NIELSEN OUTDOOR PLANNER - WEB
USER MANUAL
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1. Getting into Nielsen Outdoor Planner

To get into the program, go to your browser and type in ***www.nielsenoutdoorplanner.com***. This will take you into your login screen where you will enter your User Name (email address) and Password.

2. Making Selections for Planning

When the application opens you will see 2 main areas:

- Plans Pane
- Selections Pane.
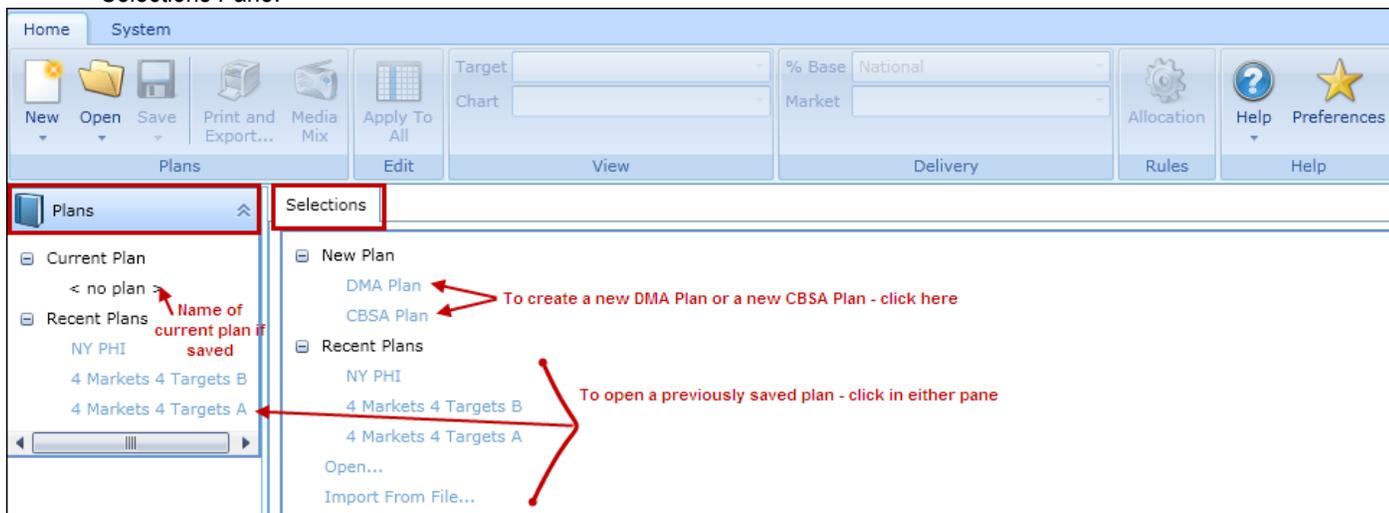
- **Plans Pane**

  If you have saved your current plan to a file name, it will appear here. You will also see several of your most recently saved files, which can be opened directly by clicking on them in this pane.

- **Selections Pane**

  In order to begin a plan you must choose whether it will be a DMA-based plan or a CBSA-based (Core Based Statistical Area) plan. DMA and CBSA markets cannot be mixed in the same plan. Click on your choice from the Selections pane.

  - You will also see the names of your most recently saved files, and can open them by clicking from within this pane or the Plans pane.

3. Selecting Input

Once you have selected either DMA or CBSA as your plan geography, the screen changes to display 7 different panes – Plans, Selections, Inventories, Planning-Market Summary, Planning-Inventory Detail, Performance and Population. Your input is selected using the:

  - Plans Pane
  - Selection Pane

- **Plans Pane**

  This pane changes now that you have selected either a DMA or CBSA based plan. It shows each type of input that is necessary to create a plan. Once you have selected those input from the Selections pane, it will be populated here as a reminder of the input you are working with at all times.

- **Selections Pane**

  You will select your input here for your:

    - Targets
    - Markets
    - Vendors
    - Formats

- o **Targets**
  - Go to the Plans pane and click on the Targets header until it expands. It will open to display that P18+ is pre-selected as your 1st target. This cannot be deleted. It will change the Selections pane so that it only displays Target options.
  - Targets are pre-defined. To select a Target, open one of the categories such as Age Group, then find the age group you need. This age group can be expanded so that it breaks down into Gender/Age Group combinations such as Male 18-49. To select P18-49 drag the 18-49 title to the Targets section in the Plans pane. To select Males 18-49, expand the18-49 group then drag Males 18-49 into the Targets section of the Plans pane. To select both Males 18-49 and Females 18-49, select both with your CTL key and drag them both to the Targets section of the Plans pane. Use this same method in all of the different Target categories.
  - To remove Targets you can either:
    - Drag one or more Targets from the Plans pane back into the Selections pane
    - Multi-select the ones to be removed from the Plans pane, right click and click Remove
    - Multi-select the ones to be kept, right click and click Remove all except highlighted
  - You can select as many Targets as you need
  - You can collapse the Targets header in the Plans pane by clicking on the chevron
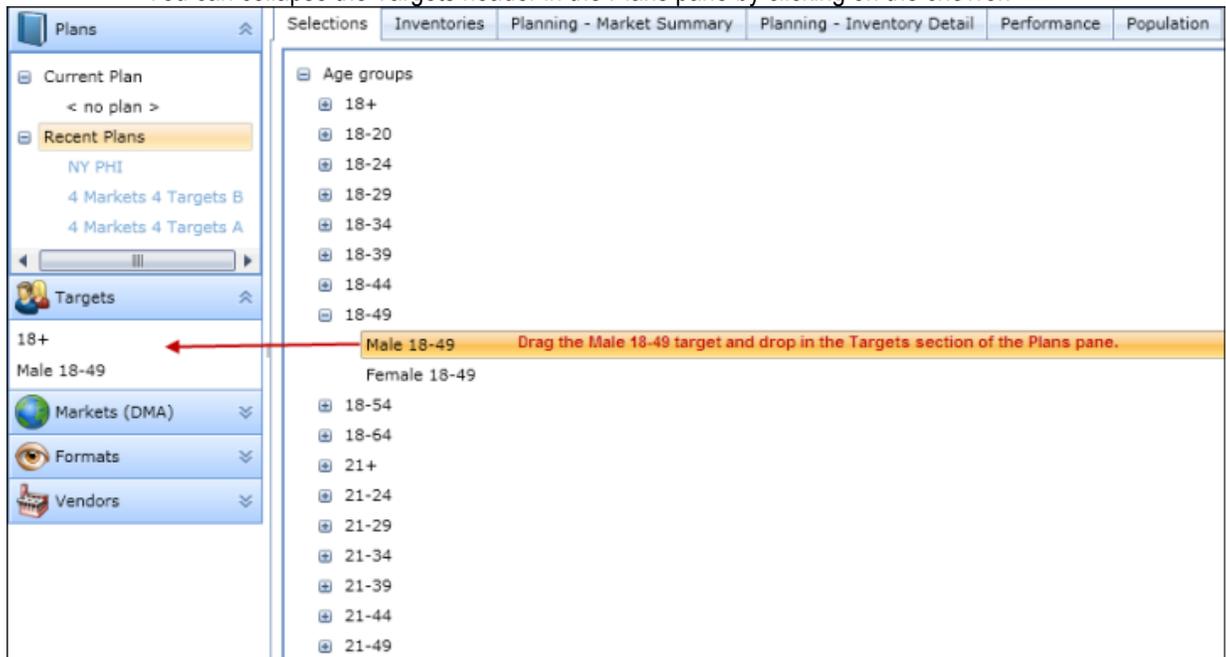
- • **Markets**
  - o Go to the Plans pane and click on the Markets header until it expands.
  - o The markets are organized by Population, Census Region, Census Division or Alphabetically. Expand the section until you find the market you want, and then drag that market into the Markets section of the Plans pane.
  - o If you want all markets that fall under a specific header (e.g., Population Rank, Markets 1-10), drag that header into the Markets section of the Plans pane.
  - o To remove Markets you can either:
    - Drag one or more Markets from the Plans pane back into the Selections pane
    - Multi-select the ones to be removed from the Plans pane, right click and click Remove
    - Multi-select the ones to be kept, right click and click Remove all except highlighted
  - o You can select as many markets as you need
  - o You can collapse the Markets header in the Plans pane by clicking on the chevron

Drag each market from the Selections pane into the Markets section of the Plans pane.
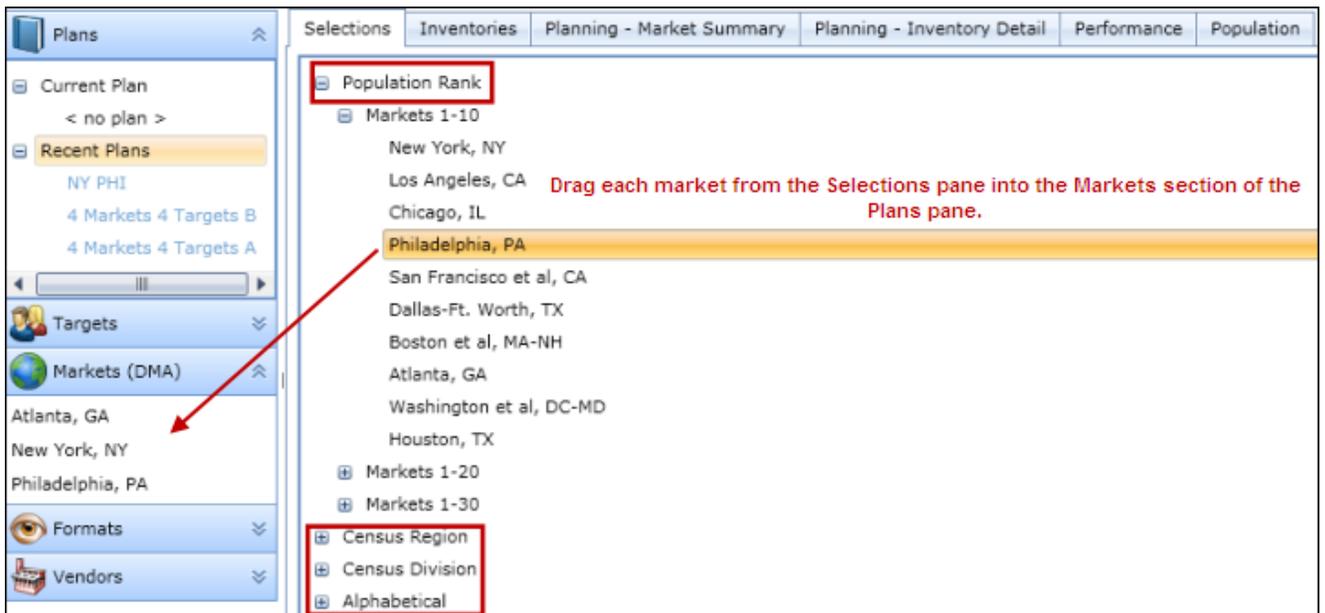
- **Formats and Vendors**
  The functionality for selecting Formats and Vendors is a bit different than that of Targets and Markets, in that they automatically populate based on the vendors and formats you have selected as defaults (see Preferences section below to define your defaults).
  - Expand the Format or Vendors sections in the Plans pane. You will notice that there are already selections made here, and that the Selections pane may be blank because there are no Formats or Vendors left to select. If there are any Vendors or Format remaining, use the same method to select them as you did with Targets and Markets, by dragging your selections to the Plans pane.
    - You can select as many Vendors or Formats as you need
    - To remove one or more Vendors or Format, highlight them in the Plans pane, right click and select the Remove option – or drag them back into the Selections pane.
    - You can collapse the Vendor and Format headers in the Plans pane by clicking on the chevron
    - To define a set of default Formats and Vendors to be used, go to the Preferences section below.

4. Inventories Pane – Viewing Inventory

An "Inventory" is a particular format available from a particular vendor in a market. The Inventories pane gives you information about how these inventories can affect your market results.

- The checkmarks that appear to the left of each Vendor/Format combination signify that these inventories will be used to create a plan average. To deselect an inventory so that it is not used towards the plan average, uncheck its box.
- You can sort inventories on any of the column headers. Click on the column header once to sort in ascending order, and again to sort in descending order – then a 3rd time to unsort. To sort on more than one column at the same time, sort on the most important column first – then hold down the Shift key while sorting on the next column
- You can create a Market and/or Vendor grouping for easier viewing on screen
- Drag column widths to make them wider or narrower
- Drag Column headers from one position to another on screen
- To select/deselect Column headers right click on any one of them and select Column Chooser. This will let you drag any existing header off the screen and into the Column Chooser box – or to select any unselected header from the Column Chooser box back onto the screen.
- Right click on any Column header and select Best Fit to autosize any one or all Columns to fit on screen best.
- The Inventories can be printed and exported via the Print and Export ribbon command.
- The Inventories variable definitions are:

- **Audience Share** is calculated by multiplying each inventory's average weekly impressions by its actual inventory (i.e. number of panels) to get its maximum potential weekly audience delivery. Those results are then summed for all inventories for that market in the Selections pane, and each individual total is divided into that total for a percent share.
- **Inventory Share** is calculated by dividing the number of panels in each inventory into the sum of total panels across all inventories in the Selections pane for that market
- **Average Weekly Impressions** is the Eyes-On audience delivered by the average panel in an inventory
- **In-Market** is the percentage of audience that lives in the market where the inventory is located
- **Spill** is the percentage of audience that lives outside the market where the inventory is located.

5. Planning
- **Preferences**
  Select the Preferences button on the menu ribbon if you wish to set defaults within the program. This will affect what happens when you click on either of the Planning panes.
    - **Vendor and Format:** A checkmark next to a Vendor or Format means that it will be pre-selected when you enter the program, and automatically included in a plan unless deleted from the Selections pane – or unchecked in the Inventories pane. You do not have to check any Vendor or Format, and may choose to select them from scratch with each new plan.

- **Weekly GRP Goal:** A plan will be auto-generated across all Targets and Markets when you click on either of the Planning panes, based on the Weekly GRP Goal set in this window. If you do not want an auto-generated plan, you can set your goal to 0. An auto-generated plan is suggested, as it is a good starting point and can easily be modified on screen
- **Weeks:** By default, your plans will default to 4 weeks. You can change the # of weeks for your plans in this window, and it can also be modified in either of the Planning panes – by market.
- **Effective Frequency:** Your Effective Frequency is pre-set in this window, but can be changed to any level in this window only.
- **Decimal Places in %'s:** Set the # of decimals you want to see in your Percent result variables from this window only.
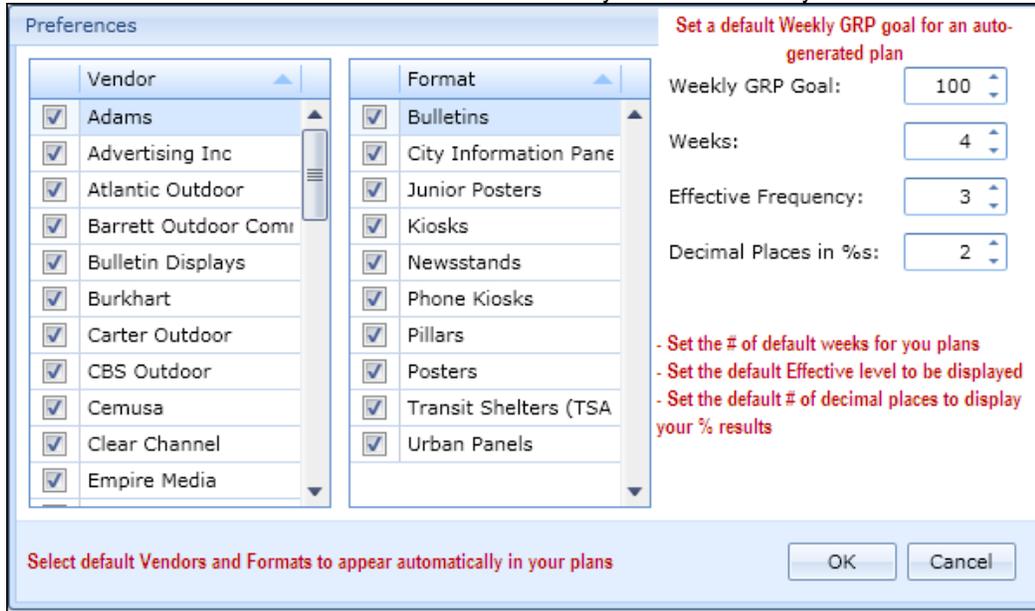
- **Allocation Rules**

    The Allocation Rules button on the ribbon:
    - o Lets you override <u>how</u> it allocates the Weekly GRP's set in the Preferences button.   The default is to allocate GRP's as Proportional to Audience Share for each Vendor/Format combination – and this default cannot be changed. That is, the vendors/formats with the largest audience shares will get more GRP's, and those will the smaller audience shares will get less GRP's. You can view the Audience Share in the Inventories pane. The Allocation method can be changed "on the fly" to:
        - **Equal Allocations:** Equal GRP's across vendors and formats
        - **Largest Audience:** Distribute most or all GRP's to the vendor/format with the largest audience share
        - **Largest Inventory:** Distribute most or all GRP's to the vendor/format with the largest amount of inventory
        - **Proportional to Inventory:** Distribute more GRP's to the vendors/format with the larger inventories, and less GRP's to the vendors/formats with the smaller inventories.
    - o Lets you override the Weekly GRP goal set in the Preferences ribbon, and is then used to auto-generate a new plan across all markets, based on the new goal.
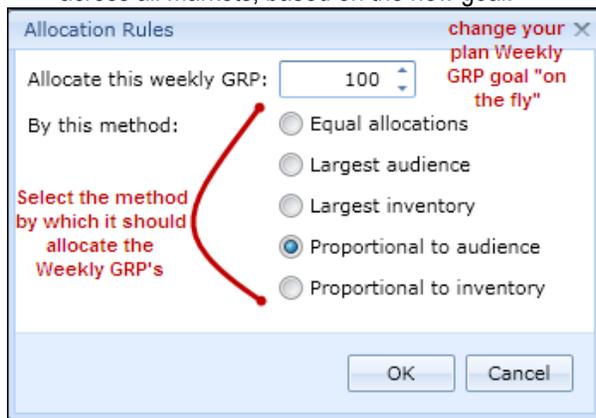
- **Planning-Market Summary Pane**
  When you click on this pane you will get an auto-generated plan for each Target and Market, based on the Weekly GRP goal set as your default in the Preferences button. It uses the default business rule of Proportional to Audience to distribute the Weekly GRP's, as set in the Allocation button.
  - This is a market summary and does not display which Vendors and Formats were selected, or how many panels are allocated to each. It shows the overall # of panels allocated, and the Reach and Frequency results. At the bottom of this screen you will see an overall average across all selected markets.
  - You can edit cells in the columns that are active – Panels, Weeks, Weekly Target GRP, Total Target GRP or Reach. Any entries here will override the Allocation rule for GRP's. If you adjust the numbers in any of these columns, all results will update accordingly.
  - If you enter a value in an active field and click Apply to All from the ribbon, the same value will be used across markets
  - If you have multiple Targets, the results shown are for the Target displayed in the Target drop-down. Click the drop-down arrow to change to another target to see those results.
  - Percentages displayed can be based on different populations. This is controlled by the % Base options in the menu:
    - **Home Market:** Results for each market are based on the Target population of that market. You would want to use this if you are mixing these results with other RF results for the same market.
    - **Sum of Markets:** Results are based on the sum population of all listed markets for that Target. You would want to use this if you are mixing results with other RF results for the same sum of markets.
    - **National:** Results are based on the national population for that Target. You would want to use this if you are mixing results with other RF results calculated on the national Target population.
  - The information in this pane can be printed and exported to multiple file types.

Selections	Inventories	Planning - Market Summary		Planning - Inventory Detail		Performance	Population				

Market	Panels	Weeks	Estimated Cost	Inventory	Weekly Target GRP	(000) Target Impressions	Target GRP	CPM	Target Reach	Avg Frq	Effective Reach
New York, NY	152	4	$279,538	23,967	99.59	18,847	398.35	$14.90	51.58 %	7.7	35.84 %
Philadelphia, PA	54	4	$130,862	8,533	107.23	7,428	428.90	$17.88	53.52 %	8.0	37.40 %
San Francisco et al, CA	57	4	$85,144	7,402	99.13	6,658	396.54	$12.79	50.96 %	7.8	35.15 %
	263		$495,544	39,902	101.12	32,934	404.48	$15.14	51.87 %	7.8	36.03 %

Plans are based on a Weekly GRP goal of 100, based on my Preferences. Results at bottom are a weighted average across all listed markets.

- **Planning-Inventory Detail Pane**

  When you click on this pane you will get an auto-generated plan for each Target and Market, based on the Weekly GRP goal set as your default in the Preferences button. It uses the default business rule of Proportional to Audience to distribute the Weekly GRP's, as set in the Allocation button.

  - This pane provides greater detail than the Planning-Market Summary pane, where you can make more specific changes to your plan.
  - Because it displays more detail than the Market Summary pane, it only displays one market at a time. To change markets, click the Market drop-down and select a new market.
  - It displays each Vendor and Format, how many panels were allocated to it, and the calculated results for each inventory line. At the bottom of this screen you will see the same market total that you see in the Market Summary pane.
  - You can edit cells in the columns that are active – Panels, Weeks, Estimated Cost, Weekly Target GRP, Total Target GRP or Reach. Any entries here will override the Allocation rule for GRP's. If you adjust the numbers in any of these columns, all results will update accordingly in both Planning panes. You can only override Estimated Costs from this pane because it displays those costs at the vendor/format level.
  - If you enter a value in an active field and click Apply to All from the ribbon, the same value will be used across inventories for that variable.
  - If you have multiple Targets, the results shown are for the Target displayed in the Target drop-down. Click the drop-down arrow to change to another market to see those results.
  - Percentages displayed are based on the % of Base that was chosen while in the Market Summary Pane and cannot be changed from here.
  - The information in this pane can be printed and exported to multiple file types.

  You may see other market results in the Inventory Detail pane. This happens when there is spill into your selected market. (see Spill section for explanation).

Selections	Inventories	Planning - Market Summary	Planning - Inventory Detail	Performance	Population								
Market	Vendor	Format	Panels	Weeks	Estimated Cost	Inventory	Weekly Target GRP	(000) Target Impressions	Target GRP	CPM	Target Reach	Avg Frq	Effective Reach
New York, NY	Adams	Bulletins	0	4	$0	25	0.00	0	0.00	$0.00	0.00 %	0.0	0.00 %
New York, NY	Adams	Posters	1	4	$349	107	0.01	19	0.03	$17.95	0.01 %	5.4	0.00 %
New York, NY	Atlantic Outdoor	Bulletins	0	4	$0	8	0.00	0	0.00	$0.00	0.00 %	0.0	0.00 %
New York, NY	Barrett Outdoor Com	Bulletins	0	4	$0	39	0.00	0	0.00	$0.00	0.00 %	0.0	0.00 %
New York, NY	CBS Outdoor	Bulletins	7	4	$76,473	1,023	0.76	2,088	3.03	$36.62	0.51 %	6.0	0.31 %
New York, NY	CBS Outdoor	Junior Posters	8	4	$1,976	1,332	0.13	344	0.50	$5.74	0.09 %	5.4	0.05 %
New York, NY	CBS Outdoor	Posters	13	4	$13,759	2,060	0.43	1,196	1.74	$11.51	0.31 %	5.6	0.18 %
New York, NY	CBS Outdoor	Urban Panels	11	4	$12,353	1,553	0.51	1,411	2.05	$8.75	0.41 %	4.9	0.23 %
New York, NY	Cemusa	Newsstands	1	4	$0	108	0.08	215	0.31	$0.00	0.06 %	5.4	0.03 %
New York, NY	Cemusa	Transit Shelters	36	4	$34,052	5,663	1.40	3,862	5.61	$8.82	1.05 %	5.4	0.60 %
New York, NY	Clear Channel	Bulletins	4	4	$52,026	576	0.51	1,412	2.05	$36.85	0.34 %	6.1	0.20 %
New York, NY	Clear Channel	Junior Posters	0	4	$0	16	0.00	0	0.00	$0.00	0.00 %	0.0	0.00 %
New York, NY	Clear Channel	Posters	3	4	$1,644	410	0.05	140	0.20	$11.76	0.04 %	5.6	0.02 %
New York, NY	Clear Channel	Transit Shelters	4	4	$2,270	627	0.09	246	0.36	$9.24	0.07 %	4.9	0.04 %
New York, NY	FUEL Outdoor	Bulletins	0	4	$0	44	0.00	0	0.00	$0.00	0.00 %	0.0	0.00 %
New York, NY	Interstate Outdoor	Bulletins	0	4	$0	47	0.00	0	0.00	$0.00	0.00 %	0.0	0.00 %
New York, NY	Interstate Outdoor	Posters	0	4	$0	44	0.00	0	0.00	$0.00	0.00 %	0.0	0.00 %
			168		$279,538	26,304	6.85	18,847	27.39	$14.90	3.55 %	7.7	2.46 %

- **Planning on Different Targets**

  An initial plan is automatically generated on the default 18+ target when you go to the Planning-Market Summary or Planning-Inventory Detail panes, based on the Weekly GRP Goal set in your Preferences tab. If you wish to plan on a target other than 18+:

  - Switch to your planning Target and manually enter your input for each market OR
  - Switch to your planning Target, click on the Allocation button, select a Weekly GRP goal if different than the default shown, and click OK. This will auto-generate a new plan for all listed markets, based on the new Target.

- **Spill**
  - o Spill is audience that is reached in a market outside of an inventory's home market. That is, if I am planning for New York and Philadelphia, there may be some panels in one market that are seen by people residing in the other market. New York DMA respondents may see panels bought in Philadelphia – and vice versa.
  - o You will see "Spill" detail in the Planning-Inventory Detail pane. Any panels bought in Philadelphia that are seen by the New York target, will contribute to New York's overall results. Any cost associated with the Philadelphia panels will not be incurred in the New York plan, since the panels were purchased as part of the Philadelphia plan. They will be grayed out when looking at the New York Inventory Detail pane.
  - o The more planned markets that have "Spill" into your home market, the greater the impact on that home market's results.

6. Printing and Exporting

The results displayed in any pane except for the Selections pane can be printed and exported to various file types.

- **Printing:** Click the Print and Export button on the ribbon. It will open into a Print Preview.
  - o Use the controls at the top of the window to select Printing options.
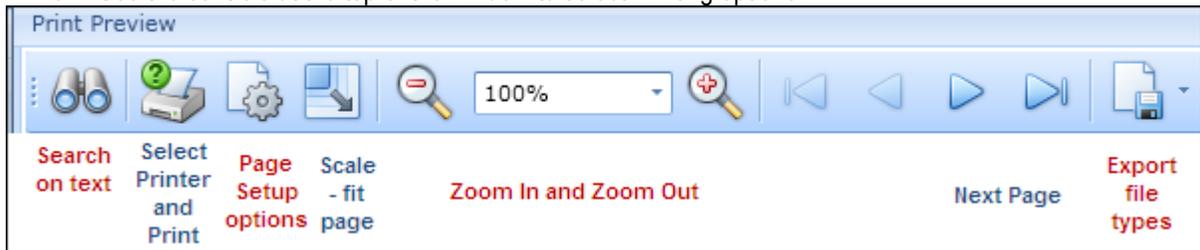
- **Exporting:** Click the Print and Export button on the ribbon. It will open into a Print Preview.
  - o Use the drop-down at the far right to select the file type you wish to export to.
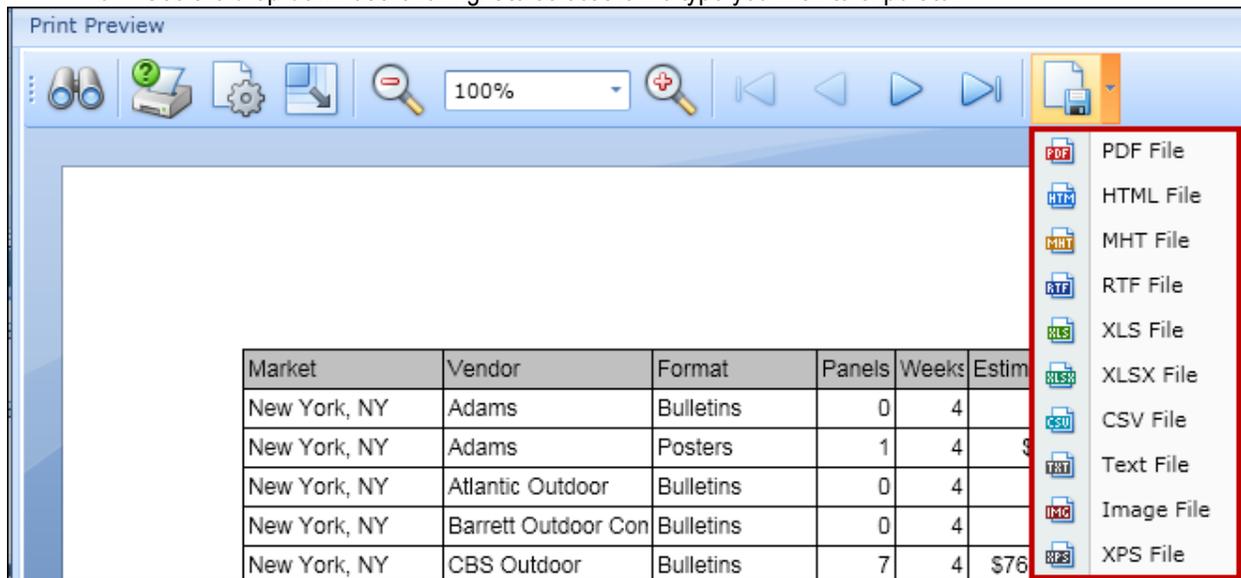
7. Saving Plan Files

You can save your plans to your local environment or to the Nielsen servers for easy retrieval from any PC or MAC. Go to the Save button on the ribbon. A place-holder file name of Plan 1, Plan 2, etc. will appear at the top of your screen for each analysis you do, until you give it a permanent save file name. This place-holder is not saved upon exiting, and the system will prompt you to save your plan.

- **Saving Plans Locally:** Click on "Save Locally as….". This will save your file to any location you designate on your hard drive or on a network drive you have access to. Your file will have the file extension *.outdoorplan.
- **Saving Plans to the Nielsen Server:** Click on "Save" or "Save to Server as…". This will save your file to a Nielsen server that you access from any PC or MAC you are using to get into the Nielsen Outdoor Planner program. When you save to the Nielsen server, your file will not display any file extension – only the name you give it.
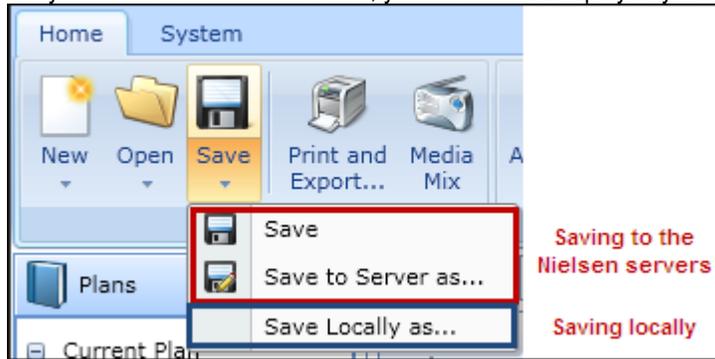
8. Performance View

This view is selected by clicking the Performance pane and charts a market comparison of the Chart variable, Target and % of Base that you select. Click on the drop-down to change your Target, Chart variable or % Base.

- Charts can be printed and exported
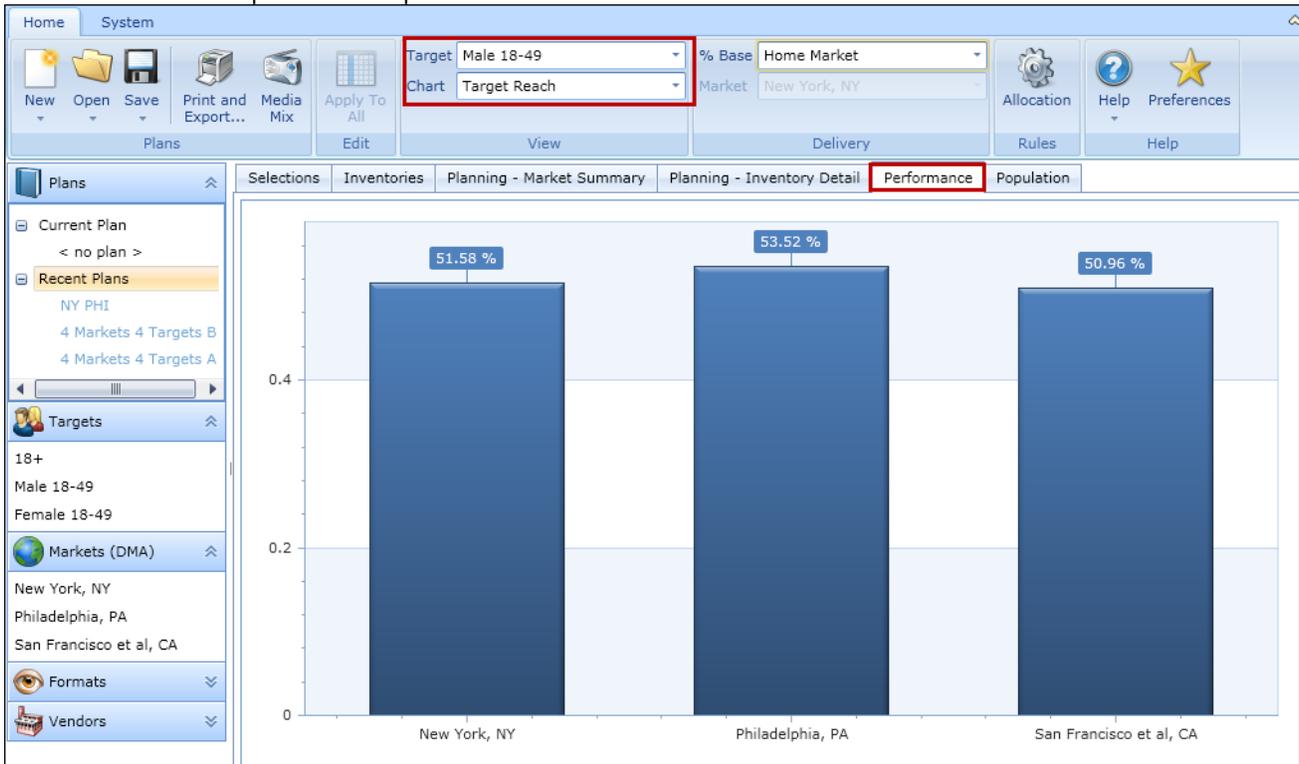
9. Populations Pane

The purpose of the Populations view is to enable you to see latest population estimates for your selected targets and markets.

- Information in this pane can be printed and exported.

Selections	Inventories	Planning - Market Summary	Planning - Inventory Detail	Performance	Population

DMA	18+	Male 18-49	Female 18-49	
Atlanta, GA	4,848,649	1,562,394	1,552,233	
Boston et al, MA-NH	5,037,454	1,456,189	1,468,057	
Chicago, IL	7,328,073	2,247,392	2,225,733	
Dallas-Ft. Worth, TX	5,247,986	1,759,515	1,655,099	
Houston, TX	4,533,967	1,489,141	1,432,558	
Los Angeles, CA	13,313,598	4,312,795	4,125,442	
New York, NY	16,207,274	4,731,262	4,790,696	
Philadelphia, PA	6,109,686	1,731,888	1,778,270	
San Francisco et al,	5,405,733	1,679,116	1,567,930	
Washington et al, D	4,946,206	1,515,751	1,536,314	

10. Export to Mediamix

Your plan results can be exported for use in Nielsen Mediamix, directly from any pane. This enables you to mix your Outdoor plan results with other media results in the same geography to create a total campaign result.

- Before creating a Mediamix file, make sure that your onscreen display reflects the Target and % of Base result that you wish to export.
- To create an export file for Mediamix, click on the Mediamix button on the ribbon. It will prompt you for a location to save your *.MIX files required to import into Mediamix.
  - o If you export from the %Base of Home Market, it will save each individual market to its own *.MIX file – and save them all to a ZIP file that you name. You will have to unzip these files before importing them into Mediamix. The zipped files will bear the save file name you gave it, plus the market name, so that you can tell what they are. You should only mix a market file with media results for the same market.
  - o If you export from the %Base of Sum of Markets, it will save a single *.MIX file which represents the results across the total planning geography (i.e. sum of markets). You should only mix this type of file with other media results from the same geography definition.
  - o If you export from the % Base of National, it will save a single *.MIX file which represents the nationalized results for the Target population. This file should be mixed with other media results that are also national.
- If you have not saved your plan, all *.MIX files will bear the name of the place-holder file (e.g., Plan 1) and the market name. If you have saved your plan, all *.MIX files will bear that file name and the market name.
- To import a *.MIX file, open your Mediamix program and click File/Import Schedules. Browse for the *.MIX file you need.

11. Help

The down arrow under Help provides access to Nielsen Outdoor Planner Help and About Nielsen Outdoor Planner. Nielsen Outdoor Planner Help provides access to a number of downloadable user guides. About Nielsen Outdoor Planner shows the application version number.