

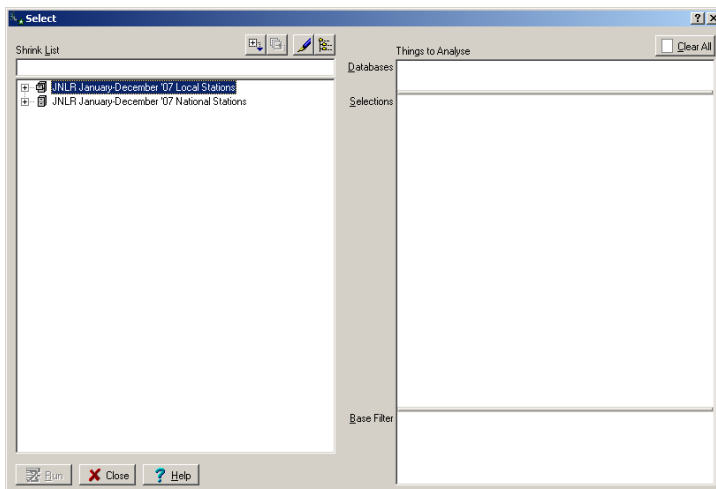
JNLR in MediaStar, a quick guide



KEY STEPS

There is a Glossary of Terms at the end of this document.

1. Open the program by clicking on the MediaStar icon on your desktop
2. Decide which database you want to use – National Stations or Local Stations – the title of the database you see in the Select Screen should reflect the most recently available published data – as of February 2008, the first screen you see would look like this:



Which database do I need?

Generally speaking you can do everything you need in the National database unless you need a more detailed view of a specific franchise area, in which case open the Local Station Database, which does not allow combining of national and local information at local level.

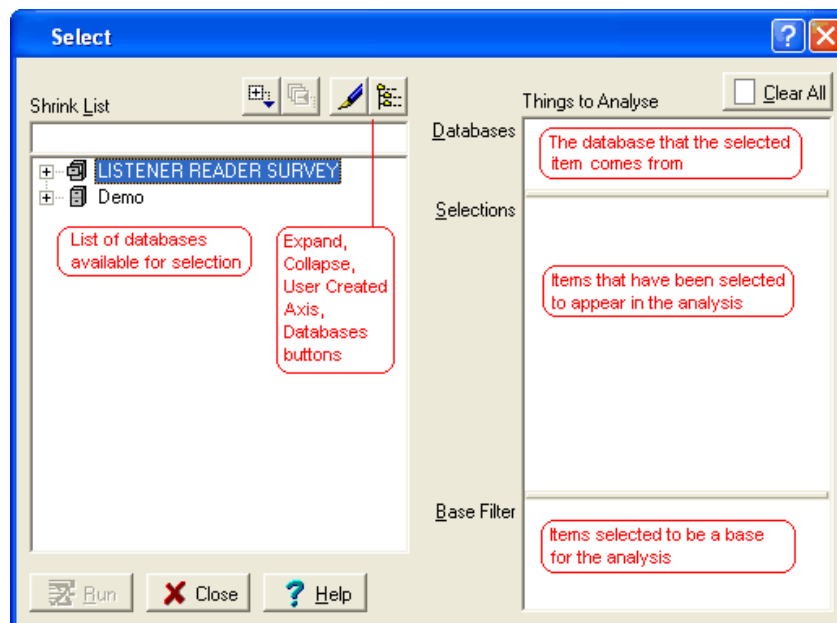
In practice, Home Local station information is available in both versions, but local station / franchise area filters are only available in the Local Database.

Planning across a selection of National & Local stations? Use National Stations

Planning on individual local stations only? Chose Local Stations

Need information about specific franchise area(s)? Choose Local Stations

Select (click on the + sign beside the name of) your chosen database (See Glossary for more information on selecting) to expand the list available. Press on the minus - sign beside this to collapse the list again. Use this technique throughout to navigate through the database. There are buttons at the top of the Select Screen that do the same job. This is a short graphical explanation of the first screen – using a different database name, but you get the idea.



How to do ... a PLANNING RUN

(a.k.a. media analysis, schedule, coverage & frequency analysis)

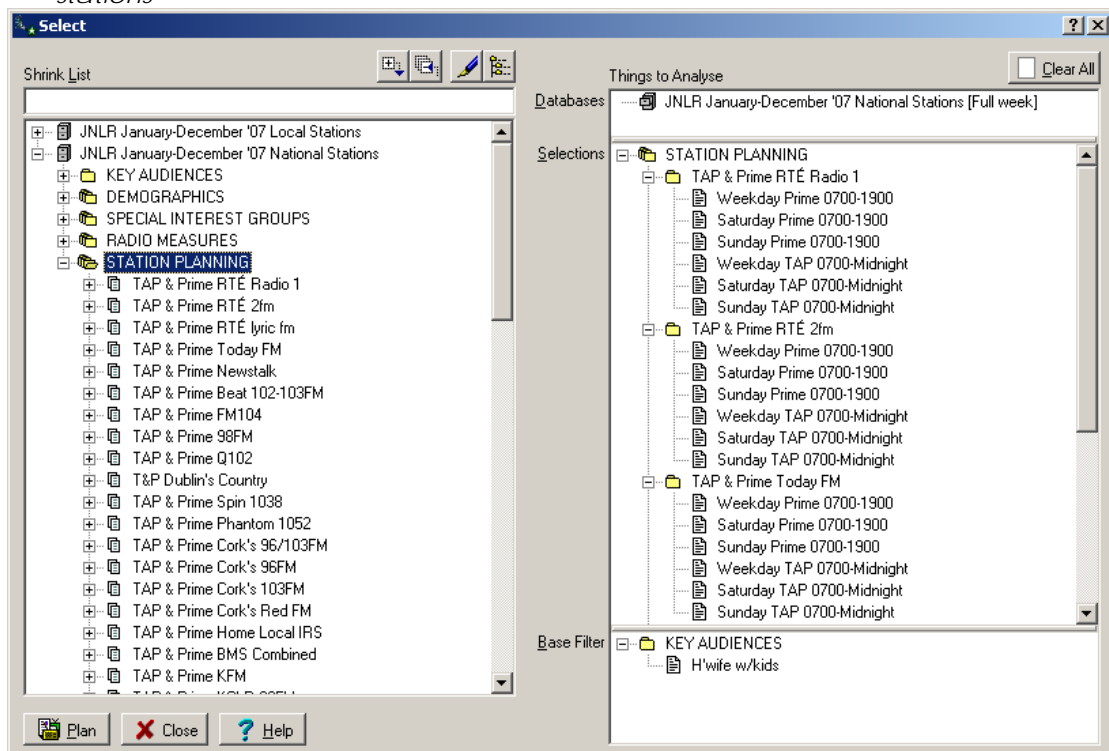
Expand the STATION PLANNING list (press the +)

"TAP & Prime.." allow quick entry of a week's spots for a **Prime Time** package or a **Total Audience** package for each of Weekday, Saturday & Sunday. Bull's Eye & Driver package definitions are also available – you just have to enter the number of spots you require.

REMEMBER to divide your TOTAL BUDGET/TOTAL SPOTS by the number of weeks of your campaign!! MediaStar works by calculating first at the one-week level.

Each station's defined program segments are shown further down the Station Planning list.

1. Select an Audience from KEY AUDIENCES or add your own audience definitions to the Base (See "Define a new Target Audience" topic later in this document). I've selected "H'Wife w/kids" from the KEY AUDIENCES section at the top.
2. Go back down to the expanded STATION PLANNING section *and choose your stations*



3. Press the Plan button (bottom left) and the initial selection will run – note red progress bar - and then display the Planning Screen.

4. You may see a lot more columns than this, but you can hide the ones you don't



want using these buttons.

(Hint: press this Show/Hide button to display a floating toolbar – I have docked mine here)

The screenshot shows the MediaStar software interface. At the top, there is a menu bar (File, Edit, Selections, Go, Window, Help) and a toolbar with various icons. Below the toolbar, the main window displays a 'Media Plan' for 'Database - NLR January-December '07 National Stations [Full week]'. The plan includes a table with columns for Stations, Spots, Total Population Reach %, Target Group Reach %, € Total, Audience, and CPT Impacts. The table is currently empty, showing only a 'Summary' row with all zeros. Below the table is a 'Cumulative Frequency Distribution' chart showing '% Reach' on the y-axis (0 to 100) and categories on the x-axis (1+, 2+, 3+, 4+, 5+, 6+, 7+, 8+, 9+, 10+). The chart is also empty, with all bars at zero. The status bar at the bottom indicates 'Row:1 Col:20'.

This plan is showing no spots yet and the basic minimum of columns


5. Add spots and, if money is important, spot rates or a 1-week campaign total figure in the white cell under €Total

Press Net Reach

Once you have calculated the plan, a variety of other options is available from the toolbar;

- multiple weeks** calculates the plan across the number of weeks you specify for the campaign
- zero suppress** use this to hide the rows (programmes) that don't contain spots – makes it easier to see what you are doing and for a tidier page when you print or copy for a client proposal
- plan summary report** when you have more than one run done and want to see which is the best
- summary view** contribution of each station in the plan to the overall result

ranking

click on Target Group Reach and then the  rank button to get the most popular programmes; click on Audience 000s and do the same thing to get the largest audiences

HOW TO ...

modify the audience or station criteria (without losing spots!)

Still in the planning Screen ...Select File, Show Selections –

The screenshot shows the MediaStar software interface. The main window displays a table of media spots with columns for Spots, Total Population Reach %, Target Group Reach %, € Total, Audience, and CPT Impacts. A menu is open over the table, showing options like 'Show Selections...', 'Print...', 'HTML Export...', 'Add to Report', 'File Location...', and 'Exit'. Below the table is a 'Cumulative Frequency Distribution' graph with a y-axis labeled '% Reach' and an x-axis labeled '1+' through '10+'. The graph shows a step function where the reach percentage increases in discrete steps. The 'Average Freq: 0.0' is displayed on the right side of the graph area. The Windows taskbar at the bottom shows the Start button and several open applications including 'Inbox - Microsoft O...', 'D:\New EARS 073...', 'C:\Program Files\J...', 'Multi-Edit - [notes F...', 'Idiot's Guide to Me...', and 'MediaStar'.

	Spots	Total Population Reach %	Target Group Reach %	€ Total	Audience	CPT Impacts
Sur	0	0.0	0.0	€0.00	0	€0.00
RTI	0	5.6	4.2	€0.00	31	€0.00
RTI	0	3.8	2.5	€0.00	19	€0.00
RTI	0	2.9	2.1	€0.00	16	€0.00
RTI	0	4.1	3.0	€0.00	23	€0.00
RTI	0	2.8	1.9	€0.00	14	€0.00
RTI	0	2.2	1.6	€0.00	12	€0.00
RTI	0	3.3	4.7	€0.00	36	€0.00
RTI	0	2.0	2.7	€0.00	20	€0.00
RTI	0	1.3	1.8	€0.00	14	€0.00
RTI	0	2.5	3.5	€0.00	26	€0.00
RTI	0	1.6	2.0	€0.00	15	€0.00
RTI	0	1.0	1.4	€0.00	10	€0.00
RTI	0	3.1	3.0	€0.00	23	€0.00
RTI	0	1.8	1.6	€0.00	12	€0.00
RTI	0	1.1	1.0	€0.00	8	€0.00
RTI	0	2.3	2.2	€0.00	17	€0.00
RTI	0	1.4	1.3	€0.00	10	€0.00
RTI	0	0.9	0.8	€0.00	6	€0.00
RTI	0	4.9	4.7	€0.00	36	€0.00
RTI	0	4.0	3.5	€0.00	26	€0.00
RTI	0	3.6	3.3	€0.00	24	€0.00

this bring you back to the Select Screen and will display your original selections and allow changes to the audience definition or inclusion of additional stations to your plan without losing the spots that you have already entered. You will have to put in a new campaign cost if you need one as the programme assumes if you are changing spots and stations that the budget must change too.

Just don't delete all the selections or press the Clear All button!

HOW TO....

Get back to the Select Screen to do something else

Select File, Show Selections – especially if you want to re-run something with just a few things changed

Press the  button

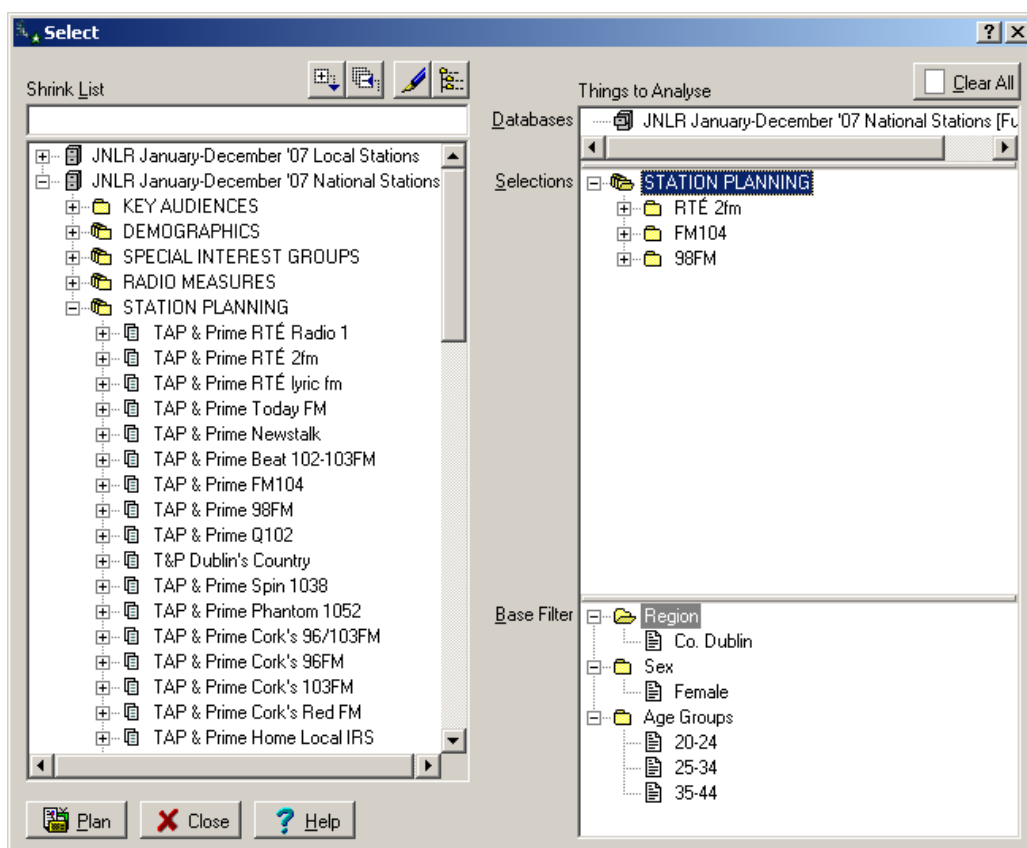
You don't have to use the x at the top right of the screen to close what you are doing so you can "get at" the next thing. All your runs in this session are accessible via the Windows drop down menu at the end of the Toolbar .

HOW TO ...

Define a new TARGET AUDIENCE

This example develops an audience called "Dublin Females aged 20- 44" which is not contained in the KEY AUDIENCES section.

1. Open out (press +) Demographics section
2. Find the Region axis and open this out too
3. Select (double-click) on the item "Co. Dublin" and this will automatically be placed in the Base Filter area (bottom right of the screen)
4. Next find and open out the Sex variable. Select (double-click) "Female". This will go into the base filter area too.
5. Last find Age Groups and select the three age groups that correspond to your chosen audience 20-24,25-34 & 35-44.
6. If you select FM104,98FM and RTE 2fm as your stations, your screen should look like this:



HOW TO ...

Analyse Radio listening data


(to replicate figures from the “book” or delve deeper)

1. Delve in the sections like this: Expand (press +) the RADIO MEASURES section, then WEEKDAY REACH SHARE, then LISTENED YESTERDAY, and you will see “Daily Station Reach Weekday”
2. Select (double click) this and
3. Press the Run button (bottom left). You’ll get this...

Daily Station Reach Weekday	Total
Total (Weekday)	3,483
Row %	100%
Unweighted Numbers	10,627
RTE Radio 1	23%
RTE 2FM	17%
RTE Lyric FM	3%
Today FM	16%
Newstalk	6%
RTE Radio Na Gaeltachta	1%
Beat 102.103FM	2%
FM 104	5%
98FM	4%
Q102	2%
Dublin's Country	1%
Spin 1038	3%
Phantom 1062	1%
Cook's 96.103FM	5%
Cook's 98FM	4%
County Sound FM103	2%
Cook's Red FM	2%
Home Local	44%
Home Local IRS	21%
BMS Combined Locals	16%

If you go back to the Select Screen (by pressing File, Show Selections) you can add a cross-break, say Region from the Demographics section and you'll get this...

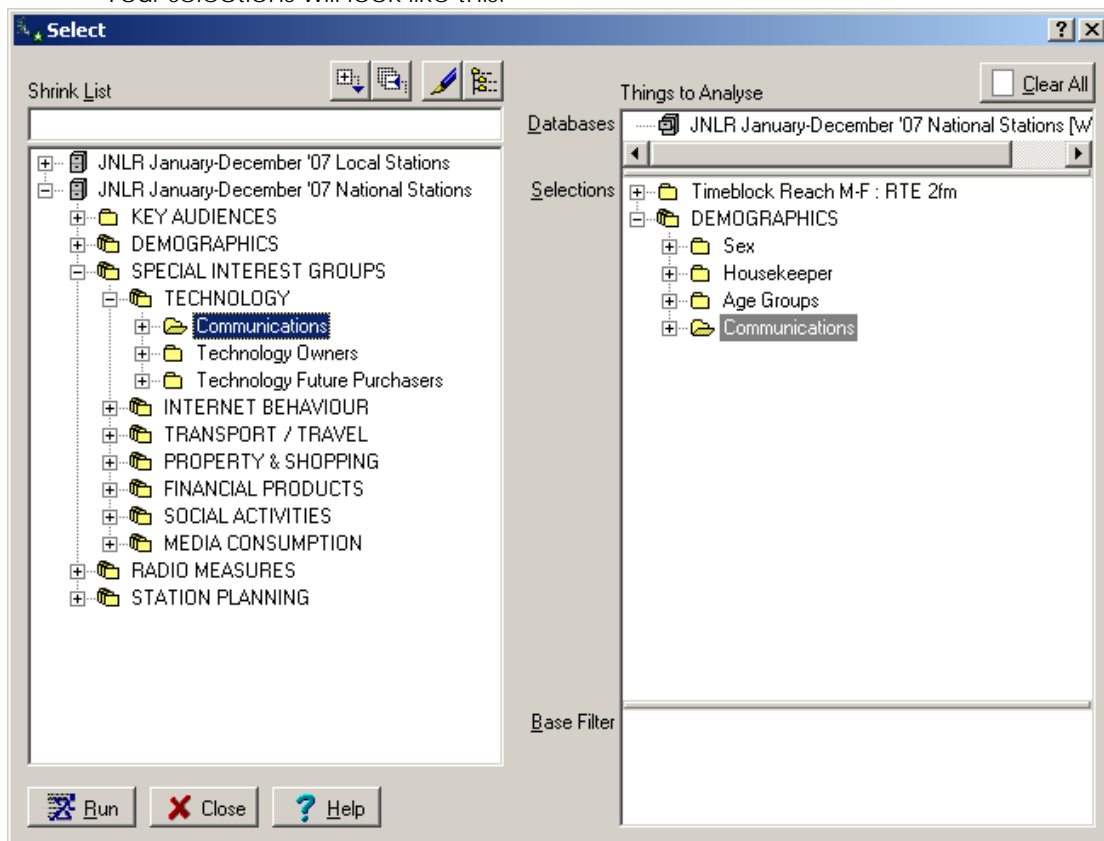
Daily Station Reach Weekday	Total	Region			
		Co. Dublin	Co. Cork	Non-Dublin/Cork	South East Region
Total (Weekday)	3,483	990	392	2,101	381
Row %	100%	28%	11%	60%	11%
Unweighted Numbers	10,627	1,998	1,000	7,629	1,699
RTE Radio 1	23%	28%	19%	21%	22%
RTE 2FM	17%	14%	8%	21%	17%
RTE Lyric FM	3%	6%	3%	2%	3%
Today FM	16%	3%	13%	19%	17%
Newstalk	6%	11%	4%	4%	3%
RTE Radio Na Gaeltachta	1%	1%	1%	1%	0%
Beat 102.103FM	2%	0%	0%	0%	17%
FM 104	5%	18%	0%	0%	0%
98FM	4%	15%	0%	0%	0%
Q102	2%	8%	0%	0%	0%
Dublin's Country	1%	3%	0%	0%	0%
Spin 1038	3%	12%	0%	0%	0%
Phantom 1062	1%	2%	0%	0%	0%
Cook's 96.103FM	5%	0%	45%	0%	0%
Cook's 98FM	4%	0%	33%	0%	0%
County Sound FM103	2%	0%	14%	0%	0%
Cook's Red FM	2%	0%	18%	0%	0%
Home Local	44%	43%	56%	43%	42%
Home Local IRS	21%	0%	18%	31%	42%
BMS Combined Locals	16%	8%	44%	15%	17%

TIP: Look for the Show Me icon  on the toolbar. Press and drag the floating toolbar and “dock” it further over on your menu bar. The “toggle” tool you can show numbers, percentages or both together. This feature (and many others) can also be accessed by a right-mouse click anywhere in your table.

HOW TO ...

Create a STATION OR PROGRAMME PROFILE

1. Open (press +) out the Radio Measures, Weekday section until you get to Timeblocks.
2. Select (double-click) the station (the whole thing – not just one program) you are interested in. For this example I have chosen 2FM
3. Collapse (press -) the Radio Measures section and open out Demographics.
4. Select the following (double click either on the name or on the little folder symbol beside the name in each case):
 - Sex
 - Women
 - Age Groups
 - Social Groups Household
5. Collapse the Demographics section and expand the Special Interest Groups section. Open Technology and select Communications
Your selections will look like this:



When you press Run, you will get this

MediaStar - [Analysis: Analysis6]

Database: INLR January-December 07 National Stations [weekday]
 Base: All Adults
 Autobase Diff: Weekday and Women
 DEMOGRAPHICS Percentages
 Universe Estimate All Adults

Coloured by Significant Differences


Timeblock Reach M.F.: RTE 2fm

DEMOGRAPHICS	Total (Weekday)	06:00-09:00	09:00-12:00	12:00-14:00	14:00-17:00	17:00-19:00	19:00-24:00	00:00-02:00	02:00-06:00
Sex									
Total	3,483	185	328	179	179	142	61	6	4
Row %	100%	5%	9%	5%	5%	4%	2%	0%	0%
Unweighted Numbers	10,627	565	1,021	550	573	448	197	17	12
Male %	50%	55%	41%	44%	49%	56%	53%	66%	91%
Female %	50%	45%	59%	56%	51%	44%	47%	34%	9%
Women									
Total (Women)	1,753	84	193	101	92	62	29	2	0
Row %	100%	5%	11%	6%	5%	4%	2%	0%	0%
Unweighted Numbers	5,431	264	619	319	297	203	93	7	1
Working Women 30+ hrs %	33%	45%	35%	37%	33%	56%	28%	55%	100%
Women working part time %	10%	13%	13%	12%	15%	10%	16%	10%	0%
Housewife %	33%	85%	91%	86%	85%	76%	49%	100%	100%
(Female)H Keeper + Dep Child %	43%	53%	67%	63%	59%	45%	28%	90%	0%
(Female)H Keeper + Dep Child <15 %	35%	47%	59%	55%	52%	37%	24%	33%	0%
Full-time homemaker(female) %	34%	26%	41%	36%	30%	17%	14%	35%	0%
Age Groups									
Total	3,483	185	328	179	179	142	61	6	4
Row %	100%	5%	9%	5%	5%	4%	2%	0%	0%
Unweighted Numbers	10,627	565	1,021	550	573	448	197	17	12
15-19 %	8%	7%	3%	6%	10%	12%	33%	20%	8%
20-24 %	10%	9%	8%	12%	15%	7%	23%	28%	8%
25-34 %	22%	38%	30%	33%	32%	36%	20%	29%	52%
35-44 %	18%	27%	29%	25%	22%	22%	14%	6%	7%
45-54 %	15%	14%	17%	16%	15%	10%	7%	9%	25%
55-64 %	12%	4%	8%	6%	4%	2%	1%	8%	0%
65+ %	14%	2%	5%	3%	3%	1%	2%	0%	0%
Communications									
Total	3,483	185	328	179	179	142	61	6	4
Row %	100%	5%	9%	5%	5%	4%	2%	0%	0%
Unweighted Numbers	10,627	565	1,021	550	573	448	197	17	12
Mobile only Hhold %	18%	19%	18%	22%	22%	23%	21%	10%	31%

Row:1 Col:1 Ref >99% >95% >90% <90%

Then. Click on the Total column, press and hold the Ctrl key and click on the 0900-12.00. When those 2 columns are highlighted (dark blue) find the graphing tool and press the little down arrow to the right of it. Drag the toolbar that appears to a convenient spot on your screen (or dock it at the side as I did here) and press the horizontal bar chart symbol.

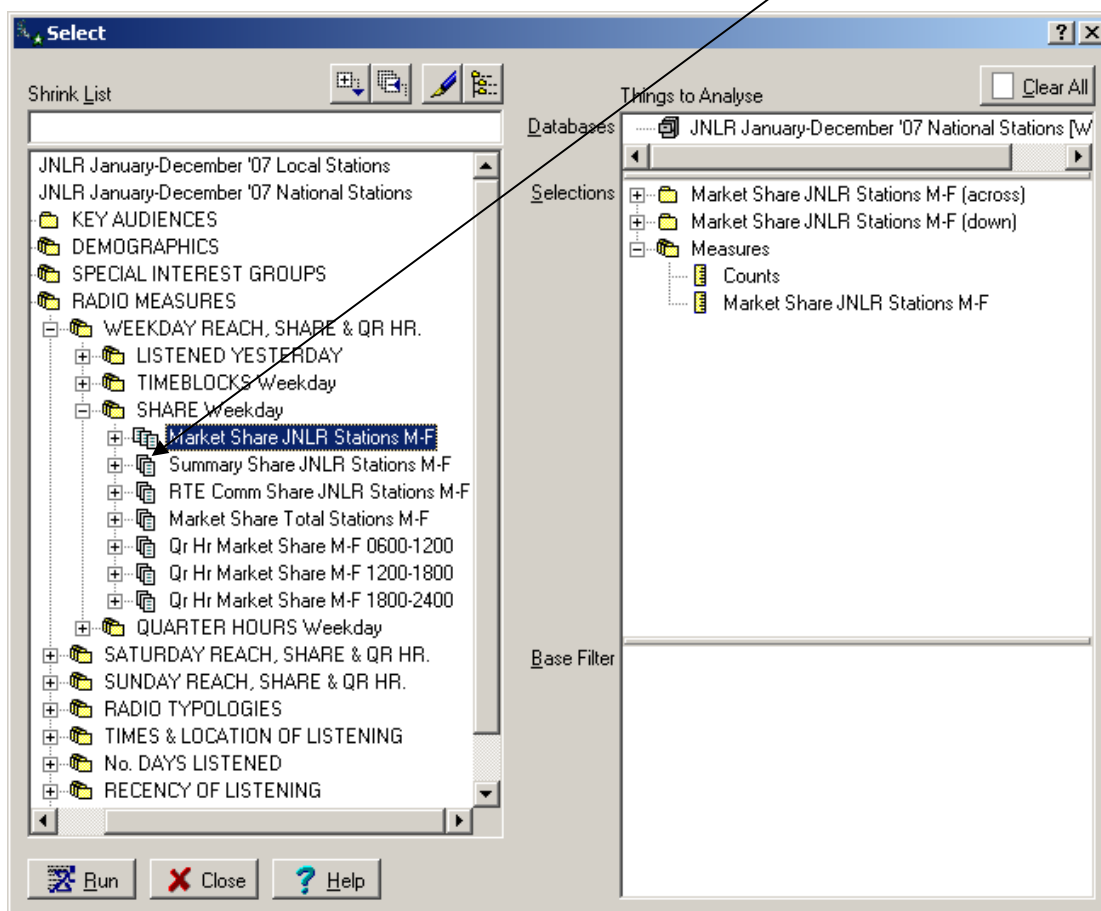



I know, that doesn't look great, but if you find the  button and press it (swapping the axes) you will see a chart profiling the Gerry Ryan Show compared with All Adults.

HOW TO ...

View Share

1. Share tables may not be run with a cross-break and must be selected one at a time.
2. For a Weekday Market Share table, Expand the RADIO MEASURES section, then WEEKDAY REACH SHARE Qr HOURS, then SHARE Weekday
You will see "Market Share JNLR Stations (M-F)"
Hover your mouse over this title and you will see the pop-up text "Market Share among Irish Commercial Stations".
3. Don't expand this title – although you feel you should – just double click on the little 3-page icon beside it to select. Like this...

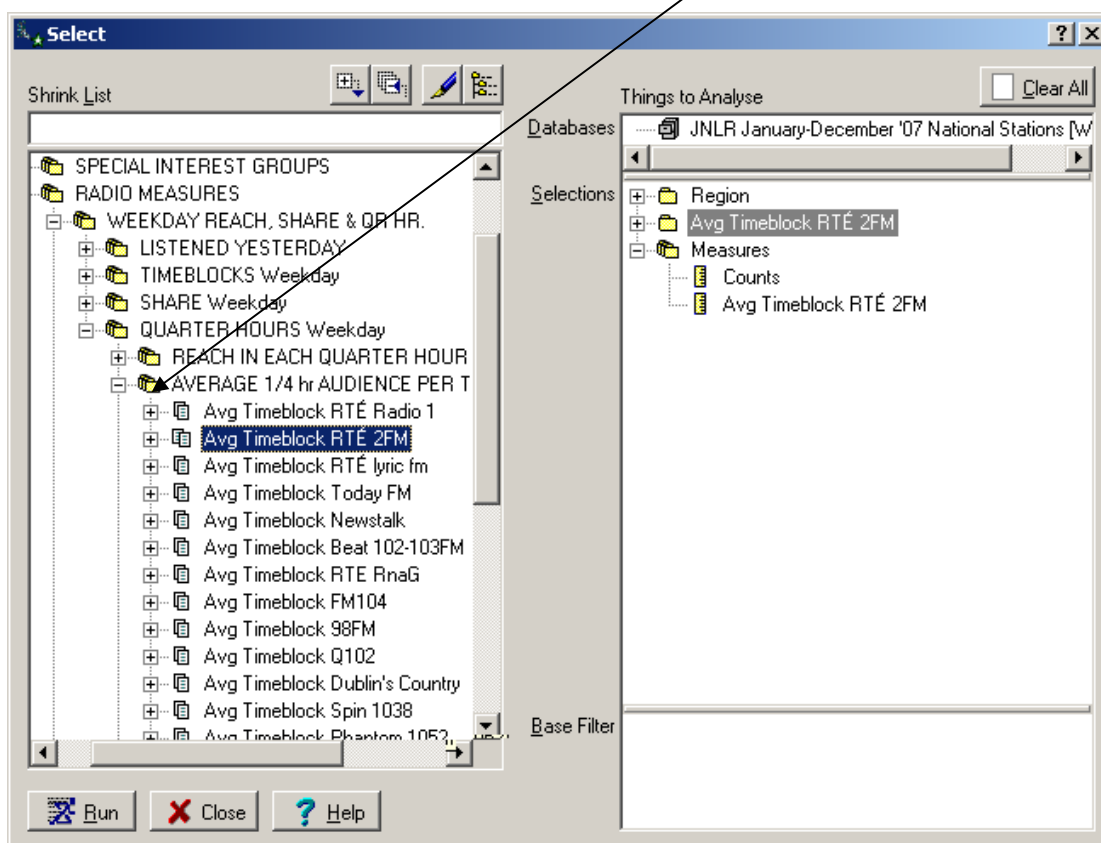



4. It will run "as is" in a grid table – with its own "across" & "down" already defined for you, but you can add Audience definitions to the Base Filter Area to refine the run for, say a region or a demographic grouping.
5. Press the Run button (bottom left)
6. Ensure that you have **percentages** showing (use the  button to modify your selections. Numbers are meaningless in this context.
7. It's also good practice to hide the Total row and the Total column (using the Show/Hide Tool) – again, these are not helpful in this context.
8. Go back to the Select Screen and add an audience definition if required. Refer to the item on how to "**Define a new TARGET AUDIENCE**", above

HOW TO ...


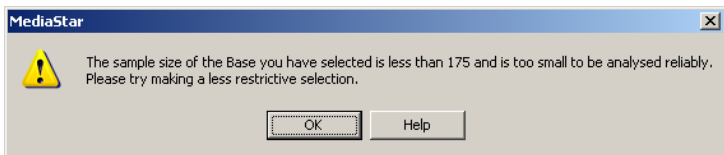
View **AVERAGE ¼ HOUR TABLES**

1. Average ¼ Tables look at the average audiences per programme timeblock and on an hour-by-hour basis. They can be run with a cross-break.
2. For a Weekday Market Share table, first pick a cross-break, say Region from the Demographics section.
3. Then expand the RADIO MEASURES section, then WEEKDAY REACH SHARE Or HOURS, then QUARTER HOURS Weekday, then AVERAGE ¼ Hour Audience per Timeblock – see pop-up for a description of the contents
4. Highlight “Avg Timeblock RTE 2fm”
5. Don't expand this title – although you feel you should – just double click on the little 2-page icon beside it to select. Like this...



9. Press the Run button (bottom left)
10. You might prefer to show 000s in this case (use the  button to modify your selections). You can of course show number and percentages at the same time, if you wish.
11. This table now shows the average quarter hour audience in each timeblock.

Glossary

Total	Refers to the Universe Estimate
Axis	the developers' terminology for a question or variable
Unweighted Numbers	<p>Is the actual number of people interviewed. It is a requirement that you show the "unweighted base" row in any Analysis Table – then you will know whether your analysis meets the magic 200 sample number requirement. If it's not showing, click on the word "Total" at the top-left of the table over the side-headings, right-click, select Show Me and click in the Number, Percents& Unweighted</p>  <p>The unweighted number can be a good indicator of whether the basis of your decision is sound.</p>
Base	<p>The title of the Base you selected</p> <p>Any component(s) of any questions being used as a Base.</p>
Low Base warning	<p>The program has limits applied to ensure any table or Plan is run on a "legal" base which is related to station franchise area sample.</p> 
Weekly Reach	Is the cumulative reach for a week's listening (Yesterday & Past Week)
Daily Station Reach	Used to be called "Listened Yesterday" – incidence of listening yesterday.
Average Qr Hr	Select (double-click) one of these, along with another question, say Age Groups to see the Average Qr Hr Audiences for 0700-1900, 0700-2400 etc. on a station by station basis. Make sure your "Show me" is set to numbers to show 000s of listeners.
Planning in Local Database	You must always select the relevant Station Broadcast Area(s) bases. A Plan involving Spin, Red FM and S.E Radio must also have Dublin, Cork and SE Radio area selected from the Station Broadcast Area. They will be shown in the Base filter area on the bottom right of you Select Screen.

What is a Spot when inserted in a combined "station"?	Home Local IRS and BMS Combined, Bullseye and Driver and some others are set up to allow you to assess the impact of a spot in each of your chosen Broadcast Areas. If you choose the Home Local IRS "station", then 1 spot placed in a timeblock equals one spot in each of the IR stations at that time.
Reach	the number (or percentage) of people listening e.g "AVERAGE WEEKDAY "YESTERDAY LISTENERSHIP" (in the book) which is called Daily Station Reach in MediaStar
Share	measures the length of time those people listened. The pool of all minutes listened = 100% and an individual station "share" is the percentage of the minutes listened accounted for by their listeners in that time band – most often reported on 0700-1900 (Prime) or 0700-2400 (TAP or "run of day"). e.g Market Share JNLR Stations M-F in MediaStar and "Market Share – Minutes Listened" in the book
Media Analysis	MediaStar-speak for a reach & frequency analysis - see "How to do a Run" above; an "EARS run", or just an ad planning run – all the same thing
Reach	is also mentioned in the Station Planning section. Here it expresses the <i>estimated</i> percentage of people who will hear a spot placed in a particular station timeblock.
Frequency	how often that plan will be heard on average by a listener matching the audience criteria once the spots have been defined. Also called OTH (opportunities to hear) in the industry. The report produced shows the percentage of people likely to hear that plan at least once - 1+ , 2+ , 3+ etc. and shows an average frequency . This all helps to measure the effectiveness of the plan.
Database limits	The database is limited to ensure you do not run a Plan on too low a base. The "legal" sample size is 170 unweighted. If in doubt or you don't get what you expect, get in touch
How To Select And De-Select	There are three ways that items can be selected or de-selected for analysis. You can drag and drop your selections, double-click on the selections, or use the ENTER key.

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Station Planning Glossary

Spot (editable)	Contains the number of times a station is selected in a media plan. The Summary at the top shows the total number of Spots in the media plan. (Hint: Don't Hide this column. If you don't put in spots here, you won't be able to calculate Reach & Average Frequency)
Total Population Reach	Reach of 1 spot in the station as a percentage of the total All Adults. The Summary at the top shows the net reach of the media plan among All Adults.
Target Group Reach	Reach of 1 spot in the station as a percentage of the Target Group (Audience Selected). The Summary at the top shows the net reach of the media plan among the Target Group.
Target Group Factor	This is the extent to which the reach among the Target Group is greater or lesser than the Population as a whole. It is calculated by dividing the Target Group Reach by the Total Population Reach. The Summary at the top shows the Average Target Group Factor and is based on the number of spots for each station.
€/Each (editable)	(Optional field) Put your spot rates in here. MediaStar does not include rate cards for stations at present. The Summary line value is non-editable and shows the average cost of the spots - i.e. the €/Total value divided by the total number of spots.
€ Total (editable)	This is the total budget spend for 1 week (i.e. the sum of Spots multiplied by €/Each). You can put the "Package Cost" for one week (Hint: the total agreed package cost divided by the number of weeks) in this field. The system will recalculate and update the cells in the summary row that contain a cost component (eg €/Each, €/GRP, €Incremental %).
Incremental Reach	This shows the extra reach in the existing media plan that one extra spot of that program/daypart would add.
€/GRP	This is the cost efficiency of each daypart in terms of cost per rating point. It is calculated by dividing the €/Each by Target Group Reach. The Summary at the top shows the average cost efficiency calculated by dividing the Total Budget Spend by Total GRPs.
€/Incremental %	This is the incremental reach cost efficiency of each title and is calculated by dividing the €/Each by Incremental Reach.
Incremental ERPs	Feature not available for JNLR data (needs rate card info which is not currently supplied)
€/Incremental ERP	Feature not available for JNLR data

GRPs	Show the gross rating points, that is, the accumulated percentages (as points) of the net reach of each spot. This is calculated by multiplying the Target Group Reach by the number of spots. For example, 3 spots in a station with an average reach of 15% would result in 45 GRPs.
Weight (This column is editable)	Not generally used for JNLR
Audience	Shows the available audience for each daypart/timeblock. The Summary row shows the net (unduplicated) total audience for the proposed plan.
Gross Impacts	This is the accumulated number of impacts of each Station. It is calculated by taking the GRPs /100 times the Target Group Population, e.g. 3 spots in a timeblock with an audience of 30,000 viewers would result in 90,000 impacts.
CPT/Impacts	The summary at the top of the column is the Total Budget Spend divided by the total Gross Impacts.
CPT / Audience	This is the € Total divided by the Audience. Not generally used (as it makes the CPT very high!) so best hidden.
Impacts/€	Shows the number of impacts achieved for each € spent in the station. The summary at the top is the Gross Impacts divided by Total Budget Spend. I usually hide this too.
Support	Any suggestions or questions? For further help, training, support and quick turnaround special analysis, contact us by phone or e-mail.
	<p>:ESPRI DMC LTD :DATA CONSULTANCY</p> <p>mary@espri.ie</p> <p>Our website www.espri.ie has other useful documents. Check them out.</p> <p>Ph: +353 1 284 1005</p> <p>Mob: +353 87 2700 214</p>