# egta Cost per Thousand Database 2008 Technical and marketing factors that have an influence on the cost per thousand

## User manual v9.0 // egta 2008



## **Table of Contents**

#### 1. Minimum requirements

- An Intel Compatible PC Pentium<sup>™</sup> III 500 MHz or higher
- At least 256 MB of RAM
- A Hard disk with at least 100 MB of free space
- Win 2000 (with Service Pack 4 or later), or Win XP (with Service Pack 2)
- Microsoft Outlook or Outlook Express or another email application that is MAPI compliant installed and configured properly
- A min. 1024x768 video board and compatible monitor
- Recommended: An Intel Pentium III PC with Win XP Professional SP2

#### 2. Installing the database

**IMPORTANT:** YOU MUST HAVE THE APPROPRIATE RIGHTS TO INSTALL THIS DATABASE WHEREBY YOU WILL ALSO BE INSTALLING A NEW PROGRAM.

- Download the database from the egta link provided in your email.
- Once the database is completely downloaded, the setup should begin automatically (fig. 2a). If it does not, navigate to your desktop and double click on the setup icon.
- On the "Setup C000 TV 2008" setup wizard page, click on the "Next" button to continue the installation (fig. 2a).



 The next page that appears is the license agreement (fig. 2b). Once you have read it carefully, click on "I accept the agreement", and then click on the "Next" button.



 On the "Select Destination Location" page (fig. 2c), click on the "Next" button if you agree with the default location, i.e. C:\Program Files\c000 TV 2008. Otherwise, select your own destination location and then click on "Next".



 On the "Select Start Menu Folder" page (fig. 2d), click on the "Next" button if you agree with the default location, i.e. c000 TV 2008. Otherwise, select your own destination location and then click on "Next".



 Choose "Create a desktop icon" or "Create a Quick Launch icon" if you want to make a shortcut on your desktop or quick launch bar to access the database faster (fig. 2e). Click Next to continue the setup



- On the following screen (fig. 2f) check that all the information is correct and click 'Install' to begin installing the program.
- For any reason, if the information is incorrect, or you wish to change the choices you have made click 'Back' and correct them.



- Once the program has completed installation you will be prompted to 'Finish' the installation (fig 2g).
- You may choose to launch 'c000 TV 2008' automatically upon termination of the installation program.



IMPORTANT: PLEASE READ THE ATTACHED LICENSE CAREFULLY BEFORE USING THIS SOFTWARE. BY USING THIS SOFTWARE, YOU AGREE TO BECOME BOUND BY THE TERMS OF THE LICENSE. IF YOU DO NOT AGREE TO THE TERMS OF THE LICENSE, DO NOT USE THIS SOFTWARE.

#### 3. Starting the database

Click the "Start" button in the lower left corner of your screen then go into "Programs" and then "c000 TV 2008" and click on the "c000 TV 2008" icon (fig. 3a).
 \*note: you can click on the desktop shortcut or the quick launch shortcut if you created one during the installation of the program.





- Enter your user name: "egtac000" (Only for the first opening) (fig. 3b)
- Enter your password ("egtac000") and click OK. (fig. 3b)

Fig. 3b



#### 4. Viewing data

#### 4A. The Main Menu

From the Main Menu, click on:

- National files to access national data about any specific country.
- Comparative tables to compare answers from either all countries or for subset of them with a fixed selection of criteria.



#### 4B. The National Files Menu

 When in the National files menu, to go back to the Main Menu, click on the button (fig. 4a).





- Select a country by clicking on the country scrolling menu (fig. 4b).
- Browse the data from the beginning by double-clicking on General information about the country or access a specific chapter by double-clicking on the name of this chapter.
- When clicking once, the content of the selected chapter appears on the right.

 You may choose to access a specific page with the button "Go to page" button in the bottom right corner (fig. 4b). Enter the page number you want to browse and click on "Go to page".

••• 17 2008 - egtacooo 482 - National File -	s Menu		ٽ] م
Select a country	Select a cha	pter	Contents of the chapter
Austria	A. General Informa	tion about the country	A. General information about the country
Austria Eelgium-North Eelgium-South	B. Advertising in all	media	•
	C. TV market in ge	neral	PAGE 1 Total population, area, GDP, GDP/capita, Inflation rate, PPS per capita, currency and conversion rates
Eulgaria	D. Television advar	tixing	
Croatia	E. Price of advertisi	ingr technical factors	
Czesh Republic Fatonia	F. Price of advertisi	ngi marketing factors	
Finland	(F01)-(F06)	Market structure	
Germany	[ro7]-[ro8]	Advertising format	-
Hungary	[409]	Seasonality	
Daly	[P10]-[P11]	Advertising placement	
Litrue ora	[#12]-[#15]	Formats - Selling mode	
	(F156)-[F158)	Pricing and Sales Methods	
	[#16]-[#20]	Transparency of the market	-
	[F22]-[F28]	Cost/000 - Target groups	
		eneral information	Provide statements and the second statements

 When you are in the National files mode (fig. 4c) on any page, to go to the next page, click on the >> button (fig. 4d). To come back to the previous page, click on the << button. To return to the National files menu, click on the Files Menu button (fig. 4d).

· · ·	General Informatio	n	• []]	PROFET TABLES PAGE FLUESHERN HALEN				
0]	Sales Houses	of the person responsible for com-	valating the questionnaire.					
	TATUT Rates House Name	(403) Bases	facult final	(and Comment				
	(ADI) Sales House name	(NO2) Name	[A04] Email	(ADC) Comment				
	TRAUBLE Austria	Finder finde	Enter skale finanskis at					
	ATV Privat-TV Services	Christian Meser	shristian.mosar@atoplus.at					
1]	Country Data							
	[A11] Tetel executeines	1 102 011		Taxan and a				
	[A12] Land see (ball)	02.071	[All4] source(s)	[ALIS] Comment				
	(A14) GDR (Million of RIR)*	272 669 Externet	Execution 2000					
	(A14) GOP per capita (EUR)	32 856						
	(A341 PPS (Millions of PPS)*	264 307 S Forecest						
	(A331 PPS per capita (PPS)	31 848						
	[A41] GD#/##5	103.2%						
19]	Inflation							
	[A1904] Infl. rate 2004 (actual)	2.00%	[A195] Source(s)	[AtSc] Comment				
	[A1905] Infl. rate 2005 (actual)	2.10%	Eurostat 2008					
	[A1906] IAR. rate 2006 (actual)	1.70%						
	[A1907] Iv8. rate 2007 (actual)	2.20%						
	[A1908] Ivfl. rate 2008 (forecast)	2.30%						
20]	Currency & Exchange							
	[A20] Currency	Euro	[A231] Source(s)	[A24c] Comment				
	(A21) Symbol	0.0						
	[A2237] Exchange rate 2007* EUR/EUR	1.050						
	(A2237b)Exchange rate 2006* EUR/EUR	1.050						
	(#2220) Rate 2007/Rate 2006*							



 You may choose to access a specific page with the button, "Go" (fig. 4e). Select the country and/or enter the page number you want to browse, then click on "Go".

Fig. 4e				
Country :	Austria	Page :	1	GO

 Please note that you will see occasional \* which indicates that more information is available for a specific question via tooltip. To view the tooltip, simply hold your mouse over the asterisk, and the additional information will appear.

#### 4C. Comparative tables

In total there are 26 tables, each with a selection of fixed criteria (fig. 4f). To access one of those tables, double click on the desired table button.

000	gat about			
TA C	main menu omparative Tables Menu			[ă
١.				ante ett
Sel	ect a table	Content	s of the table	
12	General information	Table 1. Ger	eral Information	
2.	Levels of advertising investments	· · · · · · · · · · · · · · · · · · ·		
2.	TV advertisers	(#2221)	C/000 TV	
4.	12 Global Actors (TV inv./Total TV inv.)	[A11]	Pepulation	1/24
5.	12 Global Actors (Weight of TV)	10000		
6.	Advertising adapted per media (EUR)	[A13]	Land Area (km2)	1/34
7.	Advertising adaptend per media (%)	[A17]	Density (inh./km2)	
p.	Evolution of investment per media (2005)/2006/2007			
p.,	Hot sectors : cars, alc. bev., pharmaceuticals, feod, children toys & financial serv.	[A14]	GDP 2507	
19.	TV Landscape	[616]	GDP / Casilia 2007	\$/24
11	Technical audience measurement factors	1000		
12.	Adapend per hour	[441]	GDP / PPS 2007	1/34
13.	Breakdown of total adv, time per hour	14391	805 / Charles 2007	162764
14	Index Adspend / Adv. Time	10001		
15.	GRPs, TV adspend & adv. time	[A1907]	Inflation rate 2007	1/34
16.	TV advertising Pressure & Viewing time		100000000000000000000000000000000000000	
17.	Price Index / Epot length	[M1908]	Trustion rate 2004 (Forecast)	
18	Broadcasting time / Spot length	[A2238]	Exchange rate 2007/2006	1/24
19,	Advertising placement (Part 1)			
20.	Advertising placement (Part II)			
21.	Format & Selling mode			
22	Seasonal Index of C/D00			
23.	Seasonal index of TV adapend			
24.	Seasonal index of adv. time			
25.	Index TV adapend / Index adv. time			
2.0	C/000 according to WalkC			table 1

- To access the main menu when you are in the Comparative tables menu, click on top right button (fig. 4a).
- To navigate between the tables, click on the >> or << button at the top of the screen (fig. 4g).

i	g. 4g												
	Comparat Genera	ive Table	es   table mation	01 / 26					(het figures)	[스] [4	.][.	<b>[d</b> ]	[ŭ]
Ĭ	all Country [ADI0]	C/000 TV	Population	Land Area km <sup>2</sup>	Density Pop.	GDP [A14]	COP /capita	GDP/PPS	PPS /capita [A33]	Infl.Rate 2007 [A1907]	Infl.Rate 2000 [A1908]	Exch. Rate 2907/06	Country (A000)
	Austria	14.8 EUR	8 298 923	83 871	95	272 669	32 856 EUR	103.2%	31 848 EUR	2.2%	2.3%		Austria
=	Belgium-North	18.3 EUR	6 335 494	30 528	345	330 800	31 253 EUR	105.2%	29 700 EUR	1.8%	2.0%		Belgium-Nor
=	Belgiumi-South	18-3 EUR	4 249 040	30 528	345	330 800	31 253 EUR	105.2%	29 700 EUR	1.8%	2.0%		Belgium-Soa
=	Bulgaria	3.0 EUR	7 640 240	111 900	68	28 899	3 782 EUK	39.7%	9 516 EUR	7.6%	8.0%		Bulgaria
=	Canada (Quebec)		7 700 200	1 542 056		204 313	26 531 EUR	127.1%	20 869 EUR	3.6%	2.0%	3.19	Canada (Que
=	Croatia	4.7 EUR	4 441 230	56 610	7.0	37 489	8 441 EUR	64.0%	13 168 EUR	2.0%	4,7%	0.29	Croatia
=	Czech Republic	0.6 EUR	10 345 924	78 866	131	120 120	12 305 EUR	61.6%	20 114 EUR	3.0%	2.5%	-2.01	Crech Repub
=	Estonia	0.6 EUR	1 242 409	45 227	20	15 547	11 501 EUR	65.2%	17 765 EUR	6.7%	7.2%		Estonia
=	Finland	12.0 EUR	5 276 955	338 145	16	170 759	33 875 EUR	114.8%	29 504 EUR	1.6%	1.0%		fieland
=	France	9.3 EUR	63 573 000	549 000	116	1 892 242	29 765 EUR	108.2%	27 517 EUR	1.5%	2.3%		France
=	Garmany	11.0 EUR	82 314 906	356 674	231	2 423 800	29 445 EUR	103.9%	28 345 EUR	2.3%	2.4%		Cormany
=	Hungary	9.1 EUR	10 046 158	93 020	108	101 077	10 041 EUR	62.9%	15 966 EUR	7.9%	7.8%	-4.99	Hungary
=	Ireland	11.5 EUR	4 314 634	70 273	61	185 632	43 024 EUR	117.7%	26 549 EUR	2.9%	2.9%		Ireland
=	Italy	4.1 EUR *	59 131 287	301 302	196	1 535 540	25 968 EUR	102.6%	25 300 EUR	2.0%	2.1%		Italy
=	Lithuania	10.3 EUR	3 384 879	65 300	52	28 018	8 277 EUR	55.8%	14 834 EUR	5.8%	6.3%		Lithuania
=	Netherlands	15.0 EUR	16 382 000	41 526	394	559 537	34 156 EUR	104.7%	32 638 EUR	1.6%	2.5%		Netherlands
=	Pan-European												Pan-Europea
=	Poland	0.6 EUR	38 125 479	322 577	118	307 346	8 DEL EUR	59.6%	13 524 EUR	2.6%	2.8%	-2.91	Poland
=	Romania	13.7 EUR	21 430 000	238 391	91	121 431	5 614 EUR	56.4%	9 955 EUR	4.9%	5.2%	-3.39	Romania
=	Russia	1.0 EUR *	142 220 968	17 075 400		941 722	6 622 EUR	61.7%	10 737 EUR	11.9%	12.9%	2.75	Russia
=	Slovenia	11.0 EUR	2 024 335	20 273	100	22 542	16 569 EUR	74.1%	22 374 EUR	2.7%	4,1%		Slovenia
=	South Africa	2.1 EUR	47 900 000	1 219 912	22	200 292	4 101 EUR			7.1%	11.1%	13.29	South Africa
=	Spale		44 474 831	903 992	00	1 049 848	23 606 EUR	90.3%	26 151 EUR	2.8%	3.0%		Spain
=	Sweden		9 182 927	449 964	20	331 982	36 149 EUR	118.3%	30 569 EUR	1.7%	1.8%	0.09	Sweden
=	Switzerland	17.8 EUR	7 508 739	41 300	182	309 415	41 207 EUR	121.6%	33 886 EUR	0.8%	1.0%	4.49	Switzerland
=	Turkey	5.2 EUR	73 422 974	780 580	94	478 674	6 519 EUR	62.9%	10 360 EUR	8.8%	5.5%	-1.29	Turkey
=	Ukraine		46 465 691	603 700	77	84 497	1 818 EUR	92.3%	1 949 EUR	11.6%	10.9%	9.09	Ukraine
=	United Kingdom	7.6 EUR	40 852 828	241 752	252	2 023 589	33 254 EUR	113.5%	29 294 EUR	2.3%	2.3%	0.31	United Kingde

- You may also exclude one or several countries you are less interested in by clicking on the button - sign (fig. 4h) in front of each country line. To get back to the full list of countries, simply click on the button +sign in the top left (fig. 4h).
- To display only Western or Eastern European countries click on the buttons W or E in the top left corner of the table (fig. 4h).



 You also have the possibility to sort/rank the data, per column, in ascending order. To do so, click on the title of the column you wish to sort. After the column has been sorted, a 'Sorted' image will appear above the column (top of fig. 4i).

 C/000 TV [F2221]				
1.8 EUR *				
3.0 EUR				
3.1 EUR				
4.1 EUR *				
4.7 EUR				
5.2 EUR				
7.6 EUR				
8.6 EUR				
8.6 EUR				
8.6 EUR				
9.1 EUR				
9.3 EUR				
10.3 EUR				
11.0 EUR				
11.0 EUR				
11.5 EUR				
12.0 EUR				
13.7 EUR				
14.0 EUP				
15.0 EUR				
17.8 EUR				

E:- 4:

- 17.8 EUR 18.3 EUR
- 18.3 6118
- Click on a specific data field to go to the related national file at the page where the related question is listed (fig. 4 i-j). Go back to the table last viewed by clicking on the Tables button (fig. 4k).





#### 4D. Export onto Excel

In this version of c/000, you may export data onto Excel from the comparative tables only. In each desired table, click the Excel button (fig. 4I).



The Excel document will automatically open with the exported information, related to the page and the countries you are browsing. The document can then be saved.

The database cannot export to versions earlier than Excel 97.

#### 4E. Using Multiple Windows

In this version of c/000, you can have multiple windows, showing different pages of the database, opened at the same time.

- Click on the 'New Window' button (fig. 4m), located on the bottom right corner of most of the windows, and a new window will appear on top of the one you were previously viewing.
- After opening multiple windows, in order to close them, you must click on the 'Close Window' button (fig. 4m) located in the bottom right hand corner.
   \*note: be careful not to close your last window as you will then be closing the database completely.

#### Fig. 4m

Close Window	New Window
Close window	nen maon

#### 5. Printing

#### 5A. Printing from the national files section

- You may print every layout featuring a Print button (fig. 4d).
- A simple click on this Print button will open a first dialog box (fig. 5a).
- To print the current page, select "This page"; to print all the pages about the current country, select "All pages".

## Fig. 5a



- A second dialog box appears (Print Set up) (fig. 5b) where you must select a printer, page orientation (landscape) and scaling. When ready, click on OK. In the second print dialog box (fig. 5c), next to Print choose Current record. (Attention: "current record" means all the information related to one country).
- Click OK.

#### Fig. 5b

? × Print Setup Printe Epson Stylus COLOR 740 ESC/P 2 Properties... Name: Status Bear Epson Stylus COLOR 740 ESC/P 2 Type: Where LPT1 Commen Paper Orientation • C Portrait Size: A C Landscape -Source: Automatically Select Network... OK Cancel



#### 5B. Printing to Adobe PDF

- You may print every layout featuring a **PDF** button.
- A simple click on this PDF button will open a first dialog box (fig. 5d).

nstall PDF Feat	ure		
You should first insta	all Primo PDF t	o use this fe	ature, do you wani
to install it now ?			

This dialog box asks you if you wish to install Primo PDF (PDF writer), if you do not currently have it. Click **Yes** to continue and a second dialog box will open (fig. 5e)

 This dialog box asks you to follow the Primo PDF installation wizard, without quitting the c/000 database software. Click OK to continue to the third dialog box (fig. 5f).



The Primo PDF setup wizard appears. Click on the "Next" button to continue the installation.



The next page that appears is the license agreement. Once you have read it carefully, click on "I accept the agreement", and then click on the "Next" button.



On the "Select Destination Location" page, click on the "Next" button if you agree with the default location, i.e. C:\Program Files\PrimoPDF. Otherwise, select your own destination location and then click on "Next".



Once the program has completed installation you will be prompted to 'Finish' the installation. The wizard will then close.



Once you have closed the Primo PDF wizard, the c/000 database will ask you if you have succeeded in installing the Primo PDF software. Click Yes if this is the case.



You are then ready to print to PDF from the c/000 database. To print the current page for this country only, select "This country"; to print the same page for all countries, select "All countries".

Message			
Do you want to create countries?	a PDF for thi	s page for this c	ountry or for all the
	Cancel	All countries	This country

You will then have the options to save and name your PDF document at the option **Save As.** Once you have selected where to save your pdf and what to name it, click on **Create PDF**.



#### 5C. Printing from the comparative tables section

 You may print every table by clicking on the print button in the menu above the table (fig. 5g).





- A first dialog box appears (Print Set up) (fig.5b) where you must select a printer, page orientation (landscape) and page size.
- Ensure you change your page size to A3.
- When ready, click on OK.

#### 7. Troubleshooting

If you are unable to enter the database (A dialog box appears 'FileMaker Pro could not be launched because of incorrect installation, missing components or insufficient memory'): check that your computer complies with the minimum requirements (See 1. Minimum requirements) and that you have Internet Explorer 4.0 or a later version installed. Contact your system administrator for further inquiries.

If you are unable to go back to the Main Menu, press Alt-Ctrl-Del to quit the application, then click End Task. If the problem occurs frequently, please send an email to egta@bh-a.com with as many details as you can provide.

#### Damaged files

Power failures, hardware problems or other factors can damage the database files. When the runtime application discovers a damaged file, a dialog box appears telling you to contact the developer. Simply reinstall the database (See 2. How to install the database).

#### **Cannot print comparative tables**

Try printing the table first to PDF, and then saving to your desktop. Re-try printing the comparative table again using the Print button.

#### **Technical assistance**

Email: <u>egta@bh-a.com</u>				
Tel:	+32-2-345 78 52			
Fax :	+32-2-538 21 66			

### For further inquiries

 Emails: katty.roberfroid@egta.com
 or

 rachada.tepsatra@egta.com
 +32-2-290.31.31

 Tel (Direct):
 +32-2-290.31.32

#### An initiative of:

egta, association of television and radio sales houses rue Wiertz, 50 B-1050 Brussels Belgium Tel: +32-2-290.31.31 Emails: katty.roberfroid@egta.com or rachada.tepsatra@egta.com Website: http://www.egta.com



This database solution was developed by:

BH&A sprl-bvba FileMaker® Solutions Alliance Partner-level Member Rue Vanderkinderestraat, 471 B-1180 Brussels Tel: +32-2-345 78 52 Fax: +32-2-538 21 66 Email: info@bh-a.com http://www.bh-a.com/



#### USER WARNINGS

This solution contains passwords, which can only be provided by the developer identified above.

This file is not customizable. Contact BH&A for information on customizing this database solution.

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