZZ	9.88
2010/10	RATINGS_MOVIES	4.28
2010/10	RATINGS_BIZZ	6.34
2010/09	RATINGS_BIZZ	10.98
2010/08	RATINGS_BIZZ	6.33
2010/07	RATINGS_BIZZ	1.01
2010/05	RATINGS_BIZZ	2.63
2010/04	RATINGS_BIZZ	2.93
2010/02	RATINGS_BIZZ	2.98
2010/01	RATINGS_BIZZ	37
2009/11	RATINGS_BIZZ	7.04
2009/10	RATINGS_BIZZ	6.21
2009/09	RATINGS_BIZZ	6.88
2009/08	RATINGS_BIZZ	5.88

GENERAL | CALENDAR | INVOICE

RATINGS\_BIZZ | GRPBUDGET

Description: AMBI PUR

Clash code: MAI024DDO | domestic odour repellent | VAT: 19.00

Period: 2011/02 | 01/02/2011 / 17/02/2011 | Commission: 15.00

Time band: 16.00 | 26.00 | Yield class: 4

Budget: 2.894.00 | GRP: 5.80 | V 2034

Spollength: 20 | Pos. | Rem. | Copy rotation

Discount: EB | 2.00 | Early Booking

Conflict | Archive

Campaign update

# SPOT Planning








- ↳ Customer files
- ↳ Campaigns
- ↳ Spots

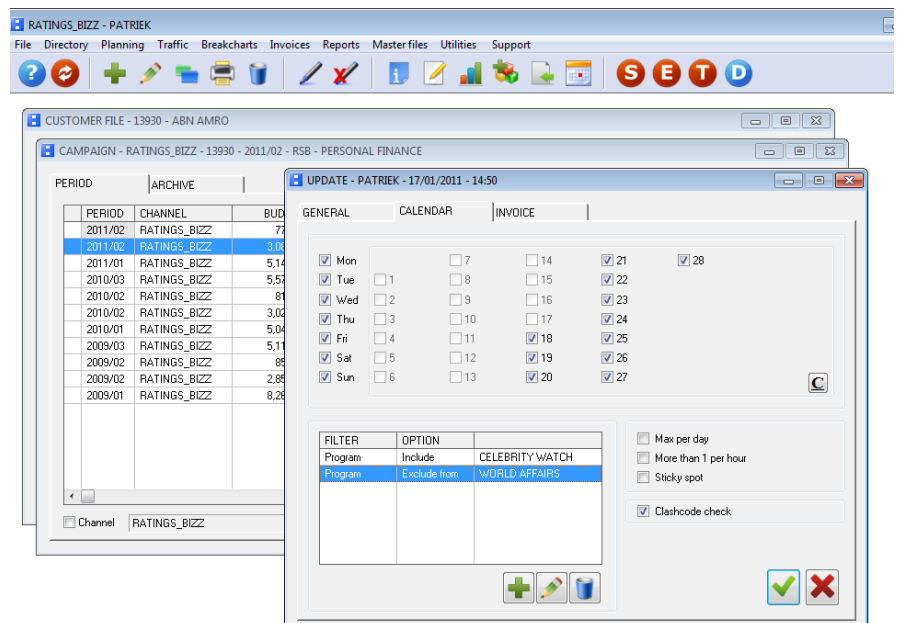
## Planning

### Autoplanner

SPOT has a unique automatic planning tool, which is the quickest and most sophisticated way to plan. Automatic planning can easily reach an average speed of more than 1000 plans per minute. All contract conditions, spot-tape information, and programme information is gathered to provide maximum planning efficiency. Timebands allow you to let the autoplanner plan during certain hours in a day, week or month. This can be for the complete campaign or part of it. An advanced option is to be able to plan around certain themes or programs, or exclude them from your planning. So even though the planning is done automatically, there many options to determine exactly how and where the planning will be done.

The buttons on the **campaign** screen have the following functions

-  Graph with client budgets
-  Packages
-  Go to the Spots level
-  Extra Costs
-  Campaign totals
-  Batch planner multiple order lines
-  Import bookings



The screenshot shows the 'UPDATE' window for a campaign. The 'CALENDAR' tab is selected, displaying a grid of days from 1 to 28. The 'FILTER' table is as follows:

FILTER	OPTION	CELEBRITY WATCH
Program	Include	
Program	Exclude from	WORLD AFFAIRS

Options on the right side of the window include:

- Max per day
- More than 1 per hour
- Sticky spot
- Clashcode check

Campaign update

# SPOT Planning

The Auto planner avoids back-to-back scheduling. This means that SPOT will not automatically schedule commercials in consecutive breaks. The general rule is also that there is not more than 1 spot per hour of the same campaign.

The buttons on the **spots** screen have the following functions



Placing spots & preferred positions



Assign a free spot

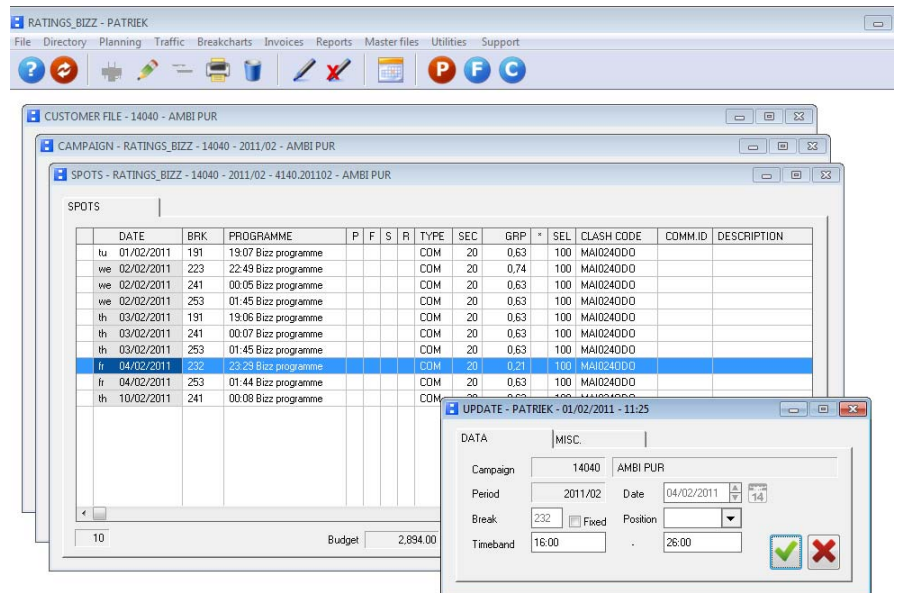


Change / edit multiple spots



Go to the auto planner

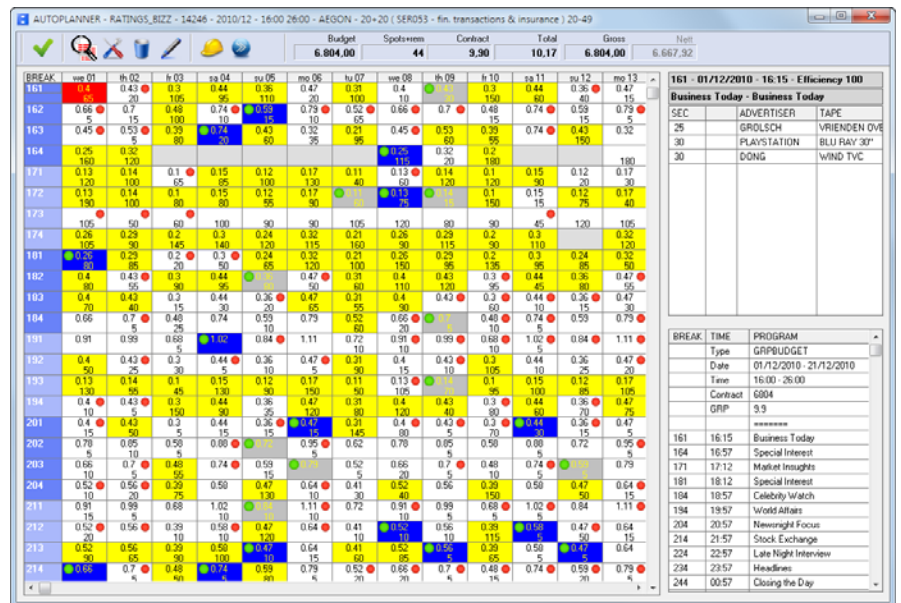
Spots and auto planner



# SPOT Planning

## On-screen planning: flexibility

Once the automatic planning has been done, SPOT will adopt the on-screen planning mode, allowing you to do some extra tweaking of the planning if necessary. All the breaks of the chosen period appear in a grid on the screen. You can plan simply by clicking in the desired break. This tool enhances the planning process, making it extremely flexible.



Throughout the planning process the contents of the breaks are visible in the side browser and financial/grp information is constantly updated. Additionally, colour coding provides direct insight into spot availability. With one click you can create an even more selective and filtered view of breaks qualified to plan in. When you are planning manually SPOT will adopt the same on-screen planning mode and you can simply place all the spots in the breaks yourself.