

techedge BreakEstimator Software User Manual

[Home](#) » [techedge](#) » **techedge BreakEstimator Software User Manual** 



**BreakEstimator
User Manual**



Changelog	
Version	Date
1.0.1	4/2/2022
• Updated SG support address	

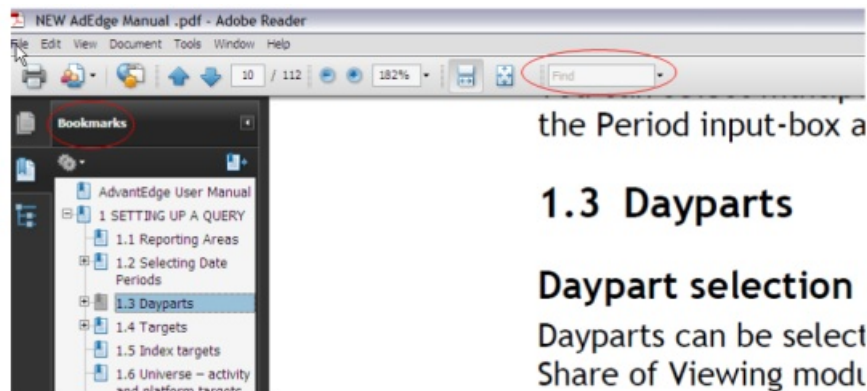
CONTACT DETAILS

UK
TechEdge (UK) Limited
Trident House, 5 Lower Middle St
Taunton, Somerset TA1 1SF
Phone: +44 20 7100 9948

ABOUT THIS USER MANUAL

We will update the manual whenever we release a new BreakEstimator feature sheet. You can download the latest version of this manual at any time from

www.grouptechedge.com/manual/BreakEstimatorUserManual.zip please consider the environment before printing this manual. An electronic version has the benefit of being much easier to search and navigate than a paper version, and due to the continual development of our products this manual is updated on a regular basis. This manual is provided with bookmarks corresponding to the table of contents. Open the side panel in your PDF viewer and use Bookmarks to quickly navigate through the document. You can also use the 'Find' feature in your PDF viewer to search for specific terms.



If you would like to receive feature sheets highlighting new developments in TechEdge products please email support@grouptechedge.com to be added to the mailing list. We also welcome your comments or suggestions. Thanks,
TechEdge Support team

Contents

- 1 Introduction
- 2 Settings
- 3 Breaks
- 4 Documents / Resources
 - 4.1 References
- 5 Related Posts

Introduction

The BreakEstimator is the link between the scheduling department and the ad sales department. It is designed to read a future break schedule and quickly and easily estimate the performance of the schedule in multiple target groups. The BreakEstimator will graphically display each break with key metrics such as Ratings, Index and Share.

Settings

Before you commence use of BreakEstimator it must be configured correctly in the Settings section of the application.

2.1 Reference data

The basic calculation parameters are defined within the Setup menu.

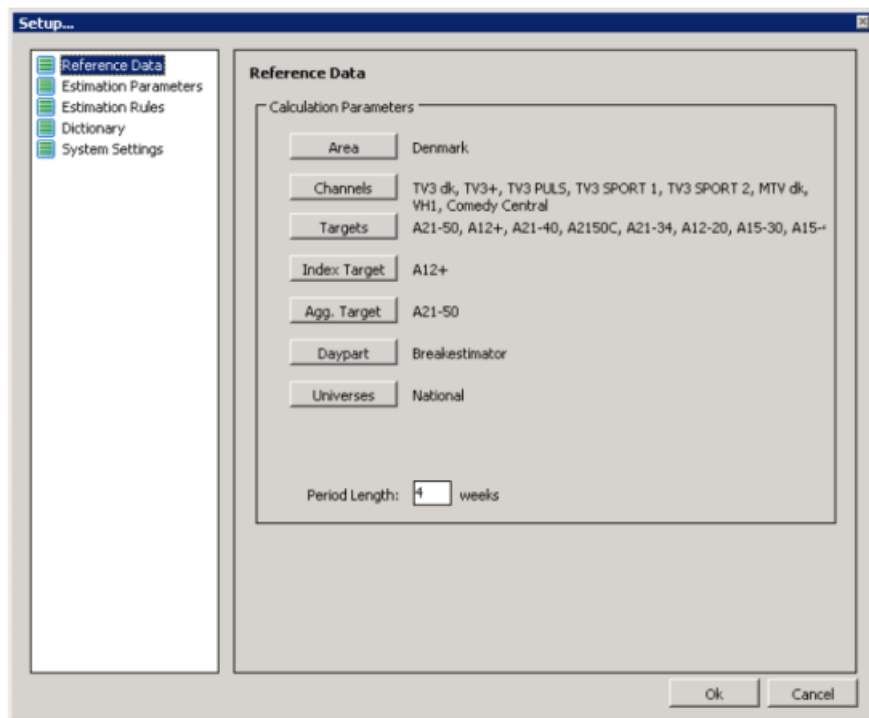


Figure 1: Reference Data setup

Pressing the [Area] button will enable you to pick the relevant area from a list of available areas in your installation. Only one area is allowed per BreakEstimator installation.

After you have selected the area you can select the channels you wish to estimate by clicking on the [Channels] button. Please note that TechEdge needs to customize the BreakEstimator to work with specific channels. In the [Targets] section you can pick all the sales targets that you need estimations for.

[Index Target] is the target against which all other targets are indexed (index 100). [Agg. Target] is your primary reporting target. Please note that both the Index Target and the Agg. Target must also be listed in the primary list of targets. The [Daypart] button will allow you to create dayparts used for inventory reporting (please see below). Please check the AdvantEdge User Manual for details on how to set up dayparts.

In [Universes] you can set up and use a different universe for an estimation.

'National Universe' is selected as the default and should be left like this in most cases.

The period length is the default reference period displayed on the front page of BreakEstimator.

2.2 Estimation Parameters

In this section, you can set up technical details for BreakEstimator to use when matching against historical data.

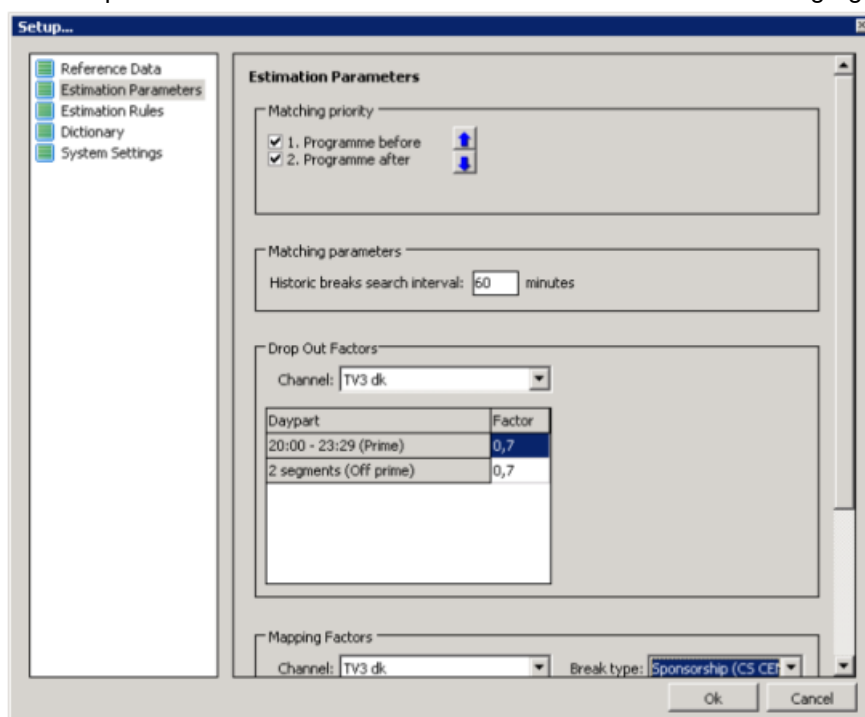


Figure 2: Estimation Parameters setup

In the 'Matching priority' section you can choose if BreakEstimator should prioritize the program before or after the break when searching for matching titles in the historical data.

The 'Matching parameters' value determines the search interval in the historical breaks.

You can also define dropout factors for the various dayparts created in the reference data section.

In the last section 'Mapping Factors' you can set factors for break types other than commercial breaks. For example, if you have sponsorship breaks you can set a factor for this break type. Estimates for this break type will then be multiplied by this factor.

2.3 Estimation Rules

In this section you can choose Channels, Specific dates, Dayparts, Rating intervals and Programmes that should be ignored if present in the historical data. In the description bar you can type in a title for the rule you are about to create, press [Add] and create a condition for a break to be excluded.

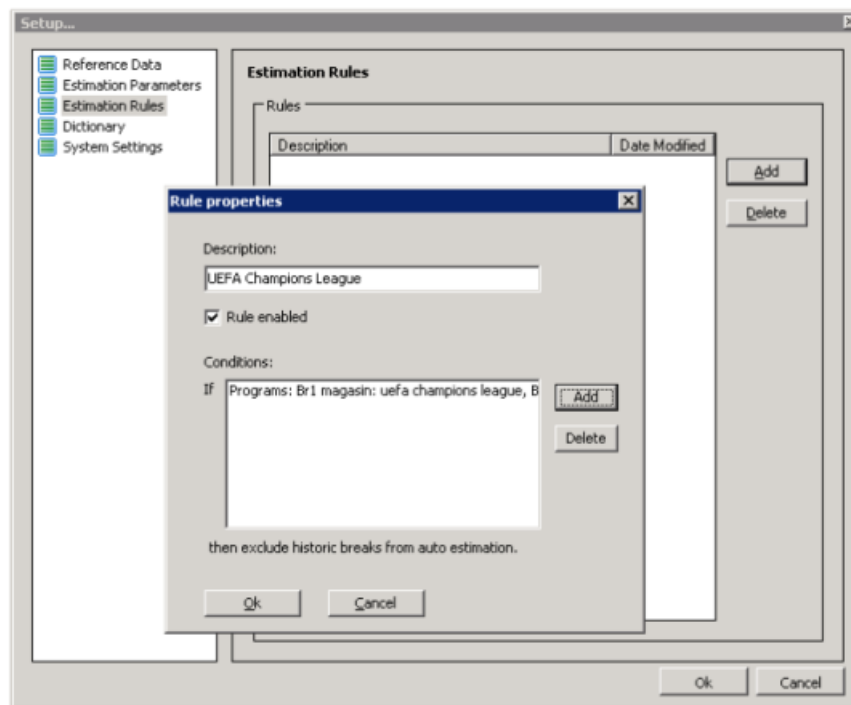


Figure 3: Estimation Rules setup

2.4 Dictionary

When a new break schedule is imported into BreakEstimator it will usually ask what different titles translate to in the historical data. All these translations are stored and maintained in this section.

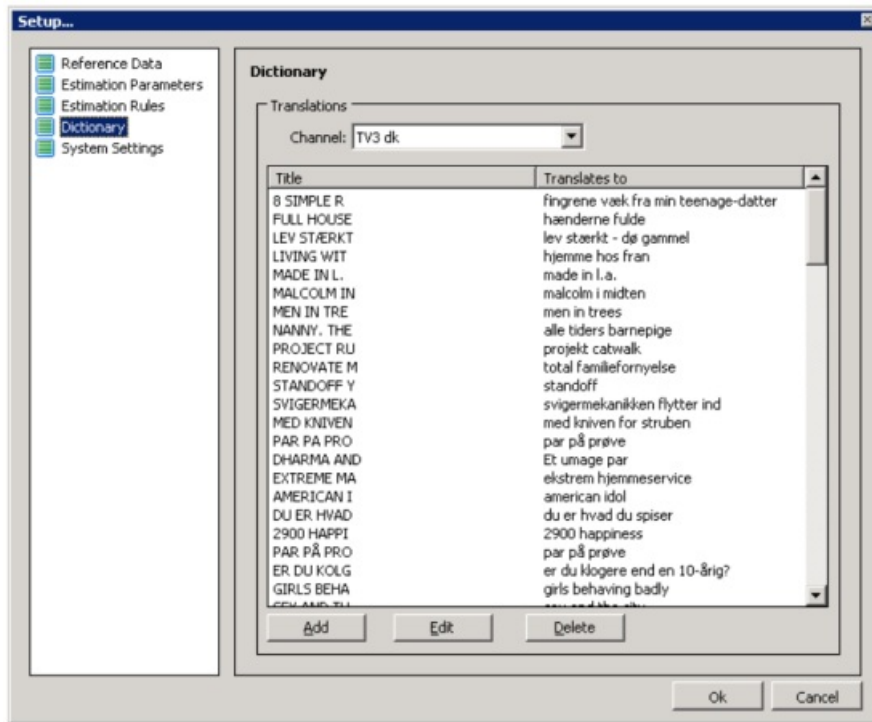


Figure 4: Dictionary

It is important to maintain the dictionary in order to keep the quality of BreakEstimator's program matching as high as possible.

2.5 System Settings

The import directory (the folder where BreakEstimator will look for the break schedules) is defined under System Settings. This tab also allows you to set your preferred decimal separator types.

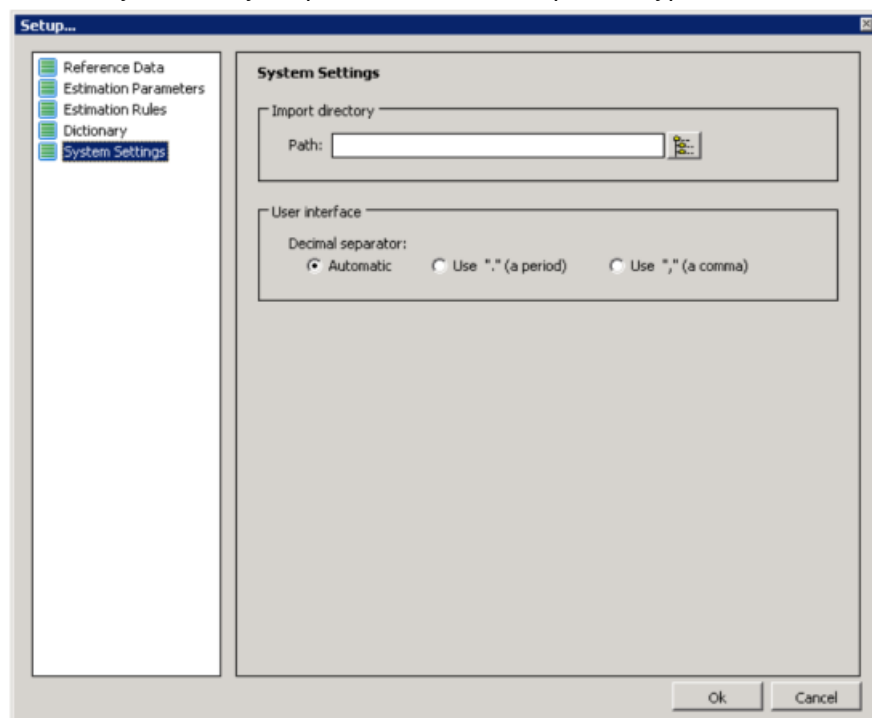


Figure 5: System Settings

Start page

This is the main page of BreakEstimator. In this window future break schedules are imported, and estimation parameters are defined and analyzed

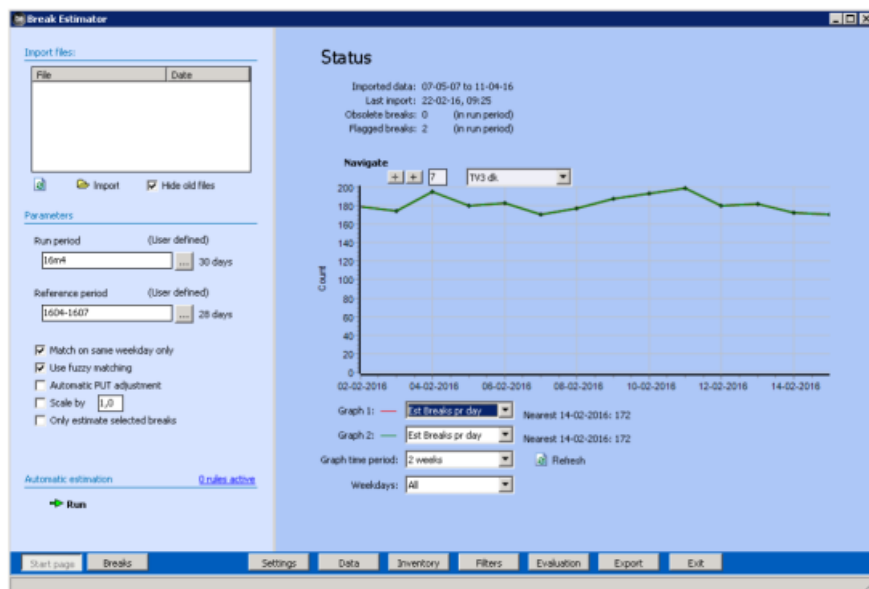


Figure 6: Break Estimator start page

3.1 Import Files section

The Import Files window will display all the future break schedules located in the import directory.

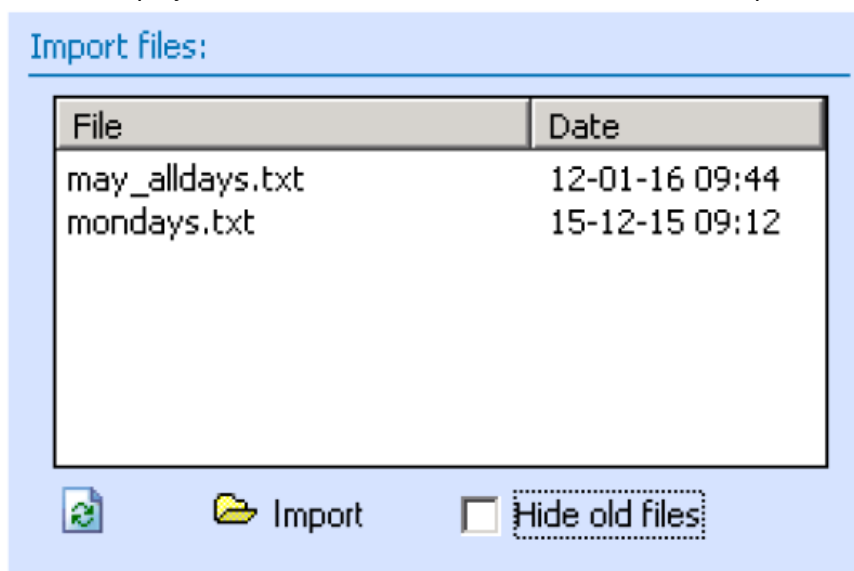



Figure 7: Import Files window

If you check the 'Hide old files' box the window will only display files that have not previously been imported. Click the file you want to import and press the Import button. If the file you wish to import is not displayed in the window,

then please try to run a refresh by using the refresh button ().

3.2 Parameters

In the Parameters section you can select the period you want to auto estimate, set the reference period, and include any additional parameters you want BreakEstimator to use when auto estimating the selected period.

The screenshot shows a 'Parameters' window with a light blue background. At the top, the title 'Parameters' is in blue. Below it, there are two main sections. The first section is 'Run period' with the subtitle '(Saved date range)'. It contains a text box with '16m5', a button with three dots, and the text '31 days'. The second section is 'Reference period' with the subtitle '(Recent 4 weeks)'. It contains a text box with '260116-220216', a button with three dots, and the text '28 days'. Below these are five checkboxes: 'Match on same weekday only' (unchecked), 'Use fuzzy matching' (checked), 'Automatic PUT adjustment' (unchecked), 'Scale by' (unchecked) with a text box containing '1,0', and 'Only estimate selected breaks' (unchecked). At the bottom left, there is a blue link 'Automatic estimation'. At the bottom right, there is a blue link '0 rules active'. At the very bottom, there is a green arrow pointing right followed by the text 'Run'.

Figure 8: Parameters

When a new break schedule is imported the 'Run period' field will display the period covered by that import file. The 'Reference period' field will display the default historical period you have selected in Settings (usually the latest four weeks). If 'Match on same weekday only' is ticked then BreakEstimator will only search on the same weekdays for matching breaks.

If you check the 'Use fuzzy matching' box, BreakEstimator will also match historical breaks that sound similar. If a historical break sounds similar to the future break it will use it for matching; for example, 'fuzzy matching' will create a match even when breaks have minor differences in spelling. BreakEstimator uses a Soundex phonetic algorithm to match titles by sound.

The 'Automatic PUT adjustment' option adjusts the estimates with the average PUT (People Using Television, also referred to as Total TV) level for the past 3 years. For see the AdvantEdge User Manual for more info on PUT level. If you want to scale the estimates by a custom-defined factor you can check the 'Scale by' box and set the factor.

Finally, you can also choose only to estimate on specific breaks. Selecting this option brings up a dropdown list of available channels. Here you can pick a channel and set a daypart, then press [Run] to commence auto estimating.

3.3 Status

The Status window will give you a quick overview of estimates and/or actuals for any given period.

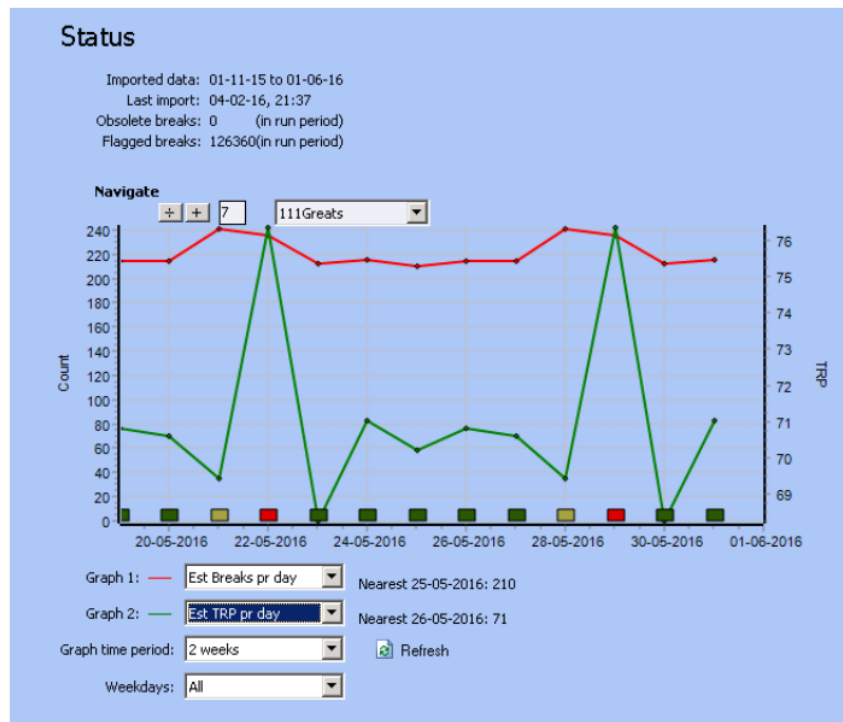


Figure 9: Status window

In the 'Navigate' section you can switch Period and Channel, and below the graph, you can choose the data and level of detail you want the graph to display.

Breaks

Pressing the [Breaks] button on the main page will take you to the Breaks' details window. This window will display every break that has been imported from the future breaks schedule file.

It is easy to navigate from week to week, filter on program titles, daypart, and rating levels, and change target audience and universe.

If you navigate to the Breaks section after you have imported a break schedule but before running the auto estimation you will notice that all the breaks are grey, meaning that no estimates have been assigned to the breaks yet. When the estimation is finished the system will graphically display if the estimation of a break is strong or weak. A green color indicates that the system considers the estimate to be average or good, whereas a red color indicates that the estimate is considered poor and requires extra attention.

A black-colored break indicates that the break is no longer available in the latest imported break schedule and is obsolete. You can right-click a black break and remove it (or all of them).

Break Estimator

View universe: Not

View target: P25-54

View channel: Discovery Channel

Week 19 - 2016

Navigate

4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

View

Values: TRP / Index

Highlight: none

Columns: 7

Monday, 9th May	Tuesday, 10th May	Wednesday, 11th May	Thursday, 12th May	Friday, 13th May	Saturday, 14th May	Sunday, 15th May
20:45 MYTHBUSTER (0.2 / 131)	20:45 AIRPLANE (0.3 / 127)	20:45 DEADCATCH (0.4 / 134)	20:45 NAKEDAFIX (0.4 / 134)	20:45 CATCHER (0.4 / 134)	20:45 TREEMASTER (0.4 / 134)	20:45 NAGALI (0.4 / 134)
20:55 MYTHBUSTER (0.3 / 130)	20:55 AIRPLANE (0.4 / 140)	20:55 DEADCATCH (0.4 / 140)	20:55 NAKEDAFIX (0.4 / 132)	20:55 CATCHER (0.4 / 132)	20:55 FLORINISH (0.4 / 132)	20:55 NAGALI (0.4 / 132)
21:05 MYTHBUSTER (0.2 / 131)	21:05 AIRPLANE (0.4 / 140)	21:05 DEADCATCH (0.4 / 140)	21:05 NAKEDAFIX (0.4 / 132)	21:05 CATCHER (0.4 / 132)	21:05 FLORINISH (0.4 / 132)	21:05 NAGALI (0.4 / 132)
21:20 MYTHBUSTER (0.3 / 133)	21:20 AIRPLANE (0.4 / 140)	21:20 DEADCATCH (0.4 / 140)	21:20 NAKEDAFIX (0.4 / 132)	21:20 CATCHER (0.4 / 132)	21:20 FLORINISH (0.4 / 132)	21:20 NAGALI (0.4 / 132)
21:40 MYTHBUSTER (0.4 / 135)	21:40 AIRPLANE (0.3 / 132)	21:40 DEADCATCH (0.3 / 132)	21:40 NAKEDAFIX (0.4 / 132)	21:40 CATCHER (0.3 / 132)	21:40 FLORINISH (0.3 / 132)	21:40 NAGALI (0.3 / 132)
21:55 MYTHBUSTER (0.4 / 134)	21:55 AIRPLANE (0.3 / 132)	21:55 DEADCATCH (0.4 / 132)	21:55 NAKEDAFIX (0.4 / 132)	21:55 CATCHER (0.3 / 132)	21:55 FLORINISH (0.3 / 132)	21:55 NAGALI (0.3 / 132)
22:05 MYTHBUSTER (0.3 / 133)	22:05 AIRPLANE (0.3 / 132)	22:05 DEADCATCH (0.4 / 132)	22:05 NAKEDAFIX (0.4 / 132)	22:05 CATCHER (0.3 / 132)	22:05 FLORINISH (0.3 / 132)	22:05 NAGALI (0.3 / 132)
22:20 MYTHBUSTER (0.3 / 133)	22:20 AIRPLANE (0.3 / 132)	22:20 DEADCATCH (0.4 / 132)	22:20 NAKEDAFIX (0.4 / 132)	22:20 CATCHER (0.3 / 132)	22:20 FLORINISH (0.3 / 132)	22:20 NAGALI (0.3 / 132)
22:40 MYTHBUSTER (0.4 / 135)	22:40 AIRPLANE (0.3 / 132)	22:40 DEADCATCH (0.3 / 132)	22:40 NAKEDAFIX (0.4 / 132)	22:40 CATCHER (0.3 / 132)	22:40 FLORINISH (0.3 / 132)	22:40 NAGALI (0.3 / 132)
22:55 MYTHBUSTER (0.4 / 134)	22:55 AIRPLANE (0.3 / 132)	22:55 DEADCATCH (0.4 / 132)	22:55 NAKEDAFIX (0.4 / 132)	22:55 CATCHER (0.3 / 132)	22:55 FLORINISH (0.3 / 132)	22:55 NAGALI (0.3 / 132)
23:05 MYTHBUSTER (0.3 / 133)	23:05 AIRPLANE (0.3 / 132)	23:05 DEADCATCH (0.4 / 132)	23:05 NAKEDAFIX (0.4 / 132)	23:05 CATCHER (0.3 / 132)	23:05 FLORINISH (0.3 / 132)	23:05 NAGALI (0.3 / 132)
23:20 MYTHBUSTER (0.3 / 133)	23:20 AIRPLANE (0.3 / 132)	23:20 DEADCATCH (0.4 / 132)	23:20 NAKEDAFIX (0.4 / 132)	23:20 CATCHER (0.3 / 132)	23:20 FLORINISH (0.3 / 132)	23:20 NAGALI (0.3 / 132)
23:40 MYTHBUSTER (0.4 / 135)	23:40 AIRPLANE (0.3 / 132)	23:40 DEADCATCH (0.3 / 132)	23:40 NAKEDAFIX (0.4 / 132)	23:40 CATCHER (0.3 / 132)	23:40 FLORINISH (0.3 / 132)	23:40 NAGALI (0.3 / 132)
23:55 MYTHBUSTER (0.4 / 134)	23:55 AIRPLANE (0.3 / 132)	23:55 DEADCATCH (0.4 / 132)	23:55 NAKEDAFIX (0.4 / 132)	23:55 CATCHER (0.3 / 132)	23:55 FLORINISH (0.3 / 132)	23:55 NAGALI (0.3 / 132)
24:05 MYTHBUSTER (0.3 / 133)	24:05 AIRPLANE (0.3 / 132)	24:05 DEADCATCH (0.4 / 132)	24:05 NAKEDAFIX (0.4 / 132)	24:05 CATCHER (0.3 / 132)	24:05 FLORINISH (0.3 / 132)	24:05 NAGALI (0.3 / 132)
24:20 MYTHBUSTER (0.3 / 133)	24:20 AIRPLANE (0.3 / 132)	24:20 DEADCATCH (0.4 / 132)	24:20 NAKEDAFIX (0.4 / 132)	24:20 CATCHER (0.3 / 132)	24:20 FLORINISH (0.3 / 132)	24:20 NAGALI (0.3 / 132)
24:40 MYTHBUSTER (0.4 / 135)	24:40 AIRPLANE (0.3 / 132)	24:40 DEADCATCH (0.3 / 132)	24:40 NAKEDAFIX (0.4 / 132)	24:40 CATCHER (0.3 / 132)	24:40 FLORINISH (0.3 / 132)	24:40 NAGALI (0.3 / 132)
24:55 MYTHBUSTER (0.4 / 134)	24:55 AIRPLANE (0.3 / 132)	24:55 DEADCATCH (0.4 / 132)	24:55 NAKEDAFIX (0.4 / 132)	24:55 CATCHER (0.3 / 132)	24:55 FLORINISH (0.3 / 132)	24:55 NAGALI (0.3 / 132)
25:05 MYTHBUSTER (0.3 / 133)	25:05 AIRPLANE (0.3 / 132)	25:05 DEADCATCH (0.4 / 132)	25:05 NAKEDAFIX (0.4 / 132)	25:05 CATCHER (0.3 / 132)	25:05 FLORINISH (0.3 / 132)	25:05 NAGALI (0.3 / 132)
25:20 MYTHBUSTER (0.3 / 133)	25:20 AIRPLANE (0.3 / 132)	25:20 DEADCATCH (0.4 / 132)	25:20 NAKEDAFIX (0.4 / 132)	25:20 CATCHER (0.3 / 132)	25:20 FLORINISH (0.3 / 132)	25:20 NAGALI (0.3 / 132)
25:40 MYTHBUSTER (0.4 / 135)	25:40 AIRPLANE (0.3 / 132)	25:40 DEADCATCH (0.3 / 132)	25:40 NAKEDAFIX (0.4 / 132)	25:40 CATCHER (0.3 / 132)	25:40 FLORINISH (0.3 / 132)	25:40 NAGALI (0.3 / 132)
25:55 MYTHBUSTER (0.4 / 134)	25:55 AIRPLANE (0.3 / 132)	25:55 DEADCATCH (0.4 / 132)	25:55 NAKEDAFIX (0.4 / 132)	25:55 CATCHER (0.3 / 132)	25:55 FLORINISH (0.3 / 132)	25:55 NAGALI (0.3 / 132)
26:05 MYTHBUSTER (0.3 / 133)	26:05 AIRPLANE (0.3 / 132)	26:05 DEADCATCH (0.4 / 132)	26:05 NAKEDAFIX (0.4 / 132)	26:05 CATCHER (0.3 / 132)	26:05 FLORINISH (0.3 / 132)	26:05 NAGALI (0.3 / 132)
26:20 MYTHBUSTER (0.3 / 133)	26:20 AIRPLANE (0.3 / 132)	26:20 DEADCATCH (0.4 / 132)	26:20 NAKEDAFIX (0.4 / 132)	26:20 CATCHER (0.3 / 132)	26:20 FLORINISH (0.3 / 132)	26:20 NAGALI (0.3 / 132)
26:40 MYTHBUSTER (0.4 / 135)	26:40 AIRPLANE (0.3 / 132)	26:40 DEADCATCH (0.3 / 132)	26:40 NAKEDAFIX (0.4 / 132)	26:40 CATCHER (0.3 / 132)	26:40 FLORINISH (0.3 / 132)	26:40 NAGALI (0.3 / 132)
26:55 MYTHBUSTER (0.4 / 134)	26:55 AIRPLANE (0.3 / 132)	26:55 DEADCATCH (0.4 / 132)	26:55 NAKEDAFIX (0.4 / 132)	26:55 CATCHER (0.3 / 132)	26:55 FLORINISH (0.3 / 132)	26:55 NAGALI (0.3 / 132)
27:05 MYTHBUSTER (0.3 / 133)	27:05 AIRPLANE (0.3 / 132)	27:05 DEADCATCH (0.4 / 132)	27:05 NAKEDAFIX (0.4 / 132)	27:05 CATCHER (0.3 / 132)	27:05 FLORINISH (0.3 / 132)	27:05 NAGALI (0.3 / 132)
27:20 MYTHBUSTER (0.3 / 133)	27:20 AIRPLANE (0.3 / 132)	27:20 DEADCATCH (0.4 / 132)	27:20 NAKEDAFIX (0.4 / 132)	27:20 CATCHER (0.3 / 132)	27:20 FLORINISH (0.3 / 132)	27:20 NAGALI (0.3 / 132)
27:40 MYTHBUSTER (0.4 / 135)	27:40 AIRPLANE (0.3 / 132)	27:40 DEADCATCH (0.3 / 132)	27:40 NAKEDAFIX (0.4 / 132)	27:40 CATCHER (0.3 / 132)	27:40 FLORINISH (0.3 / 132)	27:40 NAGALI (0.3 / 132)
27:55 MYTHBUSTER (0.4 / 134)	27:55 AIRPLANE (0.3 / 132)	27:55 DEADCATCH (0.4 / 132)	27:55 NAKEDAFIX (0.4 / 132)	27:55 CATCHER (0.3 / 132)	27:55 FLORINISH (0.3 / 132)	27:55 NAGALI (0.3 / 132)
28:05 MYTHBUSTER (0.3 / 133)	28:05 AIRPLANE (0.3 / 132)	28:05 DEADCATCH (0.4 / 132)	28:05 NAKEDAFIX (0.4 / 132)	28:05 CATCHER (0.3 / 132)	28:05 FLORINISH (0.3 / 132)	28:05 NAGALI (0.3 / 132)
28:20 MYTHBUSTER (0.3 / 133)	28:20 AIRPLANE (0.3 / 132)	28:20 DEADCATCH (0.4 / 132)	28:20 NAKEDAFIX (0.4 / 132)	28:20 CATCHER (0.3 / 132)	28:20 FLORINISH (0.3 / 132)	28:20 NAGALI (0.3 / 132)
28:40 MYTHBUSTER (0.4 / 135)	28:40 AIRPLANE (0.3 / 132)	28:40 DEADCATCH (0.3 / 132)	28:40 NAKEDAFIX (0.4 / 132)	28:40 CATCHER (0.3 / 132)	28:40 FLORINISH (0.3 / 132)	28:40 NAGALI (0.3 / 132)
28:55 MYTHBUSTER (0.4 / 134)	28:55 AIRPLANE (0.3 / 132)	28:55 DEADCATCH (0.4 / 132)	28:55 NAKEDAFIX (0.4 / 132)	28:55 CATCHER (0.3 / 132)	28:55 FLORINISH (0.3 / 132)	28:55 NAGALI (0.3 / 132)
29:05 MYTHBUSTER (0.3 / 133)	29:05 AIRPLANE (0.3 / 132)	29:05 DEADCATCH (0.4 / 132)	29:05 NAKEDAFIX (0.4 / 132)	29:05 CATCHER (0.3 / 132)	29:05 FLORINISH (0.3 / 132)	29:05 NAGALI (0.3 / 132)
29:20 MYTHBUSTER (0.3 / 133)	29:20 AIRPLANE (0.3 / 132)	29:20 DEADCATCH (0.4 / 132)	29:20 NAKEDAFIX (0.4 / 132)	29:20 CATCHER (0.3 / 132)	29:20 FLORINISH (0.3 / 132)	29:20 NAGALI (0.3 / 132)
29:40 MYTHBUSTER (0.4 / 135)	29:40 AIRPLANE (0.3 / 132)	29:40 DEADCATCH (0.3 / 132)	29:40 NAKEDAFIX (0.4 / 132)	29:40 CATCHER (0.3 / 132)	29:40 FLORINISH (0.3 / 132)	29:40 NAGALI (0.3 / 132)
29:55 MYTHBUSTER (0.4 / 134)	29:55 AIRPLANE (0.3 / 132)	29:55 DEADCATCH (0.4 / 132)	29:55 NAKEDAFIX (0.4 / 132)	29:55 CATCHER (0.3 / 132)	29:55 FLORINISH (0.3 / 132)	29:55 NAGALI (0.3 / 132)
30:05 MYTHBUSTER (0.3 / 133)	30:05 AIRPLANE (0.3 / 132)	30:05 DEADCATCH (0.4 / 132)	30:05 NAKEDAFIX (0.4 / 132)	30:05 CATCHER (0.3 / 132)	30:05 FLORINISH (0.3 / 132)	30:05 NAGALI (0.3 / 132)
30:20 MYTHBUSTER (0.3 / 133)	30:20 AIRPLANE (0.3 / 132)	30:20 DEADCATCH (0.4 / 132)	30:20 NAKEDAFIX (0.4 / 132)	30:20 CATCHER (0.3 / 132)	30:20 FLORINISH (0.3 / 132)	30:20 NAGALI (0.3 / 132)
30:40 MYTHBUSTER (0.4 / 135)	30:40 AIRPLANE (0.3 / 132)	30:40 DEADCATCH (0.3 / 132)	30:40 NAKEDAFIX (0.4 / 132)	30:40 CATCHER (0.3 / 132)	30:40 FLORINISH (0.3 / 132)	30:40 NAGALI (0.3 / 132)
30:55 MYTHBUSTER (0.4 / 134)	30:55 AIRPLANE (0.3 / 132)	30:55 DEADCATCH (0.4 / 132)	30:55 NAKEDAFIX (0.4 / 132)	30:55 CATCHER (0.3 / 132)	30:55 FLORINISH (0.3 / 132)	30:55 NAGALI (0.3 / 132)
31:05 MYTHBUSTER (0.3 / 133)	31:05 AIRPLANE (0.3 / 132)	31:05 DEADCATCH (0.4 / 132)	31:05 NAKEDAFIX (0.4 / 132)	31:05 CATCHER (0.3 / 132)	31:05 FLORINISH (0.3 / 132)	31:05 NAGALI (0.3 / 132)
31:20 MYTHBUSTER (0.3 / 133)	31:20 AIRPLANE (0.3 / 132)	31:20 DEADCATCH (0.4 / 132)	31:20 NAKEDAFIX (0.4 / 132)	31:20 CATCHER (0.3 / 132)	31:20 FLORINISH (0.3 / 132)	31:20 NAGALI (0.3 / 132)
31:40 MYTHBUSTER (0.4 / 135)	31:40 AIRPLANE (0.3 / 132)	31:40 DEADCATCH (0.3 / 132)	31:40 NAKEDAFIX (0.4 / 132)	31:40 CATCHER (0.3 / 132)	31:40 FLORINISH (0.3 / 132)	31:40 NAGALI (0.3 / 132)
31:55 MYTHBUSTER (0.4 / 134)	31:55 AIRPLANE (0.3 / 132)	31:55 DEADCATCH (0.4 / 132)	31:55 NAKEDAFIX (0.4 / 132)	31:55 CATCHER (0.3 / 132)	31:55 FLORINISH (0.3 / 132)	31:55 NAGALI (0.3 / 132)
32:05 MYTHBUSTER (0.3 / 133)	32:05 AIRPLANE (0.3 / 132)	32:05 DEADCATCH (0.4 / 132)	32:05 NAKEDAFIX (0.4 / 132)	32:05 CATCHER (0.3 / 132)	32:05 FLORINISH (0.3 / 132)	32:05 NAGALI (0.3 / 132)
32:20 MYTHBUSTER (0.3 / 133)	32:20 AIRPLANE (0.3 / 132)	32:20 DEADCATCH (0.4 / 132)	32:20 NAKEDAFIX (0.4 / 132)	32:20 CATCHER (0.3 / 132)	32:20 FLORINISH (0.3 / 132)	32:20 NAGALI (0.3 / 132)
32:40 MYTHBUSTER (0.4 / 135)	32:40 AIRPLANE (0.3 / 132)	32:40 DEADCATCH (0.3 / 132)	32:40 NAKEDAFIX (0.4 / 132)	32:40 CATCHER (0.3 / 132)	32:40 FLORINISH (0.3 / 132)	32:40 NAGALI (0.3 / 132)
32:55 MYTHBUSTER (0.4 / 134)	32:55 AIRPLANE (0.3 / 132)	32:55 DEADCATCH (0.4 / 132)	32:55 NAKEDAFIX (0.4 / 132)	32:55 CATCHER (0.3 / 132)	32:55 FLORINISH (0.3 / 132)	32:55 NAGALI (0.3 / 132)
33:05 MYTHBUSTER (0.3 / 133)	33:05 AIRPLANE (0.3 / 132)	33:05 DEADCATCH (0.4 / 132)	33:05 NAKEDAFIX (0.4 / 132)	33:05 CATCHER (0.3 / 132)	33:05 FLORINISH (0.3 / 132)	33:05 NAGALI (0.3 / 132)
33:20 MYTHBUSTER (0.3 / 133)	33:20 AIRPLANE (0.3 / 132)	33:20 DEADCATCH (0.4 / 132)	33:20 NAKEDAFIX (0.4 / 132)	33:20 CATCHER (0.3 / 132)	33:20 FLORINISH (0.3 / 132)	33:20 NAGALI (0.3 / 132)
33:40 MYTHBUSTER (0.4 / 135)	33:40 AIRPLANE (0.3 / 132)	33:40 DEADCATCH (0.3 / 132)	33:40 NAKEDAFIX (0.4 / 132)	33:40 CATCHER (0.3 / 132)	33:40 FLORINISH (0.3 / 132)	33:40 NAGALI (0.3 / 132)
33:55 MYTHBUSTER (0.4 / 134)	33:55 AIRPLANE (0.3 / 132)	33:55 DEADCATCH (0.4 / 132)	33:55 NAKEDAFIX (0.4 / 132)	33:55 CATCHER (0.3 / 132)	33:55 FLORINISH (0.3 / 132)	33:55 NAGALI (0.3 / 132)
34:05 MYTHBUSTER (0.3 / 133)	34:05 AIRPLANE (0.3 / 132)	34:05 DEADCATCH (0.4 / 132)	34:05 NAKEDAFIX (0.4 / 132)	34:05 CATCHER (0.3 / 132)	34:05 FLORINISH (0.3 / 132)	34:05 NAGALI (0.3 / 132)
34:20 MYTHBUSTER (0.3 / 133)	34:20 AIRPLANE (0.3 / 132)	34:20 DEADCATCH (0.4 / 132)	34:20 NAKEDAFIX (0.4 / 132)	34:20 CATCHER (0.3 / 132)	34:20 FLORINISH (0.3 / 132)	34:20 NAGALI (0.3 / 132)
34:40 MYTHBUSTER (0.4 / 135)	34:40 AIRPLANE (0.3 / 132)	34:40 DEADCATCH (0.3 / 132)	34:40 NAKEDAFIX (0.4 / 132)	34:40 CATCHER (0.3 / 132)	34:40 FLORINISH (0.3 / 132)	34:40 NAGALI (0.3 / 132)
34:55 MYTHBUSTER (0.4 / 134)	34:55 AIRPLANE (0.3 / 132)	34:55 DEADCATCH (0.4 / 132)	34:55 NAKEDAFIX (0.4 / 132)	34:55 CATCHER (0.3 / 132)	34:55 FLORINISH (0.3 / 132)	34:55 NAGALI (0.3 / 132)
35:05 MYTHBUSTER (0.3 / 133)	35:05 AIRPLANE (0.3 / 132)	35:05 DEADCATCH (0.4 / 132)	35:05 NAKEDAFIX (0.4 / 132)	35:05 CATCHER (0.3 / 132)	35:05 FLORINISH (0.3 / 132)	35:05 NAGALI (0.3 / 132)
35:20 MYTHBUSTER (0.3 / 133)	35:20 AIRPLANE (0.3 / 132)	35:20 DEADCATCH (0.4 / 132)	35:20 NAKEDAFIX (0.4 / 132)	35:20 CATCHER (0.3 / 132)	35:20 FLORINISH (0.3 / 132)	35:20 NAGALI (0.3 / 132)
35:40 MYTHBUSTER (0.4 / 135)	35:40 AIRPLANE (0.3 / 132)	35:40 DEADCATCH (0.3 / 132)	35:40 NAKEDAFIX (0.4 / 132)	35:40 CATCHER (0.3 / 132)	35:40 FLORINISH (0.3 / 132)	35:40 NAGALI (0.3 / 132)
35:55 MYTHBUSTER (0.4 / 134)	35:55 AIRPLANE (0.3 / 132)	35:55 DEADCATCH (0.4 / 132)	35:55 NAKEDAFIX (0.4 / 132)	35:55 CATCHER (0.3 / 132)	35:55 FLORINISH (0.3 / 132)	35:55 NAGALI (0.3 / 132)
36:05 MYTHBUSTER (0.3 / 133)	36:05 AIRPLANE (0.3 / 132)	36:05 DEADCATCH (0.4 / 132)	36:05 NAKEDAFIX (0.4 / 132)	36:05 CATCHER (0.3 / 132)	36:05 FLORINISH (0.3 / 132)	36:05 NAGALI (0.3 / 132)
36:20 MYTHBUSTER (0.3 / 133)	36:20 AIRPLANE (0.3 / 132)	36:20 DEADCATCH (0.4 / 132)	36:20 NAKEDAFIX (0.4 / 132)	36:20 CATCHER (0.3 / 132)	36:20 FLORINISH (0.3 / 132)	36:20 NAGALI (0.3 / 132)
36:40 MYTHBUSTER (0.4 / 135)	36:40 AIRPLANE (0.3 / 132)	36:40 DEADCATCH (0.3 / 132)	36:40 NAKEDAFIX (0.4 / 132)	36:40 CATCHER (0.3 / 132)	36:40 FLORINISH (0.3 / 132)	36:40 NAGALI (0.3 / 132)
36:55 MYTHBUSTER (0.4 / 134)	36:55 AIRPLANE (0.3 / 132)	36:55 DEADCATCH (0.4 / 132)	36:55 NAKEDAFIX (0.4 / 132)	36:55 CATCHER (0.3 / 132)	36:55 FLORINISH (0.3 / 132)	36:55 NAGALI (0.3 / 132)
37:05 MYTHBUSTER (0.3 / 133)	37:05 AIRPLANE (0.3 / 132)	37:05 DEADCATCH (0.4 / 132)	37:05 NAKEDAFIX (0.4 / 132)	37:05 CATCHER (0.3 / 132)	37:05 FLORINISH (0.3 / 132)	37:05 NAGALI (0.3 / 132)
37:20 MYTHBUSTER (0.3 / 133)	37:20 AIRPLANE (0.3 / 132)	37:20 DEADCATCH (0.4 / 132)	37:20 NAKEDAFIX (0.4 / 132)	37:20 CATCHER (0.3 / 132)	37:20 FLORINISH (0.3 / 132)	37:20 NAGALI (0.3 / 132)
37:40 MYTHBUSTER (0.4 / 135)	37:40 AIRPLANE (0.3 / 132)	37:40 DEADCATCH (0.3 / 132)	37:40 NAKEDAFIX (0.4 / 132)	37:40 CATCHER (0.3 / 132)	37:40 FLORINISH (0.3 / 132)	37:40 NAGALI (0.3 / 132)
37:55 MYTHBUSTER (0.4 / 134)	37:55 AIRPLANE (0.3 / 132)	37:55 DEADCATCH (0.4 / 132)	37:55 NAKEDAFIX (0.4 / 132)	37:55 CATCHER (0.3 / 132)	37:55 FLORINISH (0.3 / 132)	37:55 NAGALI (0.3 / 132)
38:05 MYTHBUSTER (0.3 / 133)	38:05 AIRPLANE (0.3 / 132)	38:05 DEADCATCH (0.4 / 132)	38:05 NAKEDAFIX (0.4 / 132)	38:05 CATCHER (0.3 / 132)	38:05 FLORINISH (0.3 / 132)	38:05 NAGALI (0.3 / 132)
38:20 MYTHBUSTER (0.3 / 133)	38:20 AIRPLANE (0.3 / 132)	38:20 DEADCATCH (0.4 / 132)	38:20 NAKEDAFIX (0.4 / 132)	38:20 CATCHER (0.3 / 132)	38:20 FLORINISH (0.3 / 132)	38:20 NAGALI (0.3 / 132)
38:40 MYTHBUSTER (0.4 / 135)	38:40 AIRPLANE (0.3 / 132)	38:40 DEADCATCH (0.3 / 132)	38:40 NAKEDAFIX (0.4 / 132)	38:40 CATCHER (0.3 / 132)	38:40 FLORINISH (0.3 / 132)	38:40 NAGALI (0.3 / 132)
38:55 MYTHBUSTER (0.4 / 134)	38:55 AIRPLANE (0.3 / 132)	38:55 DEADCATCH (0.4 / 132)	38:55 NAKEDAFIX (0.4 / 132)	38:55 CATCHER (0.3 / 132)	38:55 FLORINISH (0.3 / 132)	38:55 NAGALI (0.3 / 132)
39:05 MYTHBUSTER (0.3 / 133)	39:05 AIRPLANE (0.3 / 132)	39:05 DEADCATCH (0.4 / 132)	39:05 NAKEDAFIX (0.4 / 132)	39:05 CATCHER (0.3 / 132)	39:05 FLOR	

4.1 Editing breaks

For each break, it is possible to get a detailed view of which historical breaks the estimate is made of. All the breaks from the historical data are displayed in a list view, and the rating levels are displayed graphically in the chart below. All historical breaks can be removed to change the estimate. You can also click the individual bars in the chart (holding down the CTRL key) to indicate which historical breaks you would like to use for the estimate. You may also add additional historical breaks if you are unhappy with the current break the system has picked for the matchup (this can often be the case with movies for instance). Press the [Similar programs] button and search for a specific program title in the historical data. When the system has found a match you can choose to replace all the system-picked breaks, or simply add the new program (s) to the list of historical breaks. Ratings, Index, and Share are listed for all chosen target groups on the right hand side.

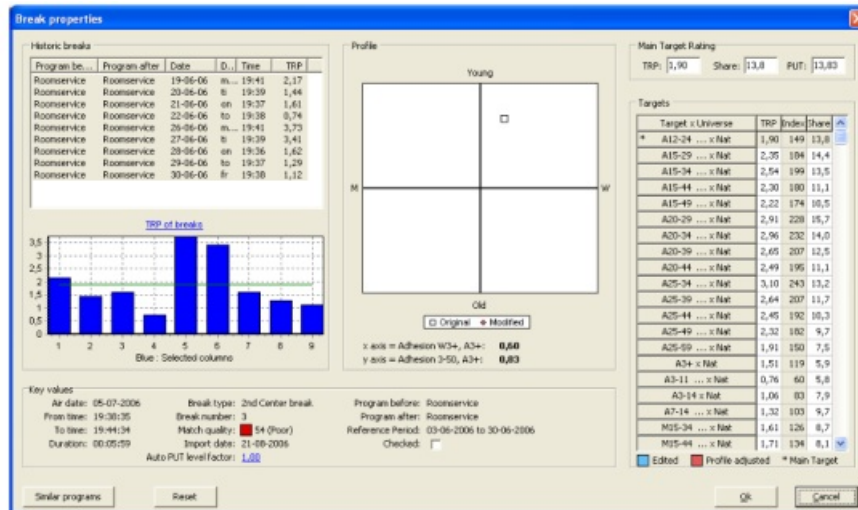
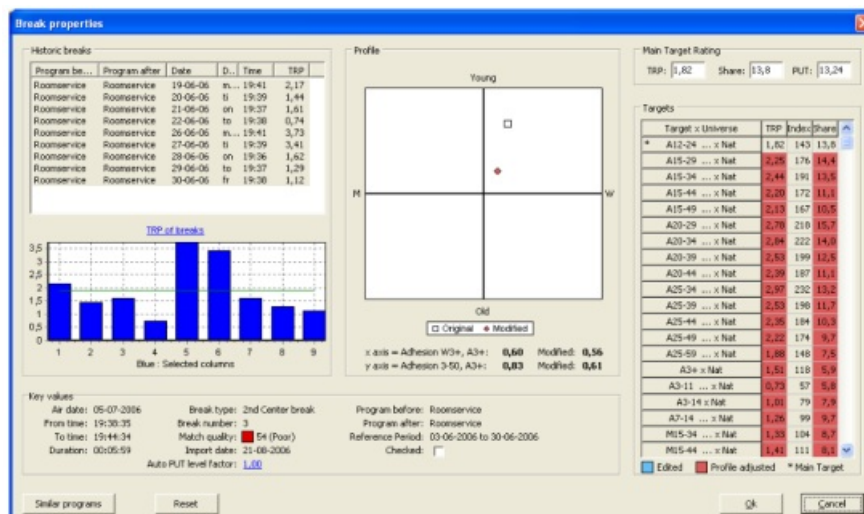


Figure 11: Break properties window

4.2 Editing breaks based on profile



This feature allows you to edit the profile of the breaks by using a profile grid (sex and age). The ratings are automatically changed in all targets based on the change in profile. This is a vast enhancement compared to the normal practice of simply scaling ratings according to the same ratios as the main target. Once you are happy with the estimates press [OK]. You will notice that the break changes colour to blue. This means that the break has been manually edited by a user and will not be touched if you re-estimate the period at a later stage.

4.3 Copying and pasting estimates

You can copy estimates from one break to another (or select multiple by pressing the CTRL key). There are 5 paste variants:

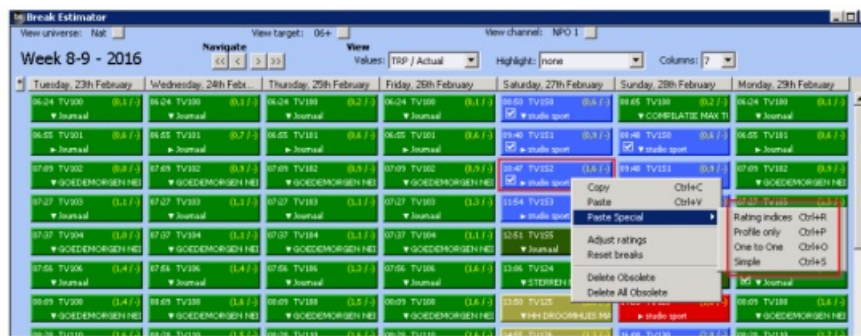


Figure 12: Pasting break estimates

1. Paste all base elements used for rating calculation: historical breaks, profile, user adjustments. One to multiple breaks allowed.
2. Paste Rating Indices. This only copies rating as if user had copied and pasted each rating per target/universe.
3. Paste Profile only. Keep the destination break's PUT level, and copy source share.
4. Paste One to One. Normal paste, but if multiple selected do the paste for each pair of source and destination. Requires an equal number of source and destination breaks.
5. Paste Simple. This copies historical breaks, profile and ratings from one break to one or many breaks without any recalculations. One to multiple breaks allowed. This was developed to be a faster alternative to the normal paste function.

4.4 Filters

You can filter the breaks by Title, Daypart, Type, TRP level or Weekday.

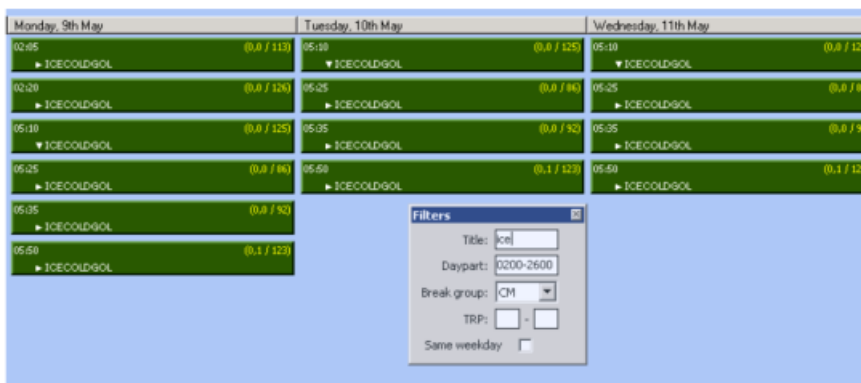
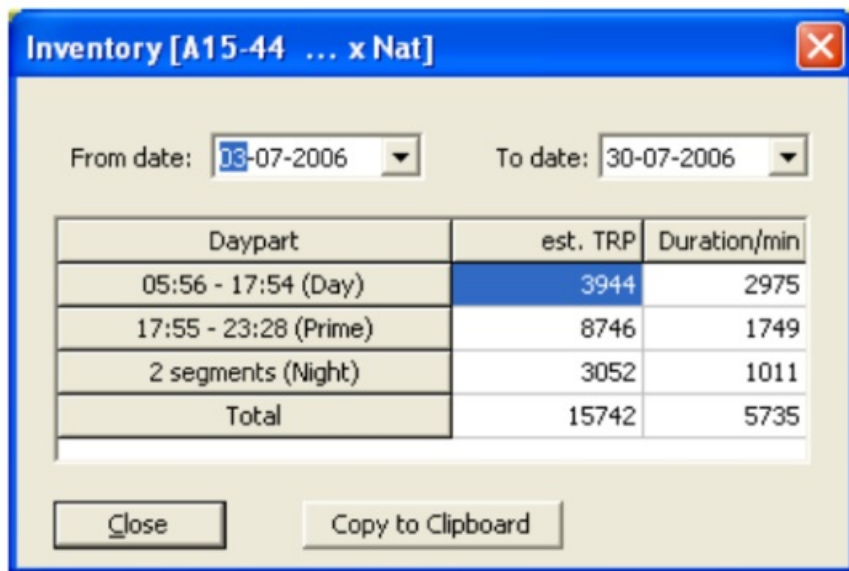


Figure 13: Filters

4.5 Inventory

The Inventory functionality gives you an overview of the total inventory available by target audience, period and daypart.



Inventory [A15-44 ... x Nat]

From date: 13-07-2006 To date: 30-07-2006

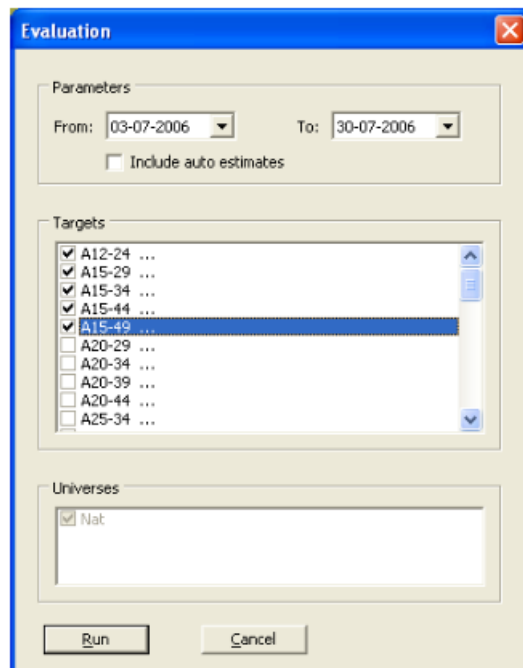
Daypart	est. TRP	Duration/min
05:56 - 17:54 (Day)	3944	2975
17:55 - 23:28 (Prime)	8746	1749
2 segments (Night)	3052	1011
Total	15742	5735

Close Copy to Clipboard

Figure 14: Inventory

4.6 Evaluation

The Evaluation function allows you to select target audiences and evaluate the actual performance compared to the estimate.



Evaluation

Parameters

From: 03-07-2006 To: 30-07-2006

☐ Include auto estimates

Targets

- ☒ A12-24 ...
- ☒ A15-29 ...
- ☒ A15-34 ...
- ☒ A15-44 ...
- ☒ A15-49 ...
- ☐ A20-29 ...
- ☐ A20-34 ...
- ☐ A20-39 ...
- ☐ A20-44 ...
- ☐ A25-34 ...

Universes

- ☒ Nat

Run Cancel

Figure 15: Evaluation setup

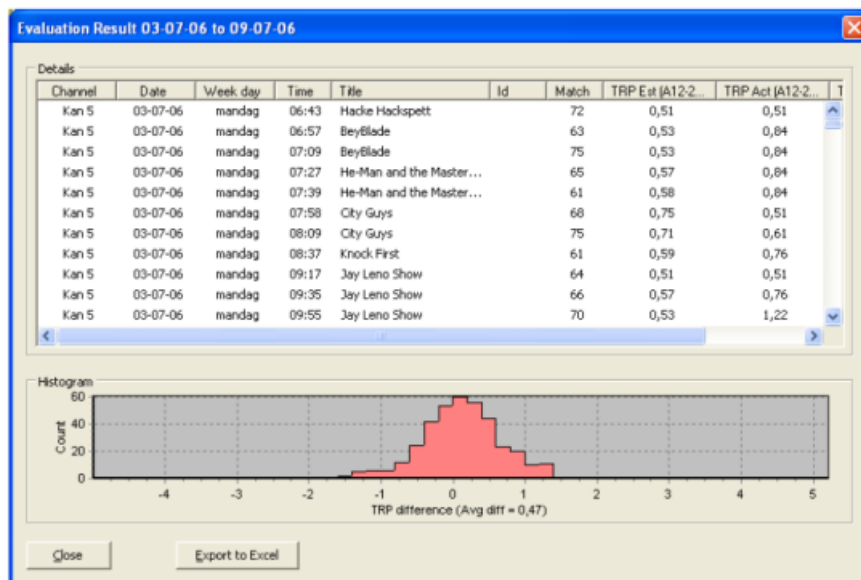


Figure 16: Evaluation results

4.7 Export

Once the estimation has been done the file can be exported directly to a booking system.

© TechEdge ApS 2022

support@grouptechedge.com

Documents / Resources

	<p>techedge BreakEstimator Software [pdf] User Manual</p> <p>BreakEstimator Software</p>
---	--

References

- support@grouptechedge.com

Manuals+