

Getting started with InfoSys+TV PPM

Welcome to InfoSys+. This guide will take you through the basics of the new software, how to create reports and how to navigate through the software with ease.

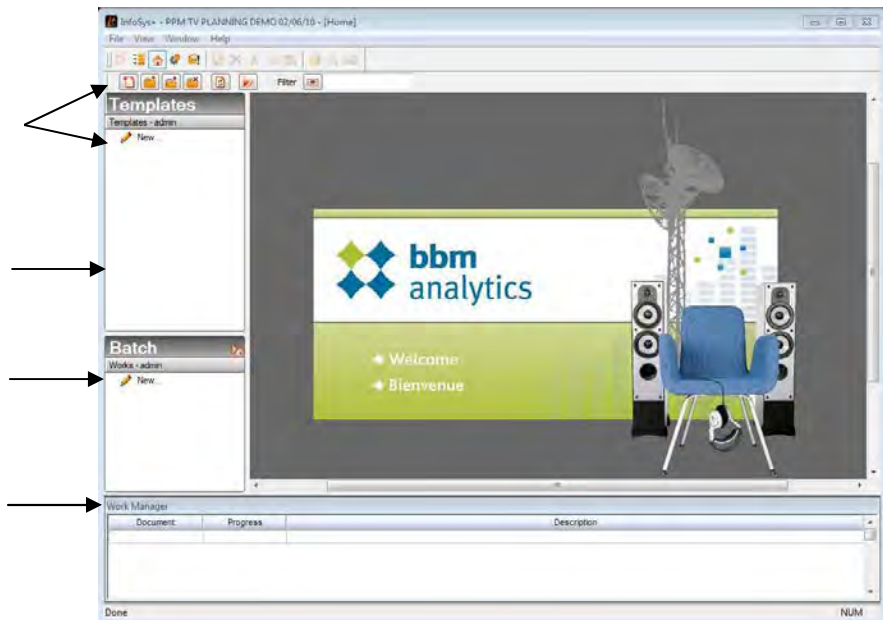
The home page: here's where you can select the option to create a new template or access one that you have previously saved. The home page screen is currently set to our website; all learning material and FAQs can be found on the site.

To open a new template either click on the new template button or double-click on 'New'...

Any saved templates will be available in this section.

Set up a batch process here.

The Work Manager lets you know the status of any pending runs and allows you to pause, cancel or prioritize your runs.

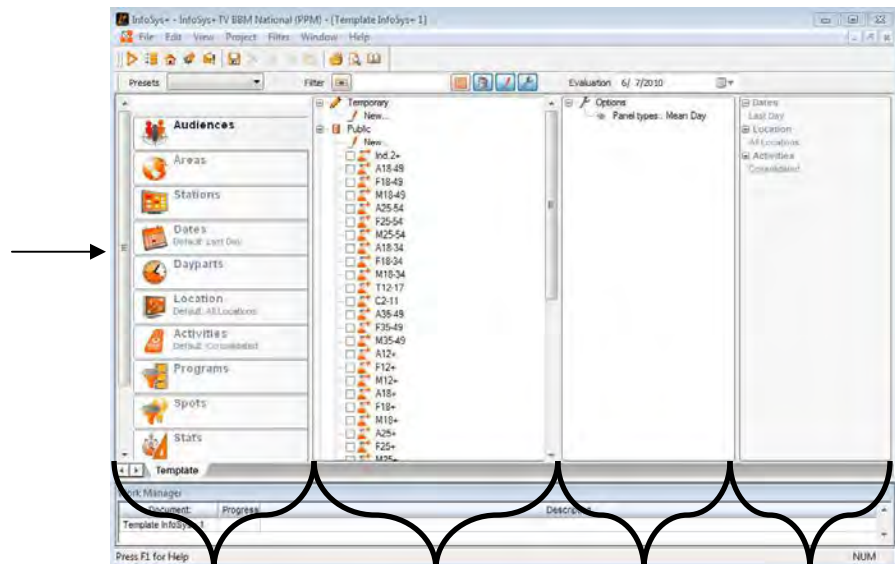


The Template

By clicking on each button, all available ingredients will be displayed.

Let's look at each button separately...

There are 4 windows per button; we will be referring to each as follows:



Buttons Ingredients Selections Summary of Selections

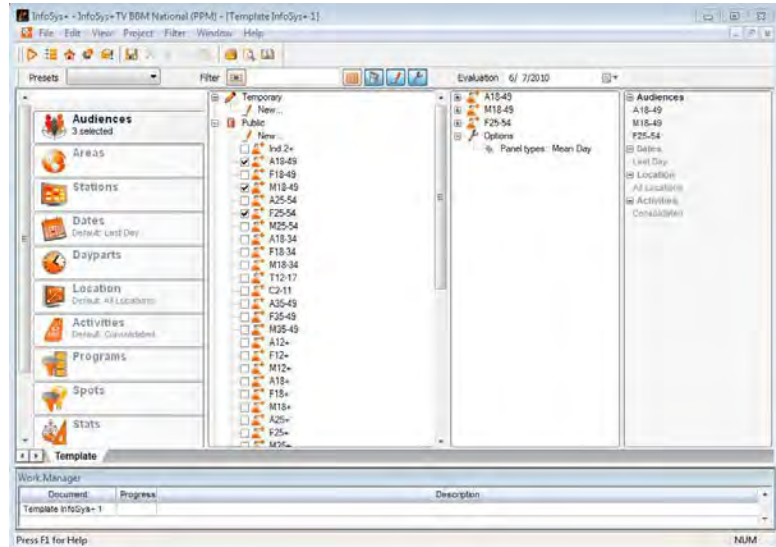
Audiences

Within Audiences select the demographics you want to use in your analysis.

The selected audiences will be listed in the selections and summary of selections window.

The summary of selections window will show all the selected ingredients in your analysis. It will update itself as you make selections from each button.

To create custom audiences click on New, either under Temporary or Public. Temporary will give you the option to save the custom audience for future use. Public will automatically save it in the system, but you can also uncheck the save box.




Custom Audiences

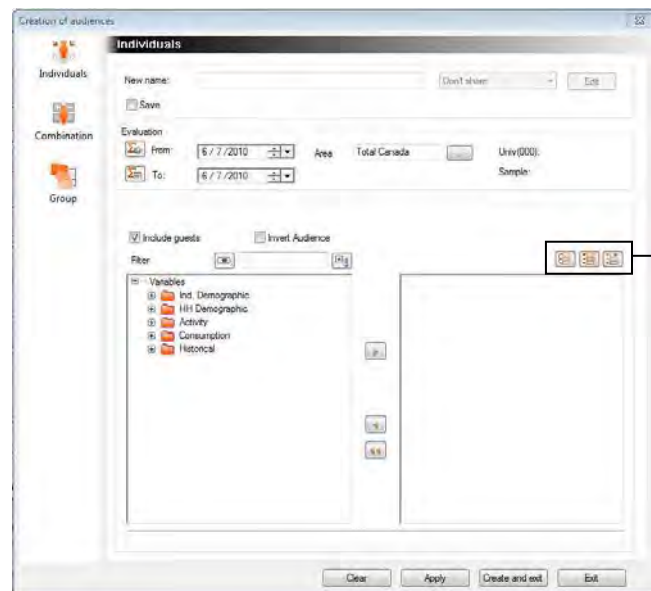
To create custom audiences, expand the folders and select the variables you want to use. Click add. The selected variables will appear on the right side of the window.

Give your custom audience a name. If you want to save it for future uses make sure to check off the Save option under the name field.

The **evaluation** section can be used to check the sample size before running the analysis. Specify your date range and area before clicking on the evaluation

button 

To add another segment using 'OR' click on the **New Group**  button.



Combine – if you have more than one filter segment it will replace the “OR” with “AND”. Select the variables you want to combine and click the Combine button.



Separate – this option will separate your filter. It will replace the “AND” with an “OR”. Select the variable you want to break out and click the Separate button.



New Group – this option will add a separate filter. It will add the “OR”. When you are ready to add another filter click on the New Group button.

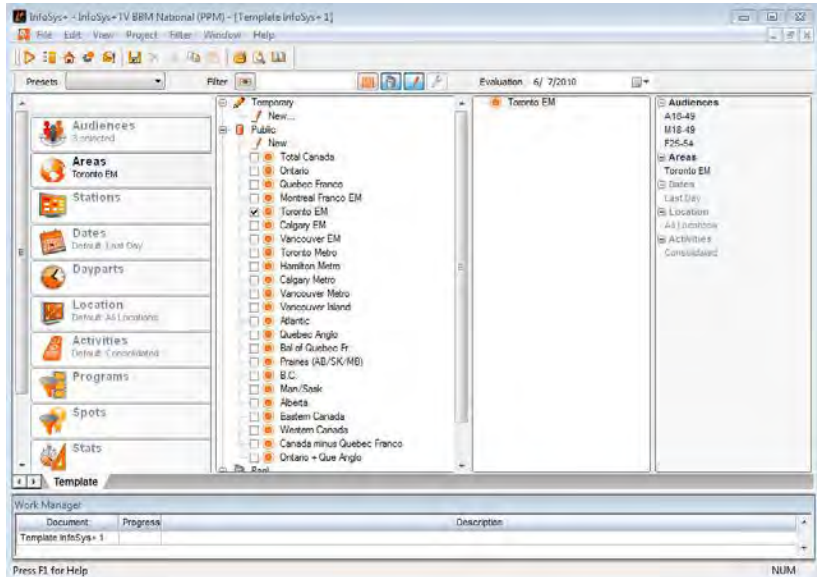
Areas

Within Areas check the markets/regions you want to add to your analysis.

The selected areas will be listed in the selections and summary of selections window.

The summary of selections will show all the selected ingredients in your analysis. It will update itself as you make selections from each button.

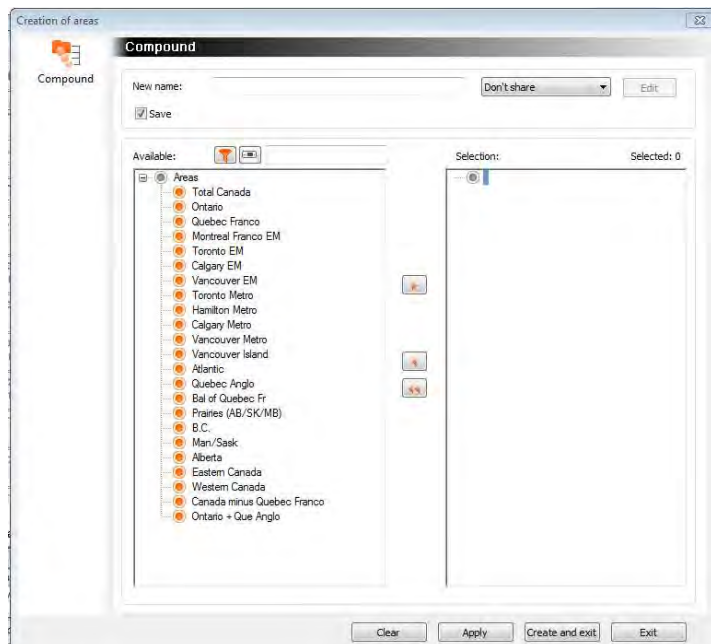
To create custom areas click on New... either under Temporary or Public. Temporary will give you the option to save the custom audience for future use, public will automatically save it in the system, but you can also uncheck the save box.



Custom Areas

To create custom areas select the areas you want to include from the left side of the screen and add them to the right side.

Once you are finished remember to name and save your area for future use.



Stations

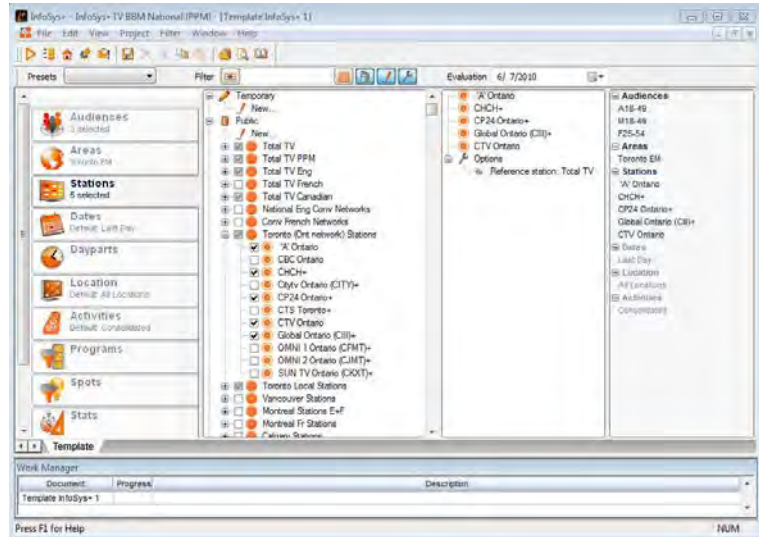
Within Stations check the stations/groups you want to add to your analysis.

To select the contents of a group, right-click on the group and choose *Select contents*.

Try using the Filter at the top to help you narrow the list of stations and groups.

The summary of selections window will show all the selected ingredients in your analysis. It will update itself as you make selections from each button.

To create custom stations click on New... either under Temporary or Public. Temporary will give you the option to save the custom audience for future use, public will automatically save it in the system, but you can also uncheck the save box.

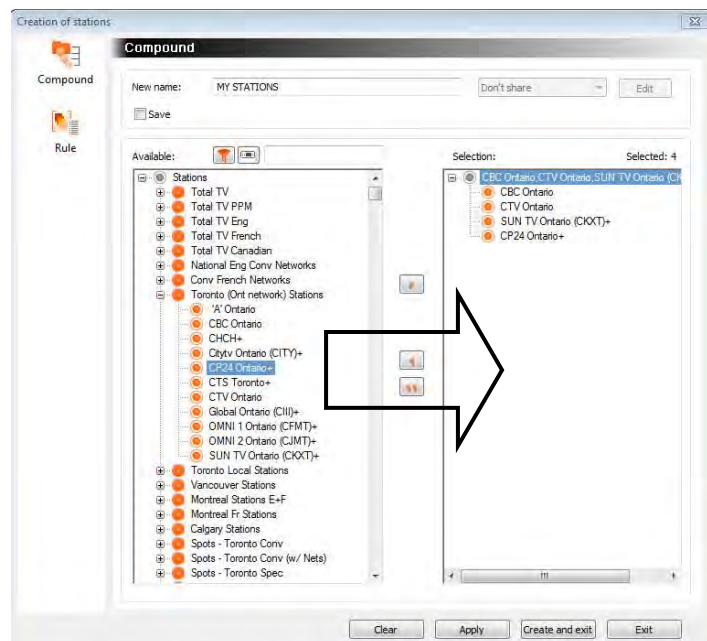


Custom Stations groups

To create custom station groups, click on New... either under Temporary or Public. Temporary will give you the option to save the custom group for future use, public will automatically save it in the system.


Within the Channel creation window add the stations you want to include in the new group from the left side of the screen to the right side.

When you're done, remember to name and save your group for future use. Your new group will be available at the bottom of the station list.



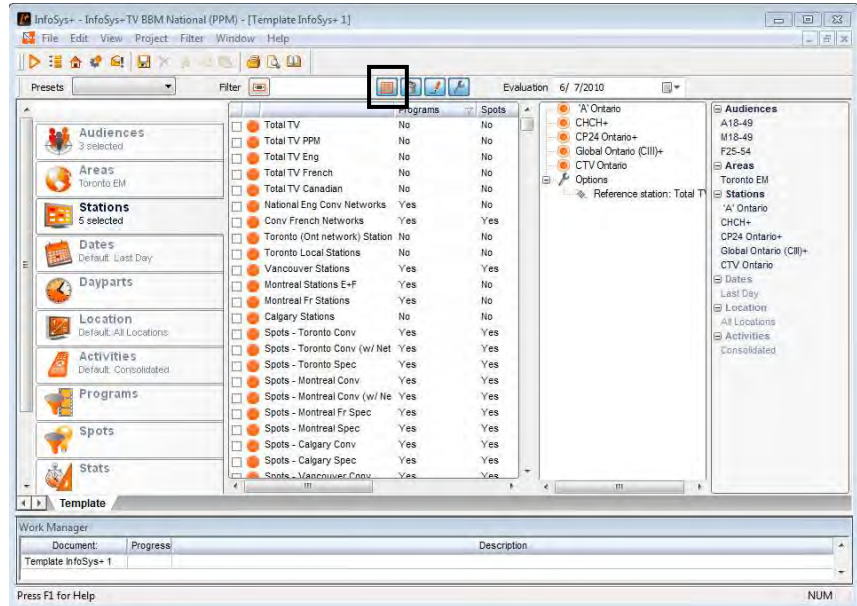
Stations (using the Attributes view)

Another way to view your stations is

by clicking the  *Attributes* button. This will change your view so that you can see what stations/groups are available for a program or spots analysis.

By clicking on either the *Program* or *Spots* header you can sort them by availability.

Check off the stations/groups you want to include before moving on.

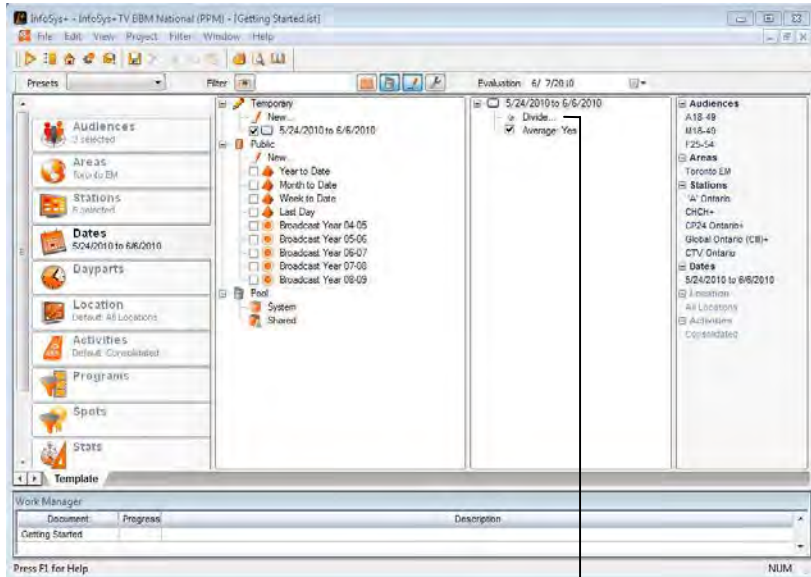


Dates

When selecting your date range start by clicking on New... either under Temporary or Public. Temporary will give you the option to save the custom date range for future use, public will automatically save it in the system.

The selected date range will be listed in the selections and summary of selections window.

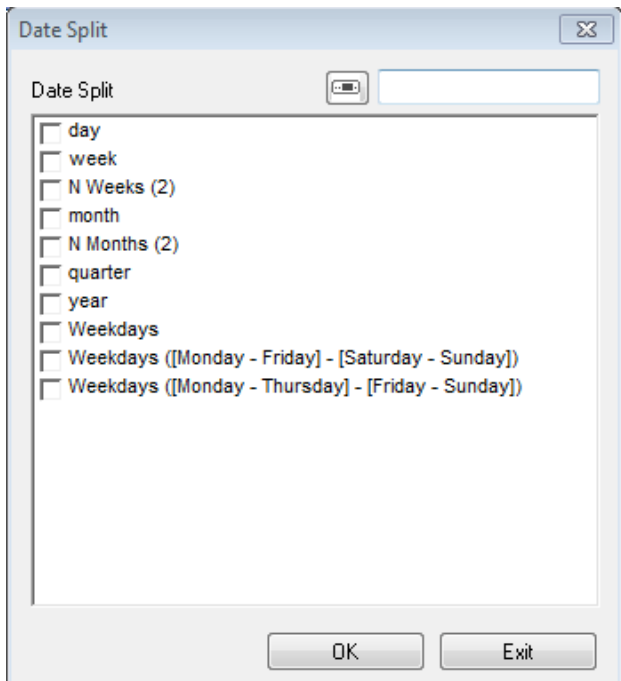
The summary of selections window will show all the selected ingredients in your analysis. It will update itself as you make selections from each button.







Dates (divide by day, week, etc.)

By double-clicking the *Divide* option you can trend your selected date range by day, week, month, etc. for any daypart based analysis you are performing.

NOTE: Any trending on a program basis still needs to be set up in your program crosstab.



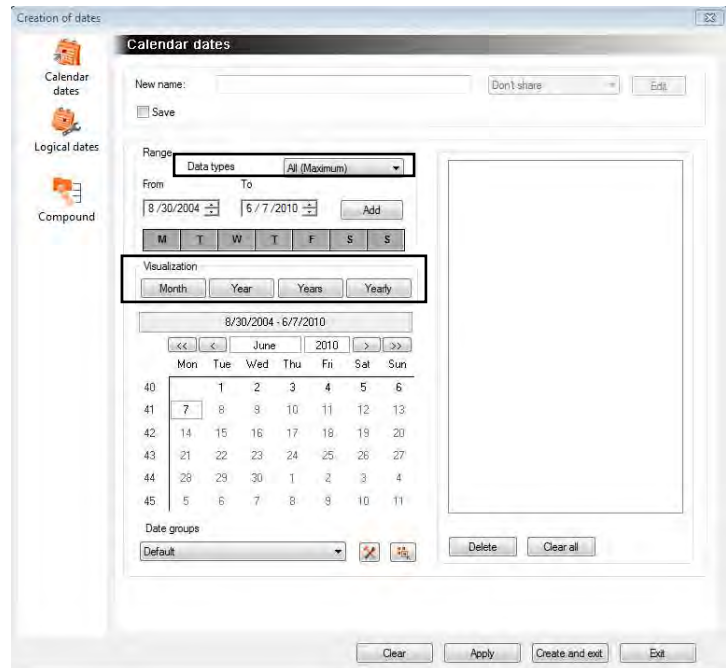
Custom Date ranges

The single arrows   will bring you forward or backwards by a month. The double arrows   will bring you forward or backwards by a year. Dates can be selected individually, by week, by month or by year by clicking on the corresponding button and moving the calendar back or forward using the arrows.

Visualization allows you to change the way the calendar is being displayed. It defaults to 'month' but depending on the length of analysis you are looking at you may want to change the option to 'year' or 'years'.

Data types allow you to choose the data you want to use. Helpful when doing a spots analysis, click the drop down and change the type to *spots* in order to see the available spots data range.

Remember, if you want to re-use this date range to name and save it for future use.



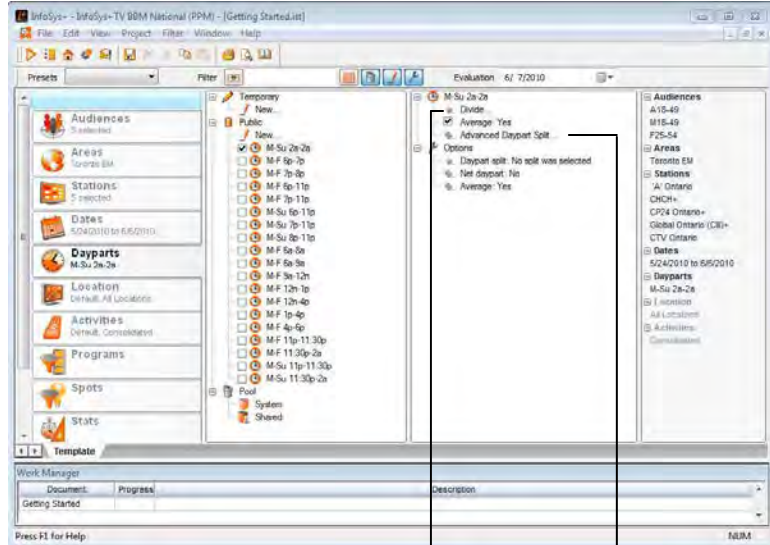
Dayparts *(If you are not going to run a daypart analysis you can skip this step)*

Within Dayparts check off the specific dayparts you want to use in your analysis.

The selected dayparts will be listed in the selections and summary of selections window.

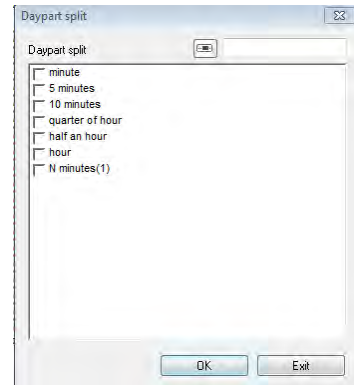
The summary of selections window will show all the selected ingredients in your analysis. It will update itself as you make selections from each button.

To create custom dayparts click on New... either under Temporary or Public. Temporary will give you the option to save the custom audience for future use, public will automatically save it in the system, but you can also uncheck the save box.

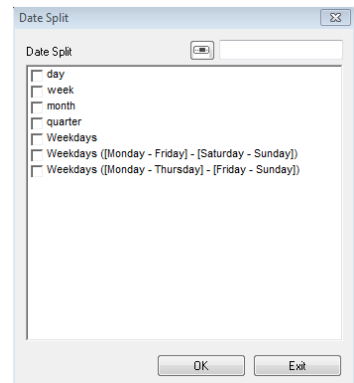


Dayparts (trending)

By double-clicking on the *Divide* option you can select to have your daypart split down to the minute or other available increments.



By double-clicking on *Advanced Daypart Split...* you can select to have your daypart split down by day, week, month etc.



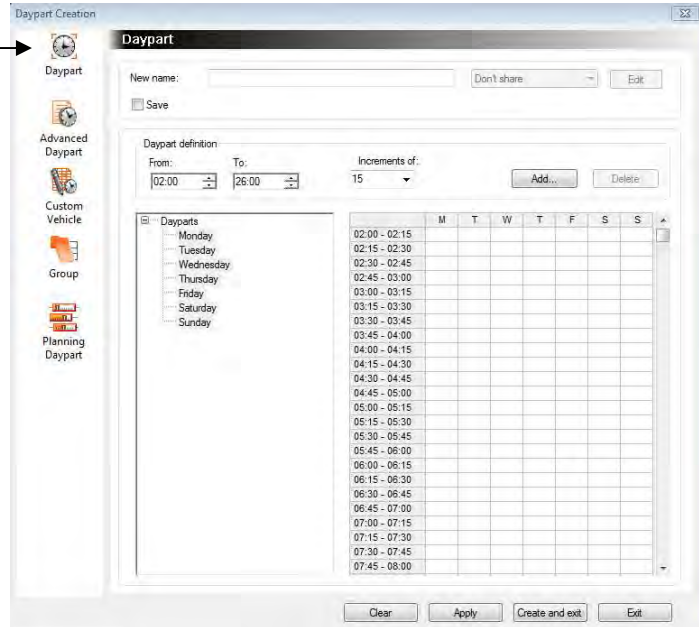
Custom Dayparts

InfoSys+ allows users to create different types of dayparts. In this guide we will just look at the default (most common) types of daypart creation call *Daypart*

You can create dayparts based on a single time by defining your start and end time and adding it to the appropriate days.

You can also create dayparts based on various start and end times (i.e. 2a-6p + 11p-2a = Off-Prime). Highlight your first time/day period and then hold your CTRL key to select the second time/day period. You can change the *Increments of* to work with larger time periods such as 60 minutes.

When you are done creating your daypart remember to name and save it for future use before hitting *Create and Exit*.



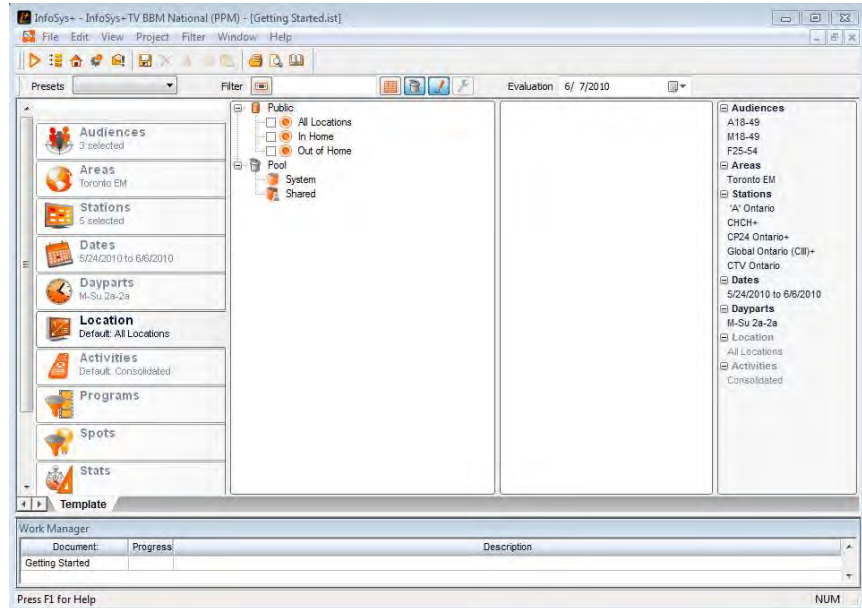
InfoSys+ one software, many answers

Location

Locations allow you the option to break out audience tuning by *In Home* or *Out of Home*. To specify a location check the ones you want to report.

InfoSys+ will default to *All Locations*, meaning it will combine *In Home* & *Out of Home* and you do not need to make a selection.

The summary of selections window lists *Location— All Locations*; this is grayed out as it is set by default.

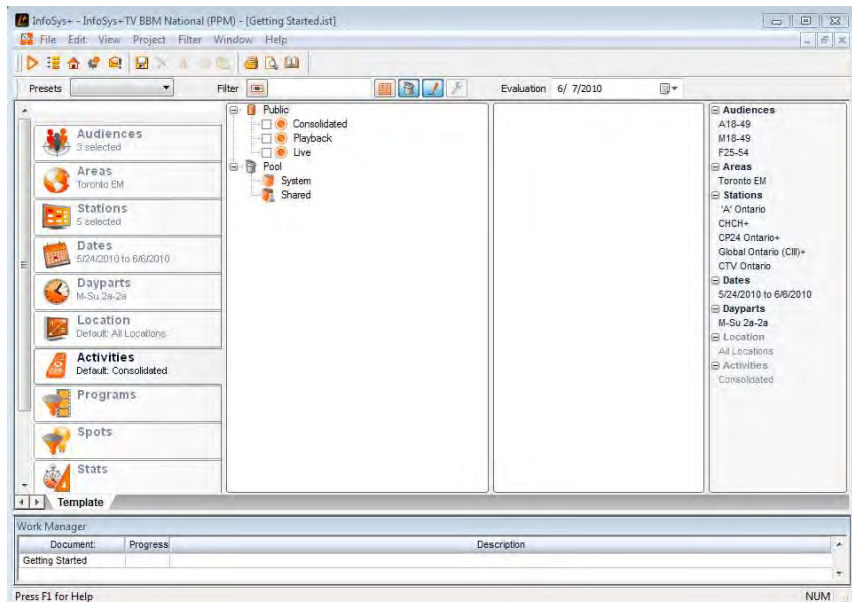


Activities

Activities allow you the option to break out audience tuning by *Live* and *Playback*. To specify an activity check the ones you want to report.

InfoSys+ will default to *Consolidated*, meaning it will combine *Live* & *Playback* and you do not need to make a selection.

The summary of selections window lists *Activities - Consolidated*; this is grayed out as it is set by default.

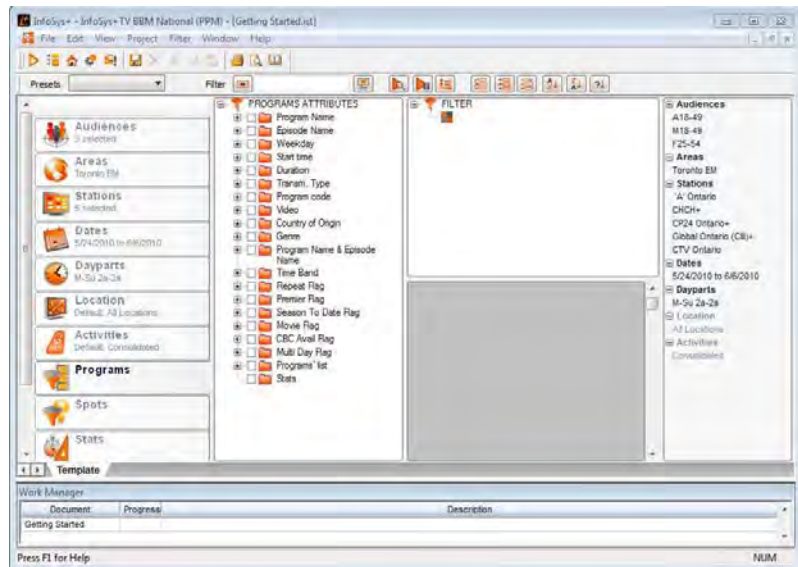


Programs *(If you are not using programs you can skip this step)*

Programs is where you can set any program filters you want to apply to your run. Whether you are looking for a specific program or programs that aired at a specific time or day it can all be set from here.

InfoSys+ offers new filtering options that we will explore. All filters will be listed in summary of selections window.

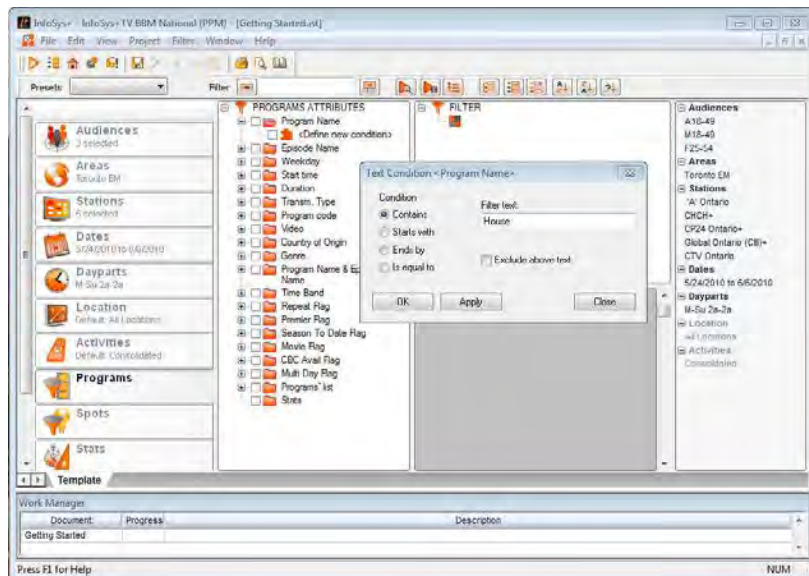
If you do not need to set any program filters you can skip this step.



Program Filters (Standard)










To filter, expand the attribute you want to filter on (programs, weekday, start time...) and enter your selection. If you expand the attribute and see <Define new condition> click on the white box to open the filter window for that attribute. Otherwise you can check off the filters you want from the attribute list.

Once you have set your filters you are ready to move on.



Program Filters (Advanced)

Program Filter buttons

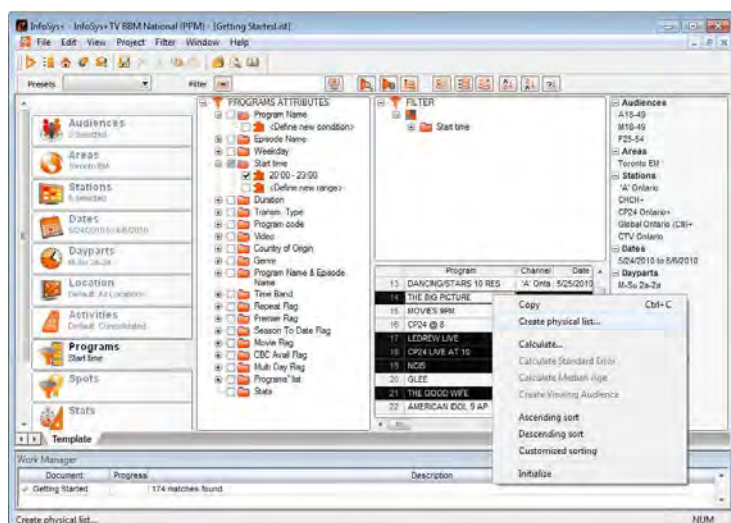
-  Extraction – pulls a list of programs based on the set filters and selected date range. (Used most often)
-  Extraction (data base) – pulls a list programs based on the set filters within the entire database. (No date filter used)
-  Attributes – allows you to see more program information such as channel, start time and episode name.
-  Combine – if you have more than one filter segment it will replace the “OR” with “AND”. Select the variables you want to combine and click the Combine button.
-  Separate – this option will separate your filter. It will replace the “AND” with an “OR”. Select the variable you want to break out and click the Separate button.
-  New Group – this option will add a separate filter. It will add the “OR”. When you want to add another filter click on the New Group button.
-  Ascending order sort.
-  Descending order sort
-  Multiple level sort.

Advanced Program Filters (Extraction and Physical Lists)

InfoSys+ allows you to generate a list of programs before running a report. This is known as creating a *physical list*. It can be saved and used again in the future.

To create a *physical list* start by entering a filter. In this example I set my start time filter to pull programs between 20:00 and 23:00. Once you set your filter, click on the *Extraction* button and a list of available programs will appear in the selection window. Programs are listed by individual airings so using your *multiple level sort* button and sorting by program will group all similar programs titles together.

Use your CTRL key to select all the programs you want. When that's done right-click and choose *Create physical list*. A window will open; name your list and it will be saved under *Programs' list* in the ingredients window. You will have to select it again to include it in your run.



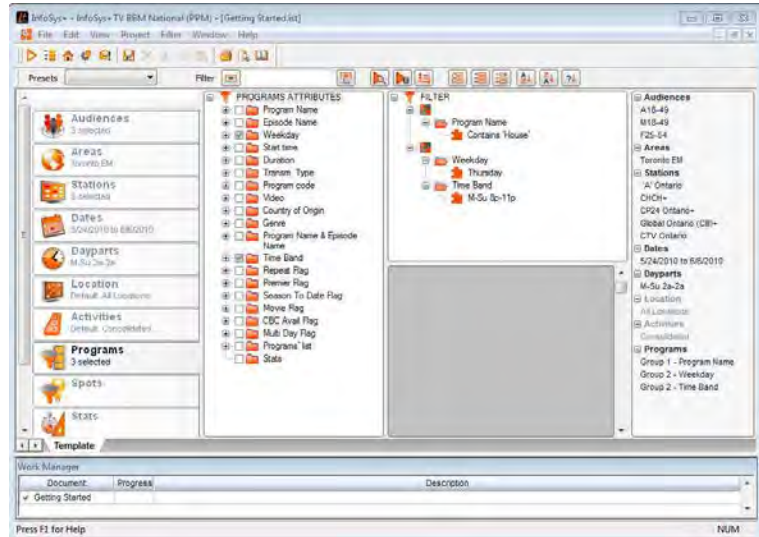
Advanced Program Filters (Multiple Filters using the 'OR' segment)

InfoSys+ allows users to set multiple filters in a single run by using the 'OR' segment.

In this example, I set a program name filter for HOUSE but also want to pull programs that aired on THURSDAY between 20:00 and 23:00. After I defined my program name filter I clicked the *New Group* button to create a separate filter where I specified the day and time I wanted to pull. The system will pull all programs that match both filters.

The middle screen shows you how both filters are separately defined and the far right screen will list each filter within their own group.

Once all filters are set you are ready to move on.



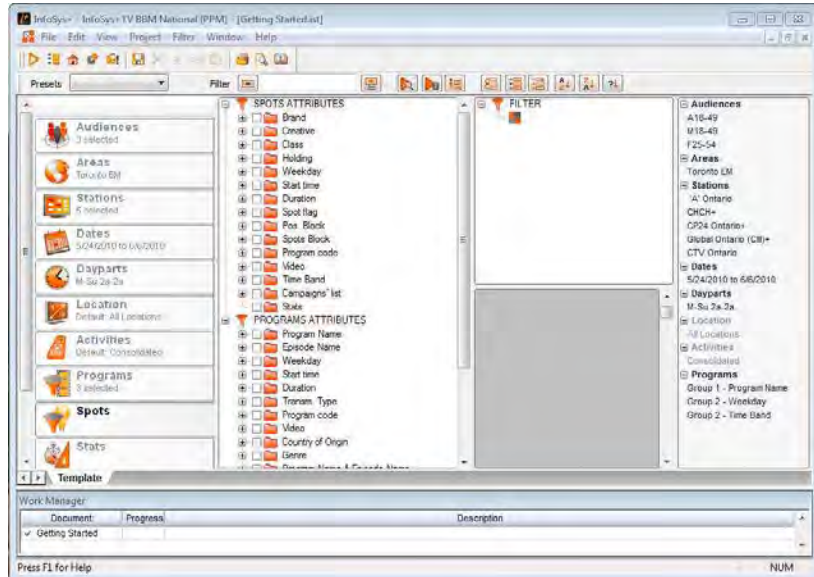
New: You can now filter based on *Time Band* to include all programs that aired within the chosen daypart. Unlike the *Start Time* filter *Time Band* will even pick up programs that started outside the daypart.

Spots *(If you are not going to run a spots analysis or don't need to set any spot filters you can skip this step)*

'Spots' is where you can set any filters you want to apply to your run. Whether you are looking for a specific brand, holding company, station, program, time period or days it can all be set from here.

InfoSys+ offers new filtering options that we will explore. All filters will be listed in the summary of selections window.

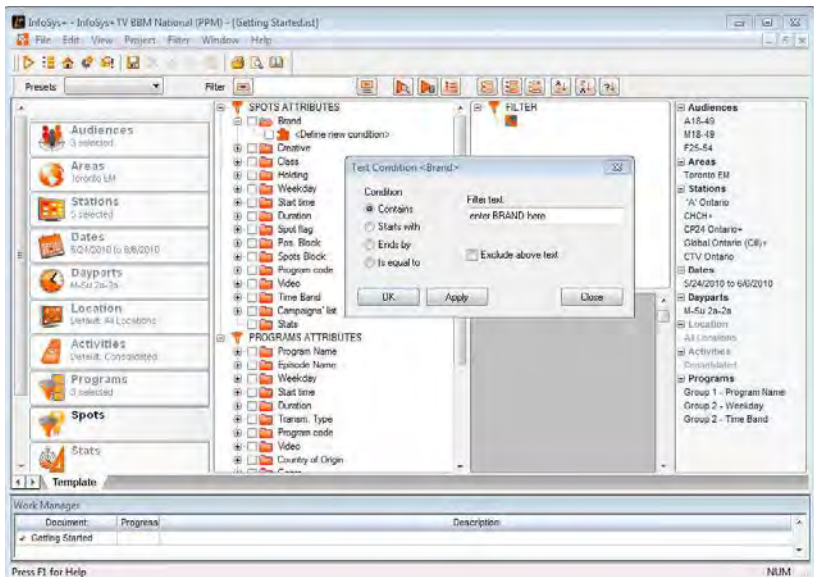
If you do not need to set any filters you can skip this step.



Spots Filters (Standard)

To filter, expand the attribute you want to filter on (brand, holding, class, programs, weekday, start time...) and enter your selection. If you expand the attribute and see <Define new condition> click on the white box to open the filter window for that attribute. Otherwise you can check off the filters you want from the attribute list.

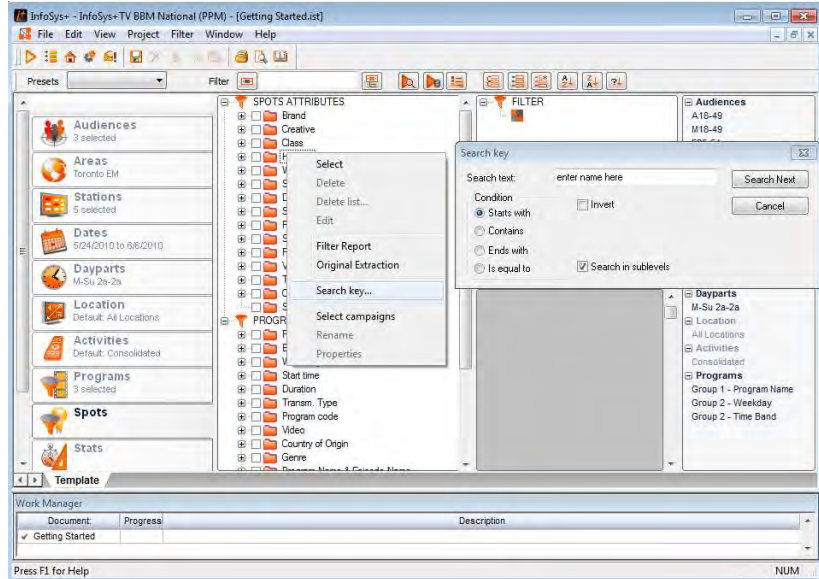
Once you have set your filters you are ready to move on.



Spots Filters (Using Search Key)

The Search Key function allows you to quickly locate your Brand, Class or Holding company. By right-clicking on either variable and selecting *Search Key* a window will open. Type in the name you are looking for and then click *Search Next*. The system will automatically go to the first match; continue hitting *Search Next* if you are not at the variable you wanted.

Once you have found your desired variable, close the Search Key window and move on.



Spot Filter buttons



Extraction – pulls a list of individual brand airings based on the set filters and selected date range.



Extraction (data base) – pulls a list of brands based on the set filters within the entire database. (Similar to old InfoSys Campaign Lists)



Attributes – allows you to add additional information pieces such as channel and start time to the extraction.



Combine – If you have more than one filter segment it will replace the “OR” with “AND”. Select the variables you want to combine and click the Combine button.



Separate – this option will separate your filter. It will replace the “AND” with an “OR”. Select the variable you want to break out and click the Separate button.



New Group – this option will add a separate filter. It will add the “OR”. When you want to add another filter, click on the New Group button.



Ascending order sort.



Descending order sort



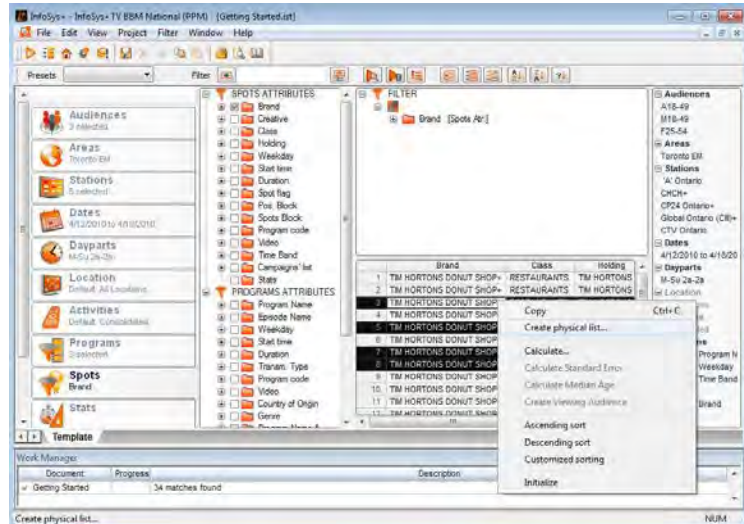
Multiple level sort.

Spots Filter (Using Campaign List)

InfoSys+ allows you to generate a list of brands for filtering before running a report. This is known as creating a *physical list*.

To create a *physical list*, start by entering a filter. In this example I set my brand filter to pull Tim Horton's. Once you set your filter, click on the *Extraction (database)* button and a list of available brands will appear in the selection window. Using the *Attributes* button you can add Holding company and class.

Use your CTRL key to select all the programs you want. When that's done, right-click and choose *Create physical list*. A window will open; name your list and it will be saved under *Campaigns' list* in the Ingredients window. You will have to select it again to include it in your run.



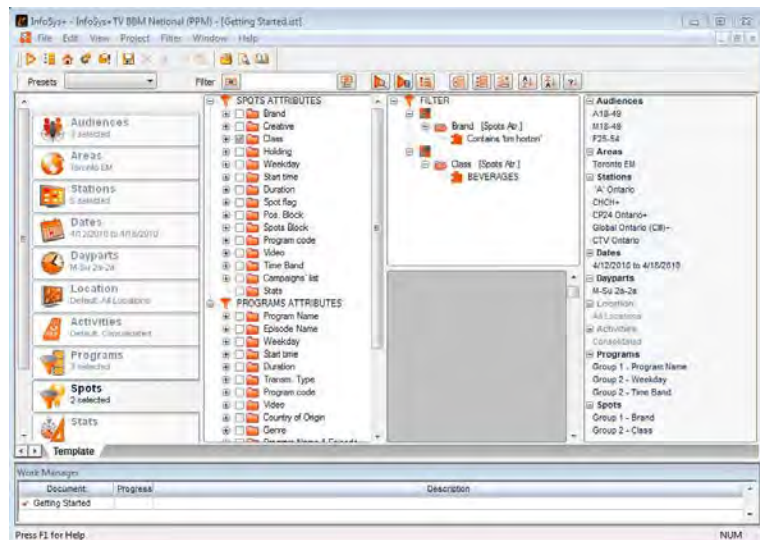
Spots Filter (Multiple Filters using the 'OR' segment)

InfoSys+ allows users to set multiple filters in a single run by using the 'OR' segment.

In this example I set a Brand filter for Tim Horton's but also asked the system to pull brands within the Beverage Class. After I defined my Brand filter I clicked the *New Group* button to create a separate filter where I specified the Class I wanted to pull. The system will pull all variables that match both filters.

The selection window shows you how both filters are separately defined and the summary of selections window will list each filter within their own group as you can see.

Once all filters are set you are ready to move on.



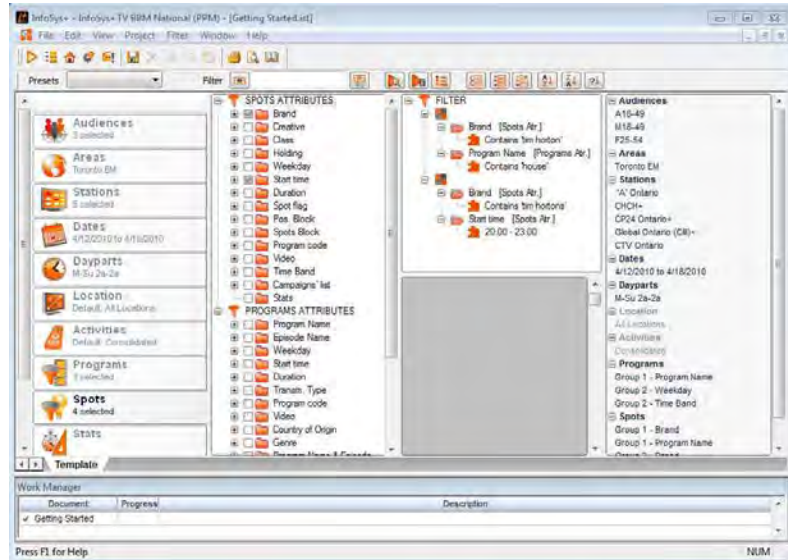
Spot Filter (Combining Spots and Program filters)

Another filtering option is to combine a spots filter with a program filter.

In this example I first set my Brand filter for Tim Horton's and then my Program Name filter for House so that I can see all Tim Horton's activity within the House program.

I then used an 'OR' segment by clicking the New Group button, and asked the system to pull Tim Horton's activity that aired between 20:00 and 23:00. The system will pull all information based on both filters.

Once your filters are set you are ready to move on.



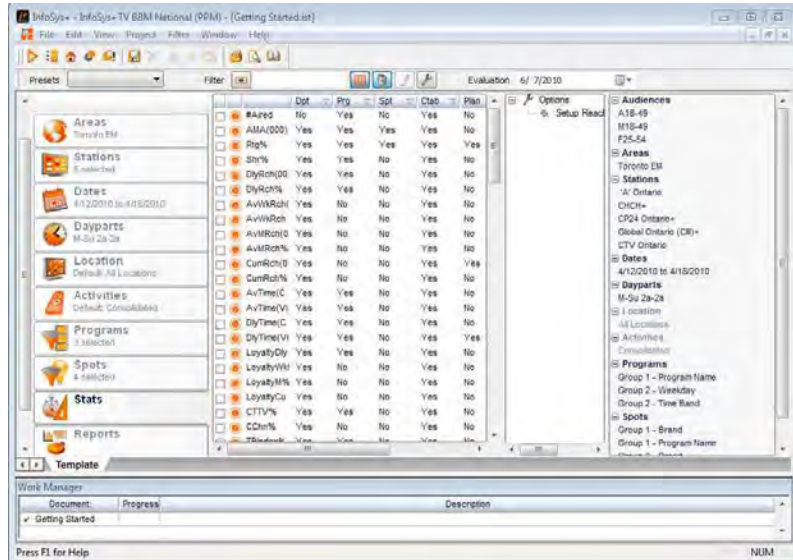
NOTE: Program filters can be used within Spots the same way they were described in the Program Filter section.

Units (Stats)

InfoSys+ allows you to run multiple reports at once and since different reports may require different stats InfoSys+ allows users to sort stats by report type.

There are different columns for different reports and each column can be sorted. The group headings are as follows:

- Dpt – Daypart
- Prg – Programs
- Spt – Spots
- Ctab – Crosstabs
- Plan – Planning (R&F)
- Veh - Vehicle



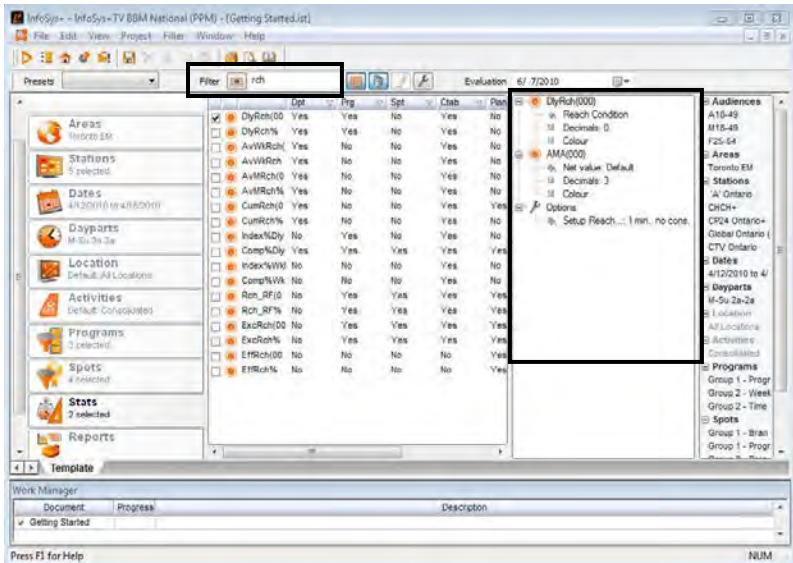
Units (Using the Filter)

When looking for a specific stat you can use the filter option.

Type in part of the stat you are looking for and all available matches will display. Check off the stats you want to use and it will appear in the selection window.

In this example I selected AMA(000) and DlyRch(000). In the selection window I can expand the stats and modify them as needed. For AMA I can adjust the decimal places. For DlyRch I can adjust the decimal places and define a reach condition by double-clicking on the variable I want to adjust.

Once selected, the stats will also be listed in the summary of selections window.

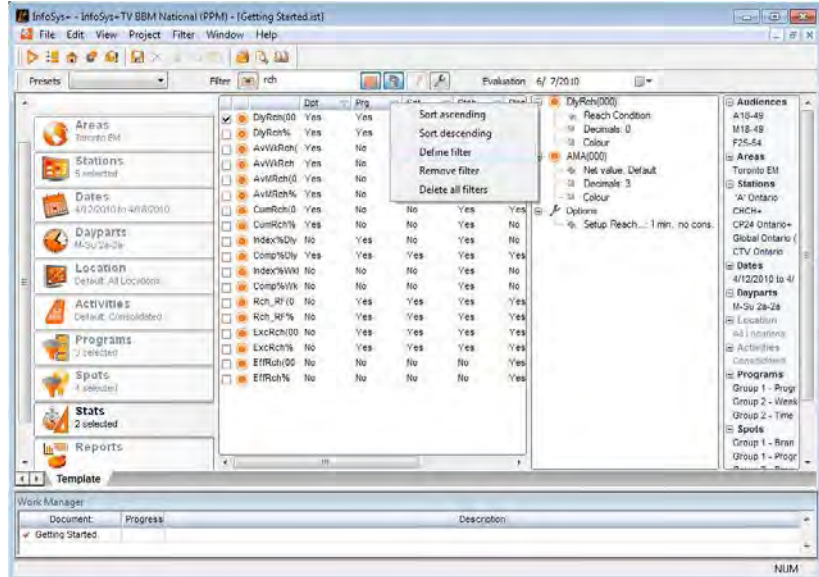


Units (Filtering by Report type)

Another way of filtering stats is by report type.

By clicking on the column headers you can arrange the available stats and non-available stats by report type.

You can also right-click on the column headers and *Define filter* which will allow you to view only the available stats for a given report type.



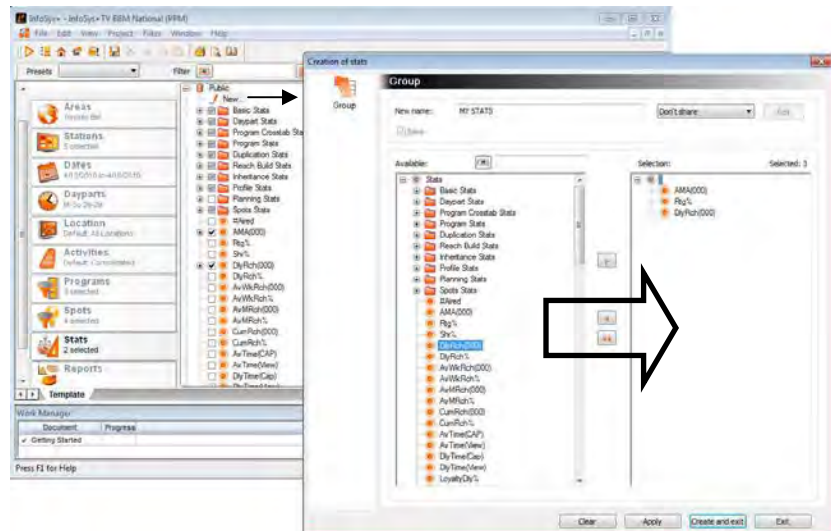
Units (Stat groupings)

If you want to view all the stats without the report type headers you can click on

the *Attributes* button  and all the stats will be listed down a single column.

This view also allows you to create stat groupings based on your most used stats or even by report type.

There is already some preset stat grouping for you to use. To make your own grouping, double-click on *New*. A new window will open. From here you can name your group and add the stats you want by moving them from the left side of the screen to the right side. When you're done, hit *Create and exit*.

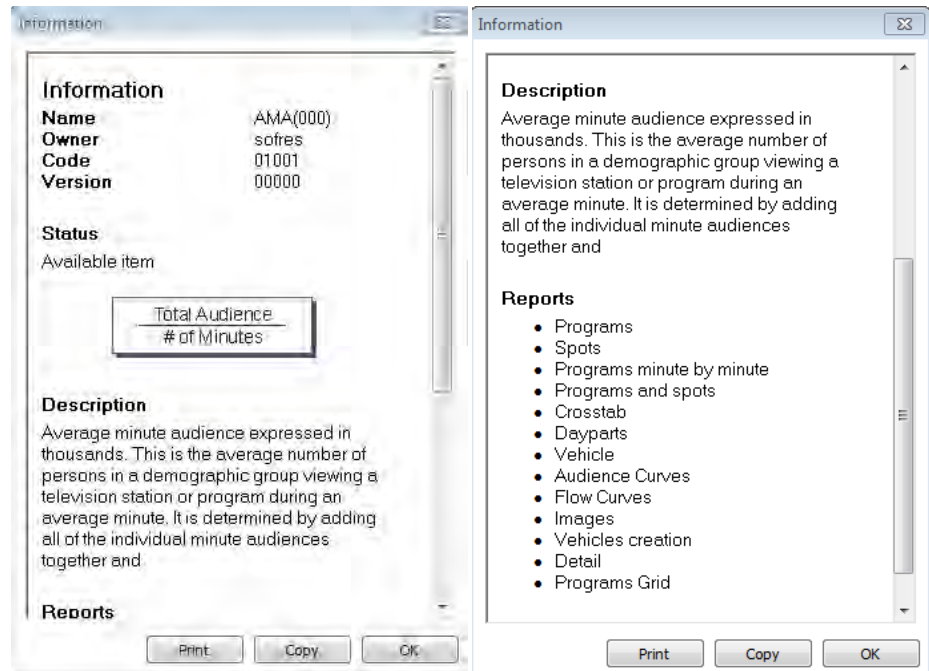
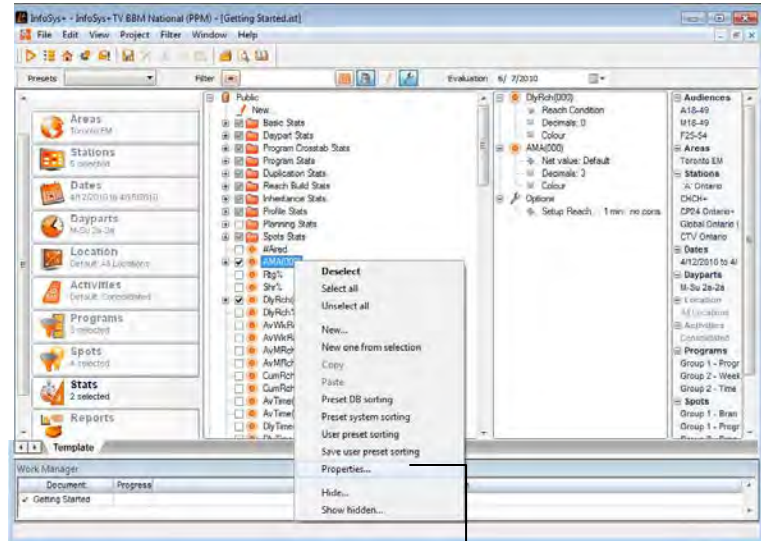


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Units (Glossary)

InfoSys+ has a built in glossary.

By right-clicking on any stat and going to *Properties* you will bring up an *Information* box that will provide you with the mathematical equation, description and available reports for the selected stat.

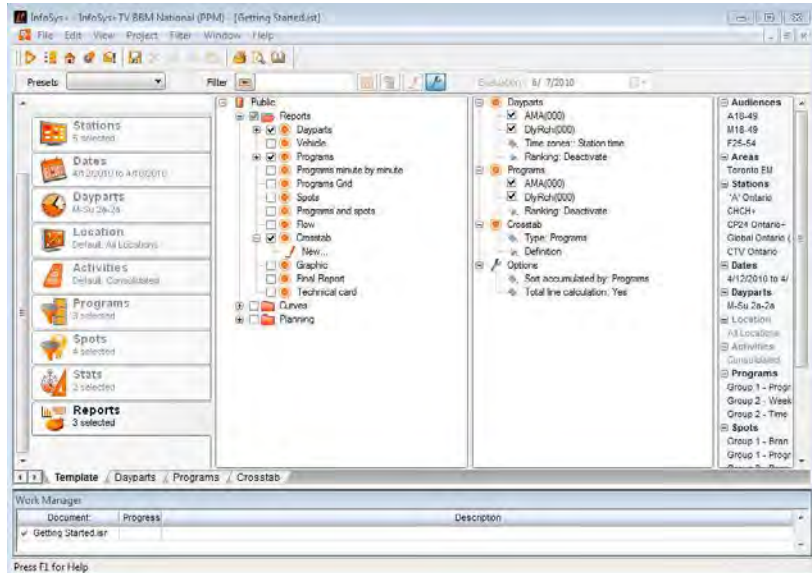


Reports

The Report section is where you select the type of output you want to generate.

For example, if you want to run a daypart analysis and program analysis you will need to check off *Dayparts*, *Programs* and *Crosstab*. Once selected, you can expand the variables in the selection window and remove any stats you don't want to use in that specific run. You can also pre-rank your reports, change the time zone within a daypart analysis or define your crosstab before calculating.

The *Technical Card* is selected by default to always provide you with a source reference.




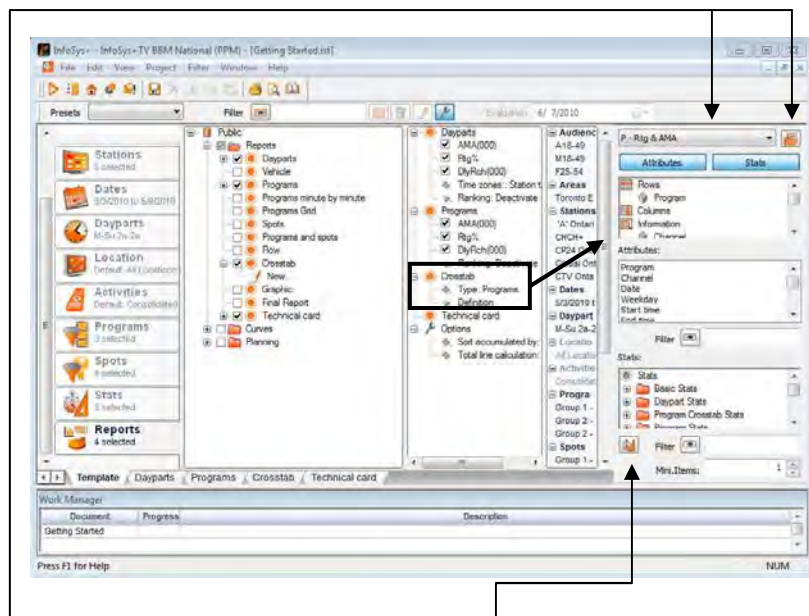
Setting up your crosstab before calculating

You can setup your crosstab before calculating by double-clicking on *Definition* under crosstab in the selection window. You can also set it up after you calculate as shown on a page below.

The far right section of the screen is where you build your crosstabs by placing attributes either under Rows or Columns and defining your Stats. (Only stats selected when building your template should be used).

Saved crosstabs are available by clicking the drop-down in the crosstab section. You can save any crosstabs by


clicking the  *save crosstab* button and giving your crosstab a name. It will be available for all future analyses.



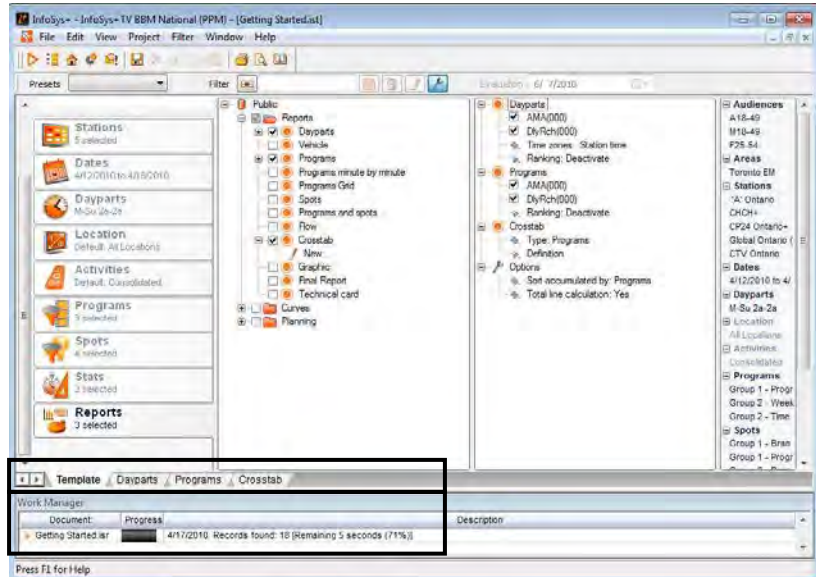
Click this button to automatically add your selected stats into the crosstab.

Reports (Calculating)

When all your variables are filled in and you have selected the types of reports you want, you are ready to calculate your analysis.

Click on the calculation button  and in the *Work Manager* section at the bottom of your screen you will be able to see the progress of your analysis and estimated time remaining. Once completed, each one of your selected reports will be available on their own tab.


Let's take a look at each report we selected.



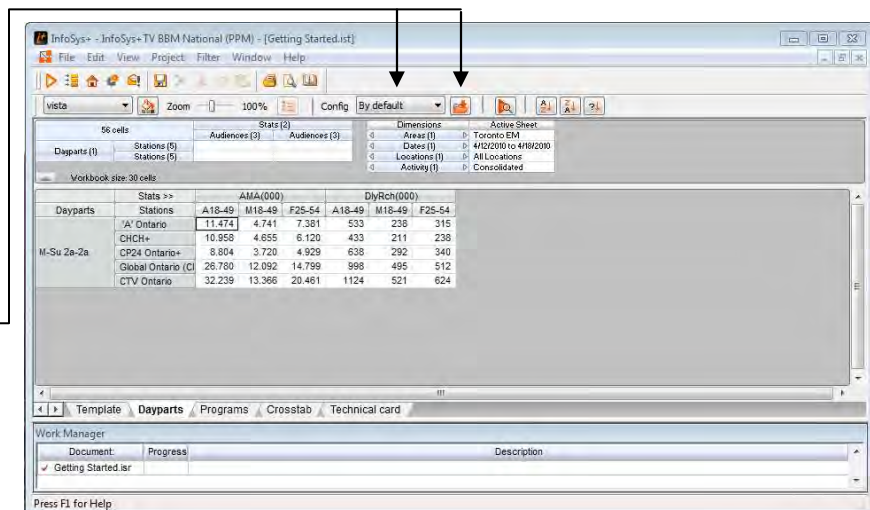
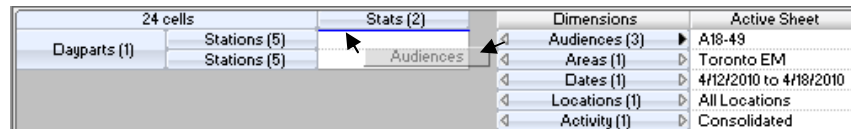
Dayparts

You can adjust your layout by dragging and dropping different information pieces into the layout or you can toggle through the information pieces one by one in the active sheet section.

You can save your layout configuration for future use by


clicking the  *save distribution* button and giving the layout a name. It will be available in all future analyses through the drop down menu.

The rank buttons are available in the toolbar.



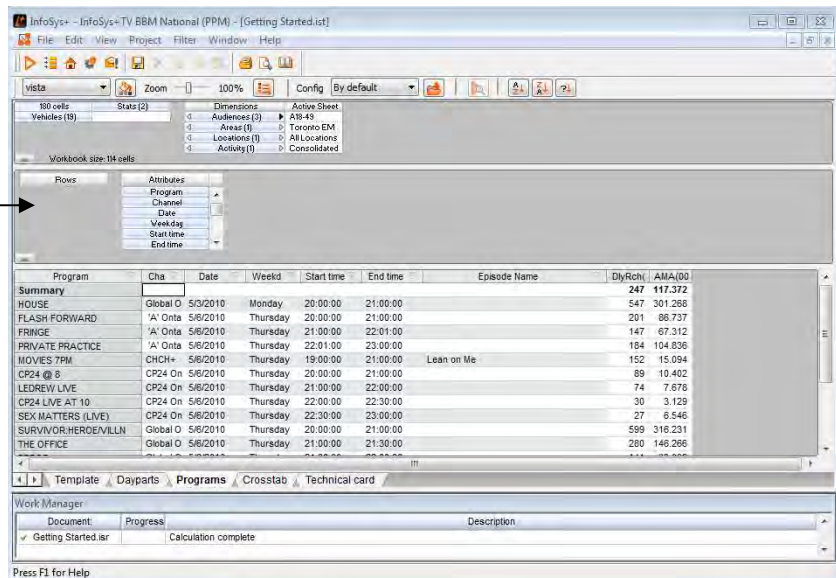
Programs (Individual airing report)

Programs will list all the individual airings from your analysis. By clicking

on the *attributes* button  you can add in more information such as Channel, Date, Weekday, Start time and Episode Name.

You can adjust your layout and rank the information to fit your needs.


You can also now sort the airings by Program, Channel, Date, etc. by dragging that *Attribute* under *Rows*.




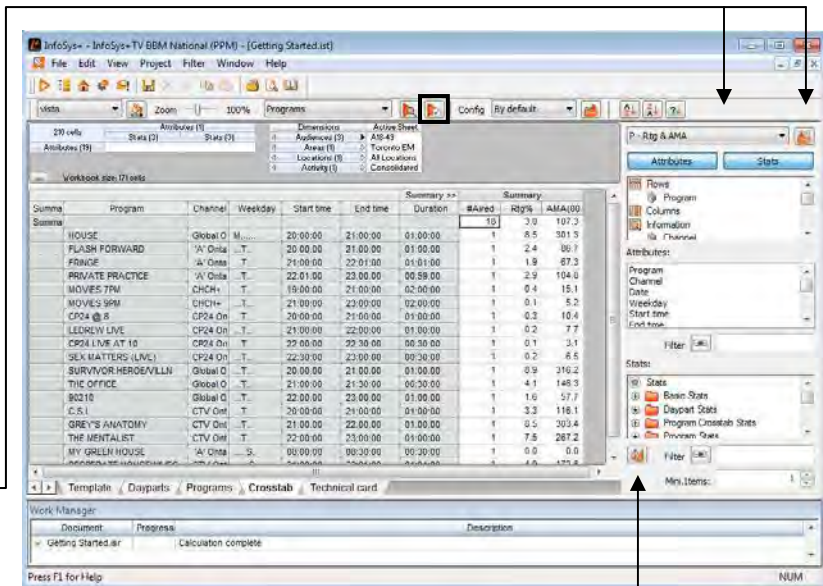
Setting up a crosstab after calculating

Crosstabs is where you find your program averages.

The far right section of the screen is where you build your crosstabs by placing attributes either under Rows & Columns and defining your Stats. (Only stats selected when building your template should be used).

Saved crosstabs are available by clicking the drop-down in the crosstab section. You can save any crosstabs by clicking the  save *crosstab* button and giving your crosstab a name. It will be available for all future analyses.

Once you have defined your crosstab click the *crosstab* button  to display the output.



Click this button to automatically add your selected stats into the crosstab.

Reports (Exporting to Excel)

To export your analysis into Excel, go FILE – EXPORT DOCUMENT.

An export window will open. Choose *Export to Excel*, name your file, choose your save path and check off the reports you want to export.

When done, click 'OK' and your document will open in Excel.

You also have to option to export the document to a text file or PDF.

REMEMBER to also save any templates you want for future use. Saved templates will be accessible from the Home Page.

