

MediaOnline

Choose a media plan and log in

LOGIN: _____
PASSWORD: _____

SUBMIT

First time login will not show drop down or client logo
Once authenticated, a cookie will remember client and flights
Each user at the client will have an individual login

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build a Radio report

choose a market:

- all markets
- top 25 condensed markets
- top 25 standard markets
- Akron, OH
- Albany, GA
- Albany-Schenectady-Troy, N
- Albuquerque-Santa Fe, NM
- Alexandria, LA
- Alpena, MI
- Amarillo, TX

view by:

- overview of market
- daypart TRPs by week
- spots by station
- spots by daypart
- GRPs by station
- GRPs by daypart

Shows only markets in buy
All others hidden

contact us

my radio reports

- NYC report by station
- Top 25 condensed by daypart
- Atlanta report overview

media news

Coleb 'Millionaire' wins last night for ABC
NBC ex Anchor lands at Turner Networks
Arch, Digest and Martha lose editors
Taco Bell: Free tacos for all if Mr hits a bulls-eye
Teenies being fingered in childhood obesity

XYZ announcements

XYZ taps into a \$500 billion-a-year global advertising arena with XYZMediaOnline
Profile of XYZ Media Services vice president Edward Ondaarza
XYZ Media Services has built five-year forward markets for radio and television advertising

Autonomy news from 50-60 media sources
Content management console allows editing
Potential to combine media with client-specific headlines

Fully controlled by Media Services Team
Specific announcements for each client
Top 5-6 headlines on home page with archive section

MediaOnline

PREPARED FOR: 5/7/01 to 6/10/01; Male; 18-34

TELEVISION RADIO PRINT

click on a region for detailed reporting

National
% GRPs Achieved 92%

EM	PERCENT	# SPOTS
DAY	10%	520
EN	49%	2548
PA	10%	520
PR	4%	208
LN	11%	572
LF	10%	500
CABLE	10%	500
TOTAL	100%	5200

daypart allocation

EM	PERCENT	# SPOTS
DAY	10%	270
EN	19%	342
PA	0%	0
PR	3%	60
LN	3%	60
LF	10%	180
CABLE	10%	180
TOTAL	100%	1800

network allocation

ABC	PERCENT	# SPOTS
CBS	14%	227
FOX	18%	292
NBC	29%	469
UPN	15%	243
WB	14%	227
TOTAL	100%	1620

cable allocation

CNBC	PERCENT	# SPOTS
ESPN	45%	81
CNN	15%	27
TWC	20%	36
History	10%	18
DISC	2%	4
TOTAL	100%	180

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TELEVISION RADIO PRINT

Designated Market Area (DMA) Name GRP Goal GRPs Achieved % GRPs Achieved Number of TV Homes Number of Spots

Atlanta, GA	800	818	102%	1,857,220	2,325
Tampa-St. Petersburg (Sarasota), FL	800	803	100%	1,507,790	245
Miami-FL-Lauderdale, FL	337	334	99%	1,468,630	100
Orlando-Daytona Beach-Melbourne, FL	800	800	100%	1,126,000	1,034
Charlotte, NC	800	800	100%	903,950	265
Raleigh-Durham (Fayetteville), NC	800	810	101%	873,440	200
Daypart TRPs by week	800	790	99%	830,800	327
Spots by network	800	780	98%	734,600	1,002
Spots by cable	800	802	100%	641,630	125
Spots by daypart	800	800	100%	638,190	590
GRPs by network	800	800	100%	632,600	700
GRPs by cable	800	800	100%	600,000	300
GRPs by daypart	800	804	101%	548,750	555
Jacksonville, FL	800	804	101%	489,320	125
Richmond-Petersburg, VA	800	800	100%	468,680	147
Mobile, AL-Pensacola, FL	800	804	101%	461,950	452
Knoxville, TN	800	809	101%	407,480	398
Roanoke-Lynchburg, VA	800	800	100%	376,780	128
Paducah, KY-Cape Girardeau, MO	800	800	100%		

SouthEast
% GRPs Achieved 92%

daypart allocation

EM	PERCENT	# SPOTS
DAY	15%	270
EN	19%	342
PA	0%	0
PR	3%	60
LN	21%	198
CABLE	10%	180
TOTAL	100%	1800

network allocation

ABC	PERCENT	# SPOTS
CBS	14%	227
FOX	18%	292
NBC	29%	469
UPN	15%	243
WB	14%	227
TOTAL	100%	1620

cable allocation

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TOTAL	100%	180

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TELEVISION RADIO PRINT

Overview of Market

National
% GRPs Achieved 104%

AM Drive	PERCENT	# SPOTS
Midday	30%	466
PM Drive	20%	310
Evening	30%	466
Weekend	10%	150
TOTAL	100%	1,532

GRPs across flight

AM Drive	PERCENT	# SPOTS
Midday	20%	41%
PM Drive	14	3%
Evening	208	41%
Weekend	7	1%
TOTAL	509	100%

spots by daypart

AM Drive	PERCENT	# SPOTS
Midday	30%	466
PM Drive	20%	310
Evening	30%	466
Weekend	10%	150
TOTAL	100%	1,532

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TELEVISION RADIO PRINT

SouthEast
% GRPs Achieved 89%

EM	PERCENT	# SPOTS
DAY	10%	270
EN	19%	342
PA	0%	0
PR	3%	60
LN	3%	60
LF	10%	180
CABLE	10%	180
TOTAL	100%	1800

network allocation

ABC	PERCENT	# SPOTS
CBS	14%	227
FOX	18%	292
NBC	29%	469
UPN	15%	243
WB	14%	227
TOTAL	100%	1620

cable allocation

CNBC	PERCENT	# SPOTS
ESPN	45%	81
CNN	15%	27
TWC	20%	36
History	10%	18
DISC	2%	4
TOTAL	100%	180

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TELEVISION RADIO PRINT

Television > Southeast > Raleigh-Durham (Fayetteville), NC > Overview of Market

Use the above menus to change your market/report selection

Raleigh-Durham, NC

Total GRPs Goal 811
GRPs Achieved 811
% GRPs Achieved 101%

daypart allocation

EM	PERCENT	# SPOTS
DAY	15%	270
EN	19%	342
PA	0%	0
PR	3%	60
LN	21%	198
CABLE	10%	180
TOTAL	100%	1800

network allocation

ABC	PERCENT	# SPOTS
CBS	14%	227
FOX	18%	292
NBC	29%	469
UPN	15%	243
WB	14%	227
TOTAL	100%	1620

cable allocation

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TOTAL	100%	180

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TELEVISION RADIO PRINT

Television > Southeast > Raleigh-Durham (Fayetteville), NC > Spots by Network

Use the above menus to change your market/report selection

Station	SPOTS
ABC	227
CBS	292
FOX	469
NBC	243
UPN	227
WB	180
TOTAL	1620

Timed Trigger Xtensible Markup Language [XML] Manual Trigger

MediaOnline Object Store

MS XLS NIelsen MEDIA RESEARCH Overnights [Weekly]

MS SQL STRATA DATA SERVICES FTP Nielsen/Arbitron Report

MS SQL STRATA Flight Schedule

MS SQL STRATA Client Book

Potential for Strata to import weekly numbers

DSGN David Gossett	PRIORI LABS	SAMPLES
PROG Jean-Carlos Jaimungal	MEDIA SERVICES [CLIENT REPORTING]	
DATA Mark Lacerda	DESC	
CODE	Designed a system to take millions of media data points and concisely present a management report to external clients. This project was created from scratch and a blueprint allowed executives to express ideas/needs in outline form.	
HRDW		
APPR		
DATE 04-NOVEMBER-2003		
COMP	SIZE 24 / 36	CODE DNL.SAM
	SCALE	DRAWING NO DNL.SAM.4.MEDIA
DEVELOPMENT PURPOSES ONLY		ARCH David Gossett
		SPEC Blacklines
		SHEET 4 OF 9