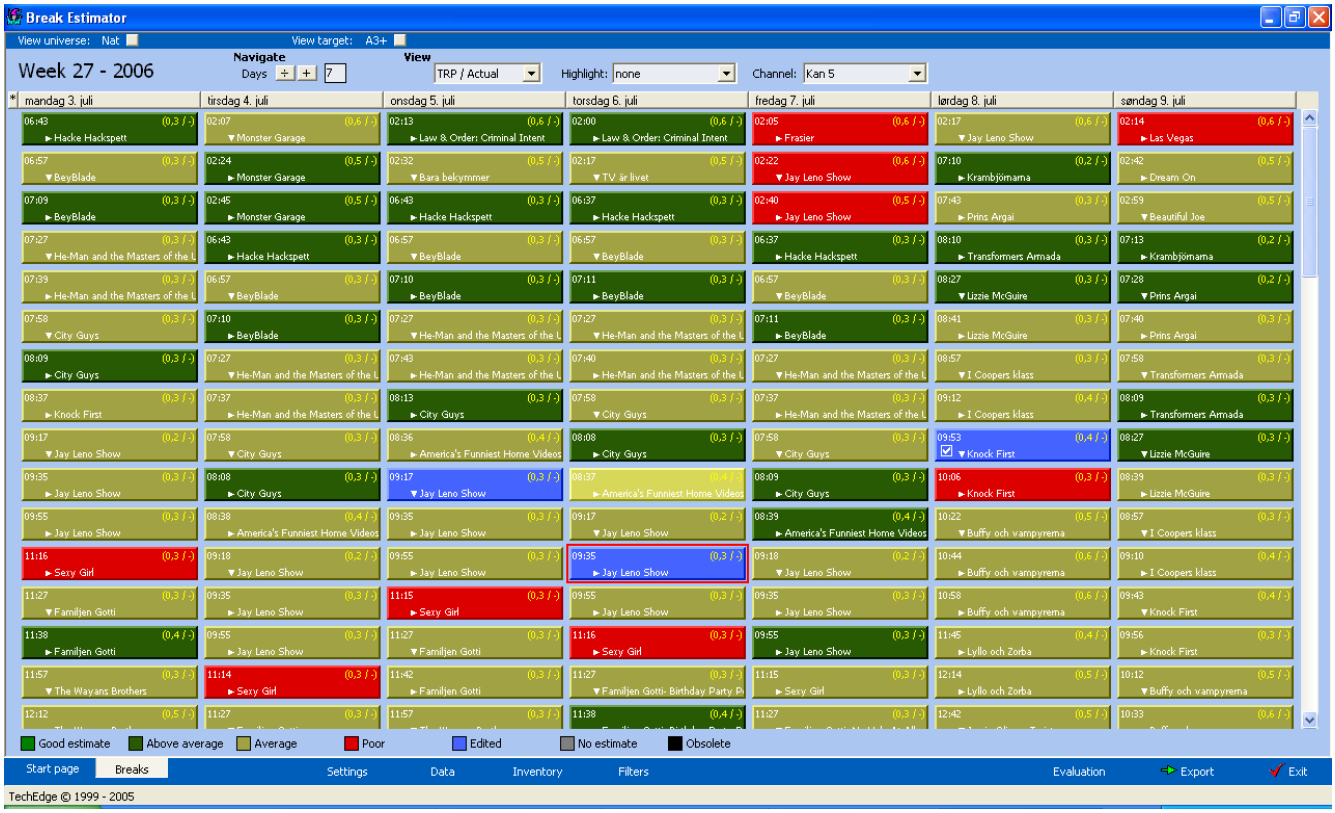
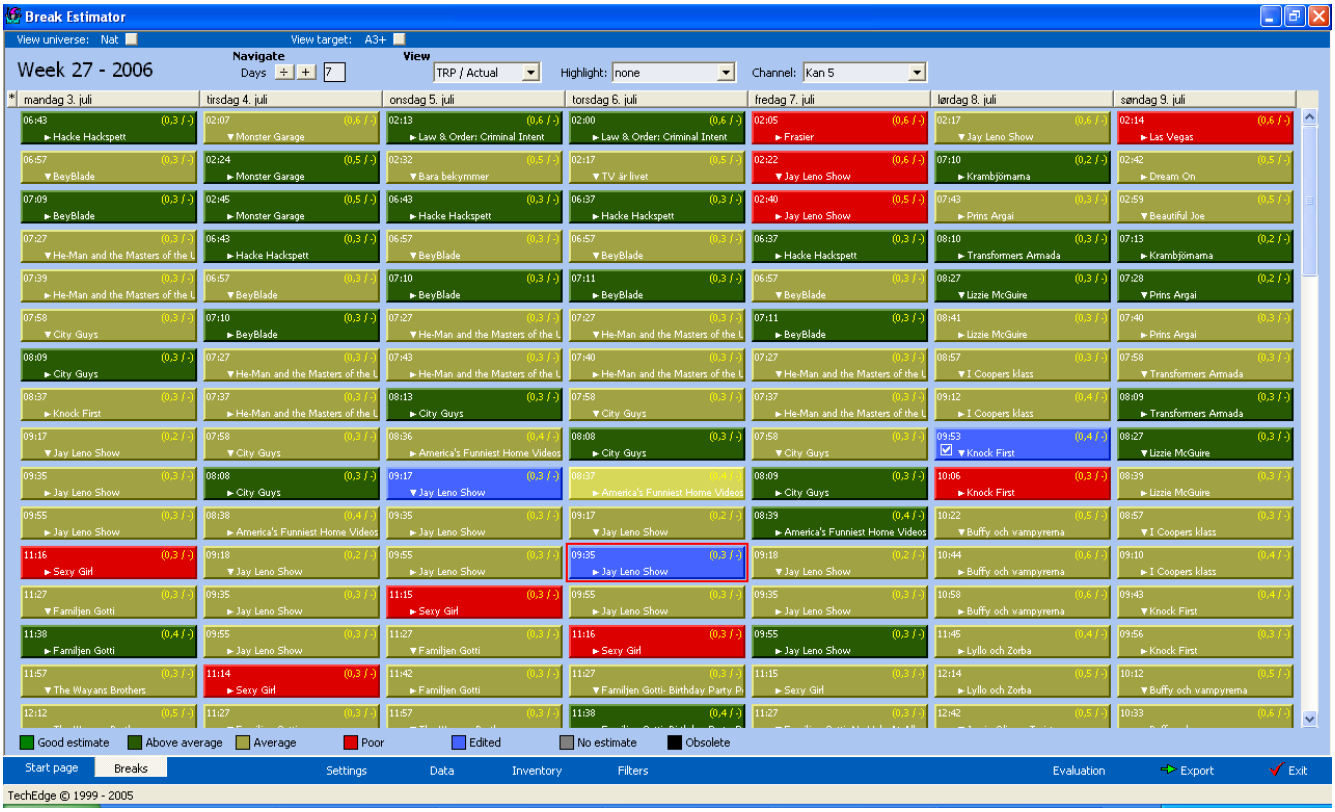
Break Estimator

Estimation of future breaks



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.

User interface



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

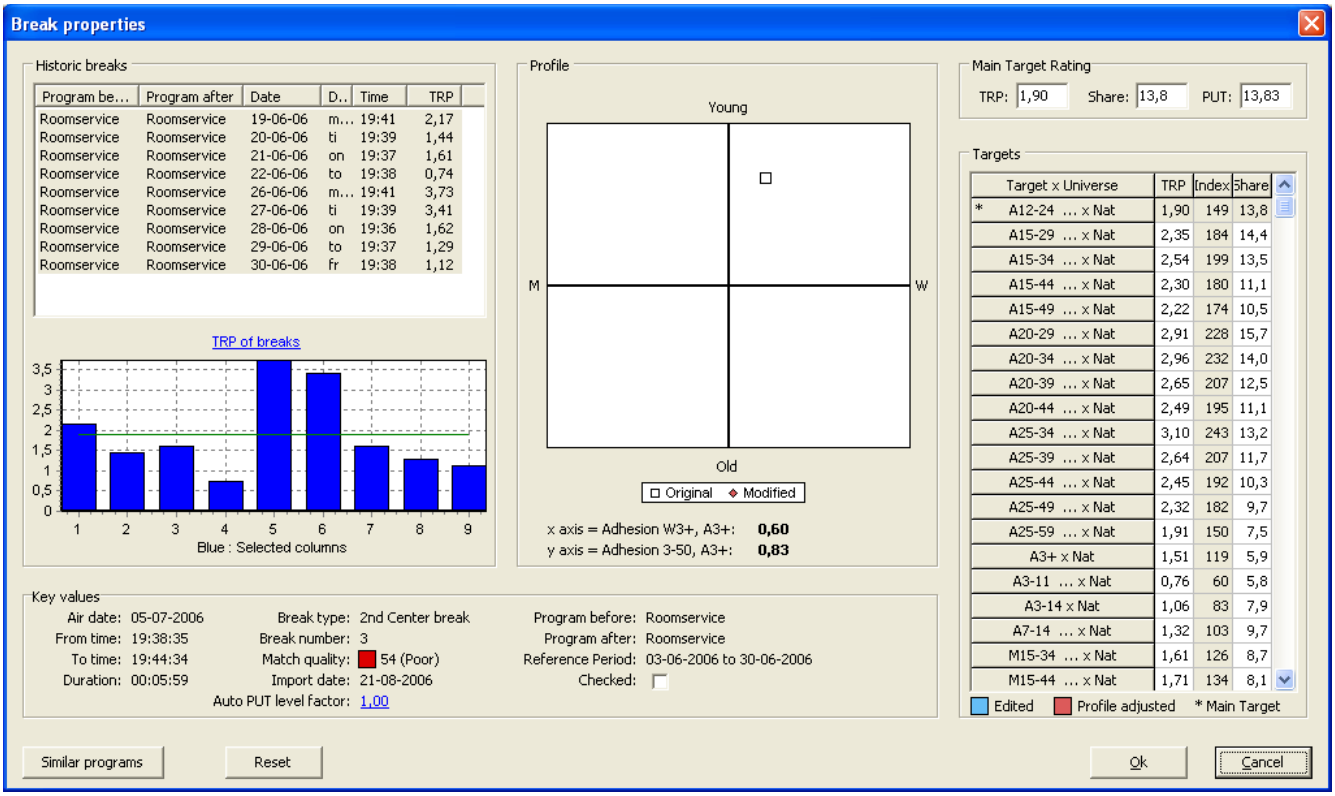
It is easy to navigate from week to week, filter on program titles, daypart and rating levels and change target audience and universe.

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.

Editing breaks

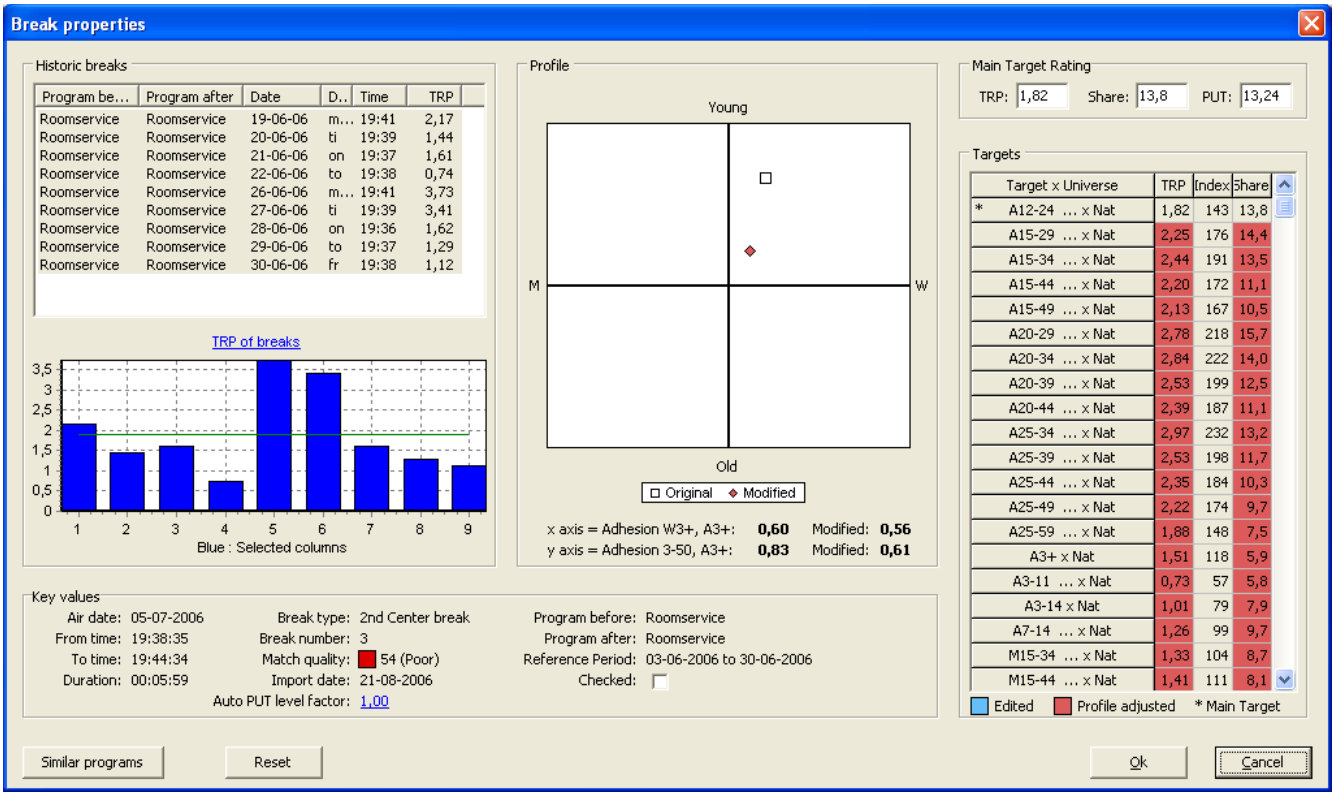


For each break it is possible to get a detailed view of which historic breaks the estimate is made of.

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.

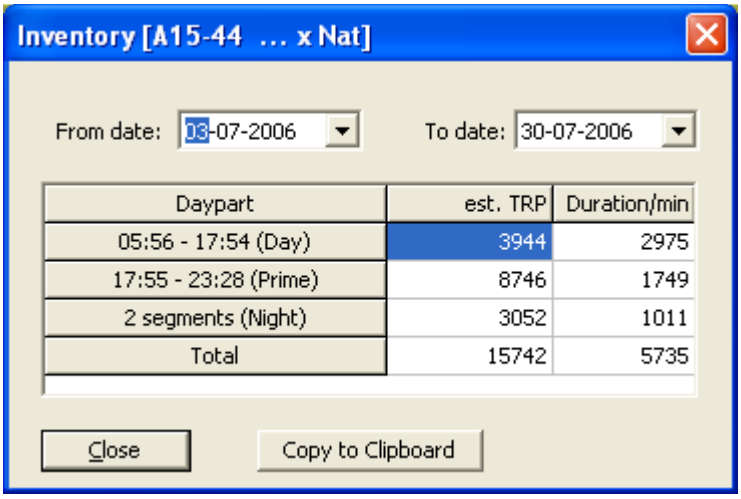
Editing breaks based on profile



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.

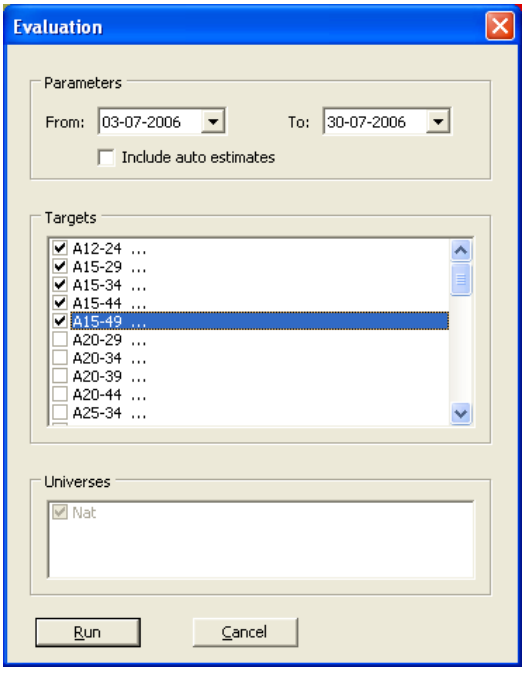
This is a vast enhancement compared to normal practice of simply scaling ratings according to same ration as the main target.

Inventory

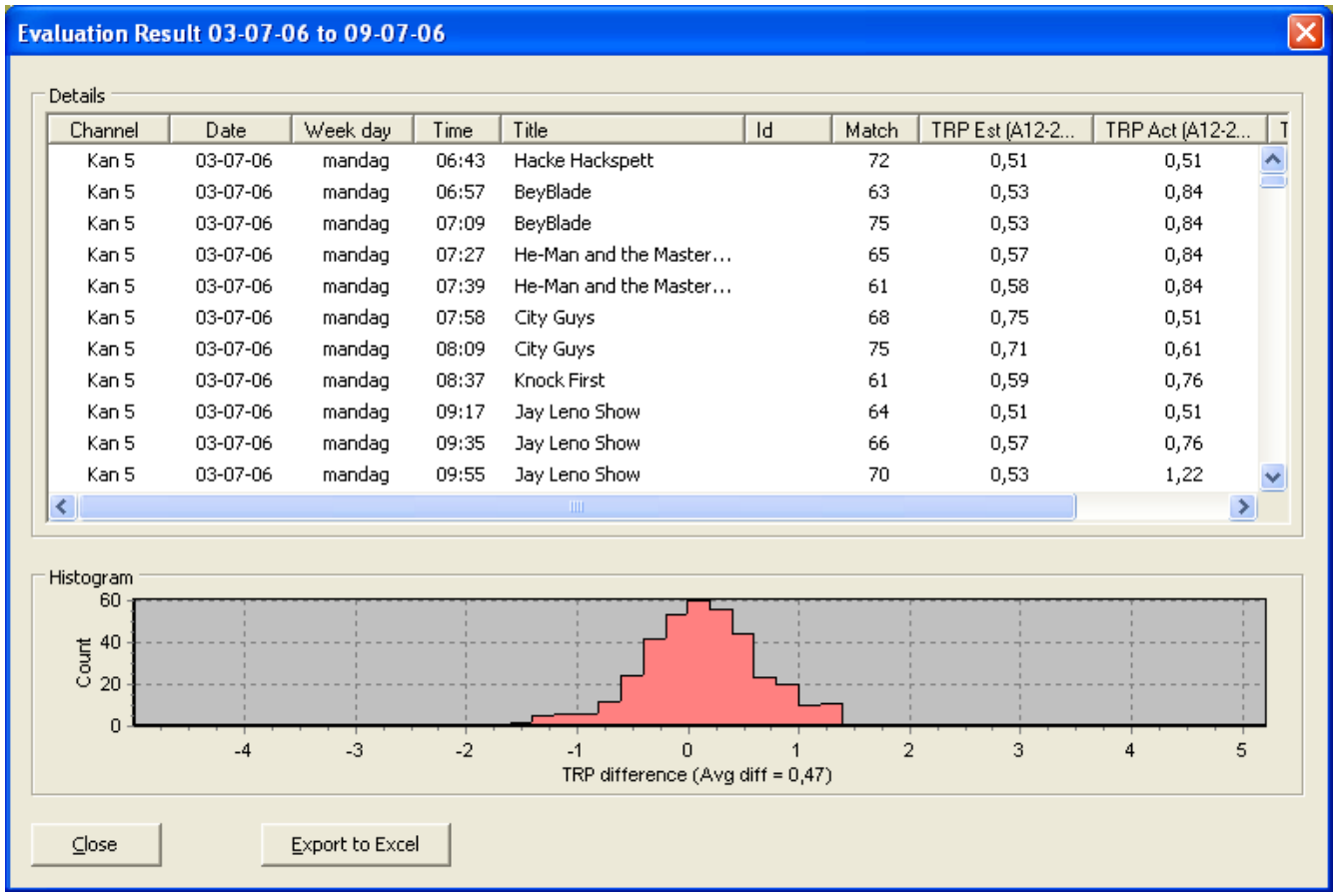


The Inventory functionality allows the user to overview the total inventory by target audience, period and daypart.

Evaluation



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.

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