

L5M MediaFrontier System User Manual



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MEDIAFRONTIER - EXECUTIVE SUMMARY

Pod Position – The Pod Position section within Media Frontier allows the user to analyze Pods in multiple ways. The **Pod Array** application provides data on how many Pods a network has per 60 minutes. The **Pod Length** application shows the specific duration (30 seconds, 1 minute, etc). The **CC:AMZ** application illustrates to a user how many spots (for a company, category, network) were in the 1st position (A), the middle (M) and the last (Z). The **Position Counter** application takes a look at the programs a company advertised in and the positions their advertisements were placed (A, M, Z). The **Spot Retention** application shows how much of the audience an advertisement retained compared to the Minute Before the Pod (Producers Time).

Station Logs – The Station Logs section contains five applications designed for granular analysis of the All Minute Tape in conjunction with syndicated (MP+ or TNS) and proprietary (network logs) occurrence data. allows the user to analyze data on a very granular level. The **Minute by Minute** application provides ratings data for every minute of a program. It also provides detailed information about commercials, including creative information. The **Network Minutes** shows network program ratings on minute by minute basis for multiple networks. The **Minute Audit** provides the minute by minute ratings for a network program comparing the As-Run logs to the Station Log in the National Market (NMP, AMT, TNS). The **Minute Roll-up** application provides a ratings average for a series of minutes over a selected date span / time frame. Every telecast that aired in a particular minute is averaged – assuming the user selected more than one date so as to result in more than one telecast. The **Pod Rating** application takes a deep dive into a Pod, including Pod Number (the average rating of the 1st Pod, 2nd Pod), Pod Position (the ratings average of the 1st commercial in a Pod, 2nd commercial in a Pod, etc) and Number of Pods in a Telecast (the average ratings of the 5 Pods in a Program, 6 Pods in a Program, etc). **Source Minutes** application provides the distribution of Non-Program minutes on a Network / Program and will break-out the amount of time utilized for the airing of Commercials, Promos and PSAs. Furthermore, a side-by-side comparison can be run illustrating data variances (or lack thereof) from the AMT, MP (NMP) and / or TNS.

Clutter Analysis – The Clutter Analysis section provides analytical reports on the amount of non-program occurrences a network televises. The **Network Time by Genre** application shows the amount of commercial time in each genre on a network. **Non-Program Time** shows how much time a company / category advertised on a network / program. It illustrates the average time a company's / category's advertisement composed within each hour. The user has the option of analyzing all of the non-program minutes on a network by simply not selecting any company or category. **Promo Grid** provides a "Map" of where a network promotes its own shows.

Exact Minute Ratings The Exact Minute Ratings section allows the user to analyze the delivery of a company's / category(s) advertisements. Comparisons can be made between the delivery of the exact minute rating of the commercial to the previous element. The **Program Application** illustrates the specific program(s) a company / category(s) advertised in along with the exact minute ratings of that commercial. The **Telecast Application** is similar to the Program one in that it shows the specific telecasts a company / category(s) advertised in along with the exact minute ratings of that commercial. **Unit-by-Unit** provides advertisement data at the unit level. **Company Ranking** provides a listing of all the companies that advertised on a network(s) along with their total number of units. Additionally, the subsidiaries for each company that advertised are provided along with data at the unit level. Unit data includes the exact time a commercial aired. To see which brands advertised all the way down to the unit level, **Brand Ranking** is the application to use. **Creative Ranking** will provide all the units down to the titles of the creative that were advertised.



Pod Position

Pod Position – The Pod Position section within Media Frontier allows the user to analyze Pods in multiple ways. The **Pod Array** application provides data on how many Pods a network has per 60 minutes. The **Pod Length** application shows the specific duration (30 seconds, 1 minute, etc). The **CC:AMZ** application illustrates to a user how many spots (for a company, category, network) were in the 1st position (A), the middle (M) and the last (Z). The **Position Counter** application takes a look at the programs a company advertised in and the positions their advertisements were placed (A, M, Z). The **Spot Retention** application shows how much of the audience an advertisement retained compared to the Minute Before the Pod (Producers Time).

System: **MediaFrontier**

Section: **Pod Position**

Applications: (the following 5 applications reside within the Pod Position section)

Pod Array	5-6
Pod Length	7-8
CC:AMZ	9-12
Position Counter	13-14
Spot Retention	15-17



Station Logs

Station Logs – The Station Logs section contains five applications designed for granular analysis of the All Minute Tape in conjunction with syndicated (MP+ or TNS) and proprietary (network logs) occurrence data. allows the user to analyze data on a very granular level. The **Minute by Minute** application provides ratings data for every minute of a program. It also provides detailed information about commercials, including creative information. **The Network Minutes** shows network program ratings on minute by minute basis for multiple networks. The **Minute Audit** provides the minute by minute ratings for a network program comparing the As-Run logs to the Station Log in the National Market (NMP, AMT, TNS). The **Minute Roll-up** application provides a ratings average for a series of minutes over a selected date span / time frame. Every telecast that aired in a particular minute is averaged – assuming the user selected more than one date so as to result in more than one telecast. The **Pod Rating** application takes a deep dive into a Pod, including Pod Number (the average rating of the 1st Pod, 2nd Pod), Pod Position (the ratings average of the 1st commercial in a Pod, 2nd commercial in a Pod, etc) and Number of Pods in a Telecast (the average ratings of the 5 Pods in a Program, 6 Pods in a Program, etc). **Source Minutes** application provides the distribution of Non-Program minutes on a Network / Program and will break-out the amount of time utilized for the airing of Commercials, Promos and PSAs. Furthermore, a side-by-side comparison can be run illustrating data variances (or lack thereof) from the AMT, MP (NMP) and / or TNS.

System: **MediaFrontier**

Section: **Station Logs**

Applications: (the following 4 applications reside within the Category section)

Minute-by-Minute	19-22
Network Minutes	23-24
Minute Audit	25-26
Minute Roll-up	27-28
Pod Rating	29-32
Source Minutes	33-35



Clutter Analysis

The **CLUTTER ANALYSIS** section provides analytical reports on the amount of non-program occurrences a network televises. The **Network Time by Genre** application shows the amount of commercial time in each genre on a network. **Non-Program Time** shows how much time a company / category advertised on a network / program. It illustrates the average time a company's / category's advertisement composed within each hour. The user has the option of analyzing all of the non-program minutes on a network by simply not selecting any company or category. **Promo Grid** provides a "Map" of where a network promotes their own shows.

System: **MediaFrontier**

Sections: **Clutter Analysis**

Applications:

Network Time By Genre	37-39
Non-Program Time	40-41
Promo Grid	42-43

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EXACT MINUTE RATINGS

Exact Minute Ratings – The Exact Minute Ratings section allows the user to analyze the delivery of a company’s / category(s) advertisements. Comparisons can be made between the delivery of the exact minute rating of the commercial to the previous element. The **Program Application** illustrates the specific program(s) a company / category(s) advertised in along with the exact minute ratings of that commercial. The **Telecast Application** shows the specific telecasts a company / category(s) advertised in along with the exact minute ratings of that commercial. **Unit-by-Unit** provides advertisement data at the unit level. **Company Ranking** provides a listing of all the companies that advertised on a network(s) along with their total number of units. Additionally, the subsidiaries for each company that advertised are provided along with data at the unit level. Unit data includes the exact time a commercial aired. To see which brands advertised all the way down to the unit level, **Brand Ranking** is the application to use. **Creative Ranking** will provide all the units down to the titles of the creative that were advertised.

System: **Exact Minute Ratings**

Sections: **Program Application**

Applications: (the following 6 applications reside within the Exact Minute section)

Program	45-47
Telecast	48-50
Unit	51-52
Company Ranking	53-55
Brand Ranking	56-58
Creative Ranking	59-61