TOP 2.0 User Guide

TOP – Transparency in Online Media Planning

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Arbeitsgemeinschaft Online Forschung e.V.

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**Publisher & Conception for TOP 2.0**

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Help & Support

It is very important to the AGOF to be in direct contact with our users. TOP is an initiative of the AGOF and its market partners. User feedback is a very important basis for further developing the media planning tool.

TOP 2.0 has been developed by COMsulting Gerhard Faehling GmbH on behalf of the AGOF. AGOF has commissioned COMsulting Gerhard Faehling GmbH to manage the ongoing support and distribution.

For all questions or comments regarding the online media planning process and its display in TOP please contact the AGOF:

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You can also contact us here if you have any questions, problems or comments:

Email

A central support email address ensures that your enquiry will immediately be transferred to one of our staff:

top-support@agof.de

TOP’s help menu includes the option “Support and Information”. When using this to send us your email enquiry, you will also be able to include the exact configuration data of your TOP system. This will provide our support team with additional information that will simplify and speed up the trouble shooting process.

Telephone

Of course, we will also be happy to answer your enquiries by telephone. Please feel free to call our Helpdesk on:

+49 (0)4503 / 70 33-16

Workshops

AGOF offers workshops on how to use the internet facts study with TOP for online media planning.

We will work with you to arrange the workshops to best suit your needs.

Simply send an email to us at:

workshop@agof.de

Homepage

Please visit the AGOF Homepage at

http://www.agof.de/top

Here we will keep you informed about the latest changes to TOP, and you will be able to find all basic information regarding online media planning with TOP.
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Introduction

Welcome to online media planning with TOP 2.0!

This user guide will give you an overview of the online media planning options offered in TOP 2.0. The principal technology of TOP 2.0 is based on the mediMACH system and allows former mediMACH users a smooth transfer to the world of TOP.

Based on the users’ feedback, user friendliness and specific functionalities in TOP have been improved. We paid particular attention to the requirements of media planners. For example, media selection in TOP has been optimised. By means of a navigation aid, a topical approach to the booking units is now possible.

Due to the expanded range of functions and online-specific planning functionalities such as Frequency Capping and Targeting, TOP makes it possible to use the extent of the data contained in the internet facts study to its full potential and therefore carry out very detailed media planning.

Presenting TOP in 4 chapters

The TOP user guide consists of 4 chapters that can also be used independently of one another.

Chapter 1 includes an overview of the essential terms and definitions needed to work with the internet facts study and provides contact details for help and support.

Chapter 2 shows you how to install TOP 1.0 on your computer. The Quick Start introduces you to the basic options of working with TOP. User guides assist you step by step in the process of how to set up your first analyses. This will give you a quick insight into the way the program works.

Chapter 3 presents TOP’s functionalities in detail. Here you will learn how to enter information in the planning tool, learn what kind of analysis options are available, including examples of how to read the data counted in the analyses, and you will find tips on how to format, save and output processed counts.

Chapter 4 is all about TOP’s core function – online media planning. All individual steps in creating a media plan are presented in detail. You will learn how to work with the available advertising formats, rate settings and the new planning options Frequency Capping and Targeting.

The user guide is supplemented with a detailed glossary as well as an index of all the technical terms used here.

Should you have any questions or comments while working with TOP, please do not hesitate to contact us by phone on +49 (0)4503 / 70 33 – 17 or by email at top-support@agof.de.

Good luck with your online media planning with TOP!
CHAPTER 1 – Regulations for the internet facts

Chapter 1 includes an overview of the essential terms and definitions needed to work with the internet facts study and provides all contact details for help and support with TOP 2.0.
Definitions for the most relevant media terms

**Affinity**
Share of a certain target group in the audience of a medium (web site or booking unit) or campaign (media plan) in relation to the share of this target group in a defined universe. Affinity is expressed as an index and serves to measure the target group proximity of a medium. An index of 150, for example, means that the share of the target group for the respective medium is 50% higher as for the defined universe.

**Gross coverage**
Also called gross audience. This is the sum of all exposures achieved by a web site, a booking unit or a combination of both within the examined target group in the survey period. Gross coverage is shown in millions or percentage (GRP).

If one medium or several media has/have been allocated more than once, the single coverage data will be added up, regardless of any audience duplication (internal or external).

Gross coverage therefore disregards the fact whether the same or different users have been exposed to the web site or the campaign.

**Net coverage**
Number of users who have been exposed to the advertising medium at least once during the survey period.

While the gross audience shown for several advertising media also includes persons that were collected several times due to audience duplication, all of those duplicates will be eliminated from the net coverage figure. The net coverage of several advertising media will therefore show the number of persons reached as an exclusive value without any duplication.

Net coverage is shown as an absolute value in millions (number of Unique Users) and as a percentage based on the universe.

**Unique User**
The Unique User, i.e. the 'individual user', forms the basis of the internet facts and is AGOF’s standardised coverage unit.

The Unique User expresses the number of persons that have been exposed to the advertising medium or individual booking unit at least once in a specified period. The Unique User serves as the basis for calculating coverage and audience composition data of online advertising media and is also the basis of essential factors for media planning.

**Page Impression**
Within the SZM (“Skalierbares Zentrales Messverfahren” = Scalable Central Measurement System), a page impression is counted as a user-induced visit to an HTML page that includes a counting pixel.

**Target Group**
A group of persons defined by specific characteristics that is supposed to be approached with advertising measures. One has to differentiate between the marketing target group and the media target group. For the internet facts study, it is possible to create target groups with the descriptive characteristics (demographics, psychographics, media consumption behaviour, buying habits, etc.) that are included in the data set.
Period for Media

Each publication of the internet facts study is based on measurement data for a specified period, usually one quarter. For example, the internet facts 2007-I study is based on data collected from January to March 2007. Normally, the internet facts study is published on the last Thursday of a quarter and includes data from the previous quarter.

Performance data for the websites and booking units can be shown on the basis of an average month and an average week within the measurement period. In addition, as of the publication of the internet facts 2010-II study, specific individual months will also be available for analysis in TOP (in this case: April, May and June).

However, there are some particularities related to the individual months that need to be observed. There are some websites that will have more than 80 cases in an average month, but not in a specific month. Hence, the data set will include some websites and booking units for which TOP will not show any performance data in one or several of the individual months. In this case, the medium has less than 80 cases in this specific month.

Specific months can also be selected as the analyzing period in media planning. However, please remember that if you select a specific month for the media plan, you cannot set a frequency of > 1, because a specific period can only be allocated once.

“Period for media” defines the basic period in which coverage, exposure and audience composition can be calculated for each analysis. Furthermore, the period can be set individually for each booking unit. Please see the example below.

Example: In an average month (selected period for media), web site A reaches 2.55 million Unique Users within the total universe of users 14+ years old.

A different reference period - "average week" - was set for the same web site A. In an average week, web site A reached 0.99 million Unique Users within the total universe of users 14+ years old.
Cases (unweighted/weighted)

Cases (unweighted)

Unweighted cases are cases within the data set that have no weight at all, meaning no case weighting.

The statistical variation of the results is primarily determined by the unweighted sample size.

The internet facts data set only shows websites and booking units that achieve a minimum sample size of 80 unweighted cases in the average period or in the applicable individual period (see also “Period for Media”).

Example:
The data set is based on 116,438 unweighted cases in total, 104,081 of which are unweighted cases with Internet users within the last 3 months.

Web site A achieves 12,875 unweighted cases in the entire period (meaning the period on which the calculation for the average month and average week is based) and therefore reaches the minimum number of 80 unweighted cases in the reference period.

Furthermore, it should be noted that analysing target groups is only acceptable when using a minimum sample size of 80 unweighted cases.

Cases (weighted)

The weighted sample size corresponds to the unweighted sample size. However, the person weightings pre-defined by the analysis (due to adaptation to official statistics) have been taken into account. Representative values can be derived from this weighting.

Example:
The data set representative of the German resident population age 14 and over consists of 157,719 weighted cases in total, 105,813 of which are cases with Internet users within the last 3 months.
Data Use Guidelines

When using data from the internet facts study for publications, presentations or other forms of publishing, generally all information required for tracking the results have to be presented.

This information has to include the following in particular, but not exclusively:

- publisher/study, following the pattern “AGOF internet facts 2009-IV”
- analysis created by: marketer, agency, ...
- period for media, e.g. “average month”
- analysed characteristics, e.g. “Male, 14-49 years”
- units presented, e.g. “Unique Users in m”, “net coverage in %”, “gross exposure in m”, ...
- basis of analysis/filter, e.g. “Population 14+ years old”, “Internet users within the last 3 months”, ...
- rate settings when analysing CPM, Cost per GRP, e.g. “Date of rate: 30/01/2008”, “advertising format: leaderboard”, ...

Mark your own calculations or results that have been derived from already existing values.

The AGOF’s conventions also have to be observed.
Conventions

The responsibility of observing the following conventions lies with the user of the AGOF internet facts and the associated online planning tool TOP. The user has to ensure that his/her work is based on the relevant current data sets and software versions.

1. Web sites and booking units that are published in TOP achieved a sample size of at least 80 unweighted cases during the survey period. Web sites and booking units that did not reach this sample size limit will not be displayed.

2. Please refrain from defining target groups that fall below 80 unweighted cases. In TOP, these will be highlighted in red. Target group in this sense is a group of cases that is being defined in TOP by means of the available characteristics and/or media.

3. In general, displaying cells with fewer than 80 unweighted cases within an analysis is allowed. For interpretations though, one needs to consider that the results of single cells of analyses with fewer than 80 unweighted cases are of only minor statistical relevance.

4. Cells with fewer than 80 unweighted cases display trends and will be highlighted in blue in TOP. Please refrain from using statements regarding cells with fewer than 30 cases. In TOP, these will be highlighted in red.

5. Interpretations of results have to be performed in the context of the methodological base of the analysis procedure used.

6. Individual calculations, based on already existing results, have to observe the restrictions implicitly included in the definitions for the units, e.g. net coverage data may not be added (because the result would be inflated by the duplicate users).

1. In presenting the results, accuracy has to be limited to:
   - percentages or GRP – one decimal place
   - absolute results (m/k) – rounded to whole 10,000 absolute
   - sample sizes – rounded to whole cases
   - Indices – rounded to whole index points
   - averages – according to the data they are based on, please see above

7. The official and AGOF-certified marketer ranking will only be determined by the AGOF and cannot be calculated in TOP. Web sites that are not published in the data set will always be missing (case limit). Therefore, a replication in TOP is inevitably wrong.

8. Publishing web site and/or booking unit rankings based on the assignment in the navigation aid is not permitted.

   The navigation aid only serves as a means to select topic-related web sites and booking units more easily within TOP.
Because the assignment of web sites and booking units to the topics included in the navigation aid is optional for the marketers and can only be done for a maximum of four topics, the web sites and booking units presented here will not give account of the portfolio available for the relevant topic anyhow, as the marketers will not have assigned all of their web sites.
CHAPTER 2 – Installing the Program and Quick Start

Chapter 2 shows you how to install TOP 2.0 on your computer. The Quick Start introduces you to the basic options of working with TOP. This will give you a quick insight into the way the program works.
Installation

TOP will be dispatched on a CD or will be available online.

In most cases, you will have the option to download the program. After placing your order you will receive some login information (user name + password) by email to log on to http://downloads.agof-manager.de. Save the files provided in the download section on your computer and run the program.

If you have received a CD, please place it in the CD drive of your computer. The installation process will then start automatically.

After starting the installation, either with the CD or download files, you will be prompted to select an installation directory. Please enter a directory in which to install the program and various data files.

After that, you will be prompted to select a directory in which to install the data set files. The folder "Analysen" below the program folder is set by default, but it can also be placed somewhere else.

This way, both the program folder and the data set folder can be installed locally or on the network. Shared access from various work stations is no problem.

After confirming further prompts, TOP will be ready to use on your computer.

Downloads will be provided to update the existing TOP installation or to load data from a new internet facts wave. You will receive login information (user name and password) by email. After logging in, up-to-date data of the new internet facts wave will be available to you in the download section. You can download the data and install it on your computer.

After that, you can use the data for online media planning with TOP.
Quick Start

Overview

With the Quick Start we would like to give you a first impression of how TOP performs and operates, though without going too much into detail straight away. In this introduction we will create two analyses to provide examples of the basic functions available in TOP.

The various options and settings as well as the online media planning functionalities offered in TOP will be explained in the following chapters.

First counts with TOP

First of all, please start TOP by selecting the program from the Start menu or by clicking on an icon on the desktop.

By starting the program, the project assistant was started automatically and will assist you in creating a project in 3 steps.

Project Assistant

1st step: selecting a project template

In the first step, the project assistant will allow you to select a project template and name the project. In the window to the right you will find a short description of the currently selected project template.

A project template can be compared to a document template in Word. Here, you can define formatting or contents that, once set, do not need to be re-entered. You can set up project templates, but when you start the program for the first time, only the standard project template will be available.

Therefore, please click on “Next” – the standard settings do not need to be changed. The next step will be to select a study wave for the project.
2nd step: selecting an internet facts wave

The internet facts waves are sorted hierarchically by year in the window below.

You can open the Explorer-like structure by clicking on the plus icon in front of the years.

By single-clicking on the name of one of the internet facts waves, you will see a short description for this particular wave in the window to the right.

We will explain our first steps using an example from the AGOF internet facts 2009-IV.

Therefore, please select the internet facts wave 2009-IV and then click on “Next”. The third window of the project assistant will then open.

3rd step: selecting an analysis

After selecting the study wave you would like to work with in the last step, you can decide what you would like to do with this wave, meaning you will select what kind of analysis you would like to create.

To begin with, please select the item “Tabulation”, and then click on the button “Finish”.

The project assistant will now disappear, the selected study wave will be opened.

In order to do so, a target group selection from the selected study wave – in this case the AGOF internet facts wave 2009-IV - will be shown in the window below.
Target group selection

The target group selection window is divided into two parts. The area at the top (with the four columns) will show you all characteristics available in the selected internet facts wave. The area at the bottom will show the selected characteristics and will be empty at first.

You can click through the selection featured in the area at the top. As long as you do not double-click, you will not select or transfer anything; you will merely see the available contents.

The structure of the selection is simple: the first column displays the more general headings. In the second column you will find the sub-headings for the headings marked in the first column.

When you open the selection window, “Demographics” will be marked in the first column. In the second column, you will find all sub-headings for Demographics.

Now, please go to the heading “Gender” in the second column and double-click on the associated entries “Male” and “Female” in the third column. These two entries will then also appear in the list below.

You have now selected the target groups. You can close the selection window.

The tabulations:

Now, please go to the entry “Total 14+ years” in the second column of the selection. The list below should now show “Total population 14+ years”.

The tabulations:
**Audience composition selection**

This process works in just the same way as selecting target groups.

![Table Image](image)

Please select the item “Standard Demographics” with a single click and then select the items “Age”, “Respondent’s Education” and “Occupation” in the third column by double-clicking.

The list below will show the headings including the relevant sub-headings. You will have automatically jumped to the bottom of the list.

You have now selected the audience composition for the first column of the analysis.

---

**Displaying the analysis**

Now that you have entered all necessary data, the finished tabulation will be displayed automatically. TOP has immediately calculated the results and displayed them.

![Analysis Image](image)

The table header will now show the selected target groups. The selected audience composition is displayed in the first column. The data displayed is shown as defined for tabulations and can now be modified (please see page 46 and onwards for further information on analyses and data in the chapter “Tabulation”).
Project Manager Options

The project manager will show the current status of the project.

At the very top you will see the name of the project, featuring the name of the study wave right behind it.

"Rate Settings" is the section to follow next. By double-clicking on this item you can adjust the rates as needed (please also see page 109).

Underneath you will find the "Input" section (input lists) which shows how many entries are currently available in the relevant list. (This example shows three entries for target groups and 19 entries for audience composition.)

The program inserted the newly created analysis below the heading "Analyses". With the project manager, you can retrieve the tabulation any time, even if you have hidden the tabulation or if another window is covering it.

Close the tabulation by clicking on the "x" in the top right corner of the table. You will then see one of the selection windows again. Your count is not lost, though. By double-clicking on the entry "Tabulation" in the project manager, the count will reappear on the screen.
Formatting an Analysis

An analysis in TOP is not static, but can be modified and formatted in many different ways. For example, columns can be added or shifted and target groups can be renamed, duplicated or deleted. This and further options will be described in Chapter 3.

Creating Ranking Orders

Creating ranking orders is just as easy as creating tabulations.

Double-click on the item “Create new analysis” in the project manager and the project assistant will reappear.

Select the item “Ranking order with CPM” from the list underneath “Analyses”.

The analysis window for the ranking order will then appear on the screen.

At the top, you will see the previously entered target groups. Now you only need to add media or web sites to the first column.

To select media or web sites, please double-click on the “Edit” button on the left above the first column (media package).

The following selection window will appear and will be automatically set to select media or web sites.

This selection window works in the same way as the selection window for target groups. You can select entire groups of web sites offered by a marketer or individual media or web sites or booking units.

In order to transfer a group, please double-click on the group heading on the left. To transfer an individual web site or booking unit, please double-click on the web site or booking unit on the right.

The bottom window shows a different arrangement of the media or web sites included in the AGOF internet facts study.
After selecting the desired media, you can close the selection window and the calculated ranking order will appear almost immediately on the screen.

By using the drop down list at the top, you can now select one of the entered target groups for which the ranking order is supposed to be displayed. Please click directly on “Total population 14+ years” and select one of the other target groups “Male” or “Female”.

The ranking order will not be sorted at first. You can easily change this by simply double-clicking on column header by which you would like to sort the ranking order.

All other functions, such as shifting or deleting columns, changing formatting, etc. work in exactly the same way as previously described for tabulations.

This analysis has a special feature: At the top you can select the period on which this media calculation should be based.

Please click on the “Change” button in the analysis header.

You can now select the period in the dialogue box - either average month or average week and in addition, as of the AGOF internet facts 2010-II study, also the specific individual months of the quarter.

After clicking “OK”, the figures will be recalculated based on the set period.

Furthermore, in the analysis header you will also see the current rate settings.

In the beginning, no information has been entered, which is why this area is marked in red.

By clicking on the “Change” button, you will be directly transferred to the rate settings dialogue (please refer to “Rate Settings” on page 109).

When you click on the plus icon, you will see a detailed view. You can minimize this list by clicking on the minus icon.

By clicking on the icon or using the shortcut Ctrl+I, you can show/hide an information window at any time. This information window will display a variety of additional information.
Saving a Project and Exiting TOP

Saving a project
As in any other Windows program, you can save your work by selecting the menu items “Save” or “Save As” in the “File” menu.

Of course, you can also use the “Save” icon in the icon bar at the top.

A dialogue will appear and you can save your project. You can file TOP project files in any folder on your hard drive or network.

A project contains all information that you have entered so far. Not only does it contain the selected target groups and media, but also all formatting, etc. When you reload a project, you will return to exactly the same project status you saved earlier.

Exiting TOP
You can exit TOP as you would exit any other program. The “File” menu includes the item “Exit”. Alternatively, you can click on the “x” at the top right corner of the program window.

If the current project has not been saved yet, TOP will automatically prompt you to save the project.
CHAPTER 3 – Creating basic analyses and operating TOP in general

Chapter 3 presents TOP’s functionalities in detail. Here you will learn how to enter information in the planning tool, learn what kind of analysis options are available, including examples of how to read the data counted in the analyses, and you will find tips on how to format, save and output processed counts.
Input

Overview

This chapter will give you an overview of the different input options in TOP.

TOP has been constructed in a way that the program quite often offers several input options to enter various data. How you choose to use these options is a matter of your personal way of working with TOP.

This chapter deals at length with the project manager and the individual input lists. We will describe in detail how to select target groups, media or web sites or booking units.

Project Manager

The project manager offers quick access to the individual components of a project – input lists, analyses and other setting windows (e.g. rate settings).

When TOP starts, the project manager is usually visible on the left hand side, but this can be set individually. This is described in more detail later.

The project manager can be shown or hidden by using an icon in the icon bar. This could be useful, for example, if you want to see more of the count on the screen for a short time. We will now explain the various project manager entries in detail.

Project name

The first entry for a project is always the project name. You can enter the name when creating a project with the project assistant.

The study wave opened together with the project will be featured in brackets right after the project name.

All further input and output options that have been assigned to this project are featured below the project name.

You can open several projects in TOP at the same time. All opened projects will appear in the project manager and the current project will be highlighted in red.

By right-clicking on the project name a context menu with setting options for the project will appear.

Click on “Close” to close the current project. If this project has not been saved yet, TOP will prompt you to save it.

The commands “Save” and “Save As” correspond to the commands included in the “File” menu (please see “Projects, Save and Load” on page 90).
The command “Rate Settings” will open the rate settings dialogue box (please refer to “Rate Settings” on page 109).

The command “Project Settings” will open a dialogue window to set the project settings.

And finally, the command “Change period for media” will open a dialogue box where you can set the period on which the media calculation is supposed to be based.

**Rate settings**
The first item featured below the project name is “Rate Settings”. Double-clicking on this item will take you directly to the rate settings dialogue box which will be explained in detail in the chapter “Rate Settings” on page 109.

**Input**
The item “Input” (input lists) gives you an overview of the input options for characteristics, media or web sites and media plans. When you double-click on an item, the associated input window will be opened (please see “Input Window” on page 31).

The individual input windows relate to the relevant analyses. Tabulations, for example, consist of the input lists’ entries for filter, target groups and audience composition (please see “Tabulation” on page 46). Instead of displaying audience composition information in the first column, ranking orders here feature media that have been entered in the media package (please see “Ranking Order” on page 54). The number of current entries will be shown in brackets right next to the input list name.

By using drag and drop you can transfer the contents from one list to another. For example, drag “Target Groups” to “Audience Composition”. The input from the target group list will be added to the bottom of the audience composition list.

**Analyses**
You will find all analyses created for this project in the project manager underneath the item “Analyses”. When starting a project, not all analyses that might be of interest at a later stage will necessarily be created. However, you can open the analysis selection window by double-clicking on the item “Create new analysis”.

Double-clicking on an analysis heading in the project manager will open the desired analysis.

By using the context menu you can also delete an analysis that has been created. TOP will be able to operate more quickly if you delete extensive analyses that are no longer needed.

**Selections**
A selection is the selection window that contains the contents of the relevant study wave to select from and transfer to the individual input lists.

In the project manager, this item is not directly assigned to a project. However, you would like to use the contents of a study wave for a project, of course, and so they can be transferred from the selection window to the project or the project input lists.
Input Window

There is a general input window in TOP that combines different functionalities.

1. The top left section (1) features the objective of the selection, meaning the area in which the selected characteristics or media or web sites will be transferred (here in the target groups).

2. Next to it (2) you will see various icons with which you can control the selection’s display. These can also be used to save and load lists of characteristics.

3. The top right section (3) features a search box where you can enter key words. You can also access this box by using the shortcut Ctrl-F.

4. The study contents are displayed in the middle section (4). The icons for characteristics and media are shown first, followed by the display of the specific study contents in columns next to each other (four columns in this example).

5. At the bottom of the list (5) – still empty in this example – the selected characteristics or media will be displayed.

Selection area

In the selection area you can mark or select the contents of the internet facts study. There is no difference between target group and media selection, but there is a selection area with different sections.

The large icons at the top represent the different sections. This example shows different target group selection options (target groups, scales) and the AGOF media.

Depending on which section has been selected (single click), different contents will be displayed below.

When selecting target groups you can explore the entire study content with a form of a tree structure. General topics will be found in the left column. These topics have sub items which you will all find in the second column. The target group will be shown at the very end (though not always the fourth column).

For example, you will find the target group “Male” under the general topic “Demographics” and then in the second column under “Gender”. The third column will then show “Male” and you can select it here.
As soon as you have marked a characteristic (no heading or category) the basic data for this characteristic will be displayed underneath the selection columns.

In the case of target groups the unweighted and weighted sample size will be shown as well as percentage and projection. With media or web sites, coverage in percentage and projection will be displayed.

**Marking target groups/media**
Moving within the selection is very simple and works by using the mouse or the arrow keys. Simply click on the group you would like to display. TOP will then highlight the relevant term and – if available – also show the sub group. When using the keyboard, you can move up and down or left and right with the arrow keys to jump between columns.

**Selecting target groups/media**
So far, we have only marked but not selected target groups for further processing. For this, TOP offers various possibilities:

- by clicking on the button “Transfer” at the bottom right
- by double-clicking on the characteristic
- by hitting the space bar

Selected target groups will immediately be transferred to the target window. You can select any number of target groups which at first will be displayed separately, meaning they are NOT connected.

In our example we transferred “Male” as well as “Female” by double-clicking on the items which will immediately be displayed in the list below.

**Selecting groups**
As described above, a characteristic can be selected by double-clicking. You can also easily select a whole group of characteristics. To do so, please double-click on a heading or category.

You can use the four little buttons in the selection header to choose whether and how a heading should be transferred, or to specify if only one heading should be selected.

Important note when selecting groups: A group does not only refer to the selected item and the directly associated sub items in the next column. It refers to all items listed in the hierarchy below this item. Therefore, all characteristics available in Demographics will be transferred when you double-click on the word “Demographics” in the first column. This is not usually necessary, so you should be careful when choosing to do this.
Nevertheless, there are cases where it might make sense to use this option. If, for example, you wish to display an overview of an entire market segment, you can transfer the relevant section entirely by double-clicking on it in the first column. It will always be possible to delete unwanted characteristics at a later stage.

The buttons in the selection header represent the following:

**Transfer as group (by hierarchy)**

This means that a marked heading will be transferred including all sub items, and the hierarchy will be retained. Please see below for further details.

**Transfer sub items only**

When you select this option, all headings and characteristics listed below the relevant heading will also be transferred if you double-click on it, though no hierarchy will be retained.

**Transfer without categories/headings**

With this option, all sub items but no headings or categories will be transferred. As a result, also no hierarchy will be transferred.

**Transfer heading only**

With the final option only the heading or category but no sub items will be transferred.

### Hierarchy / Selecting by hierarchy

One of TOP’s special features is the option of selecting characteristics by hierarchy. This means that characteristics will remain assigned to the relevant heading.

The following example demonstrates a selection of two groups (“Gender” and “Age”) by hierarchy in the audience composition input list:

<table>
<thead>
<tr>
<th>Gender</th>
<th>cases (unweighted)</th>
<th>%</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>58,685</td>
<td>49.1</td>
<td>31,81</td>
</tr>
<tr>
<td>Female</td>
<td>57,553</td>
<td>50.9</td>
<td>33,62</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>cases (unweighted)</th>
<th>%</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 - 19 years</td>
<td>12,989</td>
<td>7.9</td>
<td>5,14</td>
</tr>
<tr>
<td>20 - 29 years</td>
<td>21,493</td>
<td>13.6</td>
<td>8,64</td>
</tr>
<tr>
<td>30 - 39 years</td>
<td>18,217</td>
<td>14.5</td>
<td>9,28</td>
</tr>
<tr>
<td>40 - 49 years</td>
<td>25,619</td>
<td>18.3</td>
<td>12,53</td>
</tr>
<tr>
<td>50 - 59 years</td>
<td>18,085</td>
<td>15.5</td>
<td>10,03</td>
</tr>
<tr>
<td>60 - 69 years</td>
<td>11,404</td>
<td>13.9</td>
<td>6,99</td>
</tr>
<tr>
<td>70+ years</td>
<td>7,866</td>
<td>10.3</td>
<td>5,09</td>
</tr>
</tbody>
</table>

This is how it looks in the analysis (in this example to be shown in the audience composition, meaning in the first column).

### Total

<table>
<thead>
<tr>
<th>Gender</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>14 - 19 years</td>
<td></td>
</tr>
<tr>
<td>20 - 29 years</td>
<td></td>
</tr>
<tr>
<td>30 - 39 years</td>
<td></td>
</tr>
<tr>
<td>40 - 49 years</td>
<td></td>
</tr>
<tr>
<td>50 - 59 years</td>
<td></td>
</tr>
<tr>
<td>60 - 69 years</td>
<td></td>
</tr>
<tr>
<td>70+ years</td>
<td></td>
</tr>
</tbody>
</table>

The individual characteristics have been assigned to the heading.

Particular benefit: If you wanted to delete the entire group (e.g. all age characteristics), you would only need to delete the heading, as the characteristics are attached to the heading and therefore would also be deleted.
This can easily be seen when you mark a heading; the characteristics featured below will also be marked:

<table>
<thead>
<tr>
<th>Gender</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>50.0%</td>
<td>49.1</td>
<td>31.5%</td>
</tr>
<tr>
<td>Female</td>
<td>57.0%</td>
<td>92.9%</td>
<td>33.0%</td>
</tr>
</tbody>
</table>

Shifting groups of characteristics:
Here, too, it will be sufficient to mark a heading and drag it to the desired position. The characteristics listed below will also be moved.

Selection without hierarchy
Alternatively, in contrast to the hierarchical display, this example shows the selection as a “flat” list:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 - 19 years</td>
<td>12,708</td>
<td>7.0%</td>
</tr>
<tr>
<td>20 - 29 years</td>
<td>24,439</td>
<td>13.6%</td>
</tr>
<tr>
<td>30 - 39 years</td>
<td>19,283</td>
<td>11.5%</td>
</tr>
<tr>
<td>40 - 49 years</td>
<td>25,190</td>
<td>15.3%</td>
</tr>
<tr>
<td>50 - 59 years</td>
<td>15,048</td>
<td>9.1%</td>
</tr>
<tr>
<td>60 - 69 years</td>
<td>11,294</td>
<td>6.9%</td>
</tr>
<tr>
<td>70+ years</td>
<td>7,985</td>
<td>5.0%</td>
</tr>
</tbody>
</table>

Here, headings and characteristics are all featured on the same level.

If you delete the heading “Age”, only the heading will be deleted, but no age characteristics listed below. You can also see the missing hierarchy in the analysis itself:

Now, the characteristics are no longer shown as indented below the heading. Nevertheless, headings are still displayed as such (in bold print). However, if a heading is marked, the items featured below will remain unaffected.

Unlocking hierarchies
The hierarchical display can be unlocked after the selection.

Simply right-click on the relevant heading and select the item “Unlock group (delete heading)”. As a result, the heading but not the items featured below will be deleted, which will then essentially move up one level to the left.
Analyses in General

The Principle

Basically, analyses in TOP are tables (with the exception of graphical display options). These tables have a standard structure. This example shows a typical analysis (tabulation) as a schematic illustration:

Filter – Filter Section

Target Groups – Head Section

Audience Composition

Side Section

Data

The filter section (usually the filter) is featured at the very top. All entries in the filter section will have a limiting effect on all data in the table to follow.

The head section (input list "Target Groups" in tabulations) is featured in the head of the actual table and all value columns (light blue background) are arranged underneath.

The side section is featured on the left hand side of the table (first column –
This arrangement can differ in each analysis. However, the basic structure is always identical.

The filter section as well as the head and the side sections can contain different objects (target groups, media, media plans, etc.). Thus, TOP allows for creating very individual analyses.
Different Forms of Analyses

The contents of the analyses are based on the lists available in the project. The project will be created when TOP is started. This project is based on a project template which includes some default settings for further operations. In the standard template a project will be assigned with six input lists (filter, target groups, audience composition, etc.). These input lists are universal and can incorporate all characteristics, media, media plans, etc. The labels, therefore, are derived from the subsequent use within the analyses.

Here is an example for a project that is based on the standard template (hence the six lists) and has been set for a tabulation.

The filter is featured above the analysis – which are the characteristics featured in the "Filter" list. In tabulations, target groups are featured in the table header and audience composition in the first column. In this case, the other three lists will not be used.

If a ranking order has been selected as an analysis form instead of a tabulation, the allocation of lists and analysis will look like this:
Filter and target groups will be used similar to tabulations. The first column (labelled here as media), though, will feature the media package.

Finally, media audience composition analysis:
Here, the “Media” list is assigned to the table header and the "Audience Composition” list will again appear in the first column. Apart from the media in the table header, this analysis form corresponds to tabulations.
Why different analyses?

This is a comfort feature that is intended to reduce your work load, because you could also select media in the “Target Group” list and that would mean that, apart from the default columns, tabulations would correspond to media audience composition analyses.

In fact, internally, all analyses in TOP are based on the same template. Above all, the breakdown in different analyses serves as a means of simplification.

In tabulations, the following value columns are set by default:

- sample size (unweighted)
- percentage (expressed in vertical percentage that refers to the relevant target group in the table header)
- projection in millions/thousands
- share in percentage (expressed in horizontal percentage that refers to the relevant audience composition characteristic in the first column)
- index (1st row = index 100)

Ranking orders will also display costs and CPM. Furthermore, projection and percentages expressed vertically will be titled “Coverage” which, in turn, will not be shown in tabulations.

Thus, the different analyses (with their templates) have already been prepared so that they can be used at once without requiring any formatting.

You can add supplementary columns individually to each analysis.
Creating Analyses

The project manager features the option “Create new analysis” below the item “Analyses”. After double-clicking on this command, a window will appear where you can select new analyses.

After selecting an analysis and clicking “OK”, the analysis will be created and displayed on the screen.

A new analysis can also be created by selecting the first item of the “Analyses” menu, called “New analysis”. The submenu will show the kinds of analyses currently available.

You can select an analysis from this menu which will be displayed immediately.

At the same time, the newly created analysis will be inserted in the project manager. Should the analysis be hidden while you are working with TOP, you can display it again any time by double-clicking on it in the project manager.

You can also create more than one version of the same analysis. Opening tabulations twice is not a problem. Both will feature the same data in the table header and in the first column which means that they will refer to the same target groups and audience composition, but the formatting can be quite different (e.g. one with graphics, one without – one sorted, the other not sorted, etc.).

The number of analyses available from the menu depends on the TOP version you are using. Only the expert version contains all forms of analyses. The basic and standard versions contain fewer.

A detailed description of all standard analyses will follow in this chapter. Chapter 4 will present all analyses related to online media planning in detail.
The Analysis Window

Not only does the analysis window show results and data, but it also offers many formatting and input options, all of which are standardised across all different forms of analyses. The following graphic will show the basic structure by example of a tabulation:

[Diagram of analysis window with labels for different sections: filter section (includes basic filter data), table header (here with target groups), audience composition, column input button, icons for printing, exporting, etc, audience composition input button, columns.]

[Example tabulation with columns and rows for age groups and audience composition.]
Structure of the analysis window

This is what the structure of the analysis window looks like:

The heading in the window frame always shows the current name of the project, the analysis and the study wave that was used to calculate this analysis.

The icon bar offers different options, e.g. for printing or exporting the analysis. In the areas below the icon bar you can define sorting, priorities or markings and set the period for media.

The filter section follows next and features one or more filter(s) for the count which can be selected here. This means that you can also enter several filters; however, only data filtered by one filter will be displayed.

Below this you will find the data section, including the table header, the first column and, of course, the results. This section is not static, meaning you can enter various types of input or formatting. Further information on this will be available in the chapter “Formatting Analyses” on page 72.

By double-clicking on the button “Target Groups” in the top right area or “Audience Composition” in the bottom left area, you can open the selection for the list in question.

You can also open the columns input window by double-clicking on the button in the top right area – please see page 80 for further information.
Input buttons

All analyses will feature a coloured input button for each list (e.g. target groups, audience composition, media package, filter) along the right-hand side or at the bottom. Double-clicking on these buttons will take you directly to the selection for the list. Right-clicking on these buttons will open a context menu with various options.

In the filter section (e.g. filter) a context menu will open that includes the item “Delete current element”.

The currently shown filter will be deleted. This menu item will only show if there is at least one entry that can be deleted.

Open selection window

Here, you will be able to access the selection, just like when you double-click on the input button.

Show/not show basis

This item provides you with the option to show or hide the basis which is featured as the first item in the first column or table header.

Brief/long description

By using this option you can control the display of brief and long descriptions across the entire list.

Delete double entries

If, for example, you selected the same target group several times in the target group list for connections or similar, you can adjust this with one mouse click.
This adjustment will only take place on the selected level, meaning that if, e.g. the same characteristics have been arranged below different headings in the audience composition those will not be adjusted.

On the other hand, if you transfer a number of characteristics without heading to the audience composition, then you can easily delete double entries with this option.

**Delete all items in this list**
Using this option you will delete all items of the list.

**Selection – Find and replace**
This option will open a dialogue window where you can find and replace text within the list.

**Deleting non-value input**
With this function you can delete all input without value (e.g. target groups or media) of a particular list. This could be the case, if, for example, the analysis was changed and specific characteristics or media are not included in the newly selected analysis.

**Set period**
The period for media calculation can also be set in each analysis. The currently set period will always be shown in the analysis header:

To change the period, please click on “Change”.

A dialogue window will open where you can set the periods available for the data set.

These are “average month” and “average week”. In addition, as of the AGOF internet facts 2010-II study, you can also select the specific individual months of the quarter.

The period can be set for the current project as well as for the particular analysis. If a particular period has been set for the analysis, the previously set period for the project will be disregarded.

By default, the program is set to average month, which is used for each new project.
However, the period can also be set for individual elements of the analysis.

For example, it can be set for individual media.
Right-click on the web site you wish to change and the following context menu will appear:

![Context menu for changing the period for media](image1)

After selecting the item “Change period for media” you will be able to change the period set for the project only for this particular medium.

![Select Period window for changing the period](image2)

You can also set a period for particular target groups.
Right-click on the target group you wish to change. Another context menu will open which also includes the item “Set period for media”. After selecting this option the following window will appear:

![Select Period window for changing the period for target groups](image3)

You can now select the element for which you would like to set the period:

![Select Period window for changing the period for target groups](image4)

These special settings will be displayed in blue for the modified elements.

For a target group:

![Internet usage: Usage in last 3 months (Online)](image5)

For a web site:
Analysis settings

Not only does the analysis window show results and data, but it also offers many formatting and setting options, all of which are standardised across all different forms of analyses.

Click on the second icon from the left in the analysis icon bar to access the analysis settings.

Alternatively, you can use the context menu for the relevant analysis in the project manager to the left.

In this window you can now enter different settings:

The input box at the top features the name that is displayed above the analysis. This name will also be transferred to the printout.

TOP offers different print layouts used as templates for printouts. The “Print layout” drop down menu will allow you to choose from different print layouts.
Different Kinds of Analyses with Reading Examples

Overview

In the previous chapter we explained what an analysis is and how it is basically created. Characters other than numbers might also be displayed in the data section.

This could happen if:

--  The required data set file is not available.

**  The target group or the medium is not available in the selected data set.

##  An error occurred while the data was being calculated.

??  Data has not been calculated yet.

!!  Data is currently being calculated.

Spaces  No data available.

Analyses available in TOP will now be presented on the following pages.
Tabulation

Description
Tabulations are used to define population groups, product markets and market potentials. In tabulations, target groups or media in the table header are juxtaposed with target groups in the first column (audience composition or breakdown).

Display
The table header shows target groups that have been entered, and the first column displays the selected characteristics for audience composition.

Reading Example

Example - tabulation
The first row of the table, the base row, always corresponds to the filter. The first column in the example table, the base column, corresponds to the filter.

In order to be able to read the table more easily in our example, we set the first column to “Total” so that it corresponds to the filter. The program also allows for a different target group for the first column. Independently though, the calculation of the derived units is always based on a first column corresponding to the filter, the base column.

- Results projected for the universe
  
  Example:
  19.99 m Internet users are female

- Vertical percentage, meaning the cell’s share of the column’s total
  
  Example: 19.99 m of 43.49 m = 46.0% of the Internet users are female

- Share %
  
  Horizontal percentage, meaning the cell’s share of the row’s total (as defined by the filter)

  Example:
  19.99 m of 33.02 m = 61% of all women are Internet users

- Index
  
  The index can be calculated in two ways:

  A) The index sets the cell’s audience composition percentage in proportion to the base column’s (as defined by the filter) audience composition percentage.

  Example:
  46.0%/50.9% = 0.90 = index 90; index 100 = average

  The audience composition percentage of female Internet users (46.0%) compared with the total women’s audience composition percentage (50.9%) is below-average by a factor of 0.90 or 11%.

  B) The index sets the cell’s audience composition percentage (Share %) in proportion to the base column’s audience composition percentage (first row, “Total”).

  Example:
  61%/67% = 0.90 = index 90

  The audience composition percentage of Internet users in all women (61%) compared with the audience composition percentage of Internet users in “Total” (67%) is below-average by a factor of 0.90 or 11%.

  By way of calculation, A) and B) lead to the same result. They simply represent different interpretations of the same facts.

  Indices around 100 show similarity in audience composition to the base column or base row and indices above 100 indicate focal points.
Media - Audience Composition Analysis

Description
Media audience composition analyses are used in particular to compare audience composition and coverage of several media next to each other. These analyses feature media in the table header and target groups in the first column (audience composition).

Results
- Cases (unweighted)
- Net Coverage in %
  (percentage expressed horizontally, based on the target group in the first column)
- Projection of net coverage, displayed in Unique Users (m or k)
- Comp. in % (percentage expressed vertically, based on the medium in the table header)
- Index
- Gross Exposure
- Share of Exposure in %

Important! The values given here cannot be directly compared to the ones in tabulations – percentage expressed horizontally and vertically is interchanged here. However, the index value is also calculated based on the selected filter (basis in the first row).
## Reading Example

**Media - audience composition analysis:**

For this particular example, we selected the filter “Internet Users”. The base row “Total” and the base column “Total” therefore display results within the sub-universe “Online users”. According to the selected period for media consumption, all of the web site’s performance data will refer to the average month.

### Net Coverage Unique Users m
Projected net coverage in the cell

**Example:**
1.03 m women use this web site

### Gross Exposure m
Projected exposures in the cell

**Example:**
Those 1.03 m women who use this web site generate 66.09 m exposures in the examined period.

### Net Coverage %
Net coverage in %, based on the row’s total

**Example:**
1.03 m of 19.99 m = 5.1% of all women use this web site

### Gross Exposure Share of exp. %
Share of exposure of the base row that the cell represents

**Example:**
66.09 m of 150.45 m = women account for 44% of the exposure to the medium
Comp. %
Composition in % - share of the total net coverage that the cell represents

Example:
1.03 m of 2.55 m = 40% of the website's users are female

Index
Interpretation analogue to tabulation

Example: Compared with the total Internet users (filter), the website shows 13% a lower share of female users.

40%/46% = 0.87 = index 87

or

Compared with the total Internet users, the website shows a 13% lower coverage among female users.

5.1%/5.9% = 0.87 = index 87

Deviations may result due to rounding.
**Media Analysis**

**Description**
Media analyses are used to compare the performance of several media in different target groups. A media package is displayed in the first column and target groups are shown next to each other in the table header. Media analyses can only be sorted by one target group.

As compared to ranking orders, a media analysis shows and prints all target groups next to each other. In a ranking order, though, each target group occupies one extra page.

This difference is quite important for sorting. If all target groups are displayed next to each other (as in media analyses), you can only sort by one criterion in one target group (e.g. index in target group 2). In ranking orders, on the other hand, the sorting sequence is different in each target group, because it is related to the relevant target group.

**Results**
- Cases (unweighted)
- Net coverage in percentage (percentage expressed vertically)
- Projection of net coverage, displayed in Unique Users (m or k)
- Composition in percentage (percentage expressed horizontally)
- Index (filter = index 100)
- Gross Exposure
- Share of Exposure in %

**Sorting media analysis**
Media analyses can be sorted by any column, and one column will always determine the sorting. In contrast to ranking orders where the target groups spread over several pages, in media analyses target groups are displayed next to each other.

To sort a specific column, simply double-click on the column header (e.g. “Composition in %”). The media analysis will then be sorted by this criterion within the selected target group.
Reading Example

Example – media analysis:

For this example, we selected the filter "Internet Users". The base row "Total" and the base column "Total" therefore display results within the sub-universe "Internet users".

As in the tabulation example, again, the selection for the first column was dependent on its correspondence with the base column used for calculations. According to the selected period for media consumption, all of the web site’s performance data will refer to the average month.

<table>
<thead>
<tr>
<th>Net Coverage Unique Users m</th>
<th>Net Coverage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projected net coverage in the cell</td>
<td>Net coverage in %, based on the column’s total</td>
</tr>
</tbody>
</table>

Example:

1.03 m women use this web site

Example:

1.03 m of 19.99 m = 5.1% of all women use this web site.
**Gross Exposure m**
Projected exposures in the cell

Example:
Those 1.03 m women who use this web site generate 66.09 m exposures in the examined period.

**Gross Exposure Share of exp. %**
Share of exposure of the base column that the cell represents

Example:
66.09 m of 150.45 m = women account for 44% of the exposure to the medium

**Comp. %**
Composition in % - share of the total net coverage that the cell represents

1.03 m of 2.55 m = 87% of the web site’s users are female

**Index**
Interpretation analogue to tabulation

Example: In relation to the total Internet users (filter), the web site shows a share of female users inflated by 13%.

40%/46% = 0.87 = Index 87

Or

In relation to total Internet users, the web site shows a 13% lower coverage among female users.

5.1%/5.9% = 0.87 = index 87

Deviations may result due to rounding.
Ranking Order

Description

Ranking orders AGOF are used to compare the performance of media in one or more target group(s), based on the set period.

Within an analysis, a ranking order can be sorted by all criteria, such as coverage, cost-effectiveness or composition, for any number of target groups, while each target group will be sorted individually. Ranking orders AGOF are based on the performance data within the selected period.

Results

The following results will be displayed in ranking orders AGOF with costs:

- Cases (unweighted)
- Net coverage in %
- Projection of net coverage, displayed in Unique Users (m or k)
- Composition (if filter is set to "Total", this will be affinity)
- Index based on composition
- Exposure (m or k)
- Share of exposure in %
- Average exposure
- Cost per Mille (CPM) with ranking

Sort ranking orders

Ranking orders are only ranking orders in the true sense if they are sorted. To sort by a specific column, double-click on the relevant column header (e.g. "CPM"). The ranking order will then be sorted by this criterion simultaneously for all target groups entered.

Switching between target groups

The screen will always display only one target group at once, because the sorting can only be displayed within one target group. This means that the sorting will differ from target group to target group.

To switch between the different target groups, simply select these in the drop down menu at the top.
Reading Example

Ranking order – target group "Internet Users":

Ranking order – target group "Female":

![Image of ranking order for Internet Users](image1)

![Image of ranking order for Female](image2)
According to the selected period for media consumption, all of the website's performance data will refer to the average month and also to the advertisement banner.

The reading examples refer to the second ranking order, target group "Female". In order to derive specific values, we also displayed the first ranking order, target group "Internet Users". Both ranking orders were analysed by applying the filter "Internet Users".

---

**Net Coverage Unique Users m**
Projected net coverage in the target group

Example:
1.03 m women use web site A and 0.68 m women use web site B.

**Net Coverage %**
Net coverage in %, in the target group

Example:
1.03 m of 19.99 m = 5.1% of the women that use the Internet (filter!) use web site A, and 0.68 m of 19.99 m = 3.4% of the women that use the Internet use web site B.

**Gross Exposure m**
Projected exposures in the target group

Example:
Those 1.03 m female users of web site A generate 66.09 m exposures in the examined period.

**Gross Exposure Share of exp. %**
Share of all exposure to the website that the target group accounts.

Example:
66.09 m of 150.45 m (ranking order in total) = Women account for 44% of the exposure to web site A.

**Gross Exposure Ø exposure**
Average exposure within the target group reached

With an exposure of 66.09 m, web site A reaches 1.03 m women net which results in a mean value of 64.5 exposures for each woman reached.

**CPM**
Cost per mille. The column "CPM" displays the target group CPM, not the rate card CPM. It shows the costs for achieving 1,000 exposures within the target group.

Example web site A:
The costs for 1,000 exposures with a leaderboard (728*90) in the target group "Internet Users" corresponds to the rate card CPM of €20.

1,000 exposures with a leaderboard (728*90) in the target group "Female" cost €22.05.

€20 (rate card CPM) / 44% = €45.52

For booking units, for which the data set contains both a CPM and a fixed rate, the mode of calculation selected for each will be applied.
**Comp. %**  
Composition in % - Share of the total net coverage that the target group represents

Example:  
1.03 m of 2.55 m (ranking order in total)  
= 40% of all web site A users are female

**Index**  
Interpretation analogue to tabulation

Example: Compared with the total Internet users (filter), web site A shows 13% a lower share of female users.

40%/46% = 0.87 = index 87  

or

Compared with the total Internet users, web site A shows a 13% lower coverage among female users.

5.1%/5.9% = 0.87 = index 87  

Deviations may result due to rounding.

**GRP**  
Gross Rating Points are a means to measure advertising impact. GRPs are calculated from the gross exposure in the target group, expressed in percentage for the target group.

\[
GRP = \frac{\text{gross coverage in m}}{\text{target group in m}} \times 100
\]

\[
GRP = \frac{\text{net coverage in %}}{\bar{\phi} \text{ exposure}}
\]

Example:  
Web site A achieves a GRP of \((1.03 \text{ m} / 19.99 \text{ m} \times 100) \times 64.5\) in the target group “Female”.

or

\[5.1 \times 64.5 = 330.6\]

Deviations may result due to rounding.

Despite the same advertising impact, measured in GRP, web sites can have quite different exposure distributions. For example, a web site with double the coverage but half the average exposure achieves the same GRP.

**GRP Index**  
The GRP index sets the GRP in the target group in proportion to the GRP in the target group “Total” (always considering the filter).

Example web site A:  
In contrast to the GRP in the target group “Total” (345.9), the GRP of web site A in the target group “Female” (330.9) is lower by a factor of 0.96 or 4%.

Indices around 100 show a similar advertising impact in the target group and in “Total”, and indices above 100 show an inflated advertising impact in the target group.
Audience Duplication

Description

Audience duplications display overlaps in the audience of different booking units. The values are shown for web site users within both the selected filter and the target group.

Results

The following results will be shown in Audience Duplication:

- % (horizontal)
  x% of the users of the web site in the first column also use the web site in the table header
- Projection of duplicate users, meaning users of both web sites
- % (vertical)
  x% of the users of the web site in the table header also use the web site in the first column

Sorting Audience Duplication

Audience Duplication can be sorted by any column and one column will always determine the sorting.

To sort a specific column, simply double-click on the relevant column head (e.g. "% (horizontal)"). The analysis is then sorted by this criterion within the selected target group.

Important notes

Audience Duplication will always display only the users (Unique Users), no exposure.

A user is defined by media consumption and not by the frequency of media consumption. That means: Even if a user has used one web site only to a minimal extent and others quite frequently, he/she will still be counted as one of the duplicate users.

Overlaps in a medium

At first glance, it may seem quite surprising that overlaps within one booking unit (the same booking unit is both featured in the head and in the first column) do not result in 100% in the percentage values, because according to the rules of logic, 100% of the users of a web site should all use the web site. However, this only applies to the specific individual month. In an average month, though usually only between 40% and 80% will be reported.

This is no error in calculation, but is due to the data used and the reporting units of the average month or week. In contrast to a definite period, here we cannot say that a user is either a user or is not a user, but there is a probability of reaching him/her in this average period.

Example: A user used the web site in the survey quarter only in month 1, but not in month 2 and 3. This usage will have been included as an exposure probability of 0.33% in the data set. The probability of reaching him/her in an average month is 1/3, and this probability will be considered in the analysis. The percentage value of, e.g. 60%, therefore shows that 60% of the users of one month also use the web site in another month.
Reading Example

Audience Duplication:
According to the selected period for media consumption, all of the web site’s performance data will refer to the average month. Here, as well, the period can be modified.

% (horizontal)
x% of the users of the web site in the first column also use the web site in the table header.

Example:
8.1% of the users of web site B also use web site A

% (vertical)
x% of the users of the web site in the table header also use the web site in the first column.

Example:
5.3% of the users of web site A also use web site B.

Projection (m)
Number of duplicate users

Example:
0.05 m people use both web site A and web site B

Special case:
58.2% of the users of web site A also use web site A. This means: 58.2% of the users in one month also use the web site in another month.
Target Group Definitions

Connecting Target Groups, Media, Media Plans

In TOP you can connect target groups, media or web sites and even media plans in each input window and also directly in an analysis.

Procedure
To connect two or more target groups, always use the same procedure:

- Mark the target groups you wish to connect.
- Select the connection type in the “Connect” menu or in the context menu.

Marking target groups
Mark two or more target groups you wish to connect in the relevant window.

The easiest way to do this is by using the mouse. First single-click on the first target group, then press and hold the Shift key and click on the final target group you wish to mark.

This way you can mark several target groups listed right after one another. If, on the other hand, you would like to mark two or more target groups that are separated by other target groups, please single-click on the first target group to be marked. This will now be marked. Now, press and hold the Ctrl key and click on the other target groups.

The input list will display this as follows:

The status bar at the bottom will show the possible results for sample sizes and potentials in AND or OR connections.

“Connect” menu
Once all target groups have been marked, open the context menu with a right mouse click and select a connection type. Alternatively, you can use the “Connect” menu.

Please refer to the overview on page 61 for more information on the meanings of the different connection types. AND and OR connections will cause no problems. AND connections will form the lowest common quantity from all marked target groups. Therefore AND always has a limiting effect. OR connections will expand the marked target groups to the greatest possible potential.

TOP supports the so-called “core target groups”, meaning, for example, you are looking at four different tourism products and would like to reach those persons who are interested in at least two of the four products and therefore are especially interested in travel, though without being focussed on specific tourism products. This connection will be achieved by selecting “Number x of y”.

A special feature in this context is the menu item NOT. If you use NOT, you will not connect any target groups, but all marked target groups will be dealt with separately. The target groups will be ‘negated’, meaning they will result in the opposite.

**Connecting directly within the selection**

If you wish to connect two or more characteristics featured in one selection list, you can do this directly while selecting them. To do this, already mark the desired target groups in the selection window using the Shift or Ctrl key as described above.

Then open the context menu (with the right mouse button). Here you can choose between “Single transfer”, “Transfer and connect with AND” and “Transfer and connect with OR”. This way, you can execute two steps in one (selecting and connecting characteristics).

**Labelling connected target groups**

All connected target groups will automatically be attached with a new label. The connection type will be placed in uppercase letters in between the characteristics. In most cases, it will be advisable to rename the connected target group. To do this, simply double-click anywhere on the target group, (please see page 66 for detailed information).

---

**Example**

Assuming, you select a target group “Men between 20 and 49 years with a household net income of €3,000 and more”.

1. **Selecting the target groups**

First open the target group window by using the project manager (double-click on Target Groups) or by using the “Input” menu or the shortcut Ctrl+2 on your keyboard. Please select all target groups from the code plan that you need for the connection.

In our example these are the target groups “Male”, “20-29 years”, “30-39 years”, “40-49 years”, “Household Net Income €3,000 and more”.

You can connect the age groups with OR while selecting them (as described above). After that, your target group window should look more or less like the one above.

2. **Connecting the target groups**

Now, you can connect the age groups with the remaining two target groups. To do this, single-click on “Male” which will then be marked. Press and hold the Shift key and click on the household net income. All target groups should now be marked.
If, as in this example, no further target groups exist, you can also use the command “Select all” in the “Edit” menu or use the shortcut Ctrl+A, and all target groups featured in the corresponding window will be marked. Below the list, you will immediately see possible potentials for AND or OR connections.

Now open the context menu and select the connection type AND. This will connect all target groups and you will have created the desired target group.

3. Naming the target group
So far, the label has been assigned automatically and can certainly be improved. To rename the target group, please double-click on the target group. You can now enter a new long description (the brief description will only be used in the first column and the long description in the table header).

For further information on renaming target groups, please see page 66. The new name for the target group will be applied immediately.

4. Controlling the (combined) target group
Please also refer to the detailed description on page 66 and onwards. As you have just seen, it is possible to assign any name to the individually created target group. However, there is always the risk that you might not remember exactly which characteristics are included in this target group later TOP offers a very convenient and clear option to control individually created target groups at a later stage.

Our combined target group should still be marked. Therefore, open the context menu for this target group by right-clicking on the target group. Select the item “Target group editor” from the context menu.

The target group editor which documents the composition of the target group will then appear. Next to the text on the right-hand side, you will see the sample sizes of the individual characteristics and the target group.

Not only will this display show you combined target groups, you will also be able to edit these groups as you wish. That includes adding and deleting target groups as well as modifying connections. This is discussed in more detail on page 66.
Connection Types

Experience has shown that the greatest difficulty in defining new target groups seems to lie in knowing exactly which target group one would like to create. Once this has been decided on, combining target groups in TOP is actually a piece of cake.

Combining target groups follows mathematical principles. You will surely remember the set theory and nothing else will be done with the target groups.

The most important connection types are AND and OR. Furthermore, target groups will be ‘negated’, meaning they will result in the opposite, when using the command NOT. Another connection type available in TOP is WITHOUT, and more rarely you will use Exclusive OR.

**AND**

With AND you will be able to connect two target groups so that the resulting target group will consist of only those target groups that account for both conditions. There is no problem in using AND for more than two target groups.

*Example: Male AND 20 – 29 years*

Here, the target group “Male” and “20-29 years” will be connected with AND. Thus, the resulting target group will include only men that are 20 to 29 years old.

**OR**

With OR, you will be able to connect two target groups so that the resulting target group consists of all target groups that account for at least one condition. OR, therefore, will always have an expanding effect. There is no problem in using OR for more than two target groups.

*Example: 20-29 years OR 30-39 years*

Here, all people who are either 20 to 29 OR 30 to 39 years old will be selected. In this case, an AND connection would be wrong as none of these can be in both target groups at the same time (no one can be in two age groups simultaneously).

**WITHOUT**

WITHOUT creates a target group which is supposed to include people from the first target group, but NOT from the following ones. Usually, WITHOUT has a limiting effect. Important for more than two marked target groups: It is always the target group that has been marked first which forms the basis for the new target group and all other target groups will have a limiting effect.

*Example: Women WITHOUT children below the age of 14*

First of all, the target group “Female” in total will be used, but then limited to those who have no children below the age of 14.

**Exclusive OR**

The Exclusive OR connection seems to be the one used the least. It has a similar effect as the OR connection, though with the exception that out of two target groups, only one can be applicable. Therefore, it is either the first or the second target group, but not both.

*Example: Exclusive users of the web sites of Stern, Spiegel and Focus. You would like to look at a result of a combination of the exclusive users of three web sites, meaning users that exclusively use the web sites of Stern, Spiegel or Focus, but not more than one of these web sites.*
**Average**

This option is not about average values as possible for e.g. age or income, but it is about the average value of different characteristics or media. For example, it could be possible to calculate the average for a group of media or web sites. The result would be a new element which would show the average of the media included, e.g. coverage or composition. If, for example, the group consists of three web sites with a coverage of 1%, 2% and 6%, the connection on average will have a coverage of \((1+2+6) / 3 = 3\%\).

**Utilisation:**

*It can be shown that the affinity of a web site within a target group lies above the affinity value of the average of a freely definable group of media or web sites*

**Core target groups: Number (x of y)**

In TOP, you will be able to create so-called “core target groups”. This way, you will generate those persons who account for a specific number of characteristics. To define these target groups, first mark the characteristics on which the creation of the target group should be based and then select the item “Number (x of y)” from the context menu.

A window will open where you can select the exact setting options.

- At least
- Minimum (incl. 0)
- Exactly
- Between

As soon as you have entered a value, the settings window will display the size of the target group created hereby (in the universe of the analysis). After you have defined this target group, it should be renamed and given a new descriptive text.

**NOT**

NOT is not a connection like the ones described before. If you use NOT, you will merely “negate” different target groups, meaning they will result in the opposite.

Simple example: NOT “Male” surely equals all “Female”. You can use NOT with any number of target groups at the same time. However, each target group will be dealt with individually, meaning there will be no connection whatsoever.

Example: NOT Children up to 14 years

The target group “Children up to 14 years” includes all persons that have children below the age of 14. Therefore, a target group negated with NOT includes all persons that have no children below the age of 14.
Connecting Media - Creating a Media Plan

Another special feature is the possibility of connecting two or more media or web sites. This might be useful for special cases such as creating new combinations.

Connecting media or web sites with OR will not make sense, because OR connections have been tailored to suit target groups and do not take any exposure into consideration. Thus, the “Connect” menu also features the item “Create Combination/Media Plan”. If you have marked two or more media or web sites in, for example, the media package, select this item. The new combination (and this is what it is) will be displayed both in the brief and in the long description as a media plan as follows:

1 x T-Online, WEB.DE entire web site

Please note – the combination will be based on performance data. With regard to rates, though, only individual web sites or booking units will be combined and added up. You will therefore not be shown the costs for the relevant rate combination (if even available).
Renaming Target Groups

TOP flags combined target groups; however, in most cases this could be optimised. Therefore, TOP offers the option of entering new descriptions for any target group.

Renaming target groups can either be done in the target group window or in the analysis window such as in tabulations or ranking orders. Double-click on a target group. A window titled “Properties” will open where you can enter new brief and/or long descriptions for the target group.

Changes in this editing window will immediately be applied, so there is no “OK” button and you do not need to close the window. The editing window remains open and you can mark another element in the analysis or in the selection window straight away. The descriptions for this element will be shown and changes can be made.

Long description

Long descriptions are always used when the target group is displayed in the table header or as a filter. The labelling for the target group may be of any length. However, please bear in mind that long descriptions will always be printed again on each page.

Brief description

Brief descriptions always appear in the first column, e.g. if a target group is used for audience composition. You can also enter descriptions of any length in the audience composition (always “brief description”!

Be careful with the filter

When renaming the filter, you need to observe the following:
The filter’s long description is always printed at the top of each analysis. However, in most cases, the filter simultaneously corresponds to the first row and forms the basis of the analysis. And here, brief descriptions will be printed, because they label the first column.

Hence, in general, you should always use the same labelling for brief and long descriptions in filters. If the description is rather long and shall not appear again in the first column in its full length, simply use the word “Basis”, because the actual filter label (long description) is displayed at the top of every analysis anyway.
The arrows in the properties window are meant to simplify the process.

Text featured in the long description below will also be entered in the brief description.

Long and brief descriptions will be interchanged.

The brief description will be entered in the long description below.

Thus, if you wanted to change both texts, you would only need to change one description and the text would be applied as required.

Unlocking Combined Target Groups

Combined target groups can easily and quickly be unlocked again and split into their individual components. To do this, right-click on the combined target group. The submenu “Combined target group” offers the following options:

Unlocking last connection
This item will unlock only the last connection. If a connection consists of several stages, the lower ranking connections will be retained.

Splitting target group into components
When selecting this menu item, the entire target group will be split into its original components.

Keep original
By selecting the item featuring “keep original”, the components will be inserted into the list, and the combined target group will also be retained.
Editing Target Groups

At times it might be necessary to check or modify individually combined target groups. This might be, because you want to check what you have defined in the first place, or because you want to correct any entries. TOP supports all these requirements by providing a convenient and clear target group editor.

Checking the target group
Wherever you find target groups, you can open this target group’s context menu (right-click on the target group). Select the item “Target group editor” from the context menu.

An additional window will open which displays the composition of the target group.

In complex target groups, you can ‘collapse’ individual internal connections so that the display will be clearly arranged.

In this example, if you double-clicked on the age connection, the composition of this connection would no longer be shown.

Editing the target group
With the target group editor, you can not only check the composition of a target group, but also edit it in every respect.

Change connection type
For example, you can change the connection type. As a special feature, you will always immediately get an overview of the size of the total target group.

By the way – if this item is not featured in the menu, then your target group is not a combined target group.
To change a connection, right-click on the connection you would like to change. A context menu will open that features the available connection types. Please select one of these.

If you replace the OR connection in the age groups with an AND connection, as in our example, you will get the following result:

Of course, it does not make sense to connect age groups with AND, because the resulting target group will always have a sample size of 0. And as you will see, TOP will immediately display this result. Thereby, you will have instant control over the resulting target group, and mistakes in defining target groups can be detected quickly and effectively.

If you tried to copy the example mentioned above, you should now exchange the AND with OR (simply select OR from the context menu). You will see that the correct sample sizes will be displayed instantly.

Deleting target group elements
You can also delete any element from the target group definition. To do this, simply right-click on the element you wish to delete and select the item “Delete” from the menu.

If you delete a target group that is connected with only exactly one other target group, the connection will be unlocked. The remaining target group will replace the combined target group.

The result is immediately visible, as the sample sizes of the newly defined target group will have been adjusted accordingly. You will then need to renew the description.

Adding target group elements
It is also possible to add further target group elements. This is quite easily done with the integrated target group editor (see next paragraph).

When working with the separately displayed target group editor, though, the target group to be added has to be copied to the clipboard at first. Then right-click on the connection in the target group editor and select the command “Insert” from the context menu.

Replacing target group elements
It is also possible to replace particular target group elements in your combined target group. To do so, use the same process as if adding a new target group, meaning the new target group has to be copied to the clipboard first.

Instead of marking the connection, mark the target group you want to replace. Then select “Insert” from the “Edit” menu and the previously defined target group will be replaced with the new target group.

However, we also recommend using the integrated target group editor for this action.
**Integrated target group editor**
Another convenient option for editing target groups is the so-called “integrated target group editor”.

To open the editor, please mark a combined target group and then click on the icon for the integrated target group editor at the top of the selection window:

![Integrated target group editor icon](image1)

The integrated target group editor will be displayed on the right-hand side of the target group list.

![Integrated target group editor](image2)

Quite simply, you can add target groups here by using drag and drop, without having to use the clipboard option.

If you want to add the age group 50 – 59 year olds to the target group in the above mentioned example, then simply drag the desired target group from the selection above to the desired position in the target group editor.

The new target group will be displayed:

![Target group editor with new age group added](image3)

Important: The target group in the window at the bottom left remains unchanged for the moment.

Only after clicking “Submit” or “OK” will the new composition be transferred.
Weighting

A special option for experienced users is the weighting of target groups and media. In TOP you can enter a weight from 0 to 100 for each target group and medium.

Entering weightings

There is no difference in entering weightings for target groups or media. To do so, open the context menu of any target group or medium and select the command "Set weight".

A window will appear in which you can enter the required weighting factor.

Please bear in mind that you can only enter a weight of up to the factor 100 which means you can only downweight. Factor 100 therefore means that the relevant element will not be weighted.

The weight will always be additionally displayed below the characteristic or medium.

You can also connect weighted characteristics with other characteristics. The values of those characteristics will be retained and remain correct. The weighting indication will then be displayed in brackets behind the labelling for the target groups or media.

Effect

Due to the allocated weight, the audience in the target group or the audience of the media will be "worth less". At the same time, the projection will be adjusted accordingly. For example, with a weight of 50 the projection value will be halved.

The number of users in the audience of media will also be changed accordingly.

Media Planning

At present, weightings cannot be set in the media plan input window. Applying weightings from other analyses to media plans may result in incorrect data.
Formatting Analyses

Formatting Options

You can design the layout of counts individually in various ways. To do this, a number of different formatting options are provided:

- Formatting analyses (please see below)
- Formatting columns (please see page 72)
- Formatting objects (please see page 83)

These options will be explained in the following chapters.

Formatting Analyses

These formatting options refer to the entire analysis, not only to individual target groups, media or columns.

Change width of first column

You can easily change the width of the first column by using your mouse. When the mouse is placed exactly on the border between the first column and the data section, the mouse pointer will turn into a two-sided arrow. Press and hold the mouse button to adjust the width of the first column.

Text featured in the first column will be adjusted accordingly, meaning the line break will be reset for longer texts.

### Formatting Columns

Formatting columns always involves one (or more) columns within a count, for example, the “Index” column in tabulations or “Costs” column in ranking orders.

The following formatting options for columns are available:

- Add new columns
  A separate chapter deals with the topic “Adding columns”, because TOP offers very special and new options particularly for this feature (please see detailed explanations on page 78 and onwards).
- Shifting columns
- Duplicating columns
- Deleting columns
- Changing number format in columns
- Displaying projections in m or k
- Renaming column headers
- Sorting
- Setting marking
- Setting priority
- Column display
  (numerical, graph, ranking)

Usually, formatting columns is done by using the mouse or a context menu.

When you right-click on a column, a context menu will appear that offers various formatting and setting options.
**Shifting columns**

In TOP, you can shift columns by using drag and drop. Simply click on the column you wish to shift and press and hold the mouse button. Then drag the mouse to the position where you would like to shift the column. A vertical line will always indicate where the column will be placed if the mouse button is released.

A column can only be shifted within its own target group or medium. However, this action will normally have an effect on all target groups (or objects featured in the table header).

**Adjusting column width**

Adjusting the column width is also quite easily done with your mouse. Move the mouse over the line that separates the columns (column headers), press and hold your mouse button and then drag the column to the desired width. This action will then have an effect on all target groups (or objects featured in the table header).

**Duplicating, copying columns**

Duplicating or rather copying individual columns is very simple. To do this, right-click on the column header and select the command “Duplicate” from the context menu. The column will then be displayed once more in the same format as the one you clicked on.

This is useful in many cases: On the one hand, you can copy a column and then display the copy, e.g. as a graph or ranking. You can also easily apply and continue to use already existing formatting.

Example: You have a coverage column and would like to display this column repeatedly – one column displaying coverage in millions, the other in thousands.
Deleting columns

**Delete in all target groups**
To delete columns open the so-called “column’s context menu”. To do this, right-click on the relevant column header (“%”, “m”, etc.). A menu will open and you will find the item “Delete”, among others. After selecting this item, the column in question will be deleted in all target groups.

**Delete from here**
The function “Delete from here” will delete all columns that are featured to the right of the marked column (including the marked column itself).

**Deleting a group of columns**
If a group of columns is marked and you open the context menu, then the command will apply to the entire group. This means that by deleting the entire group you will also delete all columns assigned to this group.

Unlocking a group of columns
The command “Delete heading” is used if you do not want to delete the columns featured below a group of columns, but only want to delete the group featured above the columns. The columns themselves will be retained.

Changing number format
To change the number format (number of pre-decimal and decimal places), select the item “Properties/Settings” from the column’s context menu and then “Display/Settings”. To open the context menu, right-click on the relevant column heading.

A window will open where you can select different options from a drop down menu and set the display of numbers. The entries will immediately be applied to the analysis; therefore this window does not include an “OK” or “Cancel” button.

Select the item “Format for columns” to change the number format.
Here you can define how accurately TOP should display the result. Internally, TOP always calculates the figures very accurately. It is up to you to decide, which level of accuracy will be useful for the display. For publications, please observe the AGOF conventions.

Especially with higher numbers it makes sense to use the 1000 separator for more clarity.

Additionally, you can choose to use a comma or full stop (as used in the English speaking world) for the decimal point.

If required, you can also display the algebraic sign, meaning + or - in front of the relevant figure.

Furthermore, you can also choose whether or not any zeros should be displayed after the comma.

Show projection in m or k
You can also select the display unit for numbers for all projection values.

You also have the option of displaying projections for each individual column. The context menu will only feature the item "Unit" if a projection value exists in a column. A submenu will appear where you can select the unit.

In addition to setting the unit to thousands or millions you can also select the option "Show standard". The standard is based on the default unit set for the analysis or project. By changing the unit within an analysis, all projection columns in the analysis can be changed simultaneously.

If no specific unit has been explicitly set for the project, the analysis or the column, the standard setting "m" will be used.
Renaming column headers

You can also change the descriptions of the column headers. The column’s context menu features the item “Properties/Settings” and then “Display/Settings”. After selecting this, the following window will appear on the right-hand side (of course, featuring the column’s current descriptions):

Using the category “Labelling”, you can then individually enter text for the column’s description.

Please bear in mind that the column only has a certain width. Too much text will be cut off, if it cannot automatically be wrapped to the next line with spaces. You should therefore also use the RETURN key to insert line breaks.

In long descriptions, you can enter text that will appear at the top below “Sort”, if you have sorted by this column. This text will also appear on the printout.

Sorting

Simple sorting

In TOP, you can quickly and conveniently sort by any column, irrespective of the analysis. Simply double-click on the relevant column header. The sorting criterion will appear next to the word “Sort” at the top left.

If you have – like in tabulations – several target groups next to each other, the sorting will be performed by the column which is featured within the target group where you double-clicked. If you wish to sort by the same column type (e.g. “m”) within a different target group, then simply double-click on this column featured below the relevant target group.

Deleting the sorting criterion

To delete a sorting criterion, simply right-click on the word “Sort” and select “Delete all sorting” from the context menu.

Changing the sorting order

By default, TOP will sort in the most obvious order. Coverage and composition values will be sorted in descending order, whereas cost-effectiveness will be sorted in ascending order (most inexpensive booking unit at the top). However, you can change this sorting order.

To do this, open the sorting window (small box featured at the top of the analysis to the left) and right-click on the criterion. A context menu will open which features “Sort in ascending order” or “Sort in descending order”, depending on the previous sorting. The sorting order will be reversed by selecting this menu item.
Several sorting criteria

Normally, using only one sorting criterion makes sense, because TOP internally calculates most of the values much more accurately than they are displayed as data. If, for example, two web sites or booking units have a coverage of 5.0%, one could actually be 4.98% and the other 5.01%. And TOP will perform the sorting according to these figures.

However, you can sort by two or more criteria at once. To enter several sorting criteria, click on the small box at the top left so that the sorting criteria details are displayed.

To add a criterion, click on the relevant column header and drag it into the sorting window. The criterion in question will also appear in the sorting window.

To change the order of the sorting criteria, simply shift them up or down with your mouse by using drag and drop.

Priority

Input

To define a priority, use your mouse to drag a column heading (e.g. the “%” in coverage) to the word “Priority” featured at the top of the analysis.

A dialogue window called “Set priority” will appear. Enter a condition (e.g. percentage greater than 10).

Deleting a priority criterion

To delete a priority criterion, right-click on the word “Priority” at the top of the analysis and select the menu item “Delete all priorities”. If you have set several priorities and only want to delete one criterion, open the list (click on the small box next to “Sort” in the top left corner) and select the item you wish to delete.

Markings

You will find detailed information on markings towards the end of this user guide (please see “Markings” on page 84).
Column display

Columns can be displayed in TOP in three different ways:

- numerically in the form of numbers
- graphically in the form of bars
- as a ranking

This is explained in more detail on the next page.

Changing display type

You can change the display format with the column’s context menu. Right-click on the relevant column header and select an option.

In addition to deleting a column, you will also have the option of changing the display format. To do this, use the commands “Show as bar chart” or “Show as ranking”.

Here, it is important to know that the display format will be switched for each. Therefore, if you want to display a column numerically as well as graphically, you will need to duplicate the column first (please see “Duplicate, copy columns” on page 73).

Numerically

The default setting for most of the columns is the numerical display. The column will be displayed numerically, if none of the two alternatives mentioned above have been selected.

Bar chart

A column can also be displayed graphically with a bar chart.

Here is an example of a bar chart:

<table>
<thead>
<tr>
<th>Unique User Share %</th>
<th>Comp. Index 100</th>
<th>Comp. Index 250</th>
</tr>
</thead>
<tbody>
<tr>
<td>71</td>
<td>144</td>
<td></td>
</tr>
<tr>
<td>59</td>
<td>121</td>
<td></td>
</tr>
<tr>
<td>60</td>
<td>122</td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>73</td>
<td></td>
</tr>
<tr>
<td>55</td>
<td>112</td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>113</td>
<td></td>
</tr>
<tr>
<td>54</td>
<td>109</td>
<td></td>
</tr>
<tr>
<td>56</td>
<td>114</td>
<td></td>
</tr>
<tr>
<td>79</td>
<td>162</td>
<td></td>
</tr>
</tbody>
</table>

Please bear in mind that, as mentioned before, by using the context menu you can only switch between the different display formats.

If you wish to display the column both numerically and graphically, you will need to duplicate the column first. The graphical display of a column is, however, not limited to a certain column. Each column can be displayed as a bar chart.

If a column is defined as a bar chart, TOP will specify a minimum and a maximum, which will be different depending on the column. However, the limits can be defined freely. The menu item “Properties/Settings” and then “Display/Settings” features the item “Format for columns”.

For example, here is a column defined as a bar chart:

- Please note that the limits can be set independently for each column.
- The “Format for columns” menu item allows you to specify the minimum and maximum values.
- You can also adjust the appearance of the bar chart, such as the color and width of the bars.
If you select the drop down menu item “Show as bar chart”, the following window will appear.

![PropertyInspector Titles](image)

Here you can enter the minimum and maximum for the column and you can define a line position (usually at the 100th line).

If you do not want to define a line position, you can simply enter a value here that is above the maximum.

A bar chart is especially useful for trend developments which go from a zero point to the right (positive developments) or to the left (negative developments). To set this option, use the item “Zero point”. By default, it is set to 0, but can be changed to any other value.

In graphical displays for index values, for example, you can set the zero point to 100. The index values below 100 will then be shown going to the left and index values above 100 going to the right. With the colour settings you can set the colour for the bar, the frame and the line individually.

<table>
<thead>
<tr>
<th>Unique User Share</th>
<th>Comp. Index</th>
<th>Comp. Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>71</td>
<td>144</td>
<td></td>
</tr>
<tr>
<td>60</td>
<td>122</td>
<td></td>
</tr>
<tr>
<td>59</td>
<td>121</td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>73</td>
<td></td>
</tr>
<tr>
<td>55</td>
<td>112</td>
<td></td>
</tr>
<tr>
<td>58</td>
<td>118</td>
<td></td>
</tr>
<tr>
<td>54</td>
<td>103</td>
<td></td>
</tr>
<tr>
<td>56</td>
<td>114</td>
<td></td>
</tr>
</tbody>
</table>

**Ranking**
If you select “Show as ranking” from the context menu, the ranking of the values will be displayed in the relevant target group. The highest value will be in first place, the second highest in second place and so forth. No further settings are required for the ranking.

TOP will automatically display the values in a sensible ranking. That means that for coverage or composition values, the ranking will be shown in descending order, for cost-effectiveness the other way round (ascending order – most inexpensive medium or web site ranks first place).
Adding Columns, Columns Window

One thing that distinguishes TOP is that pre-defined analyses can be modified individually and expanded in a useful way.

TOP has been designed to show the usual columns in the pre-defined analyses; however, the analyses are not limited to these columns. All other columns available in TOP can be added to the analyses as you wish.

Columns window

To add columns TOP provides the so-called "columns window" which is, so to speak, a resource for new columns that you can add to your counts as you wish. Generally, the columns window is 'docked' to the right-hand side of the program frame.

Each analysis will feature the columns list with a coloured button at the side. When you double-click on this button, the columns window will open.

Or you klick on "Edit":

Normally, the columns window will then appear on the right-hand side.
Adding new columns

For example, if you would like to add the column “Marketer” to a standard ranking order, simply use drag and drop to add the column “Marketer” to your analysis.

To do this, please open the analysis “Ranking order” and the columns window. The columns window will remain open in the foreground.

Now click on “Marketer” in the columns window, press and hold the mouse button and drag the item to the other column heads in your ranking order. A vertical line will appear at the position where the new column would be inserted if you released the mouse button. Now the column has been inserted into your count.

Once again, these are the individual steps:
1. Open the analysis where you would like to add a new column.
2. Open the columns window.
3. Select the column you would like to insert from the columns window.
4. Use drag and drop to add the column to the analysis.

Of course, you can add the same column to your count once again in order to display one of these columns, for example, as a bar chart. (Please also see page 78.)

The columns

The columns window contains a wealth of information that can be added to pre-defined analyses.

The following will give you an overview of the categories featured in the columns window:

**Cases**
Data on sample sizes can be recalled weighted or unweighted. The interviews correspond to the unweighted sample size. In contrast to the unweighted cases, though, they do not consider any exposure probabilities of media or web sites.

**Mediafacts**
In addition to the standard columns, such as net coverage, Unique Users, share of audience in %, exposure projection, share of exposure in %, and average exposure, here you will also find GRP (Gross Rating Point), CPM, cost per GRP, as well as affinity and GRP index. “Cost per GRP” allows for an easy comparison of cost-effectiveness in different target groups.

**Costs**
The category “Costs” provides data on absolute costs as well as on discounts in per cent.

**Booking information**
The columns offered here will display information on the availability of Targeting or Frequency Capping.

**Media information**
With the columns featured in the category “Media Information” you can display used ad formats and marketers of media or web sites.
**Text/information columns**
The column “Ranking acc. to list” will show the original element order in the list as well as in the analysis.

“Brief description” is the brief description of the characteristic and “long description” is the long description of the characteristic featured in the first column.

If you add the column “Code”, the code assigned to the web site or booking unit will be visible.
Formatting Objects

Renaming objects

Target groups in TOP can be renamed without any difficulties. To do this, please right-click on the target group and select the command “Properties/Settings” and then “Display/Settings” from the context menu. It will make no difference whether the characteristics are marked directly in the analysis or in the input window (please also see page 64).

Shifting objects

You can shift objects in TOP by using drag and drop, either within an analysis or directly in an input list.

The most convenient way of shifting characteristics is directly in an analysis. First single-click on a characteristic or heading you would like to shift, and then use drag and drop to place it in the desired position.

As indicated above, headings can be shifted including the sub items. This is illustrated by the example featured below.

Here, the heading “Gender” including the sub items featured underneath has been marked.

Connect objects

Objects, namely target groups, media or web sites and media plans can be connected. A separate chapter provides detailed descriptions on this topic (please refer to “Connecting target groups, media, media plans” on page 58).
Markings

Function
A special feature in TOP is setting markings, meaning highlighting numbers and data according to specific criteria. The marking will be retained even if a column that features this criterion has been deleted.

This way, all media data that exceed a certain coverage within the target group can be highlighted. The marking can either be bold or coloured font and/or have a coloured background.

Input
To mark specific data click on a column head (e.g. “Index”) and drag it to the word “Marking” featured at the top.

The window “Set marking” will open where you can set the marking criteria and formatting.

For example, you can set the index value to be greater than 110. This setting will define the base value for the marking. The next step is to assign formatting to this condition.

You can set the font colour, style and size as well as the background colour. Furthermore, you can specify whether or not to apply a setting (little box in front of each option).

Select the font and background colour by clicking on a button in the colour scale.

For the font style you can choose from bold, italic and underlined. If you wish, you can also select several styles.

For font size select the desired size in pt.

It is also possible to set several conditions. To do this, drag several columns one after another onto the word “Marking”.

For example, you can set the index value to be greater than 110. This setting will define the base value for the marking. The next step is to assign formatting to this condition.

You can set the font colour, style and size as well as the background colour. Furthermore, you can specify whether or not to apply a setting (little box in front of each option).

Select the font and background colour by clicking on a button in the colour scale.

For the font style you can choose from bold, italic and underlined. If you wish, you can also select several styles.

For font size select the desired size in pt.

It is also possible to set several conditions. To do this, drag several columns one after another onto the word “Marking”.
Here, the options “Overwrite” (for font style) and “relative” (for font size) will become relevant. One condition might set the font style to bold and blue (e.g. index greater than 110). A second condition (e.g. index greater than 130) might change the formatting to yellow background and red font colour.

To edit markings you can open a display that features a list with all set markings.

By using the context menu (right mouse button) you can now modify or delete the conditions for marking.

Output
Of course, all markings will also be considered for printing. When using a colour printer, all coloured markings will be printed as well. A special feature allows all markings to be exported to Excel, as well, so that all input can be entered into TOP itself.

To edit markings you can open a display that features a list with all set markings.

To do this, click on the little box at the top left (next to the word “Sort”), and a list will appear featuring all conditions for sorting, priority and marking entered so far.
Output

Overview

TOP can output counts in different ways. Naturally, the printout plays a central role, but the export options also become more and more important.

Within an analysis, you can easily access the output options by using the icon bar at the top of the analysis. This icon bar is featured in every analysis header:

The last three icons are used for exporting data and the printer icon is used for instant printouts.

Printout

Instant printout

You can print an analysis by clicking on the printer icon.

Alternatively, you can select the command “Print” from the “File” menu. The normal printer window will appear where you can enter settings (selecting printers, etc.).

Export

In addition to printouts, TOP also supports various data export options. The data can be written into a text file, you can save them as an HTML page and you can copy the data to the clipboard for the purpose of directly inserting the data into other programs. TOP’s special highlight, though, is the integrated export to Excel which makes it possible to export all data and formatting to Excel.
**HTML export:**
For Intranet or Internet publishing

**XML export:**
Structured format for importing into your own programs and further processing

**Transfer to Excel**
All analyses can also be directly transferred to Excel and will be formatted much the same as in TOP.

Just like for printouts or print previews, an icon for exporting to Excel is featured in each analysis window. When you click on this icon, Excel will start and the count will be inserted and formatted.

A submenu offers the option of exporting all filters (by default) or only the currently set filter.

Even graphics will be exported to Excel and displayed.

**Export to clipboard**
When you click on this icon, the data will be copied to the clipboard. From here, it can be imported into other programs. To do this, open the required program, go to the position where you would like to insert the data, and then select the item “Insert” in the “Edit” menu. The shortcut Ctrl-V will also work in most cases.
Personal Excel Templates

TOP requires a template to export data to Excel. ‘Place holders’ define positions for information, such as rate settings or filter information.

In addition to this default template, you also have the option of setting up personal templates. With these templates you can design the layout to meet your requirements. You will then have individual templates at your disposal, such as different templates for customers, web sites or marketing areas.

To create personal templates, first copy the program template “TOPExcelVorlagen.xls” from your TOP program directory and name the copy “EigeneExcelVorlage.xls”.

To adjust the template to your individual requirements, open the file in Excel.

You can now remove the TOP logo, for example, and insert a company logo.

Or you can add rows with your own text.
Important: Rows that include text in square brackets SHOULD NOT be modified. These are place holders for the corresponding TOP content.

Optionally, you can create several templates. To do this, either copy the first worksheet — “Template” in our example— and name and edit this copy as you like, or create a new worksheet where you insert the text required for TOP (place holders featured in []).

The worksheet labels correspond to the Excel template labels in the selection window in TOP. Therefore, you should use meaningful names.

If you then export an analysis from TOP to Excel, a selection window will appear where you can select a template.

Your individually created templates will be found here, and there is no need to define any other settings in TOP.

Please note:
Currently, these templates are only used for the ‘old’ Excel export function. The new export function writes binary data and does not necessarily require Excel to display them.

TOP offers the option to set the default export function. To do so, please select “View” and then “Options” in the top menu bar:

A window will appear. Click on the tab “Export” to set “Quick Export” as default or deselect it.
Projects, Save and Load

Overview on Projects

A project includes all current input since starting TOP or creating a new project. As soon as you start TOP, the project assistant will create a new, empty project which you can then modify. The project manager will provide an overview of the project.

Saving a project

You can save an entire project in which all your input will be processed. Not only will the contents of the input windows (target groups, audience composition, media package, etc.) be saved in a project, but all opened analyses, formatting (sorting, marking, etc.), as well.

All input will be saved so that it is available again after reopening the project. Once you reopen a project, TOP only needs to recalculate all data and you will see exactly the same state as before saving the project.

To save the project, please open the “File” menu and select “Save As”.

The usual window for saving documents will appear where you can also select a folder or create a new folder. We recommend using a specific filing system for the projects so that you will not lose track of the files.

There are two menu items for saving a project: “Save” and “Save As”.

The command “Save” saves the current project with the given name. If the project has not been named yet, you will be prompted to enter a name and description – just as if you had selected “Save As”. So, use “Save” when you want to save the current project again under the same name and “Save As” if you want to rename the project.

Opening a project

The menu command “Open” (“File” menu) will load a saved project.

You can open a project in addition to other already opened projects without any difficulties. Several projects will be displayed accordingly in the project manager.

New project

The menu item “New” in the “File” menu will create a new, empty project with the project assistant.

Closing a project

You can close a project by selecting the “File” menu command “Close project” or by right-clicking on the project itself within the project manager and then selecting the command “Close” from the context menu.
Just like when you exit a program or start a new project, you will then be prompted to save the changes. After closing a project you can either start a new project by using the command “New” or exit TOP.

Save and Load

Working with a project and the process of saving and loading a project has been described in detail above.

But even individual input, for example, contents featured only in the target group window, can be saved on the hard drive. With this, all changes to the input will also be considered. That means that commentaries for a medium/web site will also be saved.

Saving individual input is especially useful, if, for example, you would like to use a standard audience composition or a certain list of media again and again. You only need to save it once and then you can load it again any time, without having to use the more time consuming process of selecting input in the target group or media selection.

You can save or open individual input in the corresponding input window (e.g. target groups, audience composition, media package, and filter) by using the icons “Save list” and “Load list”.

When you load a list, the existing one will not be overwritten, but the new characteristics will be added to the bottom of the list.
Options

Program Settings

The options for setting the storage directories for analyses and projects can be accessed by selecting the menu item “Options” in the “View” menu.

The following options window will appear:

![Options Window Image]

Use the tabs to select from various settings, such as setting directories, entering customer information or setting general options.

Data set directories

By default, TOP will be installed so that all data set files are included in a directory that has been arranged below the program directory. Usually, this will be `c:\Program Files\TOP\Analysen`.

For various reasons, however, it might be necessary to include the data set files in a different directory or to integrate an additional directory. The directory or directories for the data set files can be stored on a file server for shared use without any difficulties.

Standard directory for saving projects

The standard directory for saving projects will be accessed whenever a project is to be loaded or saved after you start TOP. As long as you have not exited TOP, the directory currently in use will be retained.

Directory for auto-saving projects

TOP continuously saves the current state of active projects in a temporary file which is deleted when you exit the program properly.

Should TOP crash while you are working with it, these temporary files will be found when you start TOP the next time, and you will be asked if the latest state saved should be restored. Here, you can define the directory for saving temporary project files.
Chapter 4 is all about online media planning. All individual steps in creating a media plan are presented in detail. You will learn how to work with the available advertising formats, rate settings and the planning options Frequency Capping and Targeting.
Overview Media Plan Analysis

Media plan analyses are the most complex counts you can carry out with TOP.

We offer a selection of various forms of detailed media plan analyses:

- Basic data, for an overview of media plan performance data
- Audience composition analysis, for a detailed analysis of media plans in a given audience composition
- Exposure distribution, where you can analyse media plans by exposure classes
- Exposure class audience composition, for a detailed analysis of individual exposure classes

All sub items can also be found in the “Analysis” menu.

Each analysis option will be described in detail on the following pages.

Please note: All forms of media plan analyses will be based on the same media plans entered.

Media Planning 2.0

The media plan input function has been entirely revised for the current version of TOP and was developed in close cooperation with media agencies. It offers the following unique benefits:

- Detailed display of media plans
- Displaying performance data per placement in the media plan
- Grouping of placements is possible
- Creating discount kits for customer-oriented work

Previous/new media plan input window

Basically, the new media plan input window will be opened with each new project. However, should you prefer to work with the old media plan input window, you may set this option in the “Options” menu (top menu bar: View - Options).

Projects that were created using TOP 1.0 will still use the old media plan input window which will initially be displayed after opening those projects. You can then click on the button “Media Planning 2.0” at the top left section of the media plan input window to transfer the plan to the new media plan input window. However, please note that this decision cannot be reversed for this project.
Media Plan Input

Opening media plan input window

You can easily open the media plan input window by double-clicking on “Media Plans” in the project manager.

Selecting media

You can either select media or web sites or booking units as usual by using the selection window or by marking them in another window (e.g. ranking orders) and then dragging them into the menu item “Media Plans” in the project manager.

At the top left corner of the media plan input window you will see the button “Show selection”:

By clicking on this button the media selection window will be shown or hidden so that you can select web sites and booking units for your media planning. The selected media will then be displayed at the front of the media plan input table.

Functions of the media plan input window

First of all, we will present an overview of the functions and options available in the new media plan input window. All options will be explained in detail on the following pages.

The current media plan will be shown at the top on the left hand side (with its name). Next to it you will find a button with which you can create new media plans and rename or delete the current one.

At the centre you will see a drop down menu which includes a selection of different plan displays. This is an important new feature in Media Planning 2.0, because now you can enter and display various kinds of information for each placement. These so-called ‘displays’ may be edited as you please. In addition, they can be saved to be loaded in other projects.

Another new feature is the discount kits which can be created and edited at any time, independent of a project.

And with the button at the far right you can export current displays to Excel.

Above the media plan itself you will see a settings row highlighted in green. Any input into this row will be used for new placements, or existing placements can be changed here, respectively.

At first though, we will explain how to enter single placements.

Entering placements

To enter placements you can simply type a value into the columns “Share %” and “Placement exp. (k)”. To do so, click on the empty field and enter a value.

Now, a placement has been set up. Additionally, all other input that was pre-set in the settings row will also be displayed, for example frequency, period and advertising format.
TOP 2.0 User Guide

These entries can also be edited directly in the table itself. In order to change the period from month (initially pre-set) to a different period, simply click on the double-sided arrow on the right hand side next to “Month” and a little drop down menu will appear where you can select the desired period.

Advertising format

To enter an ad format, simply click on the selection icon in the column. A dialogue box will appear where all ad formats available for this booking unit will be shown and can then be selected.

Select the desired ad format by clicking on the radio button at the front. Then click on OK and the ad format will have been selected for the placement.

Incorrect input

If any input has been entered incorrectly or if any input might lead to results that are not logical, TOP will use coloured markings to draw your attention to this matter:

The location of the error will be separately highlighted in red.

The coloured markings have the following meanings:

Highlighted in red:
The maximum number of available exposures has been exceeded. Consequently, performance data cannot be displayed and it will not be possible to calculate the media plan. This error should definitely be corrected.

Highlighted in orange:
This indicates a warning. It could be that a pre-set ad format is not available for the booking unit in the rate file. Consequently, performance data are calculated but no costs. Furthermore, a warning is also indicated when the entered number of exposures exceeds the inventory potential. In this case, both performance data and costs are calculated and displayed.

Frequency Capping

An FC value can simply be entered into the relevant column. If Frequency Capping is not available for the selected booking unit, the field will show “-” and it will not be possible to enter a value.

Further information on Frequency Capping can be found on page 115.

Targeting

By clicking on the selection icon in the column you can choose a Targeting option for the selected placement. If Targeting is not available, this will be indicated (n/a).

If Targeting has been set for a placement, it will be displayed in the column. By mousing over the cell the selected Targeting characteristics will be shown as a tooltip.

Further information on Targeting can be found on page 113.
Editing exposures for placements

If you want to change the number or the share of exposures for a placement, simply click on the applicable field and enter the new value. This will overwrite the old value. Of course, you could also use the settings row to change the values.

Furthermore, you can also add a new value to an existing value. If the field shows 100 exposures, the input +100 will result in adding a further 100 exposures to the existing 100 exposures. TOP will then replace the figure 100 with 200. By using the settings row for this procedure you can edit several placements at the same time.

<table>
<thead>
<tr>
<th>Share %</th>
<th>Placement exposure (k)</th>
<th>Exposure total (k)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5 %</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>9.2 %</td>
<td>300</td>
<td>300</td>
</tr>
<tr>
<td>13.3 %</td>
<td>250</td>
<td>250</td>
</tr>
<tr>
<td>0.3 %</td>
<td>400</td>
<td>400</td>
</tr>
<tr>
<td>9.6 %</td>
<td>350</td>
<td>350</td>
</tr>
</tbody>
</table>

This function is available for the columns “Share %” and “Placement exp. (k)”. In addition to adding exposures, the other three basic arithmetic operations are also available. You can use the operators +, -, * and /.

It is also possible to use formulas. The variable X in the formula stands for the previously used value. For example, by using the formula x/100*80 you could decrease the number of exposures for a placement to 80%.

Setting a special CPM or fixed rate

Should a rate be missing in TOP or no longer be valid, then you can enter an individual CPM or fixed rate. To do so, click on the selection icon in the column “CPM/fixed rate” in the display “Cost calculation 1”.

A window will open where you can enter a special CPM or fixed rate. Please note that this will be a gross rate to which TOP will then apply the discounts.
Sub placements

You can set up more than one placement for a web site or booking unit, for example with different ad formats.

To add a placement to a medium, simply click on the “plus” icon right next to the name of the medium. The previous placement will be labelled “Placement 1” and the new placement is named “Placement 2”. Those sub placements can be treated in the same way as any single placement.

The row above the sub placements will show the total values that apply to all placements combined or the total values and performance data of the combined placement.

This name can be changed. To do so, mark the heading of a sub placement and either click on it one more time with the left mouse button or open the context menu with the right mouse button and select “Rename placement”.

This way, sub placements can be treated like single placements. The row above the sub placements will show the total values that apply to all placements combined or the total values and performance data of the combined placement.

Settings row

Above the placement table you will see a settings row highlighted in green. This row can be edited in the same way as the cells of the media plan input table itself. The settings row has two functions:

1. If there is no placement marked in the placement table, the values in the settings row apply as default for all new placements. That means that if a new medium is selected and values are entered in the empty placement row, the information that was pre-set in the settings row will be applied to the new placement (e.g. ad format, period, etc.).

2. If one or more placements are marked (single click on the placement), the currently changed values in the settings row will be applied to the marked placements. This way you can quickly enter or change, for example, the number of exposures or the ad format simultaneously for various placements.

Displays / Display sets

A unique feature of the media plan input function is the choice of different displays for the entered media plans. Those displays contain any kind of columns with input and output fields and they can be modified and changed as you please.

Switching between displays

You can switch between the different displays by using the drop down menu in the header of the media plan input window.

Single columns can actually be featured in several displays (as, for example, the input fields for exposure and share). However, of course, it is always the same
media plan that will be modified, independent of the display you selected.

By default, TOP 2.0 offers the following displays:

- **Placement input**
  Here you can enter placements and set Targeting and Frequency Capping options.

- **Performance data**
  Here you will see an overview of the performance data displayed for each individual placement. You can identify which placement contributes in which way to the overall result of the media plan.

- **Cost calculation 1**
  This display shows a detailed cost calculation, including surcharges for Targeting and FC.

- **Cost calculation 2**
  Cost calculation 2 offers the option to set individual discounts or to display the information from the discount kits (please see below).

- **Marketer information**
  This display shows important information about the marketer (marketer’s name, contact person, etc.).

You can set up or edit the different displays entirely to meet your individual requirements. Moreover, individual displays can be set up and saved or set as default for new projects.

The displays will always be saved with a project. If you change the displays in one project, this will not affect other projects.

---

**Editing displays**

**Deleting columns**

By using the context menu (right-click on the column header) you can delete single columns from the display.

**Shifting columns**

To shift columns simply click on the column header using the left mouse button and drag it to the desired position.

**Adjusting column width**

When you place the mouse cursor directly between two columns in the column header, the cursor will change to a double-sided arrow and you can adjust the width of the columns.

**Adding columns individually**

Of course, apart from deleting columns you can also add columns. To do so, use the special columns window available for the media plan input. This window can be opened by clicking on the display button above the media plan input table (command “Show columns window”).

The columns window will appear on the right hand side where you can simply select the individual columns and drag them into the current display (into the area of the column headers).
Working with display sets

The icon for editing the different displays offers you many options.

<table>
<thead>
<tr>
<th>No display kit selected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create new display</td>
</tr>
<tr>
<td>Delete current display</td>
</tr>
<tr>
<td>Rename current display</td>
</tr>
<tr>
<td>Load display set</td>
</tr>
<tr>
<td>Save display set</td>
</tr>
<tr>
<td>Show columns window</td>
</tr>
<tr>
<td>Current display set as default for new projects</td>
</tr>
<tr>
<td>Reset displays</td>
</tr>
</tbody>
</table>

You can create a new display. When doing so, you will be prompted to name the new display. Furthermore, you can delete and rename the current display.

Saving and loading displays

Displays can also be saved and therefore loaded in a different project. Loading a display does not change the media plan itself, but simply refers to the form of display.

The menu items for saving and loading displays can also be found by clicking on the display icon above the media plan input table.

Setting displays as default

With the command “Current display set as default for new projects” you will set the current display set (meaning all displays that are available in the drop down menu) as default for new projects.

Since projects will also save their individual display, this will not affect any saved projects. If you want to use a different display set for saved projects, save the display set as described above and load it for the relevant project.
Export to Excel

Just like any analyses, media plan displays can also be exported to Excel. To do so, simply click on the Excel icon on the right hand side above the media plan input table. In general, when exporting to Excel all displays with all entered target groups will be included.

A new window will open where you can select the filters, target groups, media plans and displays that you want to export.

At first, all selection options are marked. Click on one of the information highlighted in blue to remove the marking.

If you would like to remove the marking for all selection options in one of the four fields, use the button “None”. The button “All” will mark all selection options within a field. The function “Reverse selection” at the bottom on the left will reverse the markings in all four fields: existing markings will be removed and all previously unmarked information will be marked.

Click on "OK" to complete your selection and to start the Excel export.

Target groups

The second display (in the standard display set) also shows the performance data of a media plan, meaning information on Unique Users, exposure, etc.

To display the target groups simply click on the button “Show target groups” at the top left corner.

This will display the currently used filter and the target groups. By using the left and right arrow buttons you can switch between the pre-set filters and/or target groups. The performance data will be adjusted according to the selected target group.
Discount kits

The discount kits are a very powerful function in TOP, meant to help with the planning process, because quite often agreements were made with marketers and/or web sites, but not for every single booking unit. And exactly this can now be reproduced in TOP.

By clicking on the icon featured above the media plan input table a dialogue will appear in which you can create and edit discount kits.

Creating and deleting discount kits

In order to create a discount kit, click on the “plus” button at the bottom to the left. When a discount kit has been marked, you can also delete it by clicking on the “minus” button.

At first, the discount kit will be displayed with a default name (“New discount kit”). When marked, you can rename the discount kit in the field at the top on the right hand side.

Activating discount kits

Discount kits are always created in general, meaning independent of the current project. This way you can enter your negotiation results into the discount kit and apply it to various projects.

Therefore, a discount kit has to be activated for a project to be able to use it. To do so, mark the discount kit in the list on the left hand side and then click on “Activate” at the bottom.

Saving and loading discount kits

Once discount kits have been created they will be available each time you start the program. However, in order to exchange discount kits with other users you can save a discount kit in a file and load it from there.

General information

Discount kits are hierarchically structured which means that starting from a basis you can enter discounts for marketers, below it discounts for the respective web sites and again below it discounts for booking units.

Please note: For each placement the discount kit will be checked starting from the lowest level of the hierarchy. This means that if a discount was defined for a booking unit, this discount will be applied. If this is not the case, then the system will check if a discount was defined for the web site. And if this is also not the case, then the system will check, if a discount was defined for the marketer. If different scales of discounts were defined for the different levels, it is always the input on the detailed level that will be applied - booking unit before web site before marketer.
Entering discounts

To enter discounts, at first, you have to mark the basis on which the next entry is supposed to be made. Therefore, first of all, please mark the word “Basis” and then click on the “plus” icon featured below the list.

A list will appear that includes all marketers that are participating in the currently used study.

Here, you can select a marketer and then click on OK. The marketer will then appear in the discount kit input list.

You can already enter your discounts with this marketer at this level by using the fields “Discount 1”, “Discount 2” and “Discount 3”.

In order to enter discounts for web sites, click on the marketer’s name in the list and then click again on the “plus” icon at the bottom. A list with all web sites will appear. The same procedure applies to the booking units.

By clicking on OK your entries will be accepted. Please make sure that you activate the required discount kit in this dialogue, otherwise it cannot be applied.

The use of the discount kit will be indicated in the media plan input window.
Information

By clicking on this icon or by using the shortcut Ctrl+i you can show or hide an information window at any time.

This window will always be 'docked' to the right-hand side of the program frame and offers a wealth of additional information, especially for media planning.

The information will be shown for the currently marked element:

Directly for the medium:

For specific insertions in a medium.
If you marked an insertion in the media plan input window (meaning the area where you enter exposures or share in %), specific information for the insertion as well as warnings or errors will be shown as well as information on the marketer or publishing house.

For each insertion you will see the number of allocated exposures as well as the share of all exposures of the medium in the relevant period (independent of having entered the insertion in exposures or share). Furthermore, the costs of the insertion will be displayed as well as the ad format on which the costs are based.

Boxes with a white background will show the maximum number of exposures available for this booking unit. Right beneath this, you will see the maximum number of exposures available for the currently selected ad format.

Background: Not all ad formats are available on all pages of a booking unit. Therefore, for each ad format marketers can assign a share of the maximum total exposures available (so-called “inventory potential”). At the bottom, the information window will also show an overview of ad formats that can be allocated with inventory as well as an overview of the relevant inventory potential.

**Warnings and error messages**

If you enter input that might cause problems, the input field will either be highlighted in red (error) or in orange (warning).

The cause of the error or warning will be indicated in red font.

In this case, the program will only display ## in the analysis which is the indication for an input error.

A warning will be shown if the marketer has not provided a rate for the booking unit and selected ad format. Information on available ad formats for the web sites will be shown at the bottom of the information window under “Inventory potential”.

**IMPORTANT** – media plan results will consider performance data, whereas costs will be evaluated with 0.

A warning will also be shown if the maximum number of available exposures based on the selected ad format has been exceeded. You can correct this by reducing the entered number of exposures or share.
Previous media plan input window

Although the new media plan input function offers many benefits, the previous media plan input function is still available as a parallel option. The following sections will shortly describe this process.

**Entering placements**

To enter placements you will need to click on a field featuring a horizontal line. This field can be found underneath "New plan". The background colour will change to blue. Now, simply type in the number of exposures you would like to allocate. The default unit will initially be a thousand exposures.

The actual costs for this placement will then be shown below the heading “Plan 1”. Directly underneath the placement (in small print) you will see the maximum number of exposures that can be entered. This figure corresponds to the number of exposures (in thousands) in the relevant period (average month or week), because, naturally, you cannot allocate more inventory than the total number of exposures available.

Alternatively, you can also enter the placement as a share of the available exposures. There are several ways to do this. One way is to click on the little arrow to the right of the insertion. A menu will open where you can select the item “Enter share (percentage)”.

You can also easily switch between input options by using your keyboard. Simply press the following keys:

- p  Display in thousand exposures (thsd. exp.)
- s  Display share
- t  Switch between both display options (toggle)

**Incorrect input**

If any input has been entered incorrectly or if any input might lead to results that are not logical, TOP will use coloured markings to draw your attention to this matter:

- **Highlighted in red:** The maximum number of available exposures has been exceeded. Consequently, no performance data will be displayed.

- **Framed in red:** No costs could be calculated for the insertion. This might be due to various reasons. For example, the medium might have no rate for this ad format or there might only be a fixed rate per week available. A fixed rate per week will only be shown if the web site is allocated with 100% of the inventory for the period average week. Consequently, performance data will be calculated, but no costs.

Attention – faulty conclusions might be drawn, so this error should be corrected before processing the analysis.
**Special settings**

You can also set special settings for media in the media plan, e.g. a special rate or different period. Furthermore, you can rename the plans and change TOP's default headings “Plan 1”, “Plan 2”, etc. to individual names.

**Information**

By clicking on this icon or by using the shortcut Ctrl+i you can show or hide an information window at any time. This window will always be ‘docked’ to the right-hand side of the program frame and offers a wealth of additional information, especially for media planning.

**Reading Example**

*Example: creating a media plan:

For this example, several web sites were selected in "Media Plans". Entering inventory allocations for individual web sites can either be done using thousand exposures (please
see web sites A-C) or share in % (Share). You can use the drop down menu to switch between these options.

Advertising Formats and Rate Settings

Available advertising formats

The AGOF internet facts wave 2008-III features information on rates and discounts for 20 standard advertising formats:

- Banner (468 x 60)
- Leaderboard (728 x 90)
- Expandable Super Banner (728 x 300) (90)
- Rectangle (180 x 150)
- Medium Rectangle (300 x 250)
- Skyscraper (120 x 600)
- Wide Skyscraper (160 x 600)
- Expandable Skyscraper (420 (160) x 600)
- Wallpaper (Winkel aus Superbanner + Wide Skyscraper)
- Markeninszenierung (individual)
- Popup (200 x 300)
- Popup (250 x 250)
- Universal Flash Layer (400 x 400)
- Flash Layer (individual)
- Medium Rectangle with streaming
- Flash Layer with streaming
- Video Ad PreRoll (15 Sek.)
- Video Ad MidRoll (15 Sek.)
- Video Ad PostRoll (15 Sek.)
- Video Ad Zufällige Pos. (15 Sek.)

Moreover, each marketer can add rates for 20 further individual ad formats. These ad formats cannot necessarily be compared across marketers, even if they might have the same labels.

Each marketer provided CPMs (Cost per Mille) and/or fixed rates according to their rate cards as well as “Share in exposures per ad format” (inventory potential) for each booking unit and ad format. Furthermore, scales of discount are also provided for each marketer and booking unit.

If an advertising format can be booked in a certain booking unit, but there is no rate available for this format, TOP will display “Rate on request” where the rate should be shown. You can then contact the marketer and ask for an individual proposal. After that you can enter the rate into your media plan or analysis so that TOP can use this rate for the calculation (see “Special rate settings” on page 112 and “Setting a special CPM or fixed rate” on page 97).
Rate settings

One of the key aspects in media planning is the calculation of data based on up-to-date rates. TOP includes an extensive rate file that offers various options.

You can set rate settings on three different levels.

If a setting has not been set on one level, the setting will be taken from the parent level.

1st level:
Standard default program settings (TOP base settings – cannot be modified)

2nd level:
Program settings for new projects (can be modified by the user)

3rd level:
Project settings for the current project (can be modified by the user)

Thus, you have the option of defining default settings for projects and general program default settings for rate calculations.

Program settings and default settings for new projects can be modified by selecting the item “Rate Settings” in the “Edit” menu.

To access the rate settings for the current project, double-click on the item “Rate Settings” in the project manager.

Another way of accessing the rate settings dialogue box is provided if your analysis includes cost related figures, e.g. CPM. The head section of the analysis will show a row featuring the rate settings. Click on the “Change” button in order to individually modify these settings.

A new window will open where you can enter all required settings.

When you click on “OK”, all changes will be applied and the dialogue window will close. If you click on “Apply”, all changes will be applied, but the dialogue window will remain open to enter further changes.

When starting, it will always show an overview first. This overview displays the settings that have been defined for the current level (highlighted in bold) and also the ones that have been transferred from a parent level.

Most of the rate settings have already directly been defined for the project in TOP’s basic installation.
In the rate settings window for the current project you have the option of setting already defined settings as project default settings for all new projects. To do this, simply click on the button at the bottom left.

If “Same as program settings” is ticked, these settings cannot be changed, because they have not been set here, but on the program settings level.

However, the settings used for calculations will be shown. Once you have unticked the box, you can edit the settings for the current project. If you go back to the overview tab you will see that the rate date has been highlighted in bold font, indicating that the setting has been processed on the current level.

The following will explain the individual setting options in detail.

TOP always prints the settings as soon as cost related figures are included in the analysis. All special settings (please see “Special rate settings” on page 112) will be shown as footnotes.

**Calculation**

Here you will find information on the mode of calculation.

For “Calculation”, you can choose from two different settings:

**Gross**: No discount settings will be considered when calculating rates.

**Net**: All discount settings will be considered when calculating rates.

The discounts will be identified and calculated on the basis of discounts offered by the marketer. That means that all inventory that has been allocated for booking units of one marketer will be added up, and the (corresponding) discount (for large sums) will be identified and then deducted.

Based on the resulting rate, the system can calculate additional rates for you. These additional calculations will generally affect all costs, e.g. fixed rates.
Less agency commission:
If you tick this box, the agency commission you have set will be deducted.

Less cash discount:
Cash discounts can also be deducted based on the percentage you enter. Cash discounts will be calculated based on the original rate.

Plus VAT:
For customers who are not entitled to deduct input tax, VAT can be added to the net rate. Principally, VAT is set at 19%, but can be modified.

Advertising formats
You can select and set ad formats for media or web sites or booking units.

“Ad Format” features available ad formats which you can view and select from the list.

In addition to selecting an ad format you will also need to select a mode of calculation in order to also calculate costs. Moreover, you can decide if fixed rates per week as provided by the marketers shall be considered or not.

Background:
Ranking orders always process performance data based on full inventory allocations (100%) of the booking unit. If fixed rates are allowed, these will be considered in ranking orders. In practice though, booking units will not be allocated to the full extent (100%), but only to a small part. To prevent a booking unit from being selected only due to the low fixed rate, although a more expensive CPM is considered in the planning process to calculate costs, TOP offers the option of blocking the use of fixed rates (option: “CPM according to rate card”).
Special rate settings

You can enter special rate settings for each medium or web site or booking unit.

The following options are available:

- special ad format
- special CPM
- fixed rate

You can enter these special rate settings by using a medium’s context menu.

To do this, right-click on a medium.

It does not matter if you do this in the input window (media package, media) or in an analysis window, e.g. ranking orders. All special settings will be included in the printout as footnotes.

Settings dialogue box

You can select an ad format in the section “Rate Settings”, either from the standard or the individual ad formats.

“Special CPM” relates to the current placement for the medium or web site or booking unit.

Moreover, you can also enter a fixed rate which will then be applied independent of the placement.

Rate updates

Marketers have the option of updating their rates for booking units on a monthly basis. The online update function will provide you with an up-to-date rate file.

A saved project will also save the valid rates, accordingly. If a more up-to-date rate file is available when opening a project, you will be prompted if the rates should be updated or left as they are.
Targeting

Definition Targeting

Targeting is understood as the carefully targeted delivery of advertisements in order to avoid coverage waste. In doing so, this specific target group can be defined using different characteristics. Those addressees that do not comply with these characteristics will not be shown the advertisement.

The Targeting option is offered as an additional option when creating media plans in TOP. When starting a project in TOP, this additional option is not activated.

Each marketer individually decides for each of his booking units whether or not targeting is offered.

Targeting types available in TOP

The following targeting types are displayed in TOP:

- **Regional Targeting**
  This is understood as the assignment of users to different regions. In this section TOP provides the targeting characteristics Federal State and Nielsen area.

- **Sociodemographic Targeting**
  Here, sociodemographic information about the users is used for targeting. In TOP, the targeting characteristics Gender and Age (age groups) can be used.

- **Technical Targeting**
  Technical Targeting describes the option of targeting specific user settings related to the users’ Internet access.

In TOP, technical targeting characteristics relate to bandwidth: narrowband use and broadband use (higher than ISDN).

You can only use targeting characteristics in TOP as defined by the AGOF.

Please bear in mind that targeting in TOP always relates to audience characteristics. Thus, exposure is distributed to this particular audience to which the selected targeting characteristics can be applied. This is because the underlying information (e.g. area) is only available at audience level, but not for single exposures.

Entering Targeting

Whether or not targeting can be booked for a web site can already be considered when selecting media whilst creating ranking orders. To do this, insert the column “Booking information” → “Targeting possible” (see page 81).

By using the functions “Sort”, “Priority” and “Marking” you will get an overview within ranking orders of those booking units for which targeting is available.

In the media plan input window you can define targeting criteria for each booking unit by following this procedure:
1. Targeting can be specified in the display “Placement input”. Booking units for which targeting is available can be identified in the “Targeting” column by the label “not set”, whereas targeting is not available for those booking units that are labelled “n/a”:

   ![Targeting Table]

2. To select targeting options click on the notepad icon.

3. A selection window will open featuring all available targeting criteria including rates and targeting surcharges for the selected booking unit. This data will be adapted to the selected ad format.

4. Select the desired targeting criteria in the selection window by mouse click.

   If you select several characteristics within one criterion (e.g. age 14-19, 20-29), OR-connections will be applied. If you select several criteria, though, the logical AND connection (e.g. Gender: Male, Age: 14-19 years) will be applied.

5. Optionally, you can also enter a coverage waste percentage in the selection window. This will relate to gross coverage, thus to exposures. The provided maximum value results from the share of exposure in the target group which is excluded from targeting.

   For example, if your targeting relates to the target group “Male”, a maximum possible coverage waste of 32.3% will mean that the share of exposure to women is 32.3% for this booking unit. If you were able to enter a higher value, the targeting would virtually result in the opposite, therefore a limit is provided.

   Your input in the field “Coverage waste” will then be displayed in the column “Targeting coverage waste” which is located next to the “Targeting” column.

6. When you click on “OK”, all targeting criteria will be applied to the media plan.

7. Those booking units for which targeting criteria have been selected will now show the label “Targeting” in the Targeting column.

   The maximum available inventory will be displayed adjusted to the targeting. This could result in an error message, because after you have defined targeting criteria, the already entered exposures might exceed the number of maximum available exposures. Simply correct this by reducing the amount of allocated exposures.

   The performance data will be recalculated in the plan according to the selected targeting criteria and displayed, accordingly.
**Targeting form output**

While entering input into your media plan you have the option to display the targeting forms that you have selected for the individual placements. This will help in keeping an overview. To do so, insert an additional column from the columns windows. Click on “View” in the top menu, then on “Selection windows” and then click “Plan input columns”. Or click on the button above the media plan input window (command “Show columns window”).

The columns window for media plan input will appear on the right hand side. The “Targeting form” column can be found under “Input/placement”. You can then simply drag the column into the current display (column headers).

<table>
<thead>
<tr>
<th>Targeting</th>
<th>Targeting short</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targeting</td>
<td>mäß20-24</td>
</tr>
<tr>
<td>r/s</td>
<td>kein Targeting möglich</td>
</tr>
</tbody>
</table>

Since the table has only limited space, the selected targeting form will be displayed with an abbreviation. Simply place the mouse over the abbreviation and a detailed description will be shown.

<table>
<thead>
<tr>
<th>Targeting</th>
<th>Targeting short</th>
<th>Targeting divergence loga %</th>
<th>Gi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targeting</td>
<td>mäß20-24</td>
<td>0.0%</td>
<td>2</td>
</tr>
<tr>
<td>r/s</td>
<td>kein Targeting möglich</td>
<td>0.0%</td>
<td>7</td>
</tr>
</tbody>
</table>

The abbreviations stand for the following:

**Sociodemographic Targeting (age)**
- 14-17: 14 - 17 years old
- 18-19: 18 - 19 years old
- 20-24: 20 - 24 years old
- 25-29: 25 - 29 years old
- 30-34: 30 - 34 years old
- 35-39: 35 - 39 years old
- 40-44: 40 - 44 years old
- 45-49: 45 - 49 years old
- 50-54: 50 - 54 years old
- 55-59: 55 - 59 years old
- 60-64: 60 - 64 years old
- 65-69: 65 - 69 years old
- 70+: 70 years old or older

**Sociodemographic Targeting (gender)**
- M: Male
- F: Female

**Regional Targeting (Nielsen areas)**
- I: Nielsen I
- II: Nielsen II
- IIIa: Nielsen IIIa
- IIIb: Nielsen IIIb
- IV: Nielsen IV
- V: Nielsen V
- VI: Nielsen VI
- VII: Nielsen VII

**Regional Targeting (Federal States)**
- SH: Schleswig-Holstein
- HH: Hamburg
- NI: Niedersachsen
- HB: Bremen
- NW: Nordrhein-Westfalen
- HE: Hessen
- RP: Rheinland-Pfalz
- BW: Baden-Württemberg
- BY: Bayern
- SL: Saarland
- BE: Berlin
- BB: Brandenburg
- MV: Mecklenburg-Vorpommern
- SN: Sachsen
- ST: Sachsen-Anhalt
- TH: Thüringen

**Technical Targeting (bandwidth)**
- BD: Broadband
- SB: Narrowband
**Frequency Capping**

**Definition Frequency Capping**

Frequency Capping (FC) is a client based technical method to limit the individual user’s exposure to the advertisement in a defined period.

The advertiser can define a maximum frequency for a user to be exposed to a certain advertisement. The optimal exposure frequency per user depends on the marketing objectives. Low frequencies are more suitable for sales promotion campaigns, whereas high frequencies are preferred for branding campaigns. Moreover, the level of Frequency Capping also depends on the ad format used. The more attention-getting an ad format will be, the less capping will be used and vice versa.

**Considering Frequency Capping in TOP**

Just like Targeting, Frequency Capping is offered as ‘qualitative additional option’ in TOP. When you start a new project, this additional option is not activated in the standard setting. Each marketer is free to choose to provide Frequency Capping in TOP and the decision of whether or not to include it can be reconsidered with each new wave.

In TOP, Frequency Capping is possible per booking unit and ad format (standard and individual formats). Settings for Frequency Capping can be defined per week or per month, depending on the initially selected “Period for media”.

Frequency Capping will always be applied to one placement, even if a frequency has been specified (e.g. 3 x 500,000 exposures).

Frequency Capping will always be applied to the selected period. If, for instance, you defined an FC of 1 for a medium over a period of 3 months, then you could reach each Unique User up to three times.

Frequency Capping related to campaigns or across booking units is not possible in TOP. Furthermore, currently, Frequency Capping for other periods, such as day, hour, etc., has not yet been taken into account in the media planning tool.

If the option Frequency Capping is selected and a surcharge for Frequency Capping will apply, this surcharge will be added to the original CPM.

Calculating Frequency Capping within AGOF’s data set will be performed based on the Unique User.

If media plan objectives (exposure) cannot be achieved when using Frequency Capping, the planning tool will display a note to this effect. Therefore, the media plan will be created as standard without Frequency Capping.
Entering Frequency Capping

Entering Frequency Capping follows a similar pattern as entering Targeting.

Whether or not Frequency Capping can be booked for a web site can already be considered when selecting media whilst creating ranking orders. To do this, insert the column “Booking information” → “Frequency Capping possible” (see page 81).

In the media plan input window you can define Frequency Capping criteria for each booking unit by following this procedure:

1. Frequency Capping can be set for most booking units. However, booking units for which this option is not available will show a dash in the “FC” column.

<table>
<thead>
<tr>
<th>FC</th>
<th>Targeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>n/a</td>
</tr>
<tr>
<td>3</td>
<td>n/a</td>
</tr>
</tbody>
</table>

2. Simply click on a field within the “FC” column and directly enter the desired FC value:

The performance data will be recalculated in the media plan according to the selected Frequency Capping and displayed, accordingly.

Please note: Especially for very intensely used booking units, exposures that are still available for allocations could decrease drastically when a small FC value is entered.
Navigation Aid

When publishing the internet facts wave 2007-I, TOP’s media selection was expanded by the so-called ‘navigation aid’.

These now allow for a topical approach to the booking units.

Please note the following distinctions:

Each marketer is responsible for the classification of web sites and booking units. The AGOF e.V. does not verify these classifications.

The booking units can be assigned to a maximum of 4 different topics by the marketers.

These topical classifications are made on a voluntary basis which means that if a marketer does not assign a booking unit to a topic then the booking unit will not appear in the navigation aid.

You can select booking units by means of the navigation aid, just like in other media selection processes.

The new category “Video” is a brand new feature, even new to experienced users, and includes web sites, booking units and combinations with video content.
Media Plan – Basic Data

Description

The basic data of the media plan analysis display the most important performance data of created media plans in any number of target groups. In addition to coverage and exposure, the analysis also shows GRPs, average exposure and cost-effectiveness (CPM per exposure/user).

Display

Short descriptions for the media plans such as Plan 1, Plan 2, etc. will be displayed.

By using the show/hide menu at the top of the window you can access further target groups. Use the scroll bar at the bottom of the window to browse media plans created.

Reading Example

Example – media plan – basic data, target group “Total”
Example – media plan – basic data, target group “Female”

The target group “Female” was selected for this example. According to the selected period, all performance data for the media plan relate to the average month.

**Gross costs in EUR**
Calculation is based on the rate cards of the individual web sites and is linked to the booking volume in exposures entered in the media plan (advertising impact) per web site.

**Costs in EUR**
Gross costs less discounts, less any special conditions

**Coverage in % or m**
Net coverage in % = share of the target audience that has been exposed to the campaign at least once within the survey period, expressed in percentage in relation to the target group potential.

Example:
0.41 m of 19.99 m target persons = 2.1% use at least one of the selected web sites in an average month and therefore would be exposed to the campaign. If a Unique User uses several

of the selected web sites, he/she will only be counted once.

**Exposure in m**
Gross exposure = cumulative number of exposures, meaning the total of all of the target persons’ achieved exposures with the selected media. If a target person is exposed to several of the selected web sites, exposures will be added up without taking any internal or external audience duplications into account. Thus, whether or not it is always the same or different persons that are exposed to the campaign will not be considered.

Example: Those 0.41 m target persons that are exposed to the campaign generate 1.69 m exposures in the examined period.
**GRP**
Gross coverage in percentage

There are two modes of calculation:

1. Gross coverage (m) x 100 / potential (m)
   
   Example 1:
   1.69 m x 100 / 19.99 m = 8

2. Net coverage (in %) x average exposure
   
   Example 2: 2.1% x 4.1 = 8

   Deviations may result due to rounding.

**Average exposure**
Number of exposures that account for a user on average

Example:
On average, each target person has 4.1 exposures with the campaign.

**CPM in €**
Cost per Mille. States the costs for achieving 1,000 exposures in the target group.

Example:
Costs in € x 1,000 / gross coverage
€60,000 x 1,000 / 1,690,000

Deviations may result due to rounding.

**Cost per GRP in EUR**
Cost per GRP, meaning the costs that occur for an OTS (opportunity to see) with one percent of the target group.

Example:
Costs in € / GRP = €60,000 / 8

Deviations may result due to rounding.

**Share in %**
Share of net exposure (m) that will be reached within the target group, expressed in percentage in relation to the net coverage (m) in the basis.

Example:
Net coverage of target group in m x 100 / total net coverage in m
0.41 m x 100 / 0.79 m

Deviations may result due to rounding.

**Affinity Index**
Share of net coverage (in %) that will be achieved within the target group, expressed in percentage in relation to the net coverage (in %) in the basis.

Example:
Net coverage of target group in % x 100 / total net coverage in %
2.1 x 100 / 1.8
Media Plan – Audience Composition Analysis

Description

The audience composition analysis of media plans will lead to a detailed analysis of population groups reached (in the first column) in one or more media plans – of course, also for different target groups (in the header).

Display

The table header features the long descriptions of the media plans. Target groups can be modified using the list at the top of the analysis. All formatting, just like in other counts, can also be applied here.

Reading Example

Example – media plan – audience composition analysis:

The data offered in the media plan – audience composition analysis should be viewed as ‘gross data’. Often it will make sense to limit the columns to those that will display the desired statement in the current planning case.
The target group “Female” and the filter “Internet Users” have been selected for this example. According to the selected period, all performance data in the media plan relate to the average month. By way of comparison, the audience composition of female Internet users in total is displayed below.

**Coverage in m**
Projected net coverage (Unique Users) of the media plan, by exposure class (by exposures) and audience composition characteristic

Example:
The media plan reaches 0.06 m 20-29 year-old women net with at least one exposure (one page impression).

**Coverage in %**
Net coverage in % - related to the filter - of the plan by exposure class and audience composition characteristic

Example:
The media plan reaches 1.6% (0.06 m of 3.97 m) of all 20-29 year-old female Internet users with at least one exposure.

**Share in %**
Composition of the plan’s audience reached net per exposure class

Example: 15% (0.06 m of 0.41 m) of the women reached net with the plan are 20-29 years old.

**Index**
A) The plan’s audience composition within the target group is indexed to the audience composition of the target group in total.

Example: The plan’s share of audience composition (share in %) in the age group 20-29 years old within the target group “Female” is 15%. The share of audience composition in the age group 20-29 years old within the target group “Female” in the filter (Internet Users) is 19.9%.

In relation to the target group in total, the plan shows a share of female Internet users inflated by 5%:

\[ \frac{15\%}{19.9\%} = 0.76 = \text{index 76} \]
B) The plan’s target group coverage is indexed to the plan’s total target group coverage.

Example:
The media plan reaches 2.1% of all female Internet users and 1.6% of the 20-29 year-old female Internet users. Therefore, in relation to all female Internet users, the plan shows a net coverage inflated by 2% among the 20-29 year-old female Internet users - 1.6%/2.1% = 0.76 = index 76

By way of calculation, A) and B) lead to the same result. They simply represent different interpretations of the same facts.

**Exposure in m**
Projected exposures of the plan within the target group for the relevant audience composition characteristic

Example:
Those 0.06 m 20-29 year-olds that are reached net with the plan within the target group “Female” are reached with 0.20 m exposures.

**Exposure – share in %**
Share of the plan’s exposure within the target group that the audience composition characteristic accounts for.

Example:
0.20 m of 1.69 m = 20-29 year-olds account for 15% of the plan’s exposure with the target group “Female”

**Average exposure**
The plan’s average exposure within the target group for the relevant audience composition characteristic

Example:
The plan reaches 0.06 m 20-29 year-olds net within the target group “Female” with 0.20 m exposures. This means that on average, each 20-29 year-old woman is reached with 0.20 m / 0.06 m = 3.3 exposures.

**GRP**
Gross Rating Points are a means of measuring advertising impact. GRPs are calculated from the gross exposure in the target group, expressed in percentage for the target group.

\[
\text{GRP} = \frac{\text{gross coverage in m}}{\text{target group in m}} \times 100
\]

or

\[
\text{GRP} = \text{net coverage in %} \times \bar{\text{Ø exposure}}
\]

Example:
The plan achieves a GRP of 0.20 m / 3.97 m * 100 = 5 within the target group “Female, 20-29 years”

or 1.6 * 3.3 = 5

Deviations may result due to rounding.

Despite the same advertising impact, measured in GRP, media plans can show very different exposure distributions. For example, media plans with double the net coverage but half the average exposure achieve the same GRP.

**GRP Index**
The GRP index sets the GRP in the audience composition characteristic in proportion to the GRP in the target group.

Example:
In comparison to the GRP in the target group “Female” (5), the plan’s GRP in the target group “Female, 20-29 years” (8) is 3% lower:

\[
\frac{5}{8} = 0.61 = \text{index 61}
\]

Deviations may result due to rounding (internally, the program calculates using accurate values, however, only rounded values will be displayed).
Media Plan – Exposure Distribution

Description
Exposure distribution will show you how often the audience reached by a plan will be exposed to the advertisement. According to their frequency in media exposure, all persons reached will be assigned to certain, freely definable, exposure classes.

This means that you can display the number of persons that have been reached with the plan with one exposure, two exposures, three exposures, etc. Summaries, of course, are also possible, such as 6 to 9 exposures or similar. Single values as well as cumulative values will be displayed in the individual exposure classes.

Entering Exposure Distribution
Once you have entered target groups and one or more media plans, go to the “Analysis” menu, select the item “New analysis” and then “Media Plan Exposure Distribution”.

The row “Exposure Classes” will feature the basic figures of the relevant plan. In our example, plan 1 has a coverage of 1.7% among female Internet users, which is equivalent to 0.28 m.

The next row will already show the exposure distribution, displayed at first for only 1+ exposures. As each person reached has to have at least one exposure in the plan, this value is identical to the base value.

The exposure steps can now be entered by right-clicking on the row “1+” (see previous image). The following context menu will open where you can choose from various setting options.

In addition to general menu entries such as “Edit” and “Duplicate”, various other items are featured which are specific to the exposure distribution.
X-step

Use these menu items to set the steps for displaying exposure distribution.

You can freely select exposure classes. The display does not necessarily have to feature all exposure classes available, but could start with, for example, 5 exposures.

For example, if you select 2-steps, you will get the following result:

<table>
<thead>
<tr>
<th>Exposure Classes</th>
<th>Coverage</th>
<th>Cumulation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>m</td>
</tr>
<tr>
<td>1-2</td>
<td>3.6</td>
<td>1.44</td>
</tr>
<tr>
<td>3-4</td>
<td>0.3</td>
<td>0.14</td>
</tr>
<tr>
<td>5-8</td>
<td>0.1</td>
<td>0.04</td>
</tr>
<tr>
<td>9-16</td>
<td>0.0</td>
<td>0.01</td>
</tr>
<tr>
<td>11-12</td>
<td>0.0</td>
<td>0.01</td>
</tr>
<tr>
<td>13-14</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>15-16</td>
<td>0.0</td>
<td>0.00</td>
</tr>
<tr>
<td>17-19</td>
<td>0.0</td>
<td>0.00</td>
</tr>
<tr>
<td>19-20</td>
<td>0.0</td>
<td>0.00</td>
</tr>
<tr>
<td>21+</td>
<td>0.0</td>
<td>0.0</td>
</tr>
</tbody>
</table>

As you will see, the first column now features two-step exposures.

If you want to display the exposure distribution up to a certain limit and also the exposures beyond that limit, you can right-click on the relevant exposure class and select “Summarise from here (delete everything below)” from the context menu. The result could look like this:

<table>
<thead>
<tr>
<th>Exposure Classes</th>
<th>Coverage</th>
<th>Cumulation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>m</td>
</tr>
<tr>
<td>1-2</td>
<td>3.5</td>
<td>1.44</td>
</tr>
<tr>
<td>2-4</td>
<td>0.6</td>
<td>0.26</td>
</tr>
<tr>
<td>1-4</td>
<td>3.3</td>
<td>1.44</td>
</tr>
<tr>
<td>5+</td>
<td>0.2</td>
<td>0.09</td>
</tr>
</tbody>
</table>

By using the menu you can now individually define your exposure distribution.

If, for example, you would like to display the exposures featured in the lower section as one-step exposures, then right-click on the relevant exposure class (e.g. 1-2) and select “1-step”. If you wish to undo this, go back to the exposure class and select “Connect with next exposure class” from the menu.

Of course, just like in the other analyses, all other settings can be defined. This means that you can change the target group by using the list at the top of the analysis.

You can freely select exposure classes. The display does not necessarily have to feature all exposure classes available, but could start with, for example, 5 exposures.

The display featured below is also possible:

<table>
<thead>
<tr>
<th>Exposure Classes</th>
<th>Coverage</th>
<th>Cumulation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>m</td>
</tr>
<tr>
<td>1-2</td>
<td>3.5</td>
<td>1.44</td>
</tr>
<tr>
<td>2-4</td>
<td>0.6</td>
<td>0.26</td>
</tr>
<tr>
<td>1-4</td>
<td>3.3</td>
<td>1.44</td>
</tr>
<tr>
<td>5+</td>
<td>0.2</td>
<td>0.09</td>
</tr>
</tbody>
</table>

Cumulation

The values featured in the column “Cumulation” display the data without considering the upper limit.
We selected the target group “Female” and the filter “Internet Users” for this example. According to the selected period, all performance data in the media plan relate to the average month.

**Coverage in m**
Projected net coverage (Unique Users) of the plan in the exposure class

Example:
The media plan reaches 0.41 m women net with at least one exposure (one page impression) or 0.04 m women net with 6 to 10 exposures.

**Coverage in %**
Net coverage in % - related to the filter - of the plan in the exposure class

Example:
The media plan reaches 2.1% of female Internet users net with at least one exposure or 0.2% of female Internet users net with 6 to 10 exposures.

**Cumulation in m**
Projected net coverage of the plan with at least the number of exposures in the relevant exposure class

Example:
The media plan reaches 0.08 m women net with 6 and more exposures.

**Cumulation in %**
Net coverage in %, related to the filter, of the plan with at least the number exposures in the relevant exposure class.

Example:
The media plan reaches 0.4% of female Internet users net with 6 and more exposures.
Media Plan – Exposure Class – Audience Composition

Description
The display of the exposure classes’ audience composition is a qualitative expansion of the exposure distribution. If the exposure distribution also shows how many persons will be reached with what number of exposure classes, the exposure classes’ audience composition will be able to answer the question what kind of persons will be infrequently or frequently reached with a media plan.

Display
The head section features the filter and the target groups. The actual table below features the plans, displaying the entire plan performance as well as a breakdown in the exposure classes “1-4 exposures” and “5+ exposures”.

Reading Example
Example: media plan – exposure class - audience composition
We selected the target group "Female" and the filter "Internet Users" for this example. According to the selected period, all performance data in the media plan relate to the average month. By way of comparison, the audience composition of female Internet users in total is displayed below.

**Coverage in m**
Projected net coverage (Unique Users) of the media plan, by exposure class and audience composition characteristic

Example:
The media plan reaches 0.06 m 20-29 year-old women net with at least one exposure or 0.05m 20-29 year-old women net with 1 to 4 exposures.

**Coverage in %**
Net coverage in % - related to the filter - of the plan by exposure class and audience composition characteristic

Example:
The media plan reaches 1.6% (0.06 m of 3.97 m) of 20-29 year-old female Internet users with at least one exposure or 1.4% (0.05 m of 3.97 m) of 20-29 year-old female Internet users with 1 to 4 exposures.

**Share in %**
Audience composition of the plan’s audience reached net per exposure class

Example:
15% (0.06 m of 0.41 m) of all women reached net with the plan are 20-29 years old. 17% (0.05 m of 0.32 m) of the women reached net with the plan with 1 to 4 exposures are 20-29 years old.

**Index**
A) The plan’s audience composition within the target group for the relevant exposure class is indexed to the audience composition of the target group in total.

Example: The plan’s share of audience composition (share in %) in the age group 20-29 years old for the exposure class 1 to 4 within the target group “Female” is 17%. The share of audience composition in the age group 20-29 years old within the target group
“Female” in the filter (Internet Users) is 19.9%.
In contrast to the target group in total, the plan shows a 3% lower share of female Internet users in the exposure class 1 to 4:

17%/19.9% = 0.86 = index 86

B) The plan’s target group coverage for the relevant exposure class in the audience composition characteristic is indexed to the plan’s total target group coverage for the relevant exposure class.

Example:
The media plan reaches 1.4% of female Internet users in the exposure class 1 to 4 and 1.6% of 20-29 year-old female Internet users.

Thus, in contrast to women in total, the media plan shows a net coverage inflated by 3% among the 20-29 year-old female Internet users in exposure class 1 to 4:

1.4%/1.6% = 0.86 = index 86

Deviations may result due to rounding.

By way of calculation, A) and B) lead to the same result. They simply represent different interpretations of the same facts.
Media Plan Optimisation

As explained above, TOP does not support an automatic plan optimisation by performance data. Optimisation procedures have the disadvantage of being less transparent. Furthermore, they do not show why and which booking unit has been allocated with inventory.

Therefore, optimising media plans requires the media planner’s expert knowledge.

Several approaches are available which shall be mentioned here only briefly:

Media plan objective: coverage increase

- In general, select more booking units and allocate only small amounts of inventory, accordingly. Basically, it’s safe to assume that for a lot of booking units an allocated inventory share of e.g. 50% will already reach 80-90% of the Unique Users. To some extent, a placement for a booking unit of 10% of the inventory will reach 50% and more of the Unique Users. This data, however, differs depending on the booking unit.
- Select especially booking units that show only minor audience duplications (please refer to “Audience Duplication Analysis”).
- Use Frequency Capping for individual placements.
- Spread placements over a longer period (e.g. average month instead of average week).

Media plan objective: exposure increase

- In contrast to coverage increase, opposite measures have to be applied here. Increase the share of allocated inventory for the booking units, because then chances are good to reach the same audience repeatedly.
- Focus on only few booking units
- Select the booking units by regular media consumption (check average exposure in ranking orders)
- Delete Frequency Capping or increase FC value
- Use Targeting (If the same number of exposures has been allocated, this will focus the exposure to the Targeting target group.)
Note on calculating media plan performance data

For allocating media inventory in media plans and interpreting the data, the following special feature of the internet facts calculation model needs to be observed:

All inventory allocations will be viewed methodically as independent of each other. This particularly applies to the periods “average week” and “average month”.

Essentially, this means that if a booking unit is allocated twice in one plan, then the average period will be allocated for each. Furthermore, it will be taken into account that this does not necessarily have to be the same period (but there is a certain likelihood that it will be), and this will have consequences for the media plan results.

Example:

**Plan 1:**
- booking unit xyz – 2,000,000 exposures
- Net coverage in %: 1.0%

**Plan 2:**
- booking unit xyz – 1,000,000 exposures
- booking unit xyz – 1,000,000 exposures
- Net coverage in %: 1.2%

Although the same web site has been allocated with the same number of exposures, the result differs. In the case of the double allocation with every 1,000,000 exposures, the odds are higher of reaching a person that does not use the web site continuously, but, for example, in only one month out of the three months in a quarter.

The sum of all booking units for a web site does not equate to ‘entire web site’

For the same reason, this further special feature has to be observed when allocating inventory in media plans.

Provided that a website exists that consists of exactly all booking units that are included in the data set, there is still a difference between allocating placements to an entire website or to all booking units that are assigned to this particular website, at least if you select the period “average week” or “average month”.

Exposure figures will be the same in total. However, net coverage will be higher when you allocate inventory for the individual booking units. This is due to the fact that here, as well, the probability that placements occur in different periods will be taken into account. In contrast, the single placement of a web site in total is limited to one period (the average period).

In practice though, there is hardly any case where the booking units have been set up in a way that the sum of all booking units would result in exactly the entire web site.
CHAPTER 5: Working with several study waves/trends

General notes
An outstanding feature of TOP is the possibility to work across several waves. The options range from simply transferring projects, target groups and media to new study waves to creating elaborate trends across several waves.

The foundation for these possibilities had been established over many years of preparation, because it requires a homogeneous code plan for all study waves. Naturally, there are certain restrictions in working across several study waves which simply lie in the data of the data sets themselves. For example, time and again new characteristics are added and at the same time, old studies are no longer continued. In these cases, by displaying ** the program indicates that it cannot analyse data from a particular study.

Toolbar “Data set and period”
Underneath the main menu in TOP you will find a toolbar which you can use to easily and quickly convert an entire analysis to a different data set (study wave). To do so, simply click on the arrow on the right hand side. The drop down menu will display all study waves of the AGOF internet facts study. Those data sets that are not installed on your computer will be shown in brackets. By selecting a data set from the drop down menu the entire project will be converted to the chosen data set. Depending on the size of your lists and number of analyses the re-calculation based on the newly selected data set may take some time.

Data Sets window
The “Data Sets window” offers an even more flexible option for converting projects to a different study wave. By using the Data Sets window you can, for example, shift columns, an important prerequisite for trend analyses. The Data Sets window provides access to all study waves of the internet facts study that are installed on your computer.

To open the Data Sets window go to the top menu bar item “View”, select “Selection Windows” and then “Data Sets”.

The Data Sets window will then appear at the right hand side of the screen.

As explained in the project assistant in the beginning, you can now choose a data set from the explorer like structure.

By using this Data Sets window you can then start converting data sets, analyses, etc.
Converting projects

The first and easiest option is to convert entire projects to a new study wave. By doing so, all analyses within a project will be converted to the data of this new study wave. At the same time, the newly selected study wave will become the default data set for this project.

Open the Data Sets window as explained above. Then simply click on the desired new data set and by using drag and drop shift it to the project entry in the project manager.

In this example the study wave 2009-I is being dragged to the project entry which currently includes the internet facts study 2008-IV as its default data set. Once the new study wave has been dropped, the project will be converted (sometimes this can take a few seconds). The new study wave will then also be indicated in the project manager behind the name of the project.

The default data set for this project is now the internet facts study 2009-I and the analyses were converted, accordingly.

Converting analyses

Sometimes it can make sense to only convert single analyses to a new data set. For example, you can quite easily create two versions of a ranking order or media analysis and calculate each of them with a different study wave data set.

To convert an analysis to a different study wave proceed in exactly the same way as when converting a project, but here you will need to drag the study wave from the Data Sets window to the relevant analysis in the project manager and not to the name of the project.

In our example we created the tabulation twice by using the menu item “New Analysis”.

After dragging and dropping the new study wave, this analysis will be converted. To indicate that this analysis is based on a different data set than the project itself, the name of the data set will be featured behind the name of the analysis.

The heading of the window frame of the analysis will always feature the assigned study wave. However, if this differs from the default data set of the project, the data set’s name will be bordered by asterisks.

If the analysis is converted back to the default data set, these special markings will disappear.

Converting individual objects

A very interesting feature is the possibility to assign a certain data set to individual objects.

To do so, simply drag a study wave from the Data Sets window to an object, meaning a target group, a medium, a media plan or a column. This object will then be converted to the selected study wave. The conversion to the data set will be clearly labelled with the relevant object.
Rates

Allocating a previous study wave to projects, analyses or objects will have no effect on the cost columns (e.g., CPM). The available rates are not dependent on the selection of a study wave. When creating a new project you will always work with the rates currently available, see also “Rate updates” on page 112.

Trend analyses

By converting individual objects it will be possible, for example, to perform a trend count with a media analysis comparing two study waves. To do so, create a media analysis and select the target group “Total” twice in the header. Select those media in the first column for which you would like to create a coverage trend.

Now, open the Data Sets window and drag a data set to the first target group "Total". The target group will be converted accordingly and, of course, also the values for the relevant media. Below the first target group you will see a clear label that this target group has been counted with the internet facts study 2009-IV.

In addition, you can also add the so-called “trend columns” to the analysis by opening the columns selection window.

In detail, these are:

Please bear in mind that you need to pay attention to the comparability of the individual data sets. All study waves that are compared have to be based on the same methodology. For example, a comparison of the internet facts 2009-IV study with the internet facts 2010-I study is not permitted and, moreover, would not make sense.

For the example of a media analysis with trend columns we selected the target group “Total”. According to the selected period, all performance data for the media relate to an average month. We added two trend columns.
The trend columns for target group/medium 1 will also be displayed for the first target group/medium. They cannot be deactivated.
APPENDIX

On the following pages you will find a detailed glossary with definitions related to the internet facts study, TOP and online media planning. An index directory will help you to read up on the definitions and their use within the context of this user guide.
Glossary

Advertising format:
Advertising formats are tools with which advertising messages are bundled and displayed. The internet facts study features performance data for ten different advertising formats that comply with the standards of the Universal Ad Package (UAP). Specifications for these advertising formats can also be viewed here: http://www.werbeformen.de.

Affinity:
Share of a certain target group in the audience of a medium (web site or booking unit) or campaign (media plan) in relation to the share of this target group in a defined universe. Affinity is expressed as an index and serves to measure the target group proximity of a medium. An index of 150, for example, means that the share of the target group for the respective medium is 50% higher as for the defined universe.

Average exposure:
Number of exposures to a medium (web site or booking unit) or a campaign that one user accounts for on average. Average exposure is expressed as the relation of gross coverage to net coverage and is displayed in exposures.

Booking unit:
A booking unit is a unit of one or more advertising media to be allocated with advertisements. Booking units can be entire web sites, sections of web sites or a combination of several web sites or their sections. Each booking unit as defined and published by the marketers has to be separately allocatable and bookable.

Combination:
If a booking unit contains components of several web sites it is called combination.

Cost per thousand exposures/ Cost per Mille (CPM)
The CPM allows for assessing the price performance ratio for an insertion on an advertising medium. The CPM states at which price 1,000 exposures could be achieved in the target group with an advertising medium.

Coverage:
The expected number of Unique Users, provided a given share.

CpG (Cost per GRP):
The CpG (Cost per GRP) sets the GRP in relation to the rate in the media plan and therefore states the costs for one GRP. CpG = rate in the media plan/GRP

Definable target groups:
For the internet facts study, target groups can be created for all persons included in the data set, based on the descriptive characteristics such as demographics, group characteristics, consumer behaviour, media consumption, and buying habits.

Effective coverage:
The term describes the part of the entire coverage of an advertising medium that reaches the target group directly without any coverage waste. Coverage waste occurs if, for example, with an allocation persons will be reached that do not belong to the target group. The term is used to further qualify the traditional term “coverage”, because it also considers response functions. Only those persons that will receive a minimum number of opportunities to see (OTS) will be reached effectively.
Exposure:
This term is used in media research and is understood as the actual exposure of a person to advertisements or spots (advertising exposure), or to a medium such as web sites, TV or print media (media exposure).

Exposure classes:
Exposure classes are used to display the distribution of exposure quantities to users. For this purpose, the number of exposures in the survey period is classified into different “classes”.

Exposure Probability:
Per case, data on web site or booking unit consumption is available as a dichotomous characteristic within the data set for the specific month. In order to abstract this data to an average month or average week, each case will be assigned with the probability of using the respective medium in an average month or an average week.

Gross audience:
(- > Gross coverage)

Gross coverage:
Also called gross audience. This is the sum of all exposures achieved by a web site, a booking unit or a combination of both within the examined target group in the survey period. Gross coverage is shown in millions or percentage (GRP).

If one medium or several media has/have been allocated more than once, the single coverage data will be added up, regardless of any audience duplication (internal or external).

Gross coverage therefore disregards the fact whether the same or different users have been exposed to the web site or the campaign.

GRP (Gross Rating Point):
GRP is gross coverage expressed in percentage and therefore a means of measuring advertising impact. It states how many exposures 100 target persons account for on average, though independent of whether they will be reached with the media schedule or not. Hence, it relates to the size of the target group and not to the persons reached.

Two calculations:
GRP = net coverage in % x average exposure
GRP = exposure in m / potential in m x 100

Index:
By calculating index values (indices) certain quantities can be combined in series. The average variation of this series can usually be compared in terms of time, but also in terms of space or object while referring to a mutual base quantity (100). In general, the index displayed for the internet facts study is the relation between the observed quantity and the base quantity 100.

internet facts:
The internet facts study is published by the AGOF twelve times a year and contains data on coverage and audience composition of the most important German online advertising media as well as core data on Internet use and e-commerce in Germany.

Media plan:
Media plans are used to define the optimal combination of advertising media whilst considering target group objectives with regard to reach and budget objectives. The media plan will provide information on expectable performance-based parameters and the costs occurring for an advertising campaign.
**Net coverage:**
Number of persons who have been exposed to the advertising medium at least once during the survey period.

While the -> gross coverage figure (= individual coverage data of several advertising media in total) also includes persons that were collected several times due to audience duplication, all of those duplicates will be eliminated from the net coverage figure. If you divide the -> gross coverage or -> gross audience by the net coverage or net audience the result will be the -> OTS value.

Net coverage is shown as an absolute value in millions (number of Unique Users) and as a percentage, based on the -> universe.

**Page Impression:**
Within the SZM («Skalierbares Zentrales Messverfahren» = scalable central measurement system), a page impression is counted as a user-induced visit to an HTML page that includes a counting pixel.

**Potential:**
Projected size of target group, based on the -> sample size (displayed in millions/thousands, with 2 decimal places).

**Projection**
Projections project values included in the sample (data set) to the universe by multiplying the results achieved from the weighted data set with the projection factor.

**p value:**
p values indicate media consumption probabilities with which a Unique User could be reached within the reference period, with regard to a given share. p values are not filed in the data set, but are calculated depending on the share. Consumption probabilities displayed by p values lie between 0 and 1.

**Ranking order:**
Amount-dependent sequence of advertising media (-> booking units), according to the relevant selection criteria.

**Reporting basis/filter:**
Reporting basis and filter are used synonymously. The filter will limit the entire analysis to the target group selected for the filter. The filter can consist of the universe or a sub segment as defined by the selected target group.

**Sample size:**
There are -> weighted and -> unweighted cases.

**Share (with regard to inventory allocations in media plans):**
Share of allocated exposures in the total number of exposures available for a designated unit (-> booking unit).

**Total audience:**
This is the number of persons who were exposed to the advertising medium at least once during the survey period (3 months).

**Target Group**
A group of persons defined by specific characteristics that is supposed to be approached with advertising measures. One has to differentiate between the marketing target group and the media target group. For the internet facts study, it is possible to create target groups with the descriptive characteristics (demographics, psychographics, media consumption behaviour, buying habits, etc.) included in the data set.

**Unweighted cases:**
This is the number of elements that is contained in the sample of the analysed data set. Sample sizes are used to identify the data tolerance range that has to be considered when evaluating the results. Both unweighted and weighted cases should be displayed next to each other.
**Unique Client:**
Unique Client stands for each individual computer that is measured with regard to Internet use (accessing online advertising media) within the scope of technical measurements. Information is collected in the form of learned data, such as exposures. As soon as the computer accesses a web site that is measured by the AGOF, technical measurement is performed by INFOline’s SZM system. The Unique Client provides the basis for deducing the Unique User. Those clients that appear on at least 2 calendar days at intervals of at least 12 hours and on 35 days at the most during the survey period will become Unique Clients.

**Unique User:**
The Unique User, i.e. the ‘individual user’ forms the basis of the internet facts study. This unit expresses the number of persons that were exposed to the advertising medium or individual booking units in a certain period. The Unique User serves as the basis for calculating coverage and audience composition data of online advertising media as well as calculating key factors for media planning, such as weekly consumption, monthly consumption and contact establishment. Within the internet facts data set, each line represents one Unique User.

**Universe:**
The universe of the internet facts study consists of the German resident population of 14+ years old. Universe stands for the total amount of empirical units that can generally be studied when conducting a survey.

**Web site:**
Web site stands for a unity of HTML pages that can be accessed using one common address (URL). Performance data are published for both booking units and with reference to web sites.

**Weighted cases:**
Each case in the data set is assigned a case weight. The case weight adjusts the audience composition of the data set to the audience composition of the universe. Percentages and projections in the analysis are calculated based on this case weight.

For more definitions, please visit the AGOF web site [http://www.agof.de](http://www.agof.de).