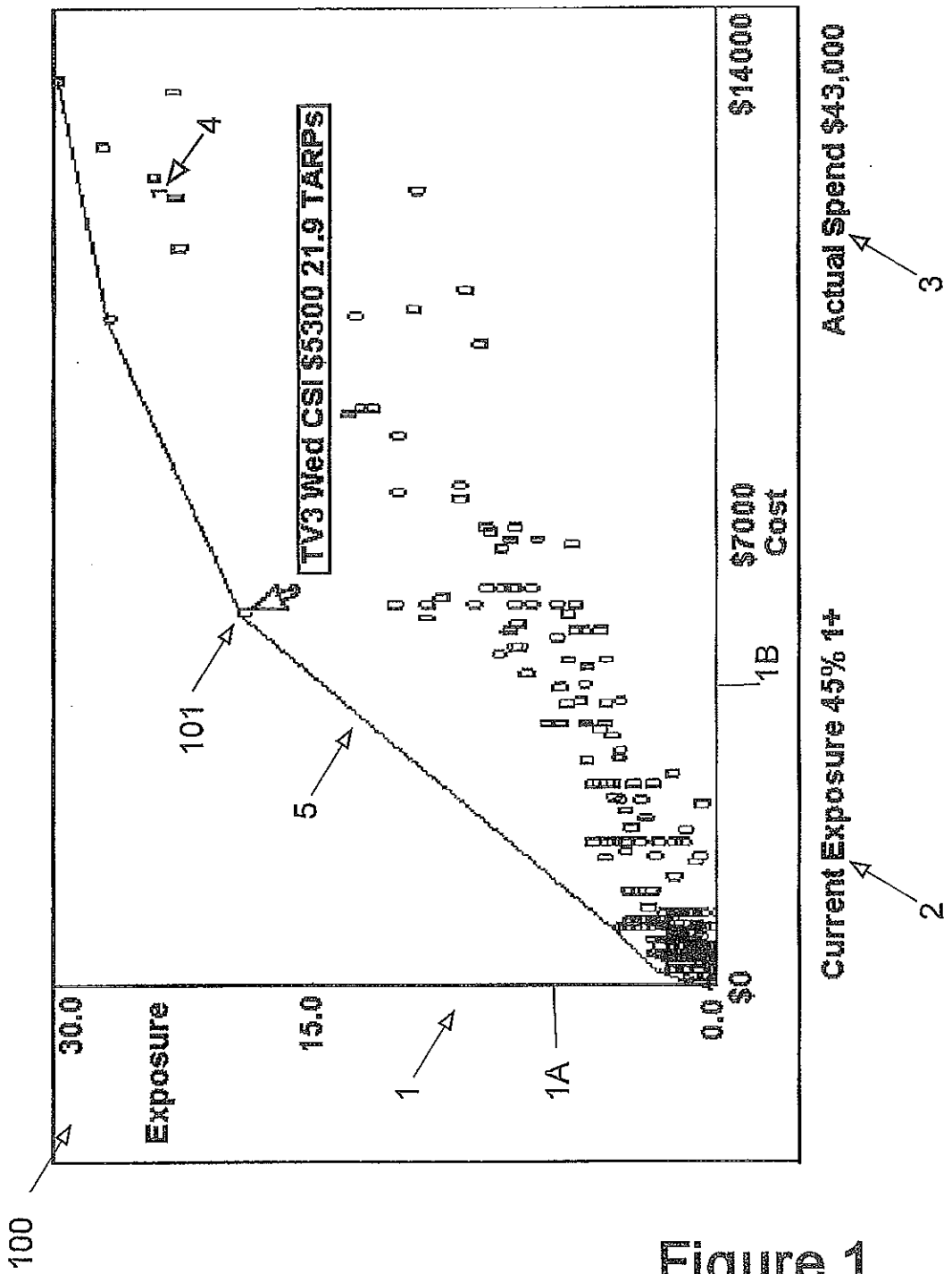

100
30.0
Exposure
15.0
0.0
$0
1
1A
1B
$7000
Cost
$14000
Current Exposure 45% 1+
2
Actual Spend $43,000
3
4
TV3 Wed CSI $300 21.9 TARPs
101
5

Figure 1

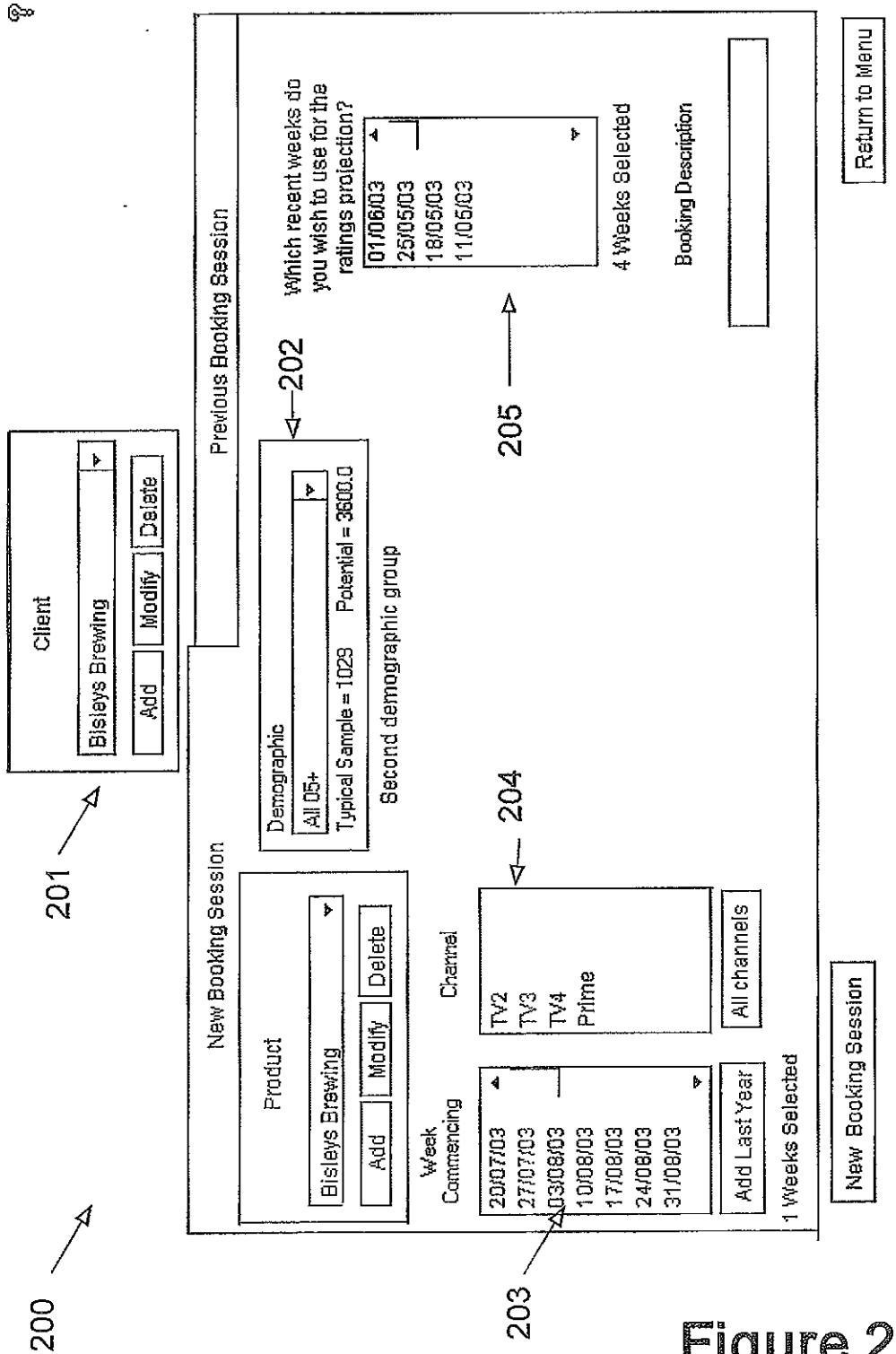

Client
Bisleys Brewing
Add
Modify
Delete
Previous Booking Session
New Booking Session
Product
Bisleys Brewing
Add
Modify
Delete
Week Commencing
20/07/03
27/07/03
03/08/03
10/08/03
17/08/03
24/08/03
31/08/03
Add Last Year
1 Weeks Selected
Channel
TV2
TV3
TV4
Prime
All channels
Demographic
All 05+
Typical Sample = 1028
Potential = 3600.0
Second demographic group
Which recent weeks do you wish to use for the ratings projection?
01/06/03
25/05/03
18/05/03
11/05/03
4 Weeks Selected
Booking Description
Return to Menu
New Booking Session
200
201
202
203
204
205

Figure 2

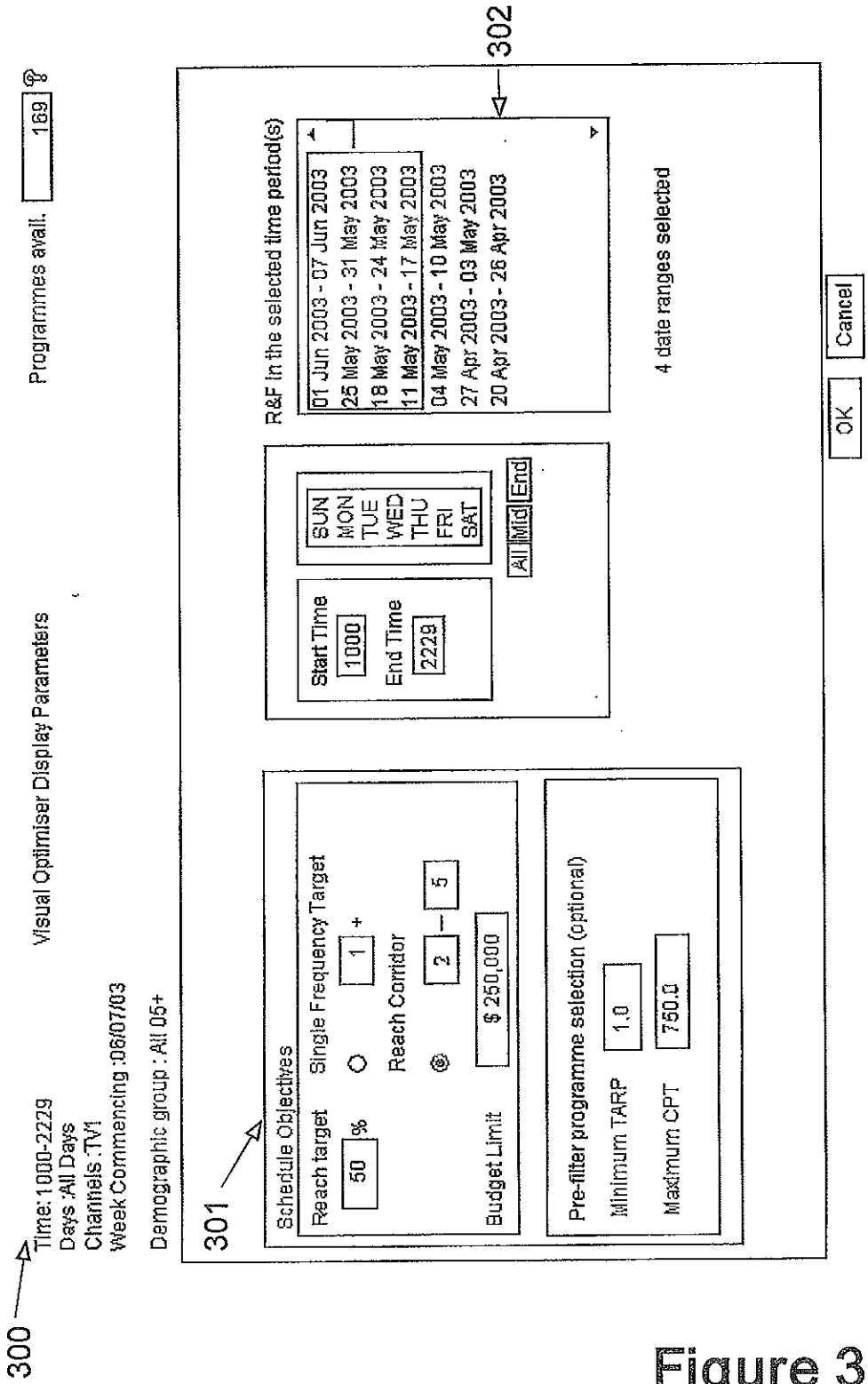

300
Time: 1000-2229
Days :All Days
Channels :TV1
Week Commencing :06/07/03
Demographic group : All 05+
Visual Optimiser Display Parameters
Programmes avail. 169
301
302
Schedule Objectives
Reach target
50 %
Single Frequency Target
1 +
Reach Corridor
2 – 5
Budget Limit
$ 250,000
Start Time
1000
End Time
2229
SUN
MON
TUE
WED
THU
FRI
SAT
All Mid End
R&F in the selected time period(s)
01 Jun 2003 - 07 Jun 2003
25 May 2003 - 31 May 2003
18 May 2003 - 24 May 2003
11 May 2003 - 17 May 2003
04 May 2003 - 10 May 2003
27 Apr 2003 - 03 May 2003
20 Apr 2003 - 26 Apr 2003
4 date ranges selected
Pre-filter programme selection (optional)
Minimum TARP
1.0
Maximum CPT
750.0
OK
Cancel

Figure 3

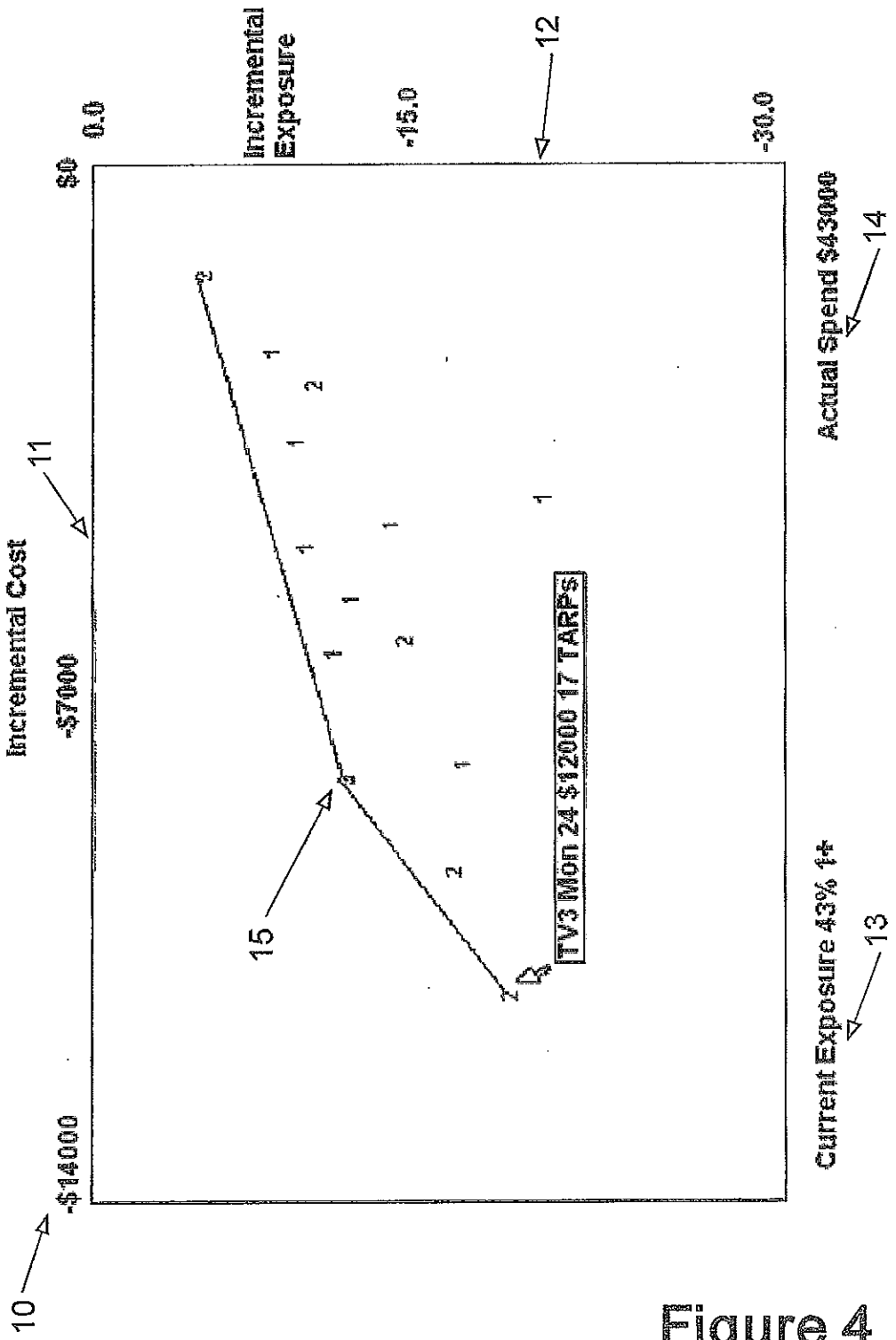

Incremental Cost
$0
-$7000
-$14000
Incremental Exposure
0.0
-15.0
-30.0
Actual Spend $43000
Current Exposure 43% ++
TV3 Mon 24 $12000 17 TARPs
10
11
12
13
14
15

Figure 4

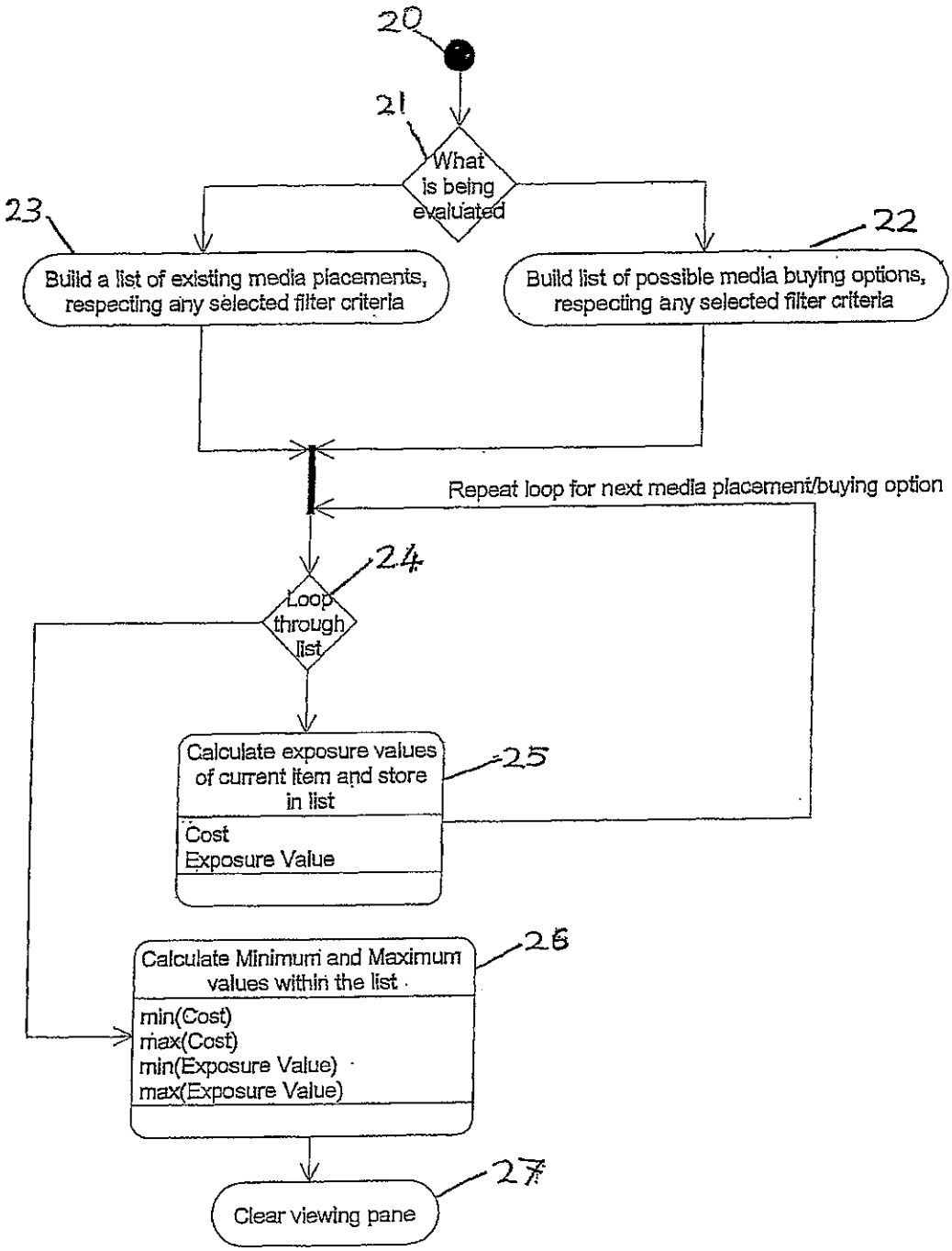

20
21
What is being evaluated
23
Build a list of existing media placements, respecting any selected filter criteria
22
Build list of possible media buying options, respecting any selected filter criteria
Repeat loop for next media placement/buying option
24
Loop through list
Calculate exposure values of current item and store in list
25
Cost
Exposure Value
Calculate Minimum and Maximum values within the list
26
min(Cost)
max(Cost)
min(Exposure Value)
max(Exposure Value)
Clear viewing pane
27

Figure 5

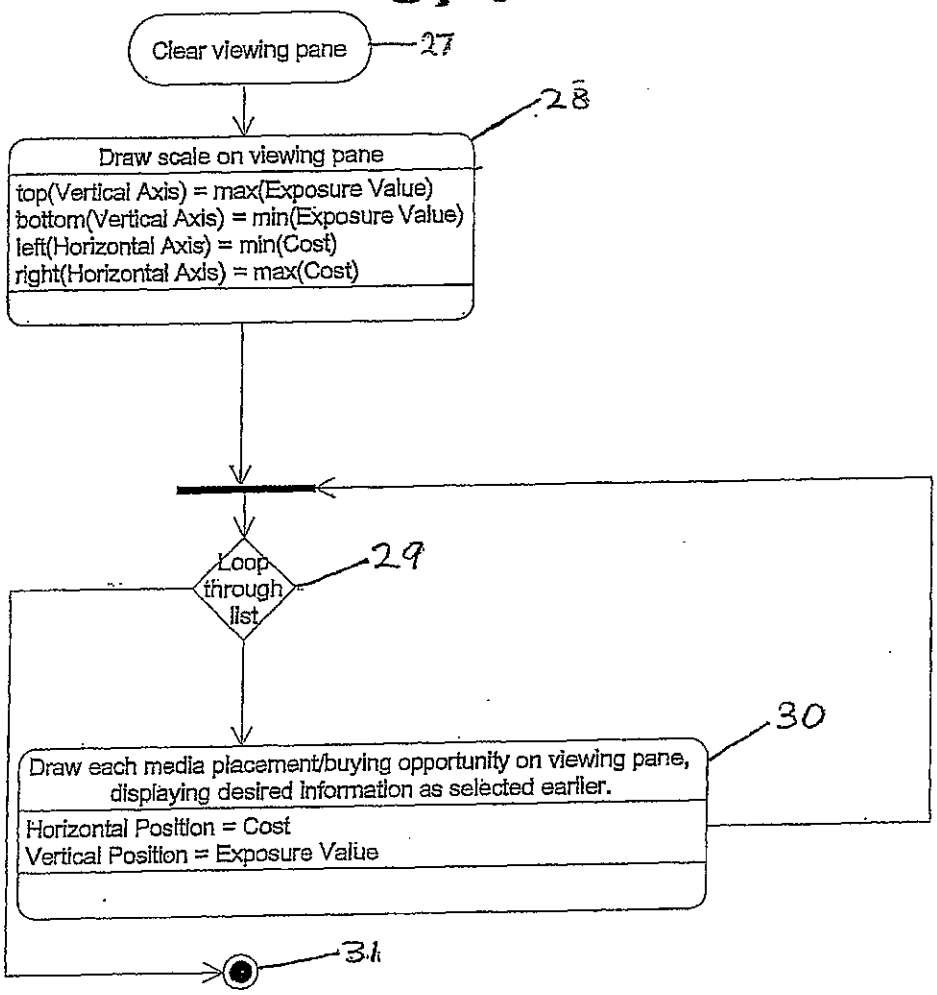


Figure 5 cont

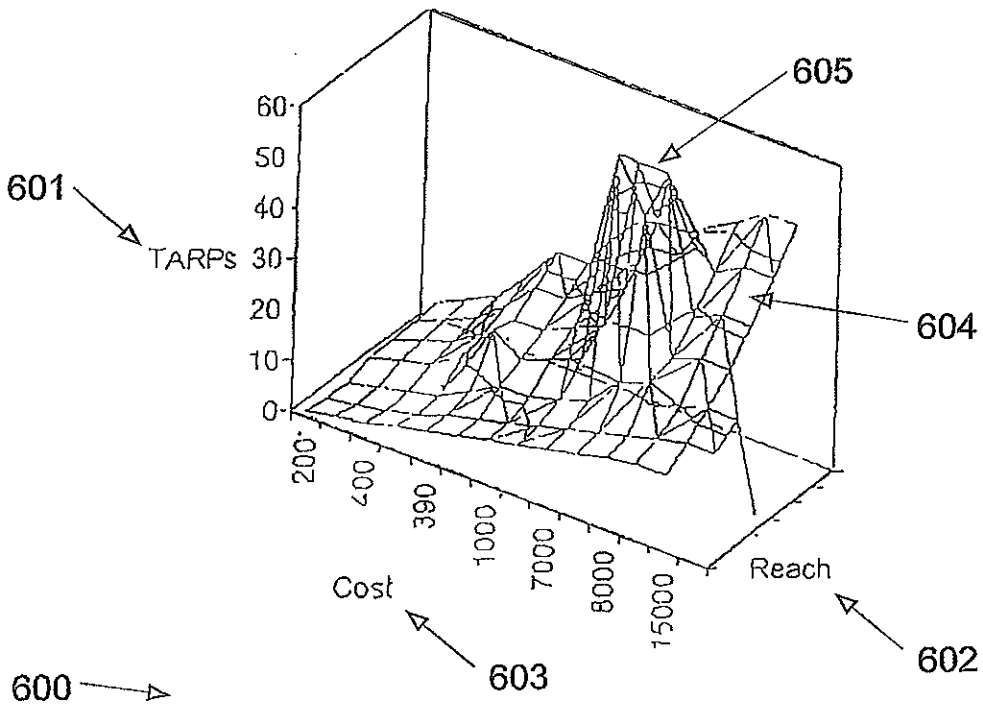

605
601
TARPs
60
50
40
30
20
10
0
604
200
400
390
1000
7000
8000
15000
Cost
Reach
603
602
600

Figure 6