

New Power-Link - Media Accountability Suite

32 & 64 Bit Applications by the maker of Power-Link Software

Designed to minimize media errors, lower time spent on daily reconciling and retain maximum billing.

- **Media Readiness Reports** providing tangible commercial readiness at log creation time and strategic time points. Reports highlight:
 - likely problematic events when an event fails more than one test
 - media called for before start day or after kill date
 - dissimilar or erroneously labeled media
 - media duration mismatches (eg: scheduling a :60 and there is :30 media?)
 - slightly incorrect media duration detection (eg: :27 or :33 second media for a :30?) This is controlled by user parameters with very precise settings.
 - Summary head count of logged events that are expiring over the next X days. Usually set to 7 or 14 this section of the report gives production personnel a quick view of the number of expired events to come.
 - Detailed list of events found on current log that are expiring over the next X days. This helps keep schedule extensions current and accurate and prevents out-of-date false alarms.
- **Auto Notification if excessive ads are missed** is set up based on custom user criteria to alert station personnel if the automation system is failing to air commercials expected from program log..
- **Advertiser Schedule times notification** sends concise and informative reports to advertisers, sales personnel or whomever has an interest in upcoming scheduled air times. Also promos or PSAs can be easily flagged to send to concerned personnel.
- **Daily Ad Duration Study** – for music directors to more precisely schedule to the actual time used by commercials. This is a music director requested report showing the over time consumed by commercial matter and resolving down to each hour and break. Also current time is compared to same day and time over the past X days so as to show an increase or decrease in commercial time used expressed as a percentage.
- **Up to Moment Reconcile** is a “heads up” email to station personnel showing ad clearance at particular time points during the day. This is typically used at the end of morning shows or any other features to give the accountability personnel a prompt report of success. Reconcile reports can be set to only send if playback problems exceed a set level to notify personnel in the events of excessive missed events.
- **End of Day Reconcile** provides accountability personnel with an email in the morning showing the results of the prior day(s) reconcile in a top down manner starting with the potentially most egregious issues first. Bumped events and media errors are typically reported first to insure attention, then culminating in a complete accountability for the day using color coding to show possible errors. Optionally including the feature to query items and share with others. Examples: sending actual times to advertisers / sales personnel or promo times to promotions department.

Media Check Overview

Media Check performs a tangible check to see that your automation's commercials really match what is being scheduled. Below is the first view giving a quick summary of problems and any events that fail multiple tests – indicating a likely error.

Media-Check Discrepancy Report log for Tuesday July 24, 2018

Report Generated 07/23/18 11:13:12 AM using inventory as of 07/23/18 11:11:22 AM

Findings, Summary

Total Carts from Traffic	116
Total Carts w/ Discrepancies	10
Total Discrepancies	11
Total Carts checked out Good	107

Discrepancy Breakdown for this report

Cart# not found in inventory	0
Carts Used BEFORE Begin Date	0
Carts Used AFTER End Date	5
Cart Description Mismatch	0
Duration Out of Tolerance	6
ISCI Mismatch	0
Events Missing Cart Numbers	0
Carts Airing On their Last day	0
Carts w/ more than 2.0 seconds Dur Difference	21

Found Problems Listed by Discrepancy Type then Carts listed in Chronological Order

Carts with Multiple Failures!

Cart -> **35889** Log Title -> **LHM UCS** Failures -> **Past Kill Date - Duration Problem** ISCI -> **REMOTE PROMO**
First found on log at 10:18:00 PM

Media Check also checks beginning and ending dates to see that the log's date complies.

Carts Used After End Date

Cart -> **35803** Log Title -> **Arup Blood Services** ISCI -> **REC ENDORS GARY 7/24** End Date is **09/05/16**
First found on log at 6:45:00 PM

Cart -> **35804** Log Title -> **Security Service Federal Credi** ISCI -> **REC ENDORS SUE 7/24** End Date is **09/05/16**
First found on log at 2:42:00 PM

Cart -> **35805** Log Title -> **Security Service Federal Credi** ISCI -> **REC ENDORS SUE 7/24** End Date is **09/25/16**
First found on log at 3:42:00 PM

Cart -> **35889** Log Title -> **LHM UCS** ISCI -> **REMOTE PROMO** End Date is **07/02/17**
First found on log at 10:18:00 PM

Cart -> **39741** Log Title -> **LHM UCS** ISCI -> **REC END GARY 7/24** End Date is **07/14/18**
First found on log at 6:14:00 PM

Media Check continues by checking the scheduled versus actual duration of scheduled suits and reports on errors using custom user tolerances.

Carts With Unlike Duration in Inventory using 20% tolerance

Cart -> 33848 Log Title -> Techna Glass ISCI -> REMOTE PROMO Scheduled Duration -> 10 Inventory Duration is -> 15 a 34% error.
First found on log at 11:48:45 AM

Cart -> 35613 Log Title -> Car Concepts ISCI -> CC06291815R SUMMER Scheduled Duration -> 15 Inventory Duration is -> 20 a 23% error.
First found on log at 6:48:30 AM

Cart -> 35889 Log Title -> LHM UCS ISCI -> REMOTE PROMO Scheduled Duration -> 10 Inventory Duration is -> 1:02.0 a 84% error.
First found on log at 10:18:00 PM

Cart -> 36722 Log Title -> Performance Ford ISCI -> PAB HONDA 2 FORD 5 Scheduled Duration -> 03 Inventory Duration is -> 07 a 54% error.
First found on log at 12:17:40 PM

Cart -> 36757 Log Title -> Performance Ford ISCI -> PAB-NEW OR USED 5 Scheduled Duration -> 03 Inventory Duration is -> 06 a 52% error.
First found on log at 1:17:40 PM

Cart -> 36871 Log Title -> Deseret First Credit Union ISCI -> PART OWNER Scheduled Duration -> 30 Inventory Duration is -> 1:02.0 a 51% error.
First found on log at 1:12:00 AM

And Advertiser / ISCI values that have no similarity to description found.

Carts With Unlike Description in Inventory using 10% threshold

Cart -> 36827 Log Title -> DC Labs Inc ISCI -> DCL0709183R RE REB F Inventory Title is -> OVATION** a 3% match.
First found on log at 12:26:00 AM

For stations with satellite rejoins or just like to keep their commercial times accurate, MC helps to keep commercial lengths accurate by listing all scheduled events that breach a user specified amount of time. *Shown below are all 2 second breaches.*

Carts with durations more than 2.0 second(s) difference

Cart -> 33075 Log Title -> DABC Sch Dur -> 1:00.0 Inv Dur -> 1:02.68 Dur Diff -> 02.68

Cart -> 34008 Log Title -> National Auto Plaza Sch Dur -> 30 Inv Dur -> 32.81 Dur Diff -> 02.81

Cart -> 34232 Log Title -> Monarch Honda Sch Dur -> 30 Inv Dur -> 27.78 Dur Diff -> 02.22

Cart -> 34253 Log Title -> Tim Dahle Infiniti Sch Dur -> 15 Inv Dur -> 17.16 Dur Diff -> 02.16

Cart -> 34752 Log Title -> Pat's BBQ Sch Dur -> 15 Inv Dur -> 17.88 Dur Diff -> 02.88

Cart -> 35548 Log Title -> Heber Valley Railroad Sch Dur -> 15 Inv Dur -> 18.6 Dur Diff -> 03.6

Cart -> 35590 Log Title -> Inspire Medical Systems Inc Sch Dur -> 1:00.0 Inv Dur -> 1:05.6 Dur Diff -> 05.59

Cart -> 35747 Log Title -> Utah Motorsports Campus Sch Dur -> 15 Inv Dur -> 18.17 Dur Diff -> 03.17

Cart -> 35752 Log Title -> Slow The Flow Sch Dur -> 30 Inv Dur -> 32.6 Dur Diff -> 02.6

To assist production personnel, MC lists the events airing on their last day

Carts Airing on their Last Day

Cart -> 35750 Log Title -> Seattle Talent Scheduled ISCI -> ST0722186R TEEN End Date is 07/26/18

Cart -> 38277 Log Title -> Utah Symphony & Opera Scheduled ISCI -> 30 AMOS LEE End Date is 07/26/18

To assist production personnel in cart management, MC provides a summary then details of events on log that are nearing their kill date in automation.

Summary of Expiring Cart Count over the next 7 days

07/25/18	07/26/18	07/27/18	07/28/18	07/29/18	07/30/18	07/31/18
0	2	0	2	12	24	0

Detailed Expiring Events | Events that Expire on 07/26/18

Expire Date	Cart	Inv Title	Sch Title	Sch Dur	Sch ISCI
07/26/18	33848	TECHNA GLASS**	Techna Glass	00:10	REMOTE PROMO
07/26/18	35864	LHM CHEV **	LHM CHV	00:30	18-0754

Events Expiring on 07/28/18

Expire Date	Cart	Inv Title	Sch Title	Sch Dur	Sch ISCI
07/28/18	35502	UTAH SYMPHONY**	Utah Symphony & Opera	00:30	JOHN WILLIAMS
07/28/18	35548	HEBER VALLEY RR **	Heber Valley Railroad	00:15	HVR07161815R ROCK N

Events Expiring on 07/29/18

Expire Date	Cart	Inv Title	Sch Title	Sch Dur	Sch ISCI
07/29/18	35740	FOOTHIL VILLAGE **	Foothill Village Merchants Ass	00:30	FV0718183R SIDEWALK
07/29/18	35748	UT HONDA DEALERS **	Utah Honda Dealers	01:00	21931 SUMMER SPECTAC
07/29/18	36188	TUNE GENIE	Tune Genie	01:00	YHTFD24RS200/XFS0811
07/29/18	36774	FUTURI ENGAGED 7 MINUTE	Premiere Network	01:00	FUTURI ENGAGED 7 MIN

After Media Check runs, custom HTML rich advertiser schedule time reports are potentially made and emailed to ad buyers, sales personnel or agencies.

12 Commercial time(s) found on log for 07/23/18 on station

Commercial Times for DIAL GLOBAL for Log Date -> Monday July 23, 2018

Scheduled Air Time	ISCI	Advertiser	Product	Duration
Monday at 11:57 AM	WWQBIO00830000	DIAL GLOBAL	KAO BrandsEstimate 1807	00:30
Monday at 11:57 AM	WWQRPI01700000	DIAL GLOBAL	Progressive InsDirect Autoq3	00:30
Monday at 12:57 PM	WWQRPI01700000	DIAL GLOBAL	Progressive InsDirect Autoq3	00:30
Monday at 12:57 PM	WWQBIO00830000	DIAL GLOBAL	KAO BrandsEstimate 1807	00:30
Monday at 01:57 PM	WWQRPI01700000	DIAL GLOBAL	Progressive InsDirect Autoq3	00:30
Monday at 01:57 PM	WWQBIO00830000	DIAL GLOBAL	KAO BrandsEstimate 1807	00:30
Monday at 02:57 PM	WWQBIO00830000	DIAL GLOBAL	KAO BrandsEstimate 1807	00:30
Monday at 02:57 PM	WWQRPI01700000	DIAL GLOBAL	Progressive InsDirect Autoq3	00:30
Monday at 03:17 PM	WWPAGE368930	DIAL GLOBAL	Econ GroupPage Publishin	00:30
Monday at 03:56 PM	WWWALG13030000	DIAL GLOBAL	WalgreensDiabetes Est WBXDI	00:30
Monday at 03:56 PM	WWPAGE368930	DIAL GLOBAL	Econ GroupPage Publishin	00:30
Monday at 06:35 PM	WWWALG13030000	DIAL GLOBAL	WalgreensDiabetes Est WBXDI	00:30

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Requested by music directors, a commercial time consumption report is sent showing time used by ads and comparing it to history assisting personnel who merge music in their efforts to time out hours of programming.

Commercial time usage for log date Tuesday 07/24/18

Note: In calculating averages, Sundays are averages of Sundays, Saturdays are averages of Saturdays and weekdays are averages of all weekdays

Summary and Averages over the past 21 days

Total Commercial Time for Log	Historical Weekday Average Comm Time	Same Day Last Week 07/17 Comm Time
01:52:30	01:52:30 is 5% less than average of 01:58:33	01:52:30 is 13% more than last week's 01:38:00

Commercial Unit Count Summary

Total Units	Average Units	Same Day Last Week 07/17 Units
222	222 is 5% less than average of 233	222 is 12% more than last week's 196

---- Hour by Hour Specifics ----

Hour > 12 AM

Break #	Units Count	Break Dur	Average Dur/Unit	Last Week Units	Average Hist Units
1	2	01:00	30	2 is same as last week's 2	2 is same as average of 2
2	2	00:45	22	2 is 33% less than last week's 3	2 is same as average of 2

Hour > 01 AM

Break #	Units Count	Break Dur	Average Dur/Unit	Last Week Units	Average Hist Units
1	2	01:00	30	2 is same as last week's 2	2 is same as average of 2
2	3	01:30	30	3 is same as last week's 3	3 is 33% more than average of 2

If also performing the creation of automation playlist file, personnel are notified of it's readiness status as well as its content. A copy of the actual automation file is also attached as a fallback method of delivery in the event of a network outage.

MC@Power-Link.com 

Playlist Creation for for Log Date 07/23/18

To: Cc: Reports Archive

Playlist Creation Report for Log Date 07/23/18
Process started at 01:10 pm 07/23/18
Log Begin time is 12:00:00 AM and ended at 11:57:30 PM

Total # of records written -> 340 to File R:\TRAFFIC\ \01072318.TRF
0 events rejected from playlist



01072318.TRF

PL32 MAC – Automatic Reconcile Features

Daily Ad Reconcile and its notification is now **fully automatic**. Performed in the early morning hours produces an email of yesterday's activity awaiting personnel each morning. The report is designed to be informative at a glance with more specificity as one scrolls down through the findings. This report can be configured to be displayed in most any layout.

Reconcile Results for -FM

For Log Date Friday July 20, 2018 containing ALL Reconcile Reports using Query * from log -> created on Monday July 23, 2018 at 07:07 AM ,
134 records Written back to file -> \\kolutacom\Files_tacoma\Apps\MKTN\FM\auto_in072018R.PLK

Reconcile Findings for Log Date(s) -> Friday July 20, 2018

Events Found Aired	Events Assumed Aired	Events Found Moved	Events Inserted	Events Ignored	Events Not Aired
132	3	3	0	0	1

From log -> KNKX that are : Inserted Dropped (sorted by Cart)

Total Events Inserted	0
Total Events Not Aired	1

Sch Time	Aired Time	Cart #	ISCI Code	Advertiser	Ins Ord Number	Aired Title	Sch Dur	Actual Dur	Air Status	Error Msg / Spot ID
16:19:25		1149		Prog/Show Promos	Jazz Night in Amer-		00:30		Not Aired	

From log -> KNKX that are : Advertiser Error (sorted by Cart)

Advertiser Errors Found	2
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Sch Time	Aired Time	Cart #	ISCI Code	Advertiser	Ins Ord Number	Aired Title	Sch Dur	Actual Dur	Air Status	Error Msg / Spot ID
17:59:10	17:57:58	ATC-27		National Public Radio Req'	NPR News Funding C-	AllThin5 180716 SGMT 27 ATC27	01:00	01:00	Aired OK	
16:59:10	16:59:03	ATC-30		National Public Radio Req'	NPR News Funding C-	AllThin5 180716 SGMT 30 ATC30	01:00	01:00	Aired OK	

Introducing the Power-Link Remote Control

Further described in its own documentation, this is a utility to run on the users' desktop giving them access to critical data and functions. See its documentation for many new added features.

