MediaStar Software & JNLR data

Install & upgrade

## There are just a few steps to update your JNLR MediaStar Database which should take you no more than 5 minutes :

1. Logging in to our website with your subscriber username & password

2. Downloading the new JNLR results (contained in a zip file), by saving the zip file to your Desktop

- 3. Creating a new folder for the data
- 4. Unzipping the new files into that folder
- 5. Changing your "Folder" settings in MediaStar, so that you can see the new data
- 6. Opening and updating your existing / saved plans and analyses

File Edit View Favorites Tools Help <b>x Google</b> +Mary Search Images Maps Play YouTube News Gmail Drive Calendar More -	Share March The
× Google • Search Images Maps Play YouTube News Gmail Drive Calendar More -	Change Manage Trail
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	Mary Heseltine 0
Windows Security	
The server www.espri.ie at JNLR Mediastar requires a username and password.	
Warning: This server is requesting that your username and password be sent in an insecure manner (basic authentication without a secure connection).	
User name Password Remember my credentials	
OK Cancel	

Go to the web address shown in the email sent to you... e.g. <u>www.espri.ie/jnlr/mediastar</u> You'll see a login box appear.

You may have to enter the username and password (from the email) twice. If that still doesn't get you in, clear your cache and try again.

Still not working?

Call us: 01 2841005

Important: Don't tick the Remember my Credentials box.

Windows Security					
The server www.espri.ie at JNLR Mediastar requires a username and password.					
Warning: This server is requesting that your username and password be sent in an insecure manner (basic authentication without a secure connection).					
mediastar         •••••••         ••••••         Remember my credentials					
OK Cancel					





Click the file name and select the **Save As** option saving the file - to your Desktop for the moment. This will take a minute or so.

Don't try the **Open** option as this may corrupt the file for other subscribers

Save As			_	×
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File <u>n</u> ame:	M'Star Basic Oct11-Sep12.zip			-
Save as <u>t</u> ype:	Compressed (zipped) Folder (*.zip)			-
<u>B</u> rowse Folders		Save	e Cancel	

	Select	
	舅 MediaStar 🔻 📝 Tasks 🔻 📄 List 👻 📑 Data 👻 🍈 Analysis 💌	0
Find the folder(s)	Et Eolders 5 X	Clear All
containing your	Data Sources	
existing JNLR data	Selections	
on your computer		
(or network). The		
quickest way to do		
this is to start		
MediaStar in the		
normal way and		
press the Folders		
button	Base filter	
		Run Close
	0 cells in 0 dimensions Projected	Averages

This is the period of data you are currently working with.

And this is where that data is stored on your system

You will see on the left hand side the folder(s) currently selected - on the right you will be able to figure out the path to the data.

Search Folders		Selected <u>F</u> older
Folder	Sub	Add Remove Clear All
C:\Program Files\MediaStar\Data - Publishe C:\Program Files\MediaStar\Saved analysis	No No	C:\Program Files\MediaStar\Data\14-1 Apr'13-Mar Include Sub-folders

Now go back (out of MediaStar) to **Windows Explorer** and create a new folder with a name to match the new wave of data.

(The data for each "book" has to be kept in a separate folder to enable automatic updates to your saved plans etc.)







Ok, so now you have a new folder. Go back out to your desktop and d**oubleclick** the zip folder.

This is what you will see – if you have Windows 7 – or something similar- 6 individual listed files or icons.

Now, **press Extract all** Files, Use the Browse button to find the Folder you just created

Litract Compressed (Zipped) Folders	
Select a Destination and Extract Files	
Files will be extracted to this folder:	
C:\Program Files\MediaStar\Data\14-2 Jul'13-Jun'14	Browse

Once you have browsed to the correct folder, the one you created in the earlier step

Hit **Extract** to complete the operation

Next step is to open the MediaStar application .... and press the Folders button again

No Select			
📑 MediaStar 🔻 🔽 Tasks 💌 📄 List 💌 👫 I	Data 🔻 👖 Analysis 👻		0
. E. C.	P 🔁 <u>F</u> olders 😽 🗙		Clear All
Shrink		Data sources	
B→ B INLR April 2013 - March 2014 (Basic) A National H'keeper w kids <15 PT		Selections	
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6	0 cells in 0 dimensions	Projected	Averages

ſ	🙀 Folders		? ×	
l	Search Folders		Selected <u>F</u> older	r i i i i i i i i i i i i i i i i i i i
l	Folder	Sub	Add Remove Clear All	In the left hand window
I	C:\Program Files\MediaStar\Data - Published\14	No	C:\Program Files\MediaStar\Saved analysis + plans	highlight the old data folder
I	C:\Program Files\MediaStar\Saved analysis + pla	No	Include Sub-folders	and press Remove
				una press nemove



In the right hand window click on the new data folder and press **Add**. When the new folder is showing correctly on the left, press **OK You're DONE!**  To update a saved plan or analysis...

Make sure the folder where the plan is saved is included in the list of Search Folders – as previous step.

a select		
🗐 MediaStar 🔻 🏹 Tasks 🔻 📄 List 👻 👫 Data 👻 🁬 An	alysis 🔻	0
E Eolders	<b>5</b>	□ <u>C</u> lear All
Shrink	Data sources	Your Select screen now looks
B JNLR April 2013 - March 2014 (Basic)	Base filter	like this with the data update implemented – and a sample plan showing at the top of the list. Now double-click on your saved plan here.
0 cells in 0	dimensions Projected	Averages
Court analysis of stars		

Text Analysis Update	
The following database has been updated: JNLR April 2013 - March 2014 (Basic)	
Load Cancel	When you see this message you can decide to Update or Load

<b>n</b>	Media Analysis: Nation	als PT H'wife w kids <15 3-week Oct-Sep12 Update - MediaStar		
Home Settings Docu Het Reach Tailor Select Settings Docu Het Reach Tailor Settings Docu Settings Settings Setings Settings Settings Settings Settings	get: 0 Summary View timise Plan Summary Reputitistion Options	Display Only These Items     Thirds These Items     Display All Items     Display All Items	@ _ = x	If you press the <b>Update</b> option, the
Go To Reach & Frequency 12 [22] [32] 42 5 6 7 Wedia Plan Base: Hwife Wildia < 15 (KEY AUDIENCES Sample Size 2805 Population 646 3 Weeks	Optimise View 2012 National Stations [Full week]	Hiding Table	1 Rate Card: None Title Wejrkts: None Response Function: None	original plan runs with the same Audience, number of spots and weeks, and is re-calculated on
Stations UTF Radio 1: Weekday Prime 0700-1900 TTF Radio 1: Sturday Prime 0700-1900 TTF Radio 1: Sturday Prime 0700-1900 TTF 2tm: Sturday Prime 0700-1900 TTF 2tm: Sturday Prime 0700-1900 TCday FM: Veekday Prime 0700-1900 Today FM: Sturday Prime 0700-1900 Today FM: Sturday Prime 0700-1900 Newstalk: Veekday Prime 0700-1900 Newstalk: Sturday Prime 0700-1900 Newstalk: Sturday Prime 0700-1900 Newstalk: Sturday Prime 0700-1900 Newstalk: Sturday Prime 0700-1900	Spots         Total Populati (500 meach %         Target Group Reach 30           168         76.6         78.8           30         6.2         3.3           6         4.5         2.2           30         2.0         3.3           6         1.2         1.9           6         1.1         1.7           30         2.6         1.8           6         1.0         1.5           30         1.0         0.5           6         0.7         0.6           0         0.5         0.4	€ Total         GRPs         Audience         Gross Impacts           60.00         445         509         2,684           60.00         94         20         666           60.00         16         17         105           60.00         13         14         83           60.00         102         13         75           60.00         12         13         75           60.00         11         65           60.00         14         15         88           60.00         9         10         57           60.00         14         15         88           60.00         3         3         17		newly selected database. (Pressing <b>Load</b> will show the earlie analysis with no changes, exactly as saved)
80 79 70 50 8 8 20 1+ 2+	52 42 3+ 4+ 5+ Row:1 Col18	Cumulative Frequency Distribution           28         23         18         12           6+         7+         8+         9+         10+	Average Freq: 5.3	
Summary Info	rmation	? 🗙		
Name	s PT H'wife w kid	s <15 3-week Oct-Sep12 Update		If you have <b>Updated</b> the plan and want to keep the original

If in doubt with any of this just phone Mary 01 2841005 or 087 2256562

Cancel

MediaStar Support Document – Install & upgrade JNLR data Rev 18.07.2014 01 284 1005 <u>mary@espri.ie</u>

C:\Program Files\MediaStar\Saved analysis + plans\

OK

Nationals PT H'wife w kids 15 3-week.nln

File