

JNLR in MediaStar – a guide



Revised June 2017

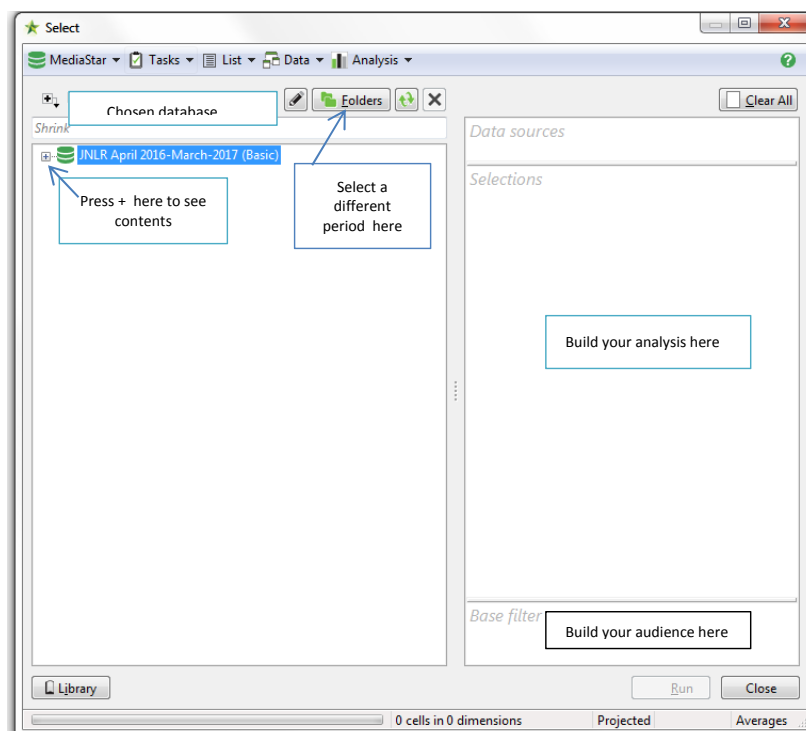
There is a Glossary of Terms at the end of this document

Start here

Open the program by double-clicking on the MediaStar icon on your



desktop. This is what you will see. The **Select** Screen.



The name & date of the database you see in the Select Screen should reflect the most recently available published data (April 2016-March 2017 in this example).

If it doesn't, then press your Folders button to change to the published period you require.¹ (Note: you may need to ask your IT Administrator for the server location).

Very important: to get accurate results, select just one "book" via the folders button.

"Basic" or "Advanced" or "MediaStar+"?

Subscribers who have MediaStar+ (also called MediaStar Advanced) will see that their database is labelled accordingly. A Basic database cannot be read by the MediaStar+ version of the software and vice versa.

I can only see one database / book / JNLR period?

I wanted to change my target audience and have lost all my spots?

You should only ever have **one "book" period** (e.g Jan-Dec) showing in the Select Screen at a time so that your saved reports and plans can update correctly. This is of particular importance to Planners because it means you can change a target audience (or "demo") while holding on to the stations & spot laydown you have worked so hard to create! See note 1. below

Find your way around

o Browse the database contents in the left-hand panel of the Select Screen

Click on the + sign beside database name to expand the list of information available. Press on the minus – sign beside this to collapse the list again. Navigate down through the database revealing the contents of the various sections. Each time you press the + you will see the contents of the next level.

¹ Detailed information is available in a document called **"Location of Files & Folders for MediaStar users"** – which you can download from here

<http://www.espri.ie/support-docs/location-of-files-folders-for-mediastar-users.pdf>

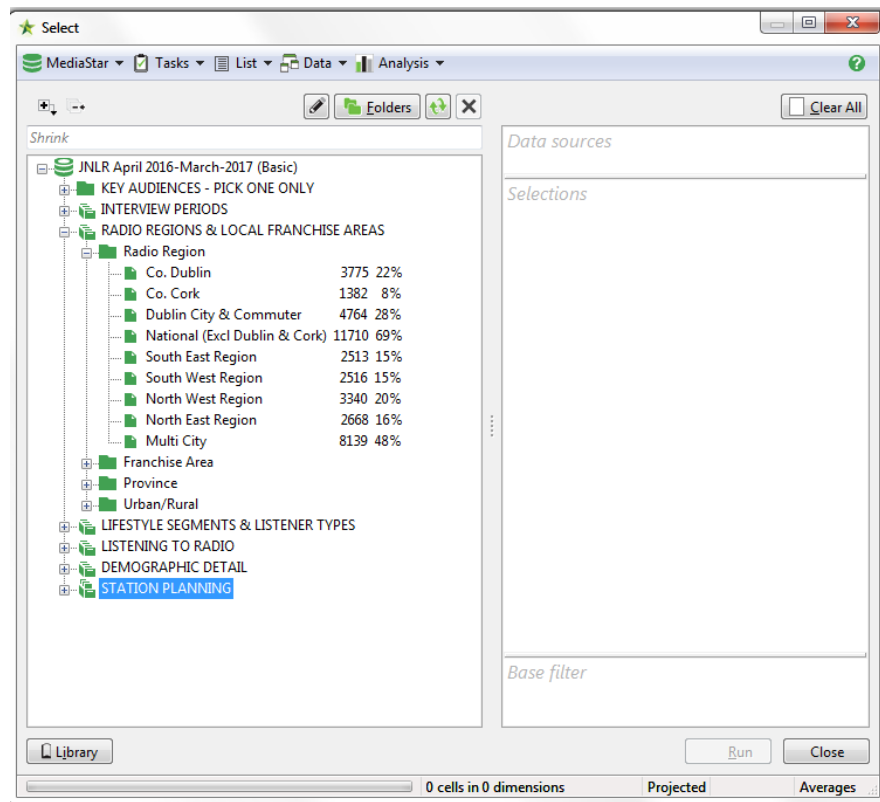
There are two buttons at the top of the left-hand pane which allow you to expand and collapse the lists quickly.



Give these a try to see what they do



The next screenshot shows what happens if you press the + beside the database name (highlighted in blue), then + on Radio Regions & Local Franchise Areas, then + on Radio Region down the last level.

This shows what's in the Region question, and how many people were interviewed in this period in the various regions. Any number you see on the SELECT screen reflects the SAMPLE - i.e. the number of people interviewed who fall into each category before population weights or Universe Estimates are applied. (Weighting is automatic and is applied at the run/plan stage.)



(No analysis or plan selections made yet in this example)

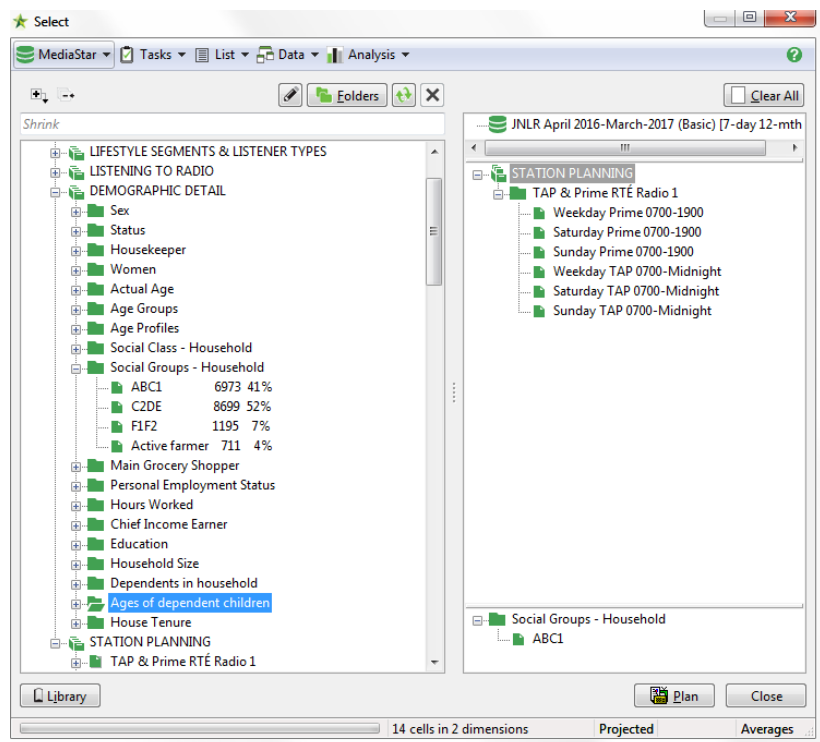
o Double-click or drag and drop to build your analysis in the right-hand panel


Double click on a question or variable denoted by the little folder symbol  or a  (in the station planning section) and that item will appear in the middle pane on the right-hand side of your Select Screen and form part of your run or analysis. You can also drag and drop.

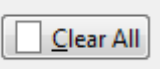
DO: bring over the entire contents of the question you are interested in – not just bits - or you're the analysis you produce may not be correct. When you get onto the planning/analysis screen you will find a variety of methods for hiding the rows or columns that are surplus to requirements

DON'T: double-click on a section heading – if this happens use the Clear All button and start again.

To create an Audience for your run: Press the + beside a question to get down to the lowest level and find the item(s) that describe your chosen audience, like this (opened out Demographic Detail, Social Groups – Household and double-clicked ABC1)

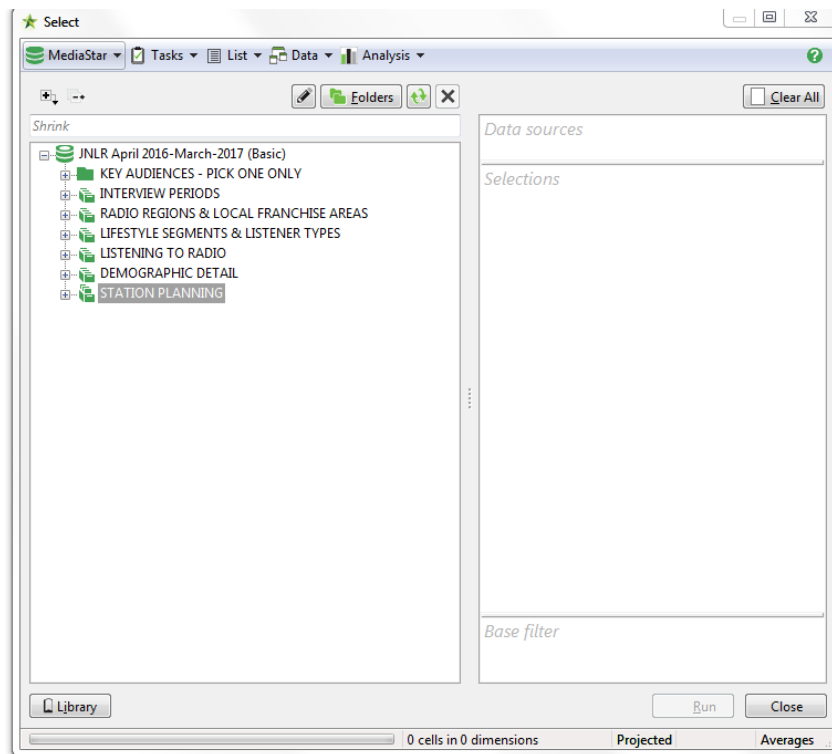


Press  to create the media plan.

Press Clear all  at the top right of the Select Screen to get rid of these selections

I want to do a planning run (a.k.a. media analysis, schedule, coverage & frequency analysis, package run)

Expand the STATION PLANNING list (press the +) which is the last of the seven main headings you see on the left of the Select Screen



All National, Regional & Dublin & Cork stations are here as well as each individual Home Local Station, plus sales house offerings from IRS, UTV Radio Sales, Media Central and the station Communicorp 6 station group.

There are two versions of the "run of week" for each station or sales house grouping.

What's TAP & Prime?

"**TAP & Prime**.." allows quick laydown of a week's spots for the chosen station or stations for a **Prime Time** package or a **TAP Total Audience Package** for each of Weekday, Saturday & Sunday (e.g a 14-spot package would have 10 spots M-F, 2 on Saturday and 2 on Sunday).

What if I want to place spots in particular shows / at specific times of day?

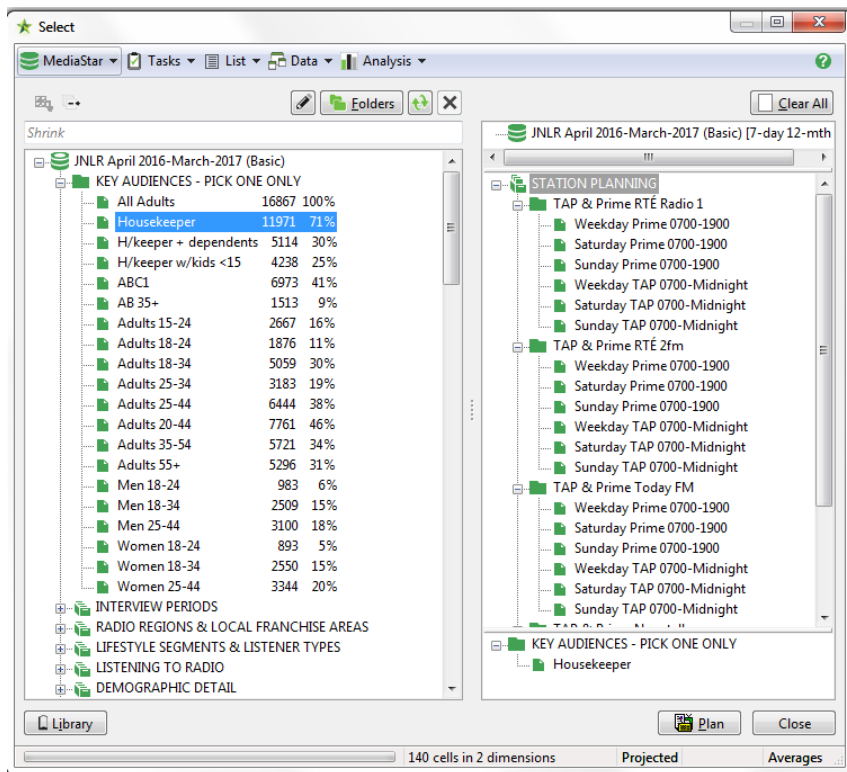
Each station's **full schedule** list of programmes/shows is shown further down the Station Planning list. This means that, for instance, RTE Radio 1 can be evaluated for Reach & Frequency using "TAP & Prime RTE Radio 1" or in more detail on a show by show basis using the axis further down the Station Planning List called simply "RTE Radio1". Note that the shows are not shown with their names or presenters' names as not all shows run every weekday at the same time in the same format.

You can select (double-click) as many of these as you need to run your plan.

The planning module works by taking a set of inputs for the FIRST week in your campaign, so you must REMEMBER to divide your TOTAL BUDGET and your TOTAL SPOTS by the number of campaign weeks!

If you're in a hurry and can find an Audience that suits your purpose in KEY AUDIENCES, select this (**only one**) or add your own audience definition(s). These can be built up from a combination of different items from different questions and is covered a little later in this document (see Define Target Audience). I've selected "Housekeeper" from the KEY AUDIENCES section at the top of the database.

Go back down to the expanded STATION PLANNING section and choose your stations. Your Select screen should look like this reflecting a plan that will cover the national stations RTE Radio 1, 2FM, Today FM and Newstalk – for the summary TAP or Prime segments - with an audience of housekeepers (defined as shoppers either male or female).



Press the Plan button (bottom right) and the initial selection will run – note red progress bar at bottom left of the display then you will see the **Media Analysis** screen, like this. (This plan is showing no spots yet and therefore no results)

MediaStar Home Settings Document

Net Reach: 0 Target: 0 Summary View Display Only These Items Rank

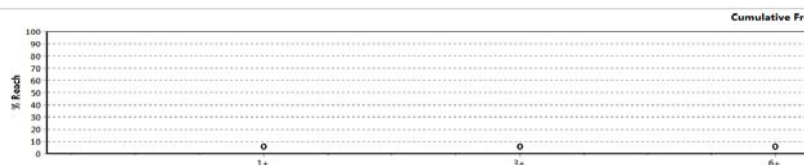
Select: c Restore Optimize Plan Summary Report Hide These Items Suppress Zeros Insert Heading

Go To: Reach & Frequency Optimisation Options View Hiding Weeks: 1 Table Freeze Panes

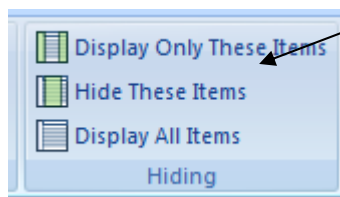
Media Analysis: Media Analysis1

Database - JNL April 2016-March-2017 (Basic) [7-day 12-mth wt]
 Base: Housekeeper (KEY AUDIENCES - PICK ONE ONLY)
 Sample Size: 11971
 Universe Estimate All Adults: 2666
 1 Week

Stations	Spots	Total Populati on Reach %	Target Group Reach %	€/Each	€ Total	€/GRP	€/ Incremental % Estimate	GRPs	Audience	Gross Impacts	CPT Impacts
Summary	0	0.0	0.0	€0.00	€0.00	€0.00		0	0	0	€0.00
RTÉ Radio 1: Weekday Prime 0700-1900	0	6.0	6.8	€0.00	€0.00	€0.00	€0.00	0	181	0	€0.00
RTÉ Radio 1: Saturday Prime 0700-1900	0	4.5	5.0	€0.00	€0.00	€0.00	€0.00	0	133	0	€0.00
RTÉ Radio 1: Sunday Prime 0700-1900	0	4.0	4.5	€0.00	€0.00	€0.00	€0.00	0	119	0	€0.00
RTÉ Radio 1: Weekday TAP 0700-Midnight	0	4.4	5.0	€0.00	€0.00	€0.00	€0.00	0	134	0	€0.00
RTÉ Radio 1: Saturday TAP 0700-Midnight	0	3.3	3.6	€0.00	€0.00	€0.00	€0.00	0	97	0	€0.00
RTÉ Radio 1: Sunday TAP 0700-Midnight	0	2.9	3.2	€0.00	€0.00	€0.00	€0.00	0	87	0	€0.00
RTÉ 2fm: Weekday Prime 0700-1900	0	1.6	1.7	€0.00	€0.00	€0.00	€0.00	0	46	0	€0.00
RTÉ 2fm: Saturday Prime 0700-1900	0	1.2	1.3	€0.00	€0.00	€0.00	€0.00	0	33	0	€0.00
RTÉ 2fm: Sunday Prime 0700-1900	0	0.9	0.9	€0.00	€0.00	€0.00	€0.00	0	24	0	€0.00
RTÉ 2fm: Weekday TAP 0700-Midnight	0	1.2	1.3	€0.00	€0.00	€0.00	€0.00	0	34	0	€0.00
RTÉ 2fm: Saturday TAP 0700-Midnight	0	0.9	0.9	€0.00	€0.00	€0.00	€0.00	0	25	0	€0.00
RTÉ 2fm: Sunday TAP 0700-Midnight	0	0.7	0.7	€0.00	€0.00	€0.00	€0.00	0	19	0	€0.00
Today FM: Weekday Prime 0700-1900	0	1.0	1.0	€0.00	€0.00	€0.00	€0.00	0	50	0	€0.00
Today FM: Saturday Prime 0700-1900	0	1.5	1.5	€0.00	€0.00	€0.00	€0.00	0	40	0	€0.00
Today FM: Sunday Prime 0700-1900	0	1.0	1.1	€0.00	€0.00	€0.00	€0.00	0	29	0	€0.00
Today FM: Weekday TAP 0700-Midnight	0	1.4	1.4	€0.00	€0.00	€0.00	€0.00	0	37	0	€0.00
Today FM: Saturday TAP 0700-Midnight	0	1.1	1.1	€0.00	€0.00	€0.00	€0.00	0	30	0	€0.00
Today FM: Sunday TAP 0700-Midnight	0	0.8	0.8	€0.00	€0.00	€0.00	€0.00	0	22	0	€0.00
NewsTalk: Weekday Prime 0700-1900	0	1.4	1.5	€0.00	€0.00	€0.00	€0.00	0	41	0	€0.00
NewsTalk: Saturday Prime 0700-1900	0	1.1	1.1	€0.00	€0.00	€0.00	€0.00	0	31	0	€0.00
NewsTalk: Sunday Prime 0700-1900	0	0.8	0.9	€0.00	€0.00	€0.00	€0.00	0	23	0	€0.00
NewsTalk: Weekday TAP 0700-Midnight	0	1.2	1.2	€0.00	€0.00	€0.00	€0.00	0	32	0	€0.00
NewsTalk: Saturday TAP 0700-Midnight	0	0.8	0.9	€0.00	€0.00	€0.00	€0.00	0	23	0	€0.00
NewsTalk: Sunday TAP 0700-Midnight	0	0.6	0.6	€0.00	€0.00	€0.00	€0.00	0	17	0	€0.00



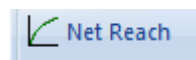
You may see a lot more columns than are showing in this example. At the very least, you must show Spots, Target Group Reach & Audience. From the wide selection available, you can hide the ones you don't want by highlighting a column and pressing "Hide ..." (item in the Hiding item on the Home ribbon)



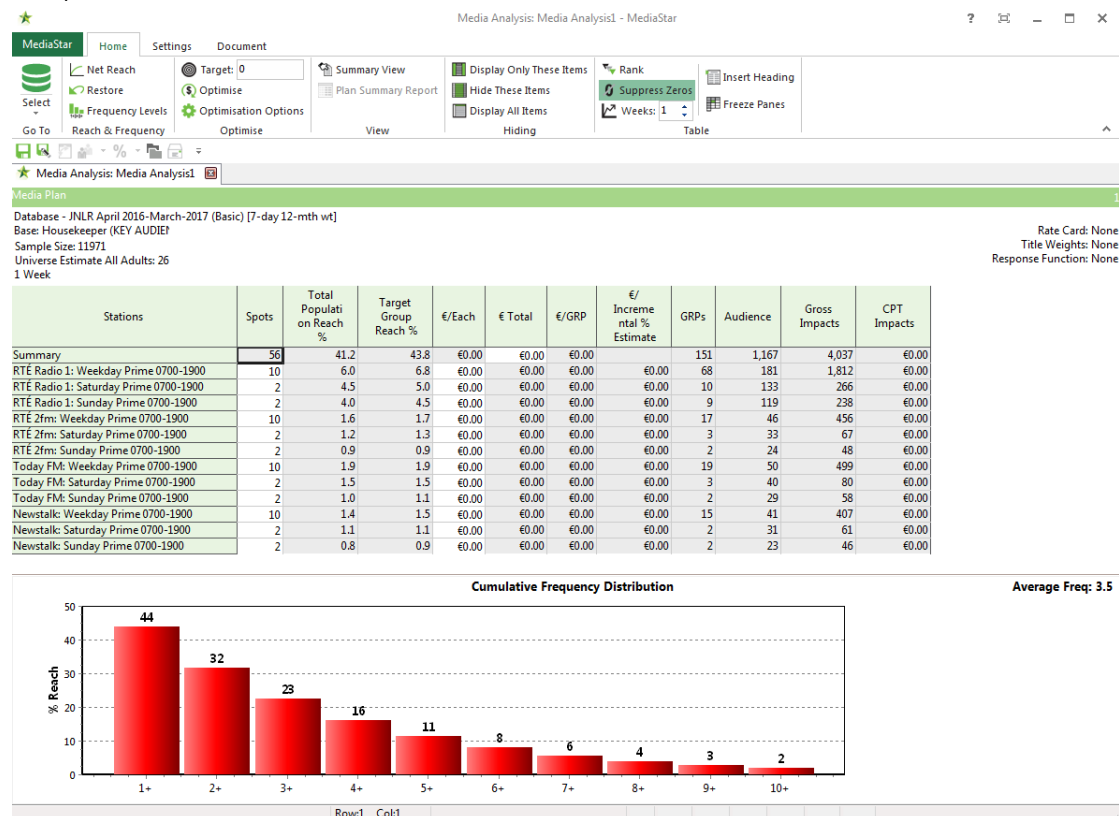
Next you need to **add spots** – for Week One.

Put in an optional **total package cost** (for one week) in the white cell under "€Total". (Remember divide total package value and the number of spots by number of weeks). Alternately you may use spot rates and enter a value in the "€each" column against each day part or programme slot you have selected.

Calculate the plan

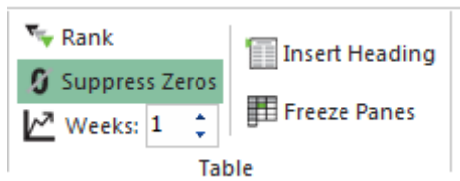


To do this, press Net Reach (top left of your screen – just under the "Home tab"). I have laid down a standard 14-spot Prime Time package against each station with a 25K budget for Week 1 and this what the screen looks like after the Net Reach button has been pressed to calculate the plan




Once you have calculated the plan, a variety of other options is available from the ribbon toolbar:

Table tab



Ranking

click on Target Group Reach and then the  Rank button to show the most popular programmes/times of day in order; click on Audience 000s and do the same thing to get the largest audiences

Suppress Zeros

use this to hide the rows (programmes or dayparts) that don't contain spots – makes it easier to see what you are doing and for a tidier page when you print or copy for a client proposal

Weeks

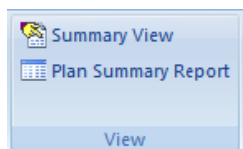
calculates the plan across the number of weeks you specify for the campaign

Insert Heading

allows you to add to some text describing the Campaign

Freeze Panes

does what it says based on current selection



View tab

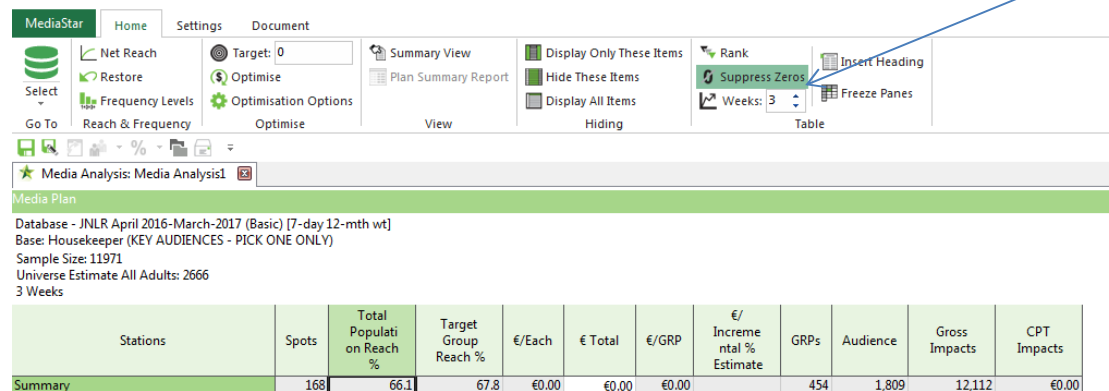
Summary View

contribution of each station in the plan to the overall result

Plan summary report

when you have more than one run done in the current session and want to see which is most suitable

Increase number of weeks to reflect campaign duration using the Weeks button



The screenshot shows the MediaStar software interface. In the top right, under the 'Rank' section, there is a 'Weeks' button set to '3'. A blue arrow points to this button. Below the interface, the 'Media Plan' section displays the following information:

Database - JNLR April 2016-March-2017 (Basic) [7-day 12-mth wt]
 Base: Housekeeper (KEY AUDIENCES - PICK ONE ONLY)
 Sample Size: 11971
 Universe Estimate All Adults: 2666
 3 Weeks

Stations	Spots	Total Population Reach %	Target Group Reach %	€/Each	€ Total	€/GRP	€/Incremental % Estimate	GRPs	Audience	Gross Impacts	CPT Impacts
Summary	168	66.1	67.8	€0.00	€0.00	€0.00		454	1,809	12,112	€0.00

What do the numbers in a plan mean?

[Refer to the Glossary for more information and details on how the figures are calculated\)](#)

This example - shown for three weeks - tells us that the

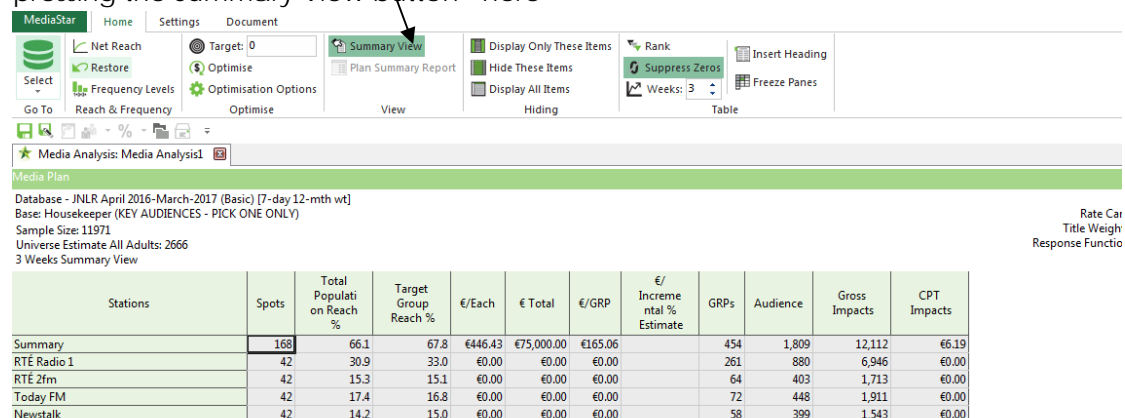
Net target audience of Housekeepers 1,809(000)
 GRPs 454
 CPT €6.19

based on an (imaginary) per-week cost of €25,000 added to the optional editable field under the € Total heading.

target group reach 67.8%
 Average Frequency or OTH 6.7

Translated into words, this means that more than 2/3rds of the target (Housekeeper) audience will hear at least one instance of this campaign, and overall the average will be 6.7 exposures to the campaign spots

You can also see what contribution each station makes to the overall pressing by pressing the Summary View button - here



The screenshot shows the MediaStar software interface with the 'Summary View' button highlighted. Below the interface, the 'Media Plan' section displays the following information:

Database - JNLR April 2016-March-2017 (Basic) [7-day 12-mth wt]
 Base: Housekeeper (KEY AUDIENCES - PICK ONE ONLY)
 Sample Size: 11971
 Universe Estimate All Adults: 2666
 3 Weeks Summary View

Stations	Spots	Total Population Reach %	Target Group Reach %	€/Each	€ Total	€/GRP	€/Incremental % Estimate	GRPs	Audience	Gross Impacts	CPT Impacts
Summary	168	66.1	67.8	€446.43	€75,000.00	€165.06		454	1,809	12,112	€6.19
RTE Radio 1	42	30.9	33.0	€0.00	€0.00	€0.00		261	880	6,946	€0.00
RTE 2fm	42	15.3	15.1	€0.00	€0.00	€0.00		64	403	1,713	€0.00
Today FM	42	17.4	16.8	€0.00	€0.00	€0.00		72	448	1,911	€0.00
Newstalk	42	14.2	15.0	€0.00	€0.00	€0.00		58	399	1,543	€0.00

You can save this plan **as an image** using the Windows Snipping Tool or by using generic copy & paste commands to copy into Word, Excel or a PowerPoint slide.

You can also save it as an interactive PLN file (see Location of Files & Folders for notes and tips on saving re-usable plans & reports). This feature allows for the creation of template plans that can be updated to reflect the updated figures from wave to

wave and also modified to reflect new audiences etc as required. (*Contact us for training on this feature.*)

How do I modify the audience or add stations (without losing my spots!)?



Still in the planning (Media Analysis) screen ...go to the Select tab Click on the little down arrow to the sub-menu which offers you two options "Select" and **"Show Selections"**.

Clicking on the "Show Selections" button allows you to change your audience without losing your spot laydown.

This brings you back to the Select Screen and will display your original selections and allows changes to the audience definition and inclusion of additional stations into an existing plan if needed, without losing the spots that you have already entered. You will have to put in a new campaign cost if you need one as the programme assumes if you are changing spots and stations that the budget will probably change too.

How do I get back to the Select Screen to do something else?

Select File, Show Selections option – especially if you want to re-run your current analysis with just a few things changed

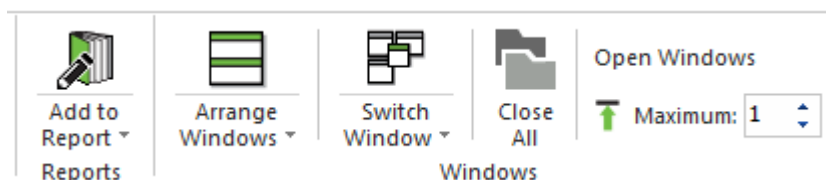


Press the button

Just don't "x" it closed! You can use the tabs across the top to go back to the various analyses and pages you have created for the duration of a session. See next topic.

How do I get back to a plan or table I ran earlier ?

Do not use the **X** at the top right of the screen to close what you are doing so you can "get at" the next thing. All your runs in this session are accessible via the Windows ribbon under the Document tab



Using **"Arrange Window"** allows you to access all earlier runs via tabs across the top. Go to **"Switch Window"** to see a list of the runs you have created in this session **"Arrange Window"** Also allows you to tile what you've done so far and visually compare different runs.

“Close All” closes everything you’ve done in this session in one go! (Remember, MediaStar does not prompt you to save your work unless it’s been added to a report or saved analysis/plan)

How do I pick an AUDIENCE ?

The simplest is to use Key-Audiences (Pick One Only)

JNLR April 2016-March-2017 (Basic)

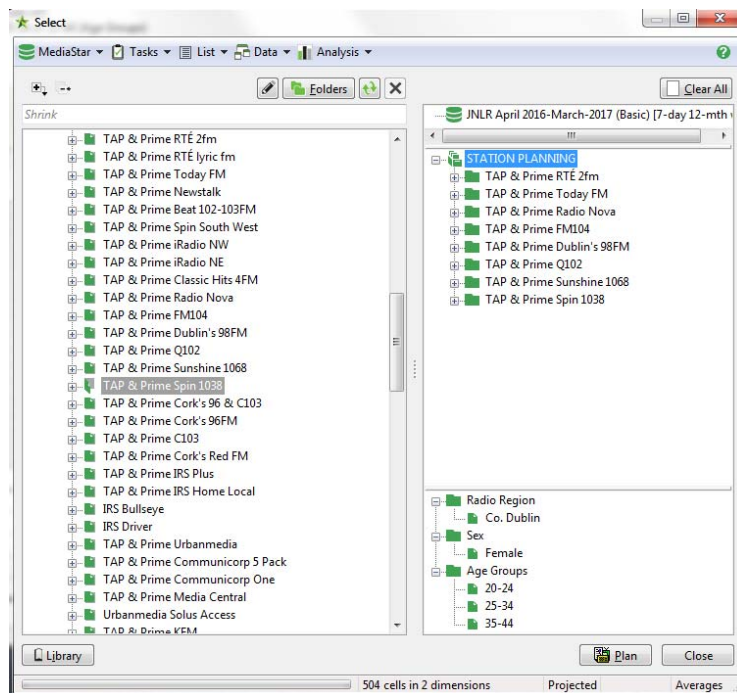
KEY AUDIENCES - PICK ONE ONLY		
All Adults	16867	100%
Housekeeper	11971	71%
H/keeper + dependents	5114	30%
H/keeper w/kids <15	4238	25%
ABC1	6973	41%
AB 35+	1513	9%
Adults 15-24	2667	16%
Adults 18-24	1876	11%
Adults 18-34	5059	30%
Adults 25-34	3183	19%
Adults 25-44	6444	38%
Adults 20-44	7761	46%
Adults 35-54	5721	34%
Adults 55+	5296	31%
Men 18-24	983	6%
Men 18-34	2509	15%
Men 25-44	3100	18%
Women 18-24	893	5%
Women 18-34	2550	15%
Women 25-44	3344	20%

Open it out and pick the audience you want with one click – just one, remember!

If you have a more detailed requirement, then you can combine groups from different questions.

This example develops an audience called “Dublin Females aged 20- 44” which is not contained in the KEY AUDIENCES section. First, check out the section called [How do I modify the audience or add stations \(without losing my spots!\)?](#)

- Open out (press +) Demographic Detail section
- Find the Region axis (in the Radio Regions section) and open this out too
- Select (double-click) on the item “Co. Dublin” and this will automatically be placed in the Audience building area (bottom right of the Select screen)
- Next find and open out the Sex variable. Select (double-click) “Female”. This will go into the base filter area too.
- Last, find Age Groups and select the three age groups that correspond to your chosen audience 20-24, 25-34 & 35-44.
- If you select RTE 2fm, Today FM, Radio Nova, FM104, 98FM, Q102, Sunshine and Spin 1038 (TAP & Prime) as your stations, your screen should look like this:
(the individual station axes may be opened out)



(Note: this is an extreme example and may not yield a very viable plan!)

(to replicate figures from the "book", create station profiles or just delve deeper)

- | Daily Station Reach Weekday | Total | Male | Female | House keeper | H/K + dep | 15-24 | 15-34 | 35+ | 20-44 | 25-44 | 45+ | ABC1/F1 | C2DE/F2 |
|-----------------------------|--------|-------|--------|--------------|-----------|-------|-------|-------|-------|-------|-------|---------|---------|
| Total (Weekday) | 3,755 | 1,840 | 1,915 | 2,663 | 1,156 | 577 | 1,236 | 2,519 | 1,679 | 1,405 | 1,773 | 1,697 | 2,058 |
| Row % | 100% | 49% | 51% | 71% | 31% | 15% | 33% | 67% | 45% | 37% | 47% | 45% | 55% |
| Unweighted Numbers | 12,477 | 6,108 | 6,369 | 8,875 | 3,791 | 1,960 | 4,332 | 8,145 | 5,725 | 4,771 | 5,746 | 5,784 | 6,693 |
| RTÉ Radio 1 | 24% | 25% | 23% | 27% | 18% | 4% | 6% | 33% | 12% | 13% | 39% | 30% | 19% |
| RTÉ 2FM | 10% | 9% | 10% | 10% | 14% | 11% | 13% | 8% | 14% | 15% | 5% | 11% | 9% |
| RTÉ Lyric FM | 4% | 4% | 4% | 5% | 4% | 1% | 1% | 5% | 2% | 2% | 6% | 6% | 2% |
| Today FM | 11% | 12% | 10% | 11% | 15% | 8% | 12% | 11% | 16% | 17% | 7% | 13% | 9% |
| Newstalk | 10% | 13% | 7% | 11% | 12% | 3% | 6% | 12% | 10% | 11% | 12% | 14% | 7% |
| RTÉ Raidió Na Gaeltachta | 1% | 1% | 0% | 1% | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 1% | 1% |
| Beat 102-103FM | 3% | 2% | 3% | 2% | 3% | 6% | 5% | 1% | 3% | 3% | 1% | 2% | 3% |
| Spin South West | 2% | 2% | 3% | 2% | 3% | 7% | 5% | 1% | 3% | 3% | 1% | 2% | 3% |
| iRadio NW | 3% | 3% | 4% | 2% | 4% | 10% | 7% | 2% | 5% | 4% | 1% | 3% | 4% |
| iRadio NE | 2% | 2% | 2% | 2% | 3% | 6% | 5% | 1% | 3% | 3% | 1% | 2% | 2% |
| Classic Hits 4FM | 3% | 4% | 3% | 4% | 4% | 3% | 3% | 3% | 4% | 4% | 3% | 3% | 4% |
| Radio Nova | 2% | 2% | 1% | 2% | 2% | 1% | 2% | 2% | 2% | 3% | 1% | 2% | 2% |
| FM 104 | 5% | 4% | 5% | 4% | 6% | 8% | 8% | 3% | 7% | 7% | 2% | 4% | 5% |
| 98FM | 3% | 3% | 3% | 3% | 4% | 3% | 4% | 2% | 4% | 4% | 2% | 3% | 3% |
| Q102 | 2% | 2% | 3% | 3% | 3% | 2% | 3% | 2% | 3% | 3% | 2% | 2% | 2% |
| Sunshine 1068 | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% |
| Spin 1038 | 4% | 3% | 4% | 3% | 4% | 11% | 8% | 1% | 5% | 4% | 1% | 4% | 5% |
| Cork's 96 & C103 | 4% | 4% | 5% | 4% | 4% | 3% | 3% | 5% | 3% | 3% | 6% | 4% | 5% |
| Cork's 96 | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 3% | 3% |
| C103 | 2% | 2% | 2% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 3% | 2% | 2% |
| Cork's Red FM | 3% | 3% | 4% | 3% | 5% | 6% | 5% | 3% | 5% | 4% | 2% | 3% | 4% |
| Home Local | 41% | 40% | 41% | 40% | 23% | 25% | 24% | 44% | 25% | 25% | 47% | 25% | 45% |

Look at the menu/ribbon tabs and turn on Suppress Zeros, Show Significance and percentages like this

Rank

Compare With

Show Significance

Base

123 % Ind U

.00 Decimal Places: 1

Data

Show Me

To change the way the top rows of the table display, click in the left hand column onto the Total (Weekday) text and when the row is highlighted turn on the buttons in the Show Me tab like this

123 % Ind U
 .00 Decimal Places: 0
 Show Me

Percentages are shown **on the column** by default – except for the Total row (if shown). In the example above, 24% of the population listens to Radio 1, for

Housekeepers the percentage of listeners to the same station is 27%. In the % Row at the top of the table you will find that 71% of the population are Housekeepers. That is 71% of the 3,755(000) and you can say that 2.66 million people in Ireland aged 15 and over are Housekeepers

The **unweighted number** row shows how many people were interviewed in the column category. So here there were 8,875 people interviewed who identified themselves as shoppers which becomes 2,663,000 when the Universe Estimate is applied.

You very easily **toggle between numbers & percentages** using the Show Me tab or show both at the same time.

Decimal point precision can be increased if required.

What can I learn from the Significant Difference indicators (colours)? (using Radio Region as the first selection in this example)

Table: Daily Station Reach Weekday by Radio Region

Database - JNILR April 2016-March-2017 (Basic) [Weekday 12-mth wt]

Base: All Adults

Autobase Off and Weekday

Column Percentages

Universe Estimate All Adults

Daily Station Reach Weekday	Total	Radio Region				S
		Co. Dublin	Co. Cork	Dublin City & Commuter	National (Excl Dublin & Cork)	
Total (Weekday)	3,755	1,088	429	1,340	2,238	
Row %	100%	29%	11%	36%	60%	
Unweighted Numbers	12,477	2,982	993	3,717	8,502	
RTE Radio 1	24%	29%	24%	28%	22%	
RTE 2FM	10%	5%	11%	6%	12%	
RTE Lyric FM	4%	5%	6%	5%	3%	
Today FM	11%	6%	12%	7%	13%	
NewsTalk	10%	14%	9%	14%	9%	
RTE Raidió Na Gaeltachta	1%	0%	0%	0%	1%	
Heat 102-103FM	3%	0%	0%	0%	4%	
Spin South West	2%	0%	0%	0%	4%	
Radio NW	3%	0%	0%	0%	6%	
Radio NE	2%	0%	0%	1%	4%	
Classic Hits 4FM	3%	2%	11%	2%	3%	
Radio Nova	2%	5%	0%	5%	1%	
FM 104	5%	16%	0%	13%	0%	
8FM	3%	10%	0%	8%	0%	
Q102	2%	8%	0%	6%	0%	
Sunshine 1068	1%	5%	0%	4%	0%	
Spin 1038	4%	13%	0%	10%	0%	
Cork's 96 & C103	4%	0%	39%	0%	0%	
Cork's 96	3%	0%	26%	0%	0%	
C103	2%	0%	17%	0%	0%	
Cork's Red FM	3%	0%	31%	0%	0%	
Unweighted	12,477	2,982	993	3,717	8,502	
Row:9	Col:2	Row:1	Col:1	Avg:0%		

The legend at the bottom of the screen reads **Ref >99% >95% >90% <90%** We have set the highly significant level at 99% due to the very large sample, which makes it a more stringent test. If you don't see colours, then click on the "Show significance" button.

The colours show us results that are outside the norm and are therefore potentially interesting. To explain, in simple non-statistician terms: the blue column (called the reference column) is the one that is used as a reference point. The green numbers show results that are different (higher or lower) when compared with that blue column. So here the table shows us that 24% of people overall listened to RTE Radio 1 yesterday. In the Dublin region the percentage of people listening is 29%, coloured in

green to draw our attention to the fact that it's enough of a difference to be counted as statistically "different" – in this case **higher**. You can also see that 22% of people living in the areas outside Dublin & Cork listened to the same station. This is also significantly different but **lower** than the population average shown in the total column. You can see that there is plenty of regional variation in listening patterns. You may find interesting differences in profile across stations, as here:

Table: Listener Profile by Daily Station Reach Weekday							
Database - JNLR April 2016-March-2017 (Basic) [Weekday 12-mth wt]							
Base: All Adults							
Autobase Off and Weekday							
Column Percentages							
Universe Estimate All Adults							
Listener Profile	Total (Weekday)	RTÉ Radio 1	RTÉ 2FM	RTÉ Lyric FM	Today FM	Newstalk	Daily Station Reach RTÉ Raidió Na Gaeltachta
Total	3,755	904	360	144	410	386	24
Row %	100%	24%	10%	4%	11%	10%	1%
Unweighted Numbers	12,477	2,901	1,303	462	1,445	1,235	79
Male %	49%	51%	45%	46%	55%	63%	60%
Female %	51%	49%	55%	54%	45%	37%	40%
Housekeeper %	71%	78%	73%	85%	69%	76%	65%
H/K + dep %	31%	23%	45%	30%	43%	36%	18%
15-24 %	15%	3%	17%	4%	11%	4%	13%
15-34 %	33%	9%	44%	12%	35%	20%	17%
35+ %	67%	91%	56%	88%	65%	80%	83%
20-44 %	45%	22%	67%	26%	65%	44%	23%
25-44 %	37%	20%	57%	23%	59%	42%	17%
45+ %	47%	77%	26%	73%	30%	54%	70%
ABC1/F1 %	45%	56%	50%	68%	54%	64%	52%
C2DE/F2 %	55%	44%	50%	32%	46%	36%	48%
Urban %	64%	67%	52%	77%	55%	71%	45%
Rural %	36%	33%	48%	23%	45%	29%	55%

The orange figures on the H/K + dep split of RnaG listeners shows there is some significance, but as the sample is small, it's orange not green

The formal definition of how Significant Difference is calculated in MediaStar can be found here. ²

²

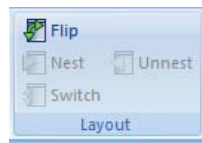
Glossary: Significant Difference

Significant differences are by default, compared to the Total column as a reference. In other words, the numbers are coloured depending on how significantly different they are from the numbers in the total column. The default colour scheme is based on traffic light colour codes: red numbers show little significant difference, green numbers show the most significant difference. As with traffic lights, red means stop, so these numbers are unlikely to be significantly different, green means go and so these numbers are most likely to be significantly different.

How Are Significant Differences Calculated?

Chi-squared tests are used for comparisons of counts, and t-tests are used for comparisons of continuous variables (averages or values such as volume data for market share). All tests are two tailed. For testing differences in proportions, the test is equivalent to a Z test on proportions. The Chi-squared tests are all corrected for continuity using Cochran's formula. All the tests are correctly calculated on weighted data, even when the database is weighted to some target other than the true sample size (say, total population).

What if I defined my analysis selections in the wrong order?



Use the Flip button in the Layout tab

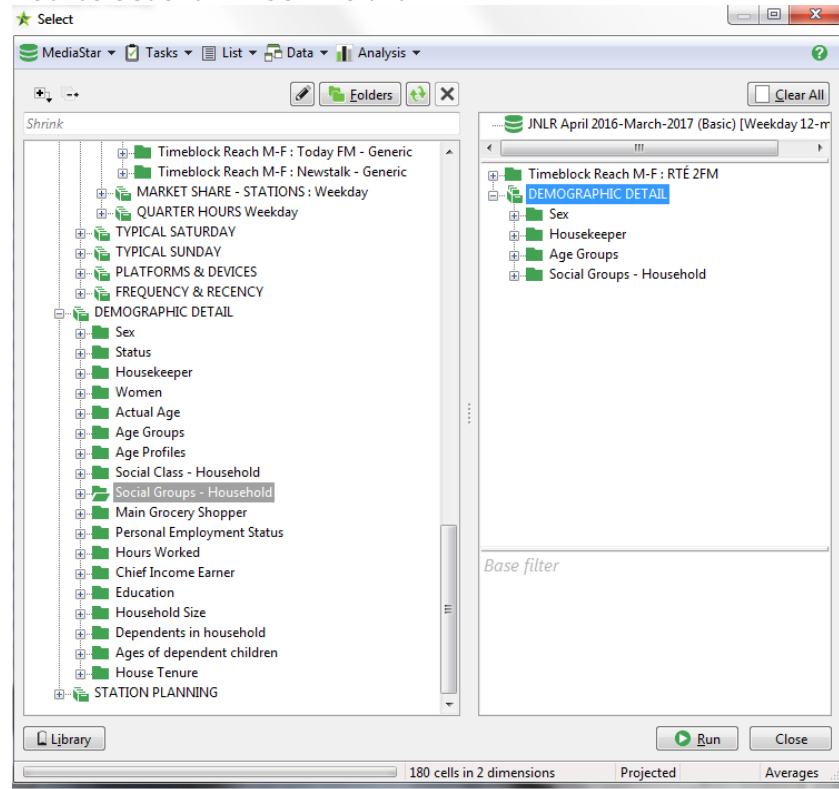
and then the table will look like this (portion of the table) and you will see that the table is again percentaged on the column and tells us that 13% of all men nationally listen to Newstalk

Table: Daily Station Reach Weekday by Listener Profile								
Database - JNLR April 2016-March-2017 (Basic) [Weekday 12-mth wt]								
Base: All Adults								
Autobase Off and Weekday								
Column Percentages								
Universe Estimate All Adults								
Daily Station Reach Weekday	Listener Profile							
	Total	Male	Female	House keeper	H/K + dep	15-24	15-34	35+
Total (Weekday)	3,755	1,840	1,915	2,663	1,156	577	1,236	2,519
Row %	100%	49%	51%	71%	31%	15%	33%	67%
Unweighted Numbers	12,477	6,108	6,369	8,875	3,791	1,960	4,332	8,145
RTÉ Radio 1	24%	25%	23%	27%	18%	4%	6%	33%
RTÉ 2FM	10%	9%	10%	10%	14%	11%	13%	8%
RTÉ Lyric FM	4%	4%	4%	5%	4%	1%	1%	5%
Today FM	11%	12%	10%	11%	15%	8%	12%	11%
Newstalk	10%	13%	7%	11%	12%	3%	6%	12%
RTÉ Raidió Na Gaeltachta	1%	1%	0%	1%	0%	1%	0%	1%
Beat 102-103FM	3%	2%	3%	2%	3%	6%	5%	1%
Spin South West	2%	2%	3%	2%	3%	7%	5%	1%
iRadio NW	3%	3%	4%	2%	4%	10%	7%	2%
iRadio NE	2%	2%	2%	2%	3%	6%	5%	1%
Classic Hits 4FM	3%	4%	3%	4%	4%	3%	3%	3%
Radio Nova	2%	2%	1%	2%	2%	1%	2%	2%
FM 104	5%	4%	5%	4%	6%	8%	8%	3%
98FM	3%	3%	3%	3%	4%	3%	4%	2%
Q102	2%	2%	3%	3%	3%	2%	3%	2%
Sunshine 1068	1%	2%	1%	2%	1%	1%	1%	2%
Spin 1038	4%	3%	4%	3%	4%	11%	8%	1%
Cork's 96 & C103	4%	4%	5%	4%	4%	3%	3%	5%
Cork's 96	3%	3%	3%	3%	3%	3%	2%	3%
C103	2%	2%	2%	2%	1%	1%	1%	2%
Cork's Red FM	3%	3%	4%	3%	5%	6%	5%	3%

How do I create a station or programme profile?

- Your first, easy, stop would be to use either the Listener Profile or the Sales House Profile to view a profile – or for a more detailed look ...
- Open out (press +) LISTENING TO RADIO, TYPICAL WEEKDAY, TIMEBLOCKS
- Select (double-click) on the name of the station you want to profile (the whole thing – not just one program) you are interested in. For this example I have chosen 2FM
- Collapse (press -) the TIMEBLOCKS section and open out (press +) LIFESTYLE SEGMENTS & LISTENER TYPES.
- For this example from the DEMOGRAPHIC DETAIL section select as follows (double click either on the name or on the little folder symbol beside the name in each case):
 - Sex
 - Housekeeper
 - Age Groups
 - Social Groups - Household

Your selections will look like this:



When you press Run, you will get something like this (portion)

Table: DEMOGRAPHIC DETAIL by Timeblock Reach M-F : RTÉ 2FM

Database - JNLR April 2016-March-2017 (Basic) [Weekday 12-mth wt]

Base: All Adults

Autobase Off and Weekday

Column Percentages

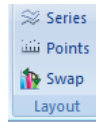
Inverse Estimate All Adults

Timeblock Reach M-F : RTÉ 2FM									
DEMOGRAPHIC DETAIL	Total (Weekday)	0600-1000	1000-1300	1300-1600	1600-1900	1900-2000	2000-2200	2200-0100	0100-0400
Sex									
Total	3,755	167	139	119	113	22	20	9	2
Row %	100%	4%	4%	3%	3%	1%	1%	0%	0%
Unweighted Numbers	12,477	598	488	436	429	82	74	35	7
Male	49%	43%	38%	41%	45%	56%	59%	59%	69%
Female	51%	57%	62%	59%	55%	44%	41%	41%	31%
Housekeeper									
Total	3,755	167	139	119	113	22	20	9	2
Row %	100%	4%	4%	3%	3%	1%	1%	0%	0%
Unweighted Numbers	12,477	598	488	436	429	82	74	35	7
Housekeeper (Shopper M or F)	71%	75%	77%	79%	71%	70%	70%	69%	72%
H'keeper + Dep Child any age	31%	45%	45%	50%	44%	42%	37%	47%	61%
H'keeper + Dep Child <15	25%	39%	37%	42%	39%	41%	35%	44%	31%
Age Groups									
Total	3,755	167	139	119	113	22	20	9	2
Row %	100%	4%	4%	3%	3%	1%	1%	0%	0%
Unweighted Numbers	12,477	598	488	436	429	82	74	35	7
15-19	8%	5%	5%	3%	7%	7%	6%	10%	12%
20-24	7%	9%	8%	10%	11%	5%	13%	14%	7%
25-34	18%	29%	24%	31%	29%	36%	27%	23%	20%
35-44	20%	31%	31%	28%	28%	31%	35%	38%	19%
45-54	17%	17%	19%	19%	18%	13%	10%	11%	42%
55-64	14%	5%	7%	5%	5%	6%	8%	4%	0%
65+	17%	5%	6%	5%	2%	3%	2%	0%	0%
Social Groups - Household									

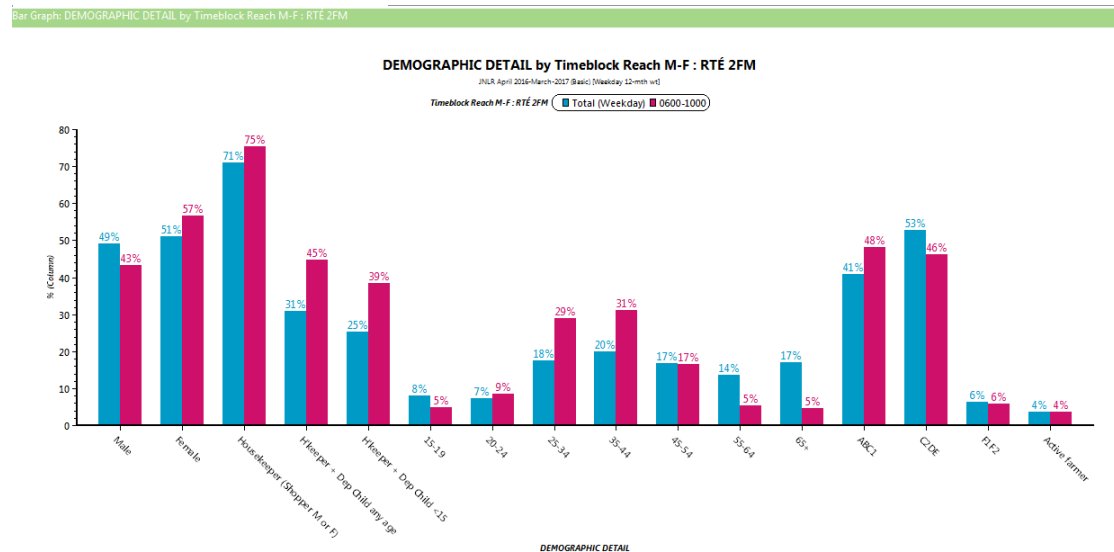
Then if you click on the top of the Total column, press and hold the Ctrl key and click on the top of the 0900-11.00 column, when those 2 columns are highlighted (dark



blue) press the "Bar" icon on the Graphs tab. I know, that doesn't look



great, but if you find the Swap button and press it (swapping the axes) you will see a chart profiling the 2FM Breakfast show compared with All Adults listening to 2FM.



There are lots of ways to make this look prettier. You can change the text / labels, you can show values on the bars and lots more, the most important thing is that you can copy and paste directly to PowerPoint, Excel or Word.

How do I look at Share?

First, a few pointers:

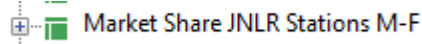
- Share tables are available as follows:



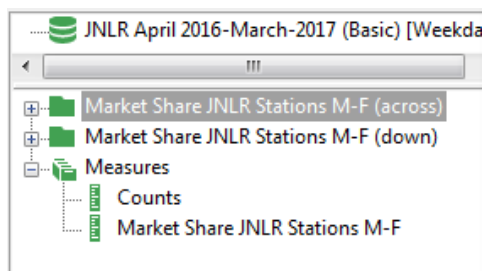
- Local Market Share will need a Franchise area or Region base/filter to make sense.
- The top three rows of a Share Table can be hidden (they contain the calculation “workings”). Same for the “Total” column.
- Share tables are always shown in percentages
- Share tables can only be run one at a time
- It is inadvisable to run a share table with a cross-break until you have had specific training in this area

For a Weekday Market Share table : open out (press +) LISTENING TO RADIO, TYPICAL WEEKDAY, MARKET SHARE STATIONS: Weekday (press +). You will see “Market Share JNLR Stations (M-F)”

Don’t expand this title – although you feel you should – just double click on the icon beside it to select. Like this...



And the selection will look like this:



It needs the extra “bits” that seem to have come in to the selections unasked, but leave them there, they are essential to the calculation of the Share table.

This will run “as is” in a grid table – with its own “across” & “down” already defined for you, but you can add Audience definitions to the Base Filter Area to refine the run for, say a region or a demographic grouping.

Press the Run button (bottom right)



Ensure that you have **percentages** showing. It is good practice to show share table

percentages to 1 decimal place. Like this

It's also good practice to hide the Total row and the Total column (using the Show/Hide Tool) – again, these are not helpful in this context. You may also want to hide columns of information that you do not need at this point (they can be un-hidden again later) – use the Hiding tab options here:

Once those display settings are applied, the table will look like this:

Table: Market Share JNLR Stations M-F (down) by Market Share JNLR Stations M-F (across): Market Share JNLR

Database - JNLR April 2016-March-2017 (Basic) [Weekday 12-mth wt]

Base: All Adults

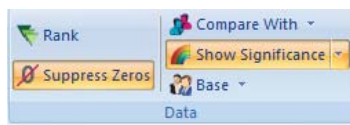
% Column Percentages

Universe Estimate All Adults

Market Share JNLR Stations M-F (across)

Market Share JNLR Stations M-F (down)	1900-Midnight	0700-1900	0700-Midnight	24hr share
RTÉ Radio 1	9.7%	23.8%	22.5%	22.5%
RTÉ 2FM	4.5%	6.1%	6.0%	6.0%
RTÉ lyric fm	5.1%	2.0%	2.3%	2.4%
Radio na Gaeltachta	0.8%	0.3%	0.3%	0.3%
Today FM	3.8%	7.7%	7.3%	7.3%
NewsTalk 106FM	7.8%	5.8%	6.0%	6.1%
Beat 102-103FM	1.5%	1.6%	1.6%	1.5%
Spin South West	1.7%	1.2%	1.3%	1.2%
iRadio NW	4.8%	2.3%	2.5%	2.5%
iRadio NE	3.8%	1.5%	1.7%	1.7%
Classic Hits 4FM	4.0%	2.3%	2.4%	2.5%
Radio Nova	1.1%	1.2%	1.2%	1.2%
FM104	4.2%	2.5%	2.7%	2.7%
98FM	2.0%	1.8%	1.8%	1.8%
Q102	2.0%	1.4%	1.5%	1.5%
Sunshine 1068	1.5%	1.0%	1.1%	1.1%
Spin 1038	3.9%	1.7%	1.9%	1.9%
Cork's 96FM	2.7%	2.9%	2.9%	2.9%
CI03	6.0%	1.9%	2.3%	2.3%
Red FM	3.2%	3.3%	3.3%	3.3%
Home Local(Local Area)	17.3%	22.6%	22.1%	21.9%
Other Regional/Local	8.0%	4.9%	5.2%	5.2%
Non-annual stations	0.4%	0.2%	0.2%	0.2%

(You can see I changed the reference column to “24hr Share”) by highlighting that column and using the “Compare with” item in the data tab)



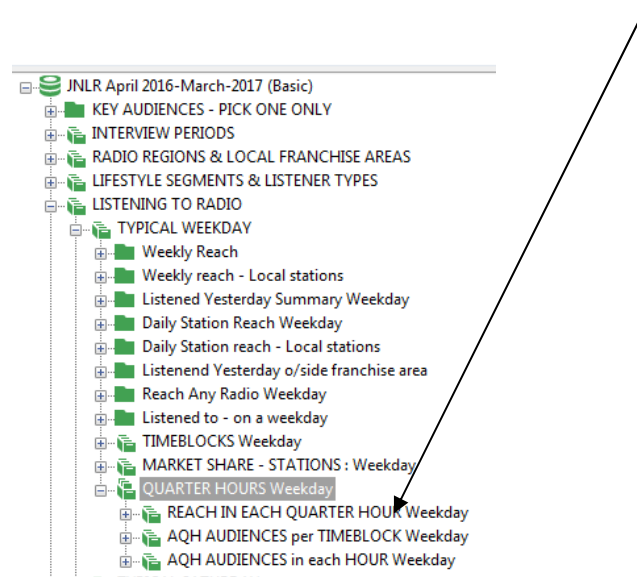
Go back to the Select Screen and add an audience definition if required. Refer to the item [How do I define a new TARGET AUDIENCE ?](#), above

quarter Hour data

Listening data is collected for each person quarter hour by quarter hour. An individual can only listen to one station in each quarter hour. Each occurrence of 1 quarter hour is multiplied by 15 to calculate share and minutes listened.

Reach

Here is where you will find the full list of axes relating to quarter hour reach – usually displayed in 000s – on a station by station basis. If you want to track the number of people tuning in throughout the day this is where you look



Reach just means how many people tuned in so this table shows the number of people who tuned in between say 0700-1900 to 2FM is 335,000

And underneath in the rest of the table you can see how many people listened across the day broken into quarter hours

Analysis: RTE 2FM Weekday Qr Hrs by Listener Profile

Table: RTE 2FM Weekday Qr Hrs by Listener Profile

Database - JNLR April 2016-March-2017 (Basic) [Weekday 12-mth wt]

Base: All Adults

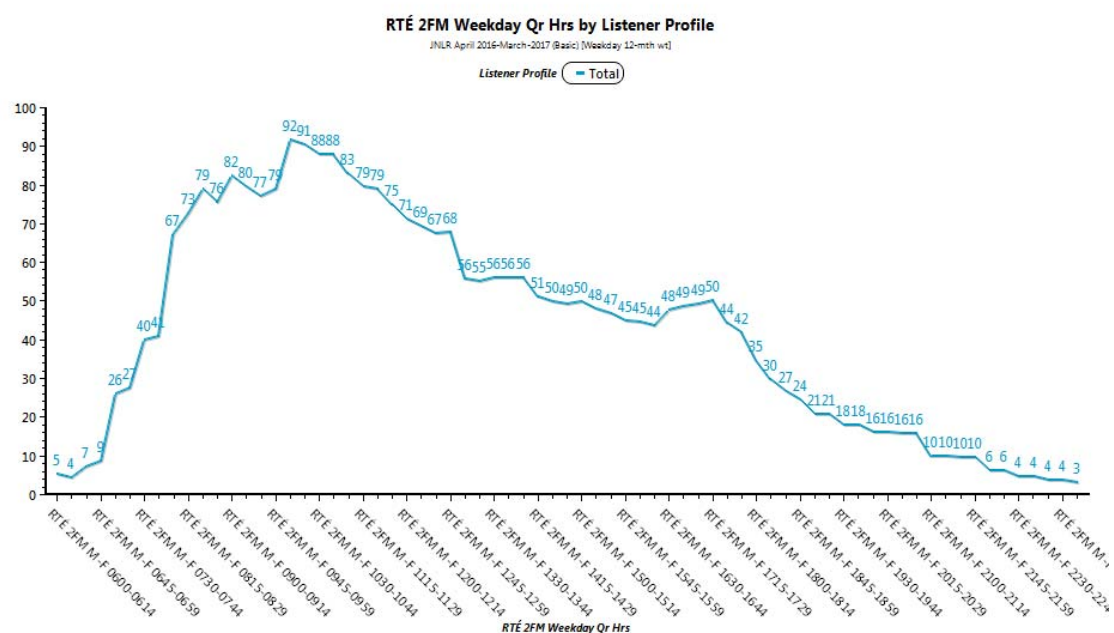
Database Off and Weekday

Column Percentages

Inverse Estimate All Adults

RTE 2FM Weekday Qr Hrs	Total	Male	Female	House keeper
Total (Weekday)	3,755	1,840	1,915	2,663
Row %	100%	49%	51%	71%
Unweighted Numbers	12,477	6,108	6,369	8,875
FM M-F Reach 0700-1400	256	107	149	191
FM M-F Reach 1400-1900	168	75	94	124
FM M-F Reach 1900-Midnight	35	20	15	24
FM M-F Reach Midnight-0700	15	9	6	12
FM M-F Reach 0700-1900	335	146	189	245
FM M-F Reach 0700-Midnight	353	157	196	256
TE 2FM M-F 0600-0614	5	3	2	5
TE 2FM M-F 0615-0629	4	3	2	4
TE 2FM M-F 0630-0644	7	5	2	6
TE 2FM M-F 0645-0659	9	5	4	7
TE 2FM M-F 0700-0714	26	14	12	19
TE 2FM M-F 0715-0729	27	15	13	20
TE 2FM M-F 0730-0744	40	22	18	28
TE 2FM M-F 0745-0759	41	22	19	29
TE 2FM M-F 0800-0814	67	31	37	49
TE 2FM M-F 0815-0829	73	33	40	54
TE 2FM M-F 0830-0844	79	34	45	56
TE 2FM M-F 0845-0859	76	33	42	55
TE 2FM M-F 0900-0914	82	35	47	64
TE 2FM M-F 0915-0929	80	32	47	62
TE 2FM M-F 0930-0944	77	32	45	60
TE 2FM M-F 0945-0959	70	27	43	62

A useful line graph of this reach information will give you a topic of conversation around when people tune in - and out - across the day to this station. The peaks is at 10 am.

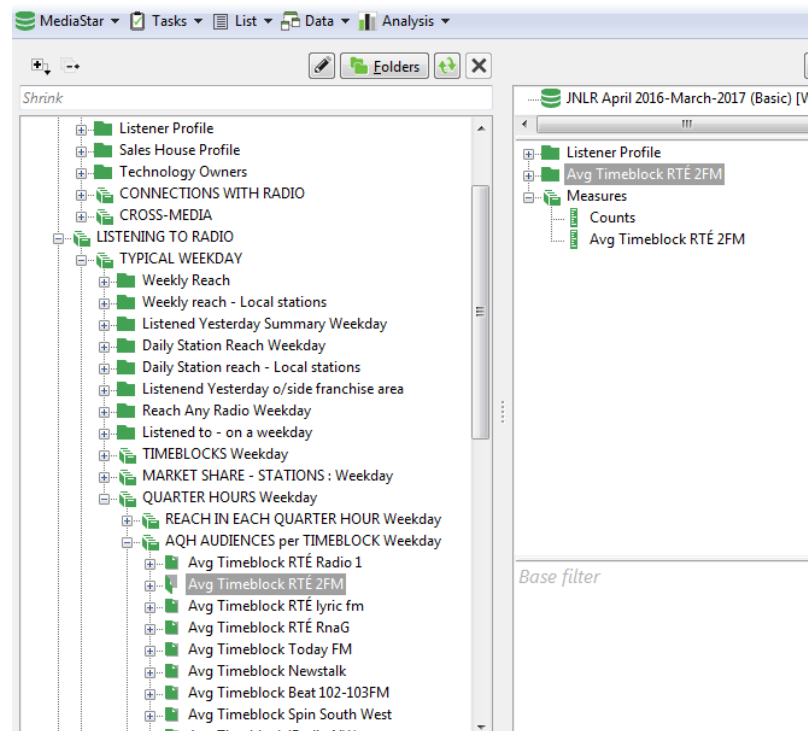


What is AQH and how do I look at Average Quarter Hour tables?

The next section **Average ¼ Hr Audience per Timeblock** looks at the average audiences per programme timeblock

They can be run with a cross-break (an “across” question).

1. For a Weekday AQH table, first pick a cross-break, say Listener Profile from the Demographics section.
2. Then open out (press +) LISTENING TO RADIO, TYPICAL WEEKDAY, QUARTER HOURS Weekday, then AVERAGE ¼ Hour Audience per Timeblock
3. Click on Avg Timeblock RTE 2fm to highlight it
4. Don't expand this title – although you feel you should – just double click on the little 2-page icon beside it to select. Like this...



Press the Run button (bottom right)

This table now shows the average quarter hour audience in each timeblock. I have modified the appearance of the table using the “Show Me” tab and selecting numbers which gives us the number of 000s listening on average during each show broken down by Listener Profile:

Table: Avg Timeblock RTE 2FM by Listener Profile: Avg Timeblock RTE 2FM (Measures)													
Database - JNLR April 2016-March-2017 (Basic) [Weekday 12-mth wt]													
Base: All Adults													
Column Percentages													
Universe Estimate All Adults													
Avg Timeblock RTE 2FM	Listener Profile												
	Total	Male	Female	House keeper	H/K + dep	15-24	15-34	35+	20-44	25-44	45+	ABC1/F1	C2DE/F2
Total	3,755	1,840	1,915	2,663	1,156	577	1,236	2,519	1,679	1,405	1,773	1,697	2,058
Row %	100%	49%	51%	71%	31%	15%	33%	67%	45%	37%	47%	45%	55%
Unweighted Numbers	12,477	6,108	6,369	8,875	3,791	1,960	4,332	8,145	5,725	4,771	5,746	5,784	6,693
Weekday 0600-1000	48	22	26	36	21	6	20	29	33	30	13	24	24
Weekday 1000-1300	79	28	51	63	36	10	30	49	51	45	25	36	43
Weekday 1300-1600	52	21	31	41	25	6	23	29	36	30	15	23	28
Weekday 1600-1900	40	18	22	28	17	6	20	20	29	24	10	22	18
Weekday 1900-2000	19	11	8	14	8	2	9	10	14	13	4	9	11
Weekday 2000-2200	13	8	5	10	5	2	6	7	10	9	2	5	8
Weekday 2200-0100	4	3	1	2	2	1	2	2	3	2	0	1	2
Weekday 0100-0400	1	1	0	1	1	0	0	1	1	0	1	0	1

(Hint: Use the Rank button to get a display of most popular programmes)

Showing that, for instance, the 1000-1300 show on 2FM has on average 79,000 listeners at any point during that programme

The last section under QUARTER HOURS does the same thing on an hour by hour basis as well as for the main dayparts that are also used in the Share tables – like this which shows the total number (in 000s) listening to **Any Radio** across the day and within each hour.

From 0700-1900 (Prime Time) there are 971 people listening at any one time. The peak of listening to radio in the ay occurs between 10 and 11 on weekday mornings with 1,343,000 people on average listening at any point in that hour!

Table: Average Qr Hrs Any Radio by Listener Profile: Average Qr Hrs Any Radio (Measures)

Database - JNLR April 2016-March-2017 (Basic) [Weekday 12-mth wt]

Base: All Adults

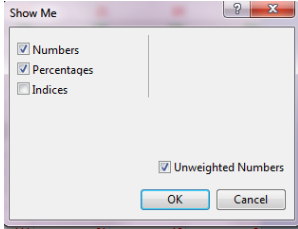
Column Percentages

Universe Estimate All Adults

Average Qr Hrs Any Radio	Total	Male	Female	House keeper
Total	3,755	1,840	1,915	2,663
Row %	100%	49%	51%	71%
Unweighted Numbers	12,477	6,108	6,369	8,875
0700-1400	1,103	522	581	83
1400-1900	786	381	405	56
1900-Midnight	252	135	117	16
0700-1900	971	463	508	71
0700-Midnight	759	367	393	55
Weekday 0600-0659	97	64	33	6
Weekday 0700-0759	568	320	249	40
Weekday 0800-0859	1,168	583	585	85
Weekday 0900-0959	1,298	594	704	99
Weekday 1000-1059	1,343	604	738	1,03
Weekday 1100-1159	1,204	548	656	91
Weekday 1200-1259	1,055	485	570	78
Weekday 1300-1359	1,086	521	565	80
Weekday 1400-1459	1,004	460	544	76
Weekday 1500-1559	830	387	443	60
Weekday 1600-1659	785	377	407	55
Weekday 1700-1759	812	412	400	56
Weekday 1800-1859	497	267	230	32
Weekday 1900-1959	363	201	162	23

Row:13 Col:1 Rows:1 Cols:1

Glossary

Context sensitive commands	Right mouse click will provide context sensitive actions and commands – usually in the form of a pop-up menu or note
Reach	Also called “incidence”. Refers to the number and percentage of people who said they listened on a given day or at a given time to a station or show
AQH	<p>“Average Quarter Hour” – how many people on average were listening at any time during a programme, a show or other time band. (Reach divided by number of quarter hours in show or timeband/daypart)</p> <p>See here for a description and examples of the difference between reach and AQHⁱ</p>
Total	Usually refers to the Universe Estimate (see below).
Axis	the developers’ terminology for a question or variable
Unweighted Numbers	<p>The sample, the number of people interviewed. It is good practice to show the “unweighted base” row in any Analysis Table – then you will know whether your analysis meets the minimum 200 sample number requirement. If it’s not showing, click on the word “Total” at the top-left of the table over the side-headings, right-click, select Show Me and click on</p>  <p>Number, Percents & Unweighted (or use the Show Me tab on the ribbon)</p> <p>The unweighted number can be a good indicator of whether the basis of your decision is sound. (see Low Base warning)</p>
Base	<p>The title of the Base or audience you selected</p> <p>Any component(s) of any questions being used as a Base.</p> <p>Can also called filter, “demo”, demographic or audience</p>
Low Base warning/Data base limits	The program has automatic limits applied to ensure any table or Plan is run on a “legal” base which is related to station franchise area sample as laid out in the JNLR Methodology. You will see a warning and will not be able to go any further with that audience definition.
Weekly Reach	Is the cumulative reach for a week’s listening (Yesterday & Past Week)
Daily Station Reach	Also called “Listened Yesterday” – incidence of listening yesterday.

What is a Spot when inserted in a Sales House "station"?	Ireland FM, UTV Radio, Media Central, Communicorp 6 for example are set up to allow you to assess the impact of a spot in each of your chosen. If you choose one (or more) of these "stations", then 1 spot placed in a timeblock equals one spot in each of the stations included in that package at that time. Hover over the name of the station on the Select Screen to see a little pop-up with information on which stations are represented and included.
Share	The pool of all minutes listened during a specific part of the day = 100%. An individual station's "share" is the percentage of the minutes listened accounted for by their listeners in that time band – most often reported on 0700-1900 (Prime) or 0700-2400 (TAP or "run of day").
Media Analysis	MediaStar-speak for reach & frequency, coverage & frequency, a plan or a "run" – all the same thing.
How To Select And De-Select	There are three ways that items can be selected or de-selected for analysis. You can drag and drop your selections, double-click on the selections, or use the ENTER key.
Universe Estimate	This is the result of applying a population weight to the sample, representing all people aged 15 and over in the 26 counties of Ireland. Shown in (000s) e.g 1,053 = 1,053,000. This is carried out automatically by MediaStar. Universe estimates are changed from time to time to reflect most up-to-date CSO figures
Effect of Universe Estimate changes	Changes to audience 000s will be evident when the universe estimate has changed, although the percentages (proportions) may have only changed fractionally from book to book or year to year.

Station Planning Glossary

Reach	Expresses the <i>estimated</i> percentage of people who will hear a spot placed in a particular station timeblock.
Frequency	How often that plan will be heard on average by a listener matching the audience criteria once the spots have been defined. Also called OTH (opportunities to hear). The graph produced shows the percentage of people likely to hear that plan at least once - 1+ , 2+, 3+ etc. and shows an average frequency . This all helps to assess the effectiveness of the plan. There is no feature in MediaStar that allows you to "reverse engineer" the model and ask for an Average Frequency of 4.7 for selected audience and stations
Optimisation	A powerful tool which currently is not used by many MediaStar subscribers as it requires spot costs for all stations/programme timeblock/spot length combinations – preferably built-in. Spot costs are not provided to us from the industry at

	present, but should you wish to implement your own rate-card, please get in touch and we can show you how to get this working.
Summary Row	This row gives the summary of the calculated plan for the columns you have chosen to display. If figures are grey, please re-calculate (press Net Reach button).
Spot (editable)	Place the number of spots you require against each timeblock or daypart. The Summary row shows the total number of Spots in the plan. Never hide this column.
Total Population Reach	Reach provided by a single spot in that station timeblock as a percentage of All Adults. Summary row shows the net reach % of the media plan for All Adults for the total number of spots.
Target Group Reach	Reach provided by a single spot in that station timeblock as a percentage of the Target Group (Audience selected e.g Housekeepers). Summary row shows the net reach % of the media plan for the Target Group for the total number of spots.
Target Group Factor	This is the extent to which the reach among the Target Group is greater or lesser than the Population as a whole. It is calculated by dividing the Target Group Reach by the Total Population Reach. The Summary at the top shows the Average Target Group Factor and is based on the number of spots for each station.

€/Each (editable)	(Optional field) Put spot rates in here. MediaStar does not include rate cards for stations at present. The Summary line value is non-editable and shows the average cost of the spots - i.e. the €/Total value divided by the total number of spots.
€ Total (editable)	This is the total budget spend for 1 week (i.e. the sum of Spots multiplied by €/Each). You can put in the "Package Cost" for one week (Hint: the total agreed package cost divided by the number of weeks) in this field. The system will recalculate and update the cells in the summary row that contain a cost component (eg €/Each, €/GRP, CPT).
Incremental Reach	This shows the extra reach in the existing media plan that one extra spot of that program/daypart would add.
€/GRP	= Spot rate divided by target reach. This is the cost efficiency of each daypart in terms of cost per rating point. And therefore needs spot rates to work. It is calculated by dividing the €/Each by Target Group Reach. The Summary at the top shows the average cost efficiency calculated by dividing the Total Budget Spend by Total GRPs.
€/Incremental %	This is the incremental reach cost efficiency of

	each title and is calculated by dividing the €/Each by Incremental Reach.
Incremental ERPs	Feature not available at present (needs rate card info which is not currently supplied)
€/Incremental ERP	Feature not available for JNLR data
AQH	=Gross impacts divided by Audience How many times on average a person will hear an ad
GRPs	= Spots * Reach Show the gross rating points, that is, the accumulated percentages (as points) of the net reach of each spot. This is calculated by multiplying the Target Group Reach by the number of spots. For example, 3 spots in a timeblock with an average reach of 15% would result in 45 GRPs.
Weight (This column is editable)	Not in general use. Can be used to show declining effectiveness - maximum (best) =1.0. Ask for details of how to maximize the use of this feature.
Audience	=Target Group % of Total Population expressed in 000s Shows the available audience for each daypart/timeblock. The Summary row shows the net (unduplicated) total audience for the proposed plan.
Gross Impacts	=Audience * spots This is the accumulated number of impacts of each Station. It is calculated by taking the GRPs /100 times the Target Group Population, e.g. 3 spots in a timeblock with an audience of 30,000 viewers would result in 90,000 impacts.
CPT/Impacts	The summary at the top of the column is the Total Budget Spend divided by the total Gross Impacts.
CPT / Audience	This is the € Total divided by the Audience. Not generally used (as it makes the CPT very high!) so best hidden.
Impacts/€	Shows the number of impacts achieved for each € spent in the station. The summary at the top is the Gross Impacts divided by Total Budget Spend. I usually hide this too.

Glossary: Significant Difference

Significant differences are by default, compared to the Total column as a reference. In other words, the numbers are coloured depending on how significantly different they are from the numbers in the total column. The default colour scheme is based on traffic light colour codes: red numbers show little significant difference, green numbers show the most significant difference. As with traffic lights, red means stop, so these numbers are unlikely to be significantly different, green means go and so these numbers are most likely to be significantly different.

How Are Significant Differences Calculated?

Chi-squared tests are used for comparisons of counts, and t-tests are used for comparisons of continuous variables (averages or values such as volume data for market share). All tests are two tailed. For testing differences in proportions, the test is equivalent to a Z test on proportions. The Chi-squared tests are all corrected for continuity using Cochran's formula. All the tests are correctly calculated on weighted data, even when the database is weighted to some target other than the true sample size (say, total population).

