



# Break Estimator

Estimation of future breaks

The screenshot displays the Break Estimator software interface. At the top, it shows the view universe as 'Nat' and the view target as 'A3+'. The main display is a grid for 'Week 27 - 2006', showing program breaks across seven days from Monday to Sunday. Each cell in the grid contains a time slot, a program name, and a performance metric in the format (TRP / Actual). The programs listed include 'Hacke Hackspett', 'Monster Garage', 'Law & Order: Criminal Intent', 'Frasier', 'Jay Leno Show', 'Las Vegas', 'BeyBlade', 'Bara bekymmer', 'TV är livet', 'Krambjömama', 'Dream On', 'He-Man and the Masters of the L', 'Prins Argai', 'Beautiful Joe', 'City Guys', 'Lizzie McGuire', 'Knock First', 'I Coopers klass', 'Transformers Armada', 'America's Funniest Home Videos', 'Sexy Girl', 'Familjen Gotti', 'The Wayans Brothers', and 'Lyllö och Zorba'. A legend at the bottom left indicates performance levels: Good estimate (green), Above average (light green), Average (yellow), Poor (red), Edited (blue), No estimate (grey), and Obsolete (black). The interface also includes navigation buttons like 'Start page', 'Breaks', 'Settings', 'Data', 'Inventory', 'Filters', 'Evaluation', 'Export', and 'Exit'. The footer shows 'TechEdge © 1999 - 2005'.

The Break Estimator is the link between the scheduling department and ad sales department. The Break Estimator is designed to read a future break schedule and quickly and easily estimate the performance of the schedule in multiple target groups.

# Break Estimator

## User interface



The Break Estimator will graphically display each break with key information such as; Ratings, Index and Share.

It is easy to navigate from week to week, filter on program titles, daypart and rating levels and change target audience and universe.

The system will graphically display if the estimation of a break is strong or weak and needs extra attention.

Once a break is edited it is clearly displayed for the user.

The system allows multiple users to work on the schedule simultaneously, but will only allow one user to edit a break guaranteeing no duplicate work is done.

# Break Estimator

## Editing breaks

**Historic breaks**

Program be...	Program after	Date	D..	Time	TRP
Roomservice	Roomservice	19-06-06	m...	19:41	2,17
Roomservice	Roomservice	20-06-06	ti	19:39	1,44
Roomservice	Roomservice	21-06-06	on	19:37	1,61
Roomservice	Roomservice	22-06-06	to	19:38	0,74
Roomservice	Roomservice	26-06-06	m...	19:41	3,73
Roomservice	Roomservice	27-06-06	ti	19:39	3,41
Roomservice	Roomservice	28-06-06	on	19:36	1,62
Roomservice	Roomservice	29-06-06	to	19:37	1,29
Roomservice	Roomservice	30-06-06	fr	19:38	1,12

**Profile**

Young

Old

M W

Original  Modified

x axis = Adhesion W3+, A3+: **0,60**  
y axis = Adhesion 3-50, A3+: **0,83**

**Main Target Rating**

TRP: 1,90 Share: 13,8 PUT: 13,83

**Targets**

Target x Universe	TRP	Index	Share
* A12-24 ... x Nat	1,90	149	13,8
A15-29 ... x Nat	2,35	184	14,4
A15-34 ... x Nat	2,54	199	13,5
A15-44 ... x Nat	2,30	180	11,1
A15-49 ... x Nat	2,22	174	10,5
A20-29 ... x Nat	2,91	228	15,7
A20-34 ... x Nat	2,96	232	14,0
A20-39 ... x Nat	2,65	207	12,5
A20-44 ... x Nat	2,49	195	11,1
A25-34 ... x Nat	3,10	243	13,2
A25-39 ... x Nat	2,64	207	11,7
A25-44 ... x Nat	2,45	192	10,3
A25-49 ... x Nat	2,32	182	9,7
A25-59 ... x Nat	1,91	150	7,5
A3+ x Nat	1,51	119	5,9
A3-11 ... x Nat	0,76	60	5,8
A3-14 x Nat	1,06	83	7,9
A7-14 ... x Nat	1,32	103	9,7
M15-34 ... x Nat	1,61	126	8,7
M15-44 ... x Nat	1,71	134	8,1

**Key values**

Air date: 05-07-2006 Break type: 2nd Center break Program before: Roomservice  
From time: 19:38:35 Break number: 3 Program after: Roomservice  
To time: 19:44:34 Match quality: ■ 54 (Poor) Reference Period: 03-06-2006 to 30-06-2006  
Duration: 00:05:59 Import date: 21-08-2006 Checked:   
Auto PUT level factor: 1,00

Similar programs Reset Ok Cancel

For each break it is possible to get a detailed view of which historic breaks the estimate is made of.

The breaks are listed in a list view and graphically. Historic breaks can be added or removed to change the estimate.

Ratings, Index and Share are listed for all chosen target groups on the right hand side.

# Break Estimator

## Editing breaks based on profile

The screenshot displays the 'Break properties' window with the following sections:

- Historic breaks table:**

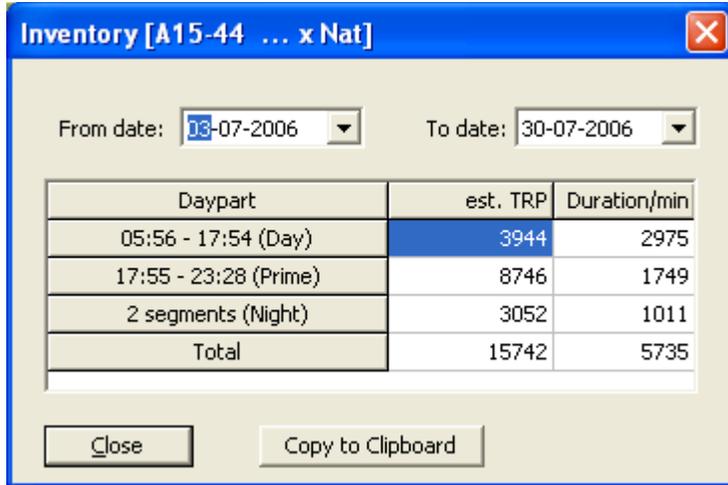
Program be...	Program after	Date	D..	Time	TRP
Roomservice	Roomservice	19-06-06	m...	19:41	2,17
Roomservice	Roomservice	20-06-06	ti	19:39	1,44
Roomservice	Roomservice	21-06-06	on	19:37	1,61
Roomservice	Roomservice	22-06-06	to	19:38	0,74
Roomservice	Roomservice	26-06-06	m...	19:41	3,73
Roomservice	Roomservice	27-06-06	ti	19:39	3,41
Roomservice	Roomservice	28-06-06	on	19:36	1,62
Roomservice	Roomservice	29-06-06	to	19:37	1,29
Roomservice	Roomservice	30-06-06	fr	19:38	1,12
- TRP of breaks bar chart:** A bar chart showing TRP values for columns 1 through 9. Column 5 is the highest at approximately 3.5.
- Profile grid:** A 2x2 grid with 'Young' at the top and 'Old' at the bottom. The left side is labeled 'M' and the right side 'W'. A legend indicates 'Original' (square) and 'Modified' (diamond). Below the grid, it shows: x axis = Adhesion W3+, A3+: **0,60** Modified: **0,56**; y axis = Adhesion 3-50, A3+: **0,83** Modified: **0,61**.
- Main Target Rating:** TRP: 1,82 Share: 13,8 PUT: 13,24
- Targets table:**

Target x Universe	TRP	Index	Share
* A12-24 ... x Nat	1,82	143	13,8
A15-29 ... x Nat	2,25	176	14,4
A15-34 ... x Nat	2,44	191	13,5
A15-44 ... x Nat	2,20	172	11,1
A15-49 ... x Nat	2,13	167	10,5
A20-29 ... x Nat	2,78	218	15,7
A20-34 ... x Nat	2,84	222	14,0
A20-39 ... x Nat	2,53	199	12,5
A20-44 ... x Nat	2,39	187	11,1
A25-34 ... x Nat	2,97	232	13,2
A25-39 ... x Nat	2,53	198	11,7
A25-44 ... x Nat	2,35	184	10,3
A25-49 ... x Nat	2,22	174	9,7
A25-59 ... x Nat	1,88	148	7,5
A3+ x Nat	1,51	118	5,9
A3-11 ... x Nat	0,73	57	5,8
A3-14 x Nat	1,01	79	7,9
A7-14 ... x Nat	1,26	99	9,7
M15-34 ... x Nat	1,33	104	8,7
M15-44 ... x Nat	1,41	111	8,1
- Key values:** Air date: 05-07-2006 Break type: 2nd Center break Program before: Roomservice  
From time: 19:38:35 Break number: 3 Program after: Roomservice  
To time: 19:44:34 Match quality: 54 (Poor) Reference Period: 03-06-2006 to 30-06-2006  
Duration: 00:05:59 Import date: 21-08-2006 Checked:   
Auto PUT level factor: 1,00

A unique feature allows the user to edit the profile of the breaks by using a profile grid. The ratings are automatically changed in all targets based on the profile change.

This is a vast enhancement compared to normal practice of simply scaling ratings according to same ration as the main target.

## Inventory

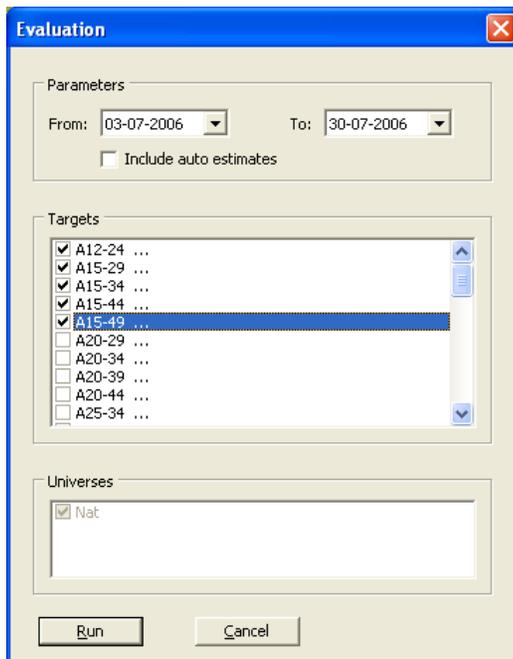


The screenshot shows a window titled "Inventory [A15-44 ... x Nat]". It features two date pickers: "From date: 03-07-2006" and "To date: 30-07-2006". Below these is a table with three columns: "Daypart", "est. TRP", and "Duration/min". The table contains four rows: "05:56 - 17:54 (Day)", "17:55 - 23:28 (Prime)", "2 segments (Night)", and "Total". At the bottom of the window are two buttons: "Close" and "Copy to Clipboard".

Daypart	est. TRP	Duration/min
05:56 - 17:54 (Day)	3944	2975
17:55 - 23:28 (Prime)	8746	1749
2 segments (Night)	3052	1011
Total	15742	5735

The Inventory functionality allows the user to overview the total inventory by target audience, period and daypart.

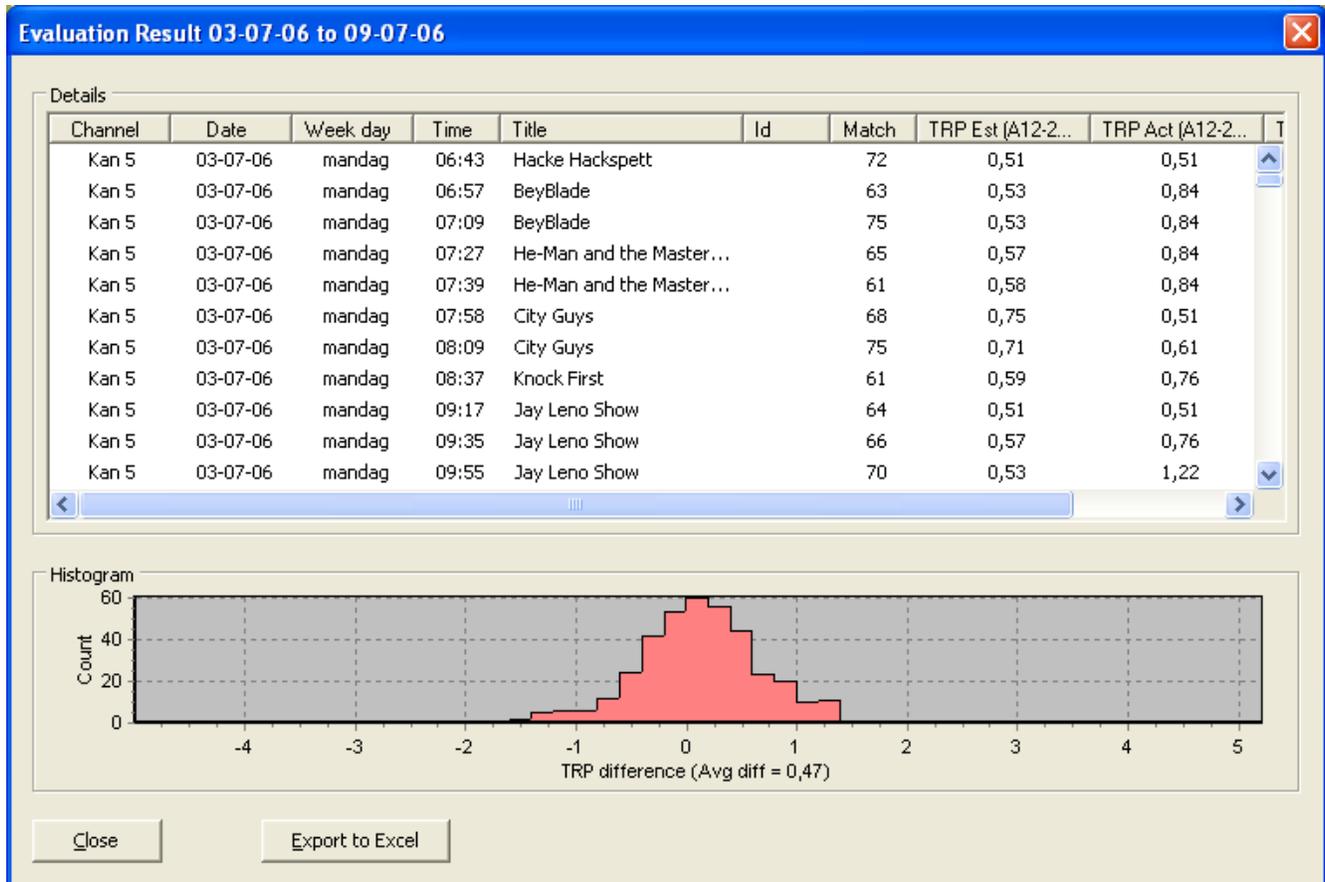
## Evaluation



The screenshot shows a window titled "Evaluation". It has three main sections: "Parameters", "Targets", and "Universes". The "Parameters" section includes "From: 03-07-2006" and "To: 30-07-2006" date pickers, and an unchecked checkbox for "Include auto estimates". The "Targets" section is a list box containing several target audience codes, with "A15-49 ..." selected. The "Universes" section has a checked checkbox for "Nat". At the bottom are "Run" and "Cancel" buttons.

## Break Estimator

The Evaluation function allows the user to select target audiences and evaluate the actual performance compared to the estimate.



## Export

Once the estimation has been done the file can be exported directly to the booking system.

## Technical information

Break estimator is a highly self maintained piece of software. Break Estimator run directly on a windows file server, and there are no local installation of the system. That limits maintainence to the actual server installation as the users only need a shortcut of the single Break estimator executable file to run the software.

Break Estimator use a proprietary custom database driver and everything is compiled statically into the binary executables. No DLL's or installation scripts are required. This way, Break Estimator is completely isolated from any other systems on the network. It will not be affected by any additional software installations, and will not affect any existing software.

Break Estimator runs on Windows 95, 98, 2000, ME and XP - and will be updated to support future versions of Windows. Break Estimator does not run on non-Windows platforms.

## Break Estimator

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