MEDIABANK AV

Network
Product Update

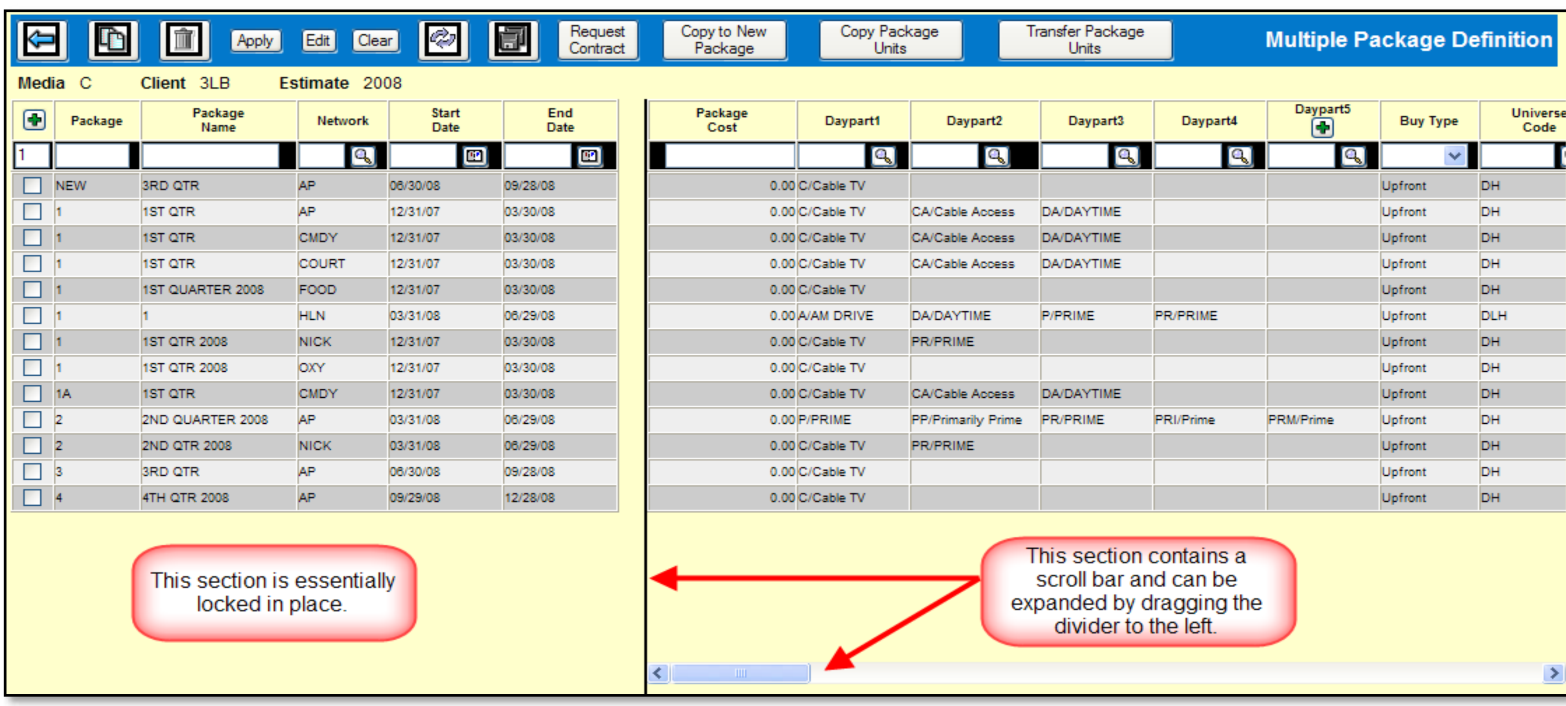
Notice Date: 1/23/09
Product Release Date: 1/31/09

Multiple Package Definition screen redesigned

Planning & Buying - When you are creating multiple packages at one time, you know how difficult it can be to have to scroll across a wide table displayed by the Multiple Package Definition screen in order to ensure that all data is correct. To make this operation easier, we have redesigned the screen such that you can now see more columns at once and see the package you are working on, regardless of which data fields you are filling.

To do so, we have split the detail table on the Multiple Package Definition screen into two sections: the left section shows the package information while the right section shows all the data entry fields that you use to define the package. You'll find that the left section is essentially locked in place while you can scroll the right section. This configuration will allow you to enter data in the columns on the right section while viewing the package information at the same time. However, should you need to do so, you can easily resize the right section by dragging the center divider to the left.

Furthermore, to help make all of the data easily accessible and fit nicely on the screen we have reduced the width of several of the columns, and slightly reduced the size of the font used in the table. The end result is that you can now work faster and more accurately because all of the data that you need will be right in front of you.



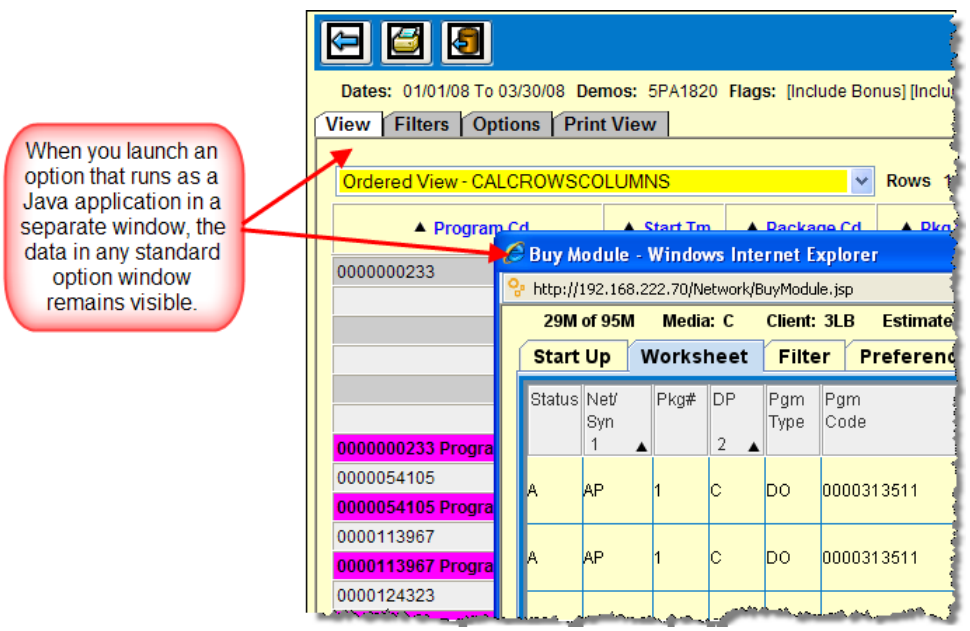
New navigation shortcuts added to the Allocate Impressions by Daypart

Planning & Buying - When entering the necessary information on the Allocate Impressions by Daypart table, you can now use three new keyboard shortcuts to move between rows. When you want to move to the beginning of the next row, you can just press the [Enter] key. You can also use the [Ctrl]+[Down Arrow] to move down a row and [Ctrl]+[Up Arrow] to move up a row. These new navigation shortcuts are designed such that you can avoid having to switch back and forth between the keyboard and the mouse just to move between rows when entering data—now you can keep your hands on the keyboard and improve your efficiency.

Standard options remain open when launching Java applications

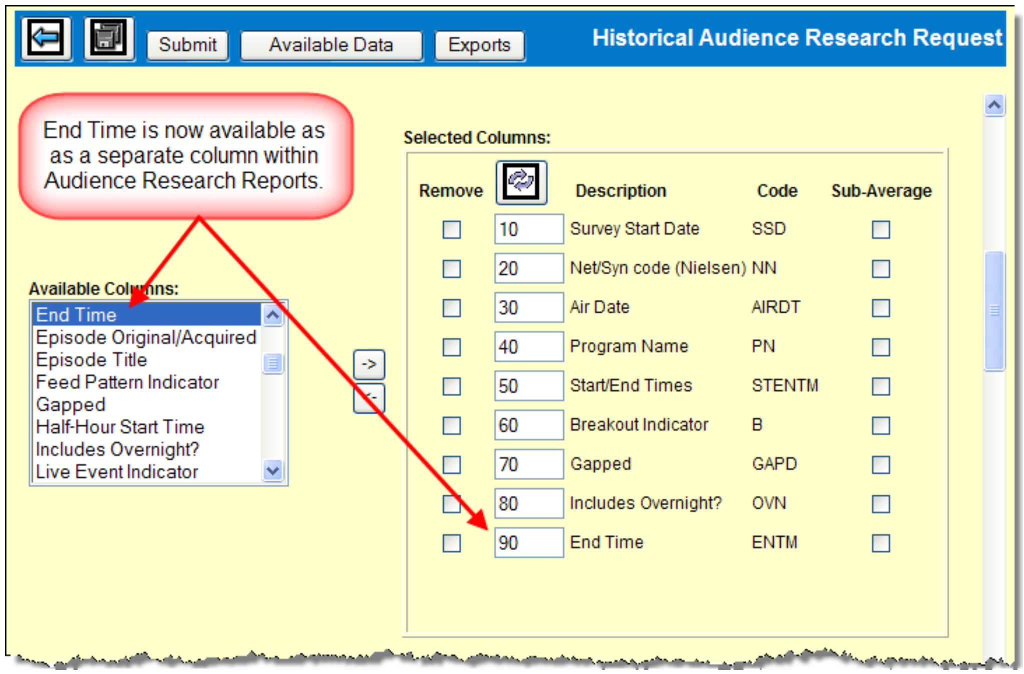
Planning & Buying - As you know, when you launch a Network option that runs as a Java application in a separate window (Buy Module, Negotiator, and Goals Entry), any standard option window that is open, is blanked out and replaced with a message informing you that a Java application has been opened.

In order to make it easier for you to be able to cross reference data in a standard option window and a Java application window, Network will no longer blank out the standard option window when you launch an option that runs as a Java application in a separate window.



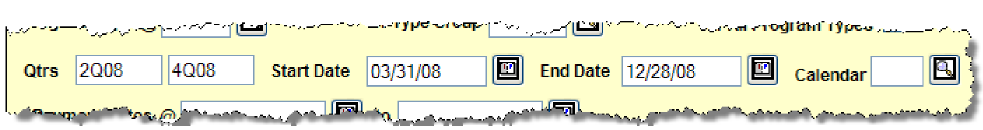
New End Time column added to Audience Research Reports

Research - When you are creating Audience Research Reports, you know that you can add columns for Start Time and Start Time/End Time, the latter of which shows both the Start and End Time in one column. However, when you export the data to a spreadsheet file, it would be convenient to be able to sort the data by End Time only. As such, we've added the capability for you to add an End time column to Audience Research Reports.



Quarter fields now available in Ad Hoc

Inquiries - When filling in the Ad Hoc prompt screen, you can now specify quarters to select ordered activity rather than having to enter start and end dates. In fact, when you enter the quarters, start and end date fields are automatically filled in with the appropriate dates. After the dates fill in, you can adjust the start and end dates to add or remove weeks from the Broadcast quarter dates.

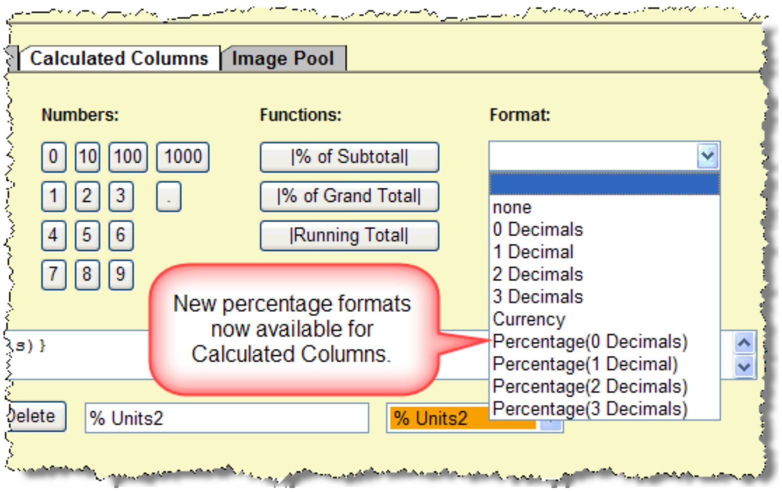


You can fill in the Qtrs fields using any one of the two supported formats:

Format	Description	Example
NQYY	numeric value of quarter + "Q" + 2-digit year	2Q08
NQYYYY	numeric value of quarter + "Q" + 4-digit year	2Q2008

Removing decimal places when using a percent in Ad Hoc

Inquiries – When you specify a percent for the format of a new column in the Calculated Columns, you can now have the ability to format the field as a percentage without using decimal places. In fact, you can now specify 0-3 decimal places to allow you greater control over the level of detail you want to show.



Dealing with Canadian to US dollar conversion

Planning & Buying - If your agency is based in the US but does business with Canadian vendors, then you know how tricky it can be to manipulate your data in order to get the proper conversion

To make this conversion process easier, we've added the capability to the Buy module to handle negative dollar amounts. In a nutshell, here's how this system will work:

- You'll enter buys into the Buy Module in Canadian dollars.
- You'll enter the vendor invoices that have been sent in Canadian dollars.
- When checks are to be cut in US dollars, you will then enter a negative buy in the Buy Module for the amount of the difference between the US/Canadian exchange rate.
- You'll then generate a vendor invoice for that same negative amount.
- Those positive and negative buy and invoice items would then be matched, billed, and paid which would then bring the total dollar amount down to reflect the US exchange rate.

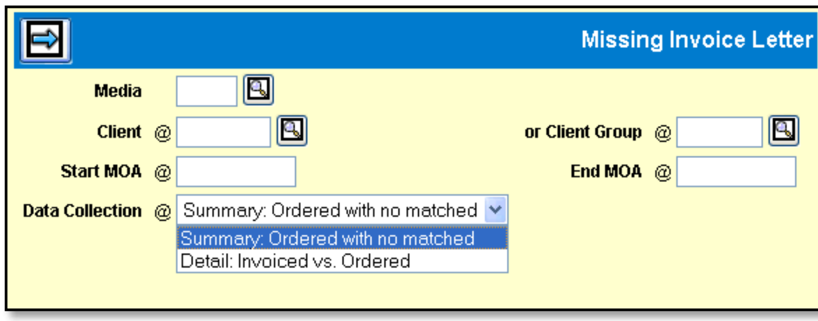
Improved matching process

As you know, there are certain circumstances in which the current matching process matches the same invoice run date and time for invoiced time and integration charges to different units when they should be matched to the same ordered unit. The matching process has been enhanced throughout the system to ensure that the invoiced time and integration for a particular date and time are matched to the same ordered unit.

New Missing Invoice Letter option

Network Media Accounting - In order to help you better keep track of invoices, we've added a new option to the Network application called Missing Invoice Letter and it appears on the Media Accounting | Network Media Accounting menu. Because of the nature of this option, it can only be used by a user who signs on in the disbursing company/office.

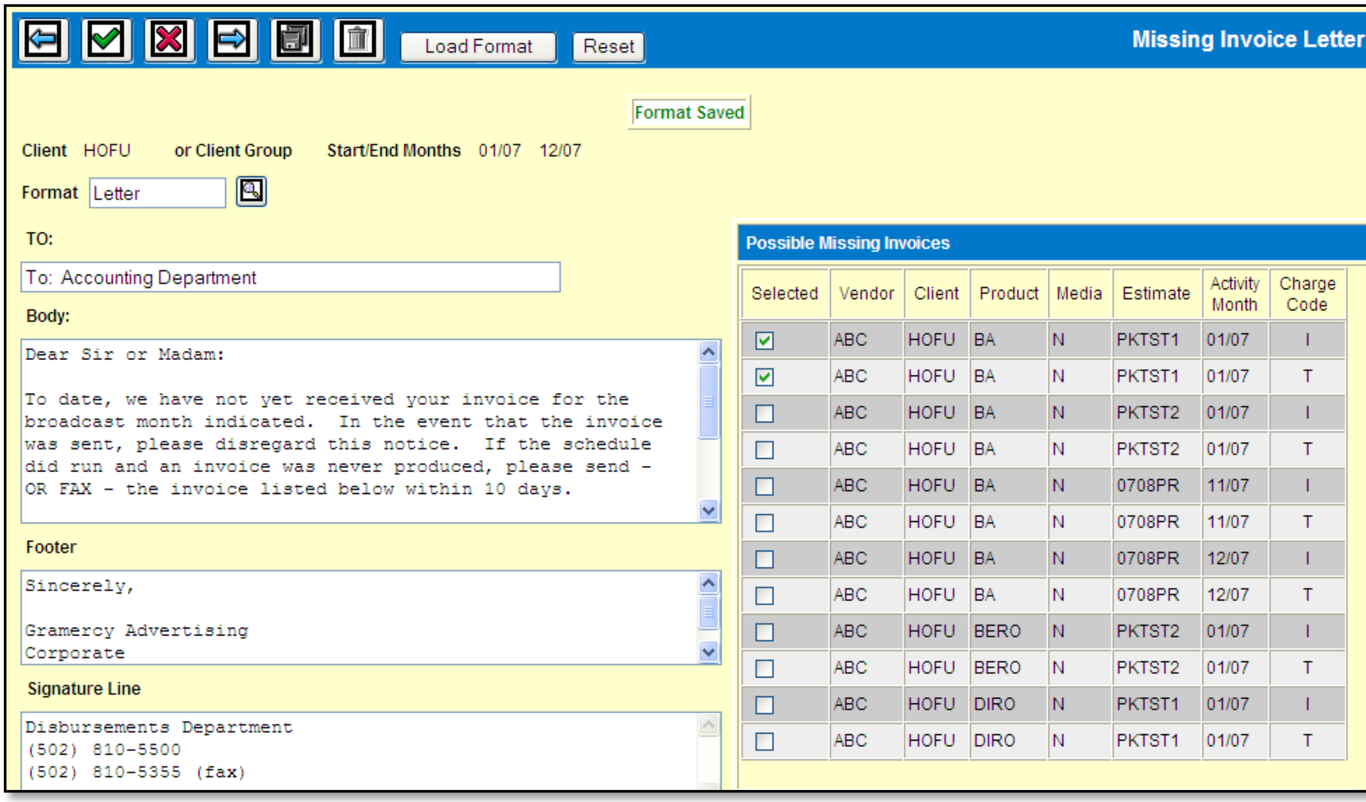
This option will gather the missing invoices for all vendors for the clients (and/or group) that the program considers to be missing. To do so, the option will use the following criteria. A missing invoice is defined as a zero matched quantity against a buy for a broadcast month. Invoices that are partially matched against an activity month or broadcast month are not considered to be missing. If multiple invoices are missing per each vendor, they will be included on a separate page.



On the prompt screen, you are only required to fill in a Client or Client Group, the Start MOA and End MOA, and then specify the Data Collection type. Media is required if you enter a Client Group. Otherwise it is not allowed. There are two possible choices for a data collection type: Summary: Ordered with no matched or Detail: Invoiced vs. Ordered. Of course, the Detail type collects more information than the Summary type and the one that you will select will depend on how much information you need to identify a missing invoice. Keep in mind that the Detail type shows invoiced vs. ordered costs and # of units.

When you click the Next button, you'll either load a previously saved letter template using the Load Format button, or type the letter details. You will also see a detail table listing the possible missing invoices. The amount of data in the detail table will depend on the Data Collection type that you selected. By default, all rows in the table are selected. If desired you can click the Deselect All icon (red X) to deselect all rows and then select only those rows for which you want to send letters.

This example of the Missing Invoice Letter window shows the Possible Missing Invoices table when the 'Summary: Ordered with no matched' data collection type is selected.



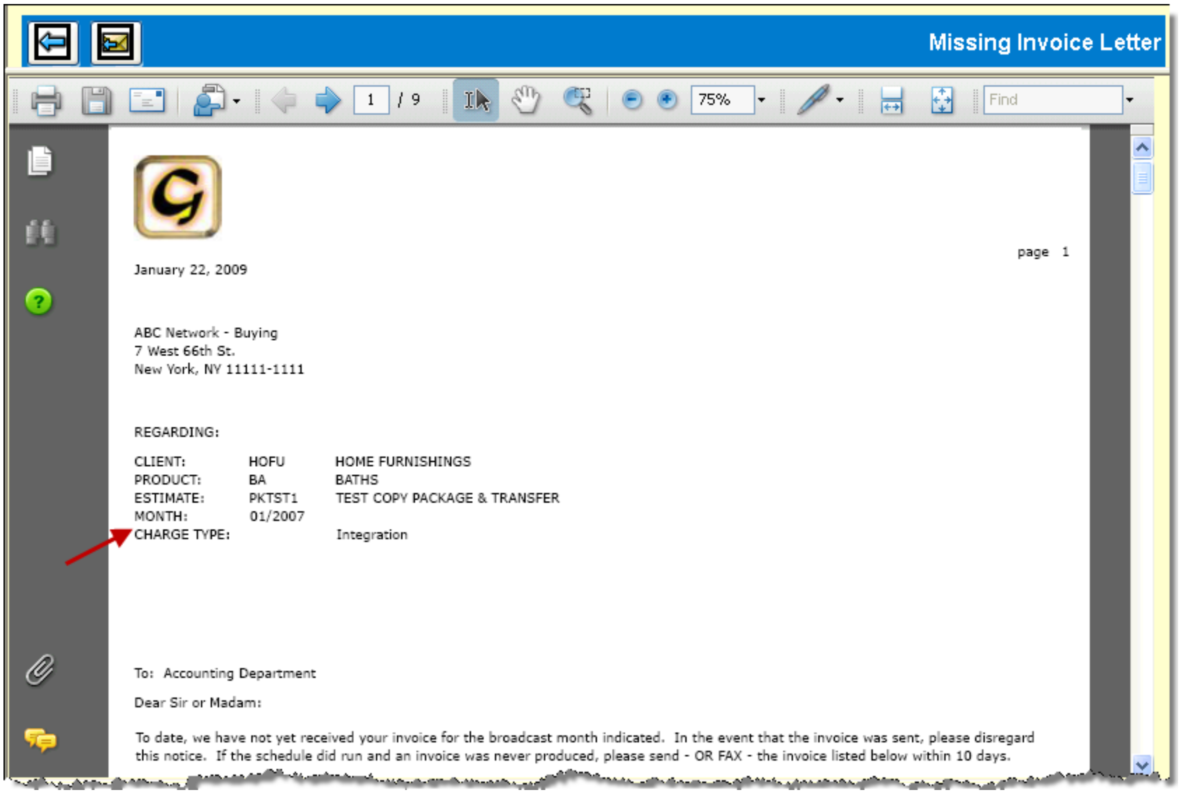
Selected	Vendor	Client	Product	Media	Estimate	Activity Month	Charge Code
☑	ABC	HOFU	BA	N	PKTST1	01/07	I
☑	ABC	HOFU	BA	N	PKTST1	01/07	T
☐	ABC	HOFU	BA	N	PKTST2	01/07	I
☐	ABC	HOFU	BA	N	PKTST2	01/07	T
☐	ABC	HOFU	BA	N	0708PR	11/07	I
☐	ABC	HOFU	BA	N	0708PR	11/07	T
☐	ABC	HOFU	BA	N	0708PR	12/07	I
☐	ABC	HOFU	BA	N	0708PR	12/07	T
☐	ABC	HOFU	BERO	N	PKTST2	01/07	I
☐	ABC	HOFU	BERO	N	PKTST2	01/07	T
☐	ABC	HOFU	DIRO	N	PKTST1	01/07	I
☐	ABC	HOFU	DIRO	N	PKTST1	01/07	T

This example shows just the Possible Missing Invoices table when the 'Detail: Invoiced vs. Ordered data' collection type is selected.

Possible Missing Invoices

Selected	Vendor	Client	Product	Media	Estimate	Activity Month	Charge Code	Unmatched Ordered $	Unmatched Ordered # Units	Unmatched Invoiced $	Unmatched Invoiced # Units
☑	ABC	HOFU	BA	N	PKTST1	01/07	I	$555.57	1	$0.00	0
☑	ABC	HOFU	BA	N	PKTST1	01/07	T	$20000.00	1	$0.00	0
☑	ABC	HOFU	BA	N	PKTST2	01/07	I	$555.57	1	$0.00	0
☑	ABC	HOFU	BA	N	PKTST2	01/07	T	$20000.00	1	$0.00	0
☑	ABC	HOFU	BA	N	0708PR	10/07	I	$1666.71	3	$0.00	0
☑	ABC	HOFU	BA	N	0708PR	10/07	T	$175000.00	3	$0.00	0
☑	ABC	HOFU	BA	N	0708PR	11/07	I	$555.57	1	$0.00	0
☑	ABC	HOFU	BA	N	0708PR	11/07	T	$65000.00	1	$0.00	0
☑	ABC	HOFU	BA	N	0708PR	12/07	I	$1111.14	2	$0.00	0

Once you fill in the letter template, select the appropriate check boxes in the detail table (they are all selected by default) and click the Next button, the system will generate a set of letters in a PDF format and display them. You can then easily save and print the letters.



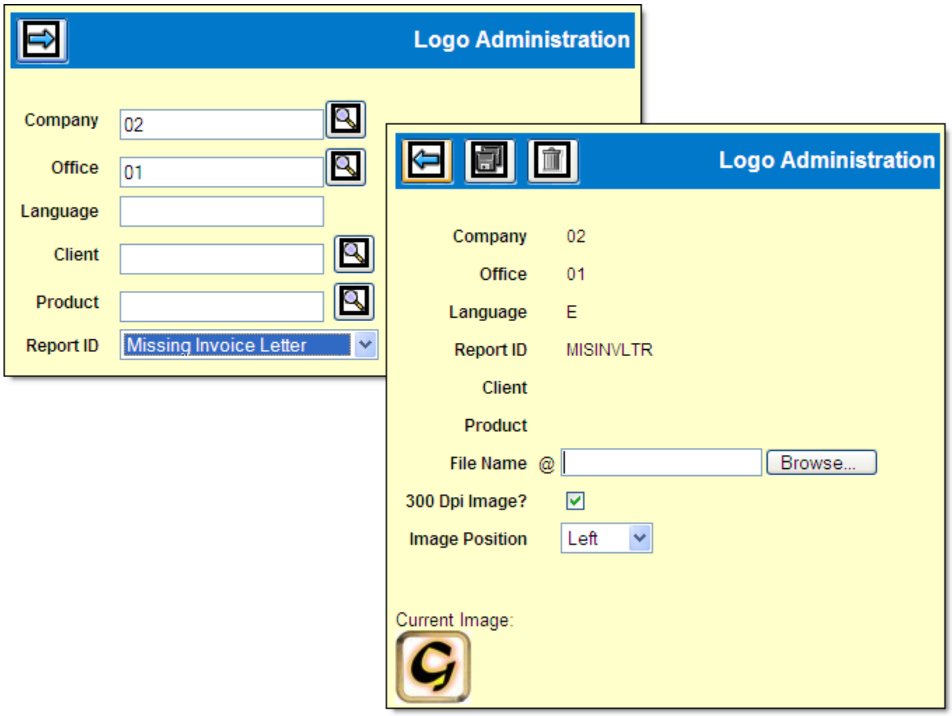
Important Note:

As you can see in the above example, the last two lines of the header show month of activity and charge type. Please be sure this information appears in the header before sending out your Missing Invoice letters for the first time. If the logo or the font is too large, the Month and Charge Type information can be left off the header.

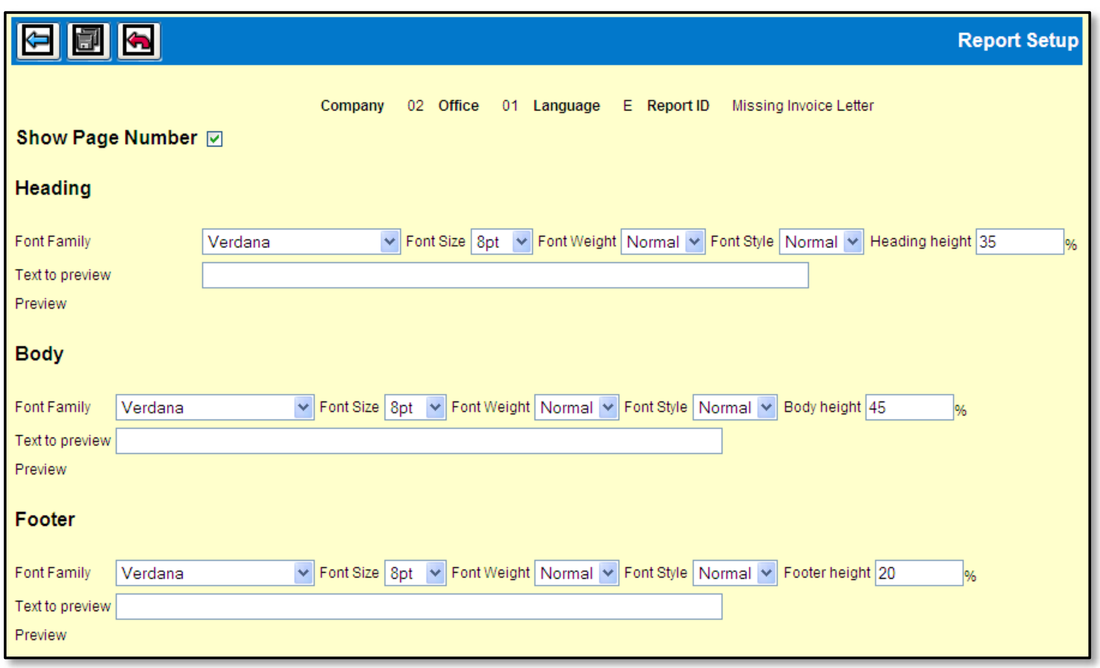
By default, the font for the Missing Invoice Letter is set to Verdana 8pt for the heading, body, and footer so all the header information should appear on the letter. However, with varying logo sizes, you may need to make adjustments; such as using a smaller logo image, smaller font, or a larger percentage for the Heading Height setting in order to show the full header.

If you need to make these types of adjustments, you'll need to access the Central Data Base | Admin folder and use the controls in the Report Logo Administration and the Report Setup options.

In the Report Logo Administration window, you'll select the Missing Invoice Letter from the Report ID drop down menu. When you click Next, you can use the Browse button to locate and select a smaller version of your logo image.



In the Report Setup window, you can change the Font Size specified in the Heading, Body, and Footer sections by using the drop down menu. You may also adjust the percentage value specified in the Heading Height field. Keep in mind that if you do so, you will need to adjust the values in the Body Height and Footer Height fields accordingly as the total of all these values must equal 100.

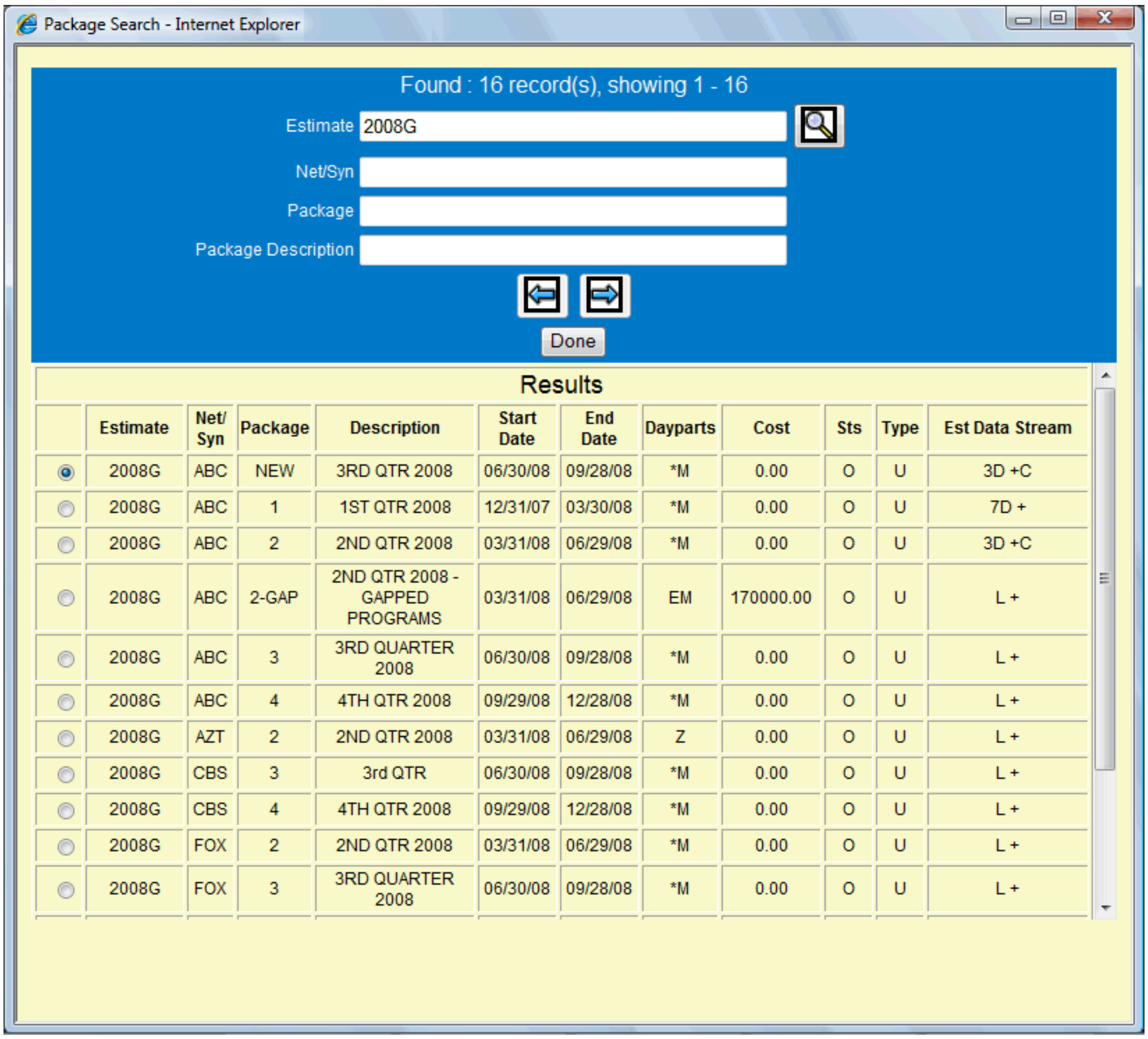


Requesting a package without specifying a network

Inquiries - As you may know, when you request a package in Ad Hoc Inquiry, you are required to specify a network. However, we have learned that many agencies give all packages the same code for each quarter across all networks. As such, we have altered the way that Network handles such requests in Ad Hoc Inquiry.

On the prompt screen in Ad Hoc Inquiry, you'll discover that you can now select a package without selecting network. After selecting the package, blank out the Network in order to report all packages for the estimate that have that package code.

In fact, if you use the Package Lookup, you'll notice that it will now show additional package information to help you see all the related details, as shown in the example below.



	Estimate	Net/ Syn	Package	Description	Start Date	End Date	Dayparts	Cost	Sts	Type	Est Data Stream
◉	2008G	ABC	NEW	3RD QTR 2008	06/30/08	09/28/08	*M	0.00	O	U	3D +C
○	2008G	ABC	1	1ST QTR 2008	12/31/07	03/30/08	*M	0.00	O	U	7D +
○	2008G	ABC	2	2ND QTR 2008	03/31/08	06/29/08	*M	0.00	O	U	3D +C
○	2008G	ABC	2-GAP	2ND QTR 2008 - GAPPED PROGRAMS	03/31/08	06/29/08	EM	170000.00	O	U	L +
○	2008G	ABC	3	3RD QUARTER 2008	06/30/08	09/28/08	*M	0.00	O	U	L +
○	2008G	ABC	4	4TH QTR 2008	09/29/08	12/28/08	*M	0.00	O	U	L +
○	2008G	AZT	2	2ND QTR 2008	03/31/08	06/29/08	Z	0.00	O	U	L +
○	2008G	CBS	3	3rd QTR	06/30/08	09/28/08	*M	0.00	O	U	L +
○	2008G	CBS	4	4TH QTR 2008	09/29/08	12/28/08	*M	0.00	O	U	L +
○	2008G	FOX	2	2ND QTR 2008	03/31/08	06/29/08	*M	0.00	O	U	L +
○	2008G	FOX	3	3RD QUARTER 2008	06/30/08	09/28/08	*M	0.00	O	U	L +

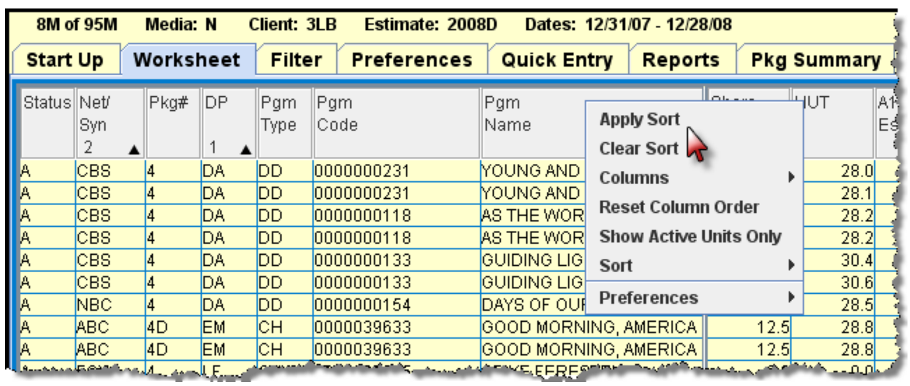
Automatic updating of Gross Budget amounts in Goals Entry

Planning & Buying - When you are working with data in the Goals Entry spreadsheet, you'll now discover that when you change the Gross Budget amount for a row, the Gross Budget amount for all the other demo rows with the same quarter/product/daypart/length will be changed to that amount. Keep in mind that this will only work when you have the Budget Distribution feature enabled.

As a fail-safe, when you save your Goals Entry worksheet, Network will verify that all the amounts have been correctly updated. If any Gross Budget amounts for the same quarter/product/daypart/length do not match, the save operation will be halted and a warning message will appear. The user can then manually correct the incorrect amount(s).

Active Sorts remain in effect after changes to the Buy Module Worksheet

Planning & Buying - When you enable a sort on a column in a worksheet and then make a change such as adding units, adding or removing a column or creating a makegood, the actual sort function is disabled even though the data remains sorted accordingly. This means that you have to manually re-create those sorts.



To allow you to avoid that potentially time-consuming task, we've added new functionality to the worksheet so that in almost all cases, any sort that you have enabled will remain in effect regardless of the type of changes that you make to the worksheet. In the event that a sort is lost, (new units added to the bottom of the worksheet) we have added a new command, called Apply Sort, to the right-click menu that appears for both the left and right sides of the worksheet. The new command will instantly revive the previous sort.

Keep in mind that the Apply Sort command will only revive a sort that was inadvertently lost. If you use the Clear Sort command, also found on the same right-click menu, the Apply Sort command will not bring back the last sort.

Column width settings now saved with preferences

Planning & Buying - When you are working in the Buy Module, you know that you can set the width of any column in a worksheet by dragging the divider to the left or right. However, those custom width settings always revert back to the defaults when you close the worksheet. In order to make these custom width settings more permanent, you'll be glad to know that Network will now save them when you save your preferences. Column width changes are independent of a particular preference, so when you load a new preference the column width changes should still persist.

For example, if you change the width of the columns of a particular worksheet and are satisfied with the way they look, you can select the Preferences tab and then click the Save button. When you do, the custom column width settings will be saved along with your worksheet.

MediaBank Tech Notes

Clear the Java cache

Please note that Buy Module enhancements often require that you clear your Java cache. Therefore, we strongly recommend that you do so before launching the Buy Module after this update. Here's how:

PC: Click Start | Control Panel and double-click the Java icon. On the General Tab of the Java Control Panel, locate the Temporary Internet Files panel and click the Settings button. In the Temporary Files Settings dialog box, click the Delete Files button. In the Delete Temporary Files dialog box, click OK. Click OK twice more to close the Temporary Files Settings dialog box and the Java Control Panel.

Mac: Click the Spotlight icon and type Java. Next, click Java Preference in the results list. In the Java Preferences window, click the Delete Files button. In the Delete Temporary Files dialog box, click OK. Then, close the Java Preferences window.

Changes coming to our domain name

With our merger with MediaBank moving forward, we will be allowing our Mediaplex domains to expire later this year. Starting on Sunday January 25th, we will be changing the primary addresses for our applications and application related services to the MediaBank domain. However, rest assured that this changeover will not in any way disrupt your services. As we move forward, our current mediaplexsystems.com application addresses will automatically redirect you to the new address.

In order to make the transition as smooth as possible, we are asking you to begin using our new domain name now. Please change any bookmarks or desktop shortcuts you may use to reflect the new addresses.

Application addresses

AdClock:	https://av.mbxg.com/AdClock6
Broadcast:	https://av.mbxg.com/Broadcast
Network:	https://av.mbxg.com/Network
Print:	https://av.mbxg.com/Print
Production:	https://av.mbxg.com/Production
Order Valet:	https://ov.mbxg.com/OrderValetReport
eMakegood:	https://ov.mbxg.com/Makegood
	https://ov.mbxg.com/MakegoodReport

Browser-based Mocha address

http://mocha.mbxg.com

Filezilla/FTP server address

mps.mbxg.com

Application related email address

appmail.mbxg.com

(This address may need to be white-listed in email server/spam filter by your email administrator.)