

## Novar<sup>™</sup>

### Management Report Overview



Novar Management Reports are designed to reflect actual revenue details and to project future revenue and inventory amounts. You will find each of these reports useful for analyzing the past performance and shaping the future direction of your ad sales operation.

#### REVENUE ANALYSIS AND COMPARISON

##### Ad Copy Revenue Analysis

*Common Uses: Marketing analysis, promotion tracking, spot rotation, co-op spending.*

The **Ad Copy Revenue Analysis Report** lists the ad copy for each client and the revenue earned from each piece of ad copy. In addition, this report calculates the total number of spots that have aired for each client/copy during the period that you specify. You may choose to generate the report for a single client, single zone, and specific date range as well.

##### Churn Report and Retentions Report

*Common Uses: Track and evaluate Client turnover and spending trends.*

The **Churn Report** compares client spending between two selected periods. Both projected and actual revenue is analyzed — determined by the period selected in relation to the last billing cycle completed — which provides you with actual revenue (invoicing) for past months, and projected (contracts) for future months. You may choose to compare a month, quarter, or entire year (for example, Q2 2001 and Q2 2002), and reflect the following churn categories; total loss, partial loss, flat, gain, and new. Other filter selections include Account Executive, Zone, and Reference Type. The report may also be sub-totaled by churn type.

The **Simple Churn Report** provides a view into those accounts that may have a current contract but do not have a future contract in a future period. Sales Managers as well as AE's will find this list of accounts and the existing revenue helpful in planning future periods.

Similar to the Churn Reports, the **AE Retention Report** reflects shifts in revenue between two periods. The key difference is the ability to choose which start/stop period you would like to review (for example, January through May of 2001 and January through May of 2002.) Additionally, the Retention Report analyzes the projected revenue, from the contracts, for each period selected.

##### Monthly Revenue Analysis

*Common Uses: Contract pacing within a billing month.*

The **Monthly Revenue Analysis** adjusts your projection figure for a selected month based on the previous month's performance. Revenue is reanalyzed so that the loss from the previous month is reflected as potential gain for the current month.

## Revenue by Client

*Common Uses: Analysis of accounts in order of revenue generated, "Top 10" ranking of accounts, and ranking of Agencies, Rep Firms, AE's, or markets.*

The **Revenue by Client Report** will show revenue associated with each client that has at least one active contract within the date range specified. The values reflected are actual for past periods and projections for current and future periods. You have the choice of sorting by Client, Agency, Rep Firm, AE, Reference, or Zone, and the revenue is ranked in descending order. A "Top-10" advertiser selection is also available.

## Revenue History Report

*Common Uses: View of invoice figures for more than a one-month period, by client — a "Yearly Invoice Summary" report.*

The **Revenue History Report** reflects actual monthly revenue generated over a specified period of time, for selected clients. The report can be sorted by Client, Agency, Rep Firm, AE, Reference, and Product, and compares the monthly invoice figures for one year to those of another selected year.

## System Evaluation

*Common Uses: Pre-billing, Booked vs. Billed Analysis, and Revenue by Zone.*

The **System Evaluation** displays all spot and billing activity within a selected period, sorted according to client and contract. It provides you with a comparison among the revenue that your ad sales operation was projected to earn, the revenue that was actually billed, and the revenue that your system actually received. This report is used to evaluate how well your ad sales operation performed during any specific billing period, and also includes a Zone Summary, which reflects the gross and net revenue for each zone, as well as the total number of spots projected and aired for the selected period.

## Yearly Network Group Analysis

*Common Uses: Sell out and rate analysis for defined network groups.*

The **Yearly Network Group Analysis** displays each user defined network group and the corresponding revenue associated with the 12 months selected in the filter. The report can be used to set future rate card information based on historical sell out and revenue information.

## Lost Revenue Analysis

*Common uses: Technical Run Rate Report, Revenue Run Rate report*

The Lost Revenue Analysis reports provide detailed information regarding network run rate information as well as revenue run rate information. This provides managers detailed information regarding the reasons why spots are not aired.

## ACCOUNT EXECUTIVE INFORMATION

### Account Executive Revenue Analysis

*Common Uses: Budget pacing.*

The **Account Executive Revenue Analysis** tracks a twelve-month period, January through December, reflecting the actual revenue earned by your ad sales operation for each completed month, and revenue that you are projected to earn for any future months. The full report provides separate pages for each account executive and provides comparison to each account executive's sales goals, indicating a percentage of the goal achieved. This report will also reflect the total paid clients on the air, and the average revenue generated by each of the paid clients.

## AE Statistics

*Common Uses: AE Performance tracking, overall business analysis.*

The **AE Statistics Report** provides you with key information regarding the Contracts booked in Novar. For each AE, the report reflects the average length, in days, for flights within the selected date range; the average gross revenue for flights within the selected date range; the total spots for flights within the selected date range; the average per-spot cost, based on all spots contracted within the selected date range; the average per-spot cost, based on "PAID" spots only; the overall percentage of contracted spots that have a unit rate assigned; the overall percentage of contracted spots at a "zero" rate.

## Commission Recovery Report

*Common Uses: Analyze potential commission reimbursement for recovered bad-debt.*

The **Commission Recovery Report** reflects all payment transactions applied to selected invoices for the purpose of evaluating write-off recovery, and to simplify the process of calculating any potential commission returns to the AE after a charge-back occurs.

## REVENUE PROJECTIONS

### Net Change Activity Report

*Common Uses: Monitor shifts in projected revenue.*

The **Net Change Activity Report** enables you to reflect changes in projected revenue for selected clients between two periods of time. Novar tracks the total value of a Contract each time it is modified, and those values are compared on the report to indicate an increase or decrease.

## Revenue Projections

*Common Uses: Revenue forecasting, AE Goal tracking, AE Commission accruals, forecasting for networks and/or zones.*

The **Yearly Revenue Projection** projects the revenue to be earned from contracts over a twelve-month period. The report reflects total gross and net for the twelve-month period for each contract, as well as a breakdown of each individual month, displayed in gross or net revenue amounts. This report also reflects a comparison between each account executive's goals and the monthly projected revenue figures. You may select any start month, and report a twelve-month period forward.

*(This report is available in the Remote Sales System and the Report Management System.)*

The **Monthly Revenue Projection** projects contract revenues for a one-month period. Detail regarding gross revenue, agency and rep firm commissions, and net revenue are reflected. You may also choose to include AE commissions for the purpose of commission accrual.

*(This report is available in the Remote Sales System and the Report Management System.)*

The **Ordered V. Booked Report** displays projected revenue against booked (scheduled / Aired) for a month or a quarter. This report can be used by sales managers as well as finance managers to project revenue forecasts more accurately based on what can be scheduled or has aired.

*(This report is available in the Report Management System.)*

The **Network Revenue Projection** projects the revenue that will be earned from spots on each network for a one-month period. You may generate this report for all zones or individual zones.

The **Pre-empt Makegood History Report** provides sales management a summary of spots that have been preempted. The user can choose to include only those that have yet to be made good or all spots to show the revenue recovered for a period.

## CUSTOMER ACCOUNT INFORMATION

### Credit Analysis Report

*Common Uses: Monitor credit status of customers.*

The **Credit Analysis Report** — available when using the Credit Limit features — provides a means to generate a listing of “at-risk” clients that have used a portion of, or exceeded, their assigned credit limit. The report can be run by AE, and you have the option to set the percentage of credit limit used (25%, 50%, etc.) The information reported for each client includes: Total Balance outstanding (invoice balances), Credit Limit, Percentage of Credit Used, Pre-Payment Balance, Projected Revenue (contracted), Average Days to Pay, and High Balance to date.

## INVENTORY ANALYSIS

### Report Management System

#### Check Inventory

The **Report Management System** provides users the ability to check inventory for a specific client and/or contract without having an order in Novar. This interactive application provides a summary as well as a detailed view into the inventory outlook for a specific set of parameters.

#### Skim Inventory

The **Skim Inventory Report** in the Report Management System provides multiple drill-down layers for users to view inventory information down to the individual break level. In addition to this, the report will allow users to check inventory for across zones by providing a summary view of the avails.

## Avail Analysis Reports

*Common Uses: Revenue by Channel and Zone, Daypart spot usage and valuation, High/Low/Average Unit Rates, Channel Tier analysis, Spot Category analysis (i.e., Promo, Political, Trade, Co-op, etc.).*

The **Daypart Analysis** provides a detailed analysis of your inventory usage for a completed month. The report summarizes the revenue earned and inventory used according to defined dayparts, and helps you analyze the inventory usage by network and zone over a specific range of dates.

This report is used to determine which dayparts are the weakest and the strongest in terms of revenue and inventory. You can use this information to decide whether to apply a higher spot rate to heavily sold dayparts, and whether to sell special packages or lower spot rates to boost inventory and revenue for under-sold dayparts.

This report also includes valuable information related to average spot rate, high spot rate, and low spot rate (which can be used in calculating political rate information.) You are also provided with spot totals for paid spots, bonus spots, and promotional spots, as well as gross and net revenue totals.

The **Network Spot Analysis** provides a detailed analysis of your inventory usage for a completed month. The report reflects inventory usage for each zone and network, and also includes valuable information related to average spot rate, high spot rate, and low spot rate (which can be used in calculating political rate information) as well as total percentage of inventory sold for each network.

This report is used to determine which networks are the weakest and the strongest in terms of revenue and inventory. You can use this information to decide whether to apply a higher spot rate to heavily sold networks, and whether to sell special packages or lower spot rates to boost inventory and revenue for undersold networks, or whether to continue offering advertising on a particular network.

The **Network Revenue Analysis** reflects total revenue generated for each network and zone for each month of the selected year. You may choose to report Gross or Net dollars, and can select the current or past years.

### Inventory Usage by Client

*Common Uses: Evaluation of inventory value and usage by advertiser — an extension of the Daypart and Network Inventory Analysis reports, with client detail.*

The **Inventory Usage by Client Report** reflects the total avails used by a selected client, the percentage of total avails used, whether usage was paid or unpaid, and the minimum, maximum, and average cost of those spots. This report can be sorted by AE or Channel, and run for specific networks and/or zones.

### Product Revenue Analysis

*Common Uses: Evaluation of revenue generated for each product category, competitive spending analysis, and strengths/weaknesses in product concentration.*

The **Product Revenue Analysis** reflects the total revenue generated for each product, and each Client that falls into the product category, for each month of the selected year. You may choose to report Gross or Net dollars, and can select the current or past years.

### Program Specific Inventory

*Common Uses: Tracking of inventory related to individual programs, over a specified period of time. A replacement of the “white-board” method of high-profile program tracking and inventory commitments.*

The **Program Specific Inventory Report** enables you to define “watch lists” of events — programs — based on program name, program type, date range, times, and days of the week. The report evaluates the inventory within a selected period of time, for particular zones, and range of priority codes. A Summary Report reflects total avails for each event, sold avails, average spot cost, and total cost. The Detailed Report adds Contract information, including Contract Number, Line Number, Priority, Spot Length, Unit Cost and total spots required.

### Skim Report

*Common Uses: Detailed analysis of inventory information for various selected dayparts.*

The **Skim Report** enables you to define specific daypart windows for the purpose of evaluating the percentage of inventory sold. You can specify a range of weeks to report, zones, networks, priority range, and have the option to exclude any Interconnect spots from the Local zone calculations, and vice-versa.

*This report is available in the Report Management System.*

## INVENTORY PROJECTIONS

### AIMS Management Projections

*Common Uses: Analysis of scheduled avail information.*

**AIMS Management Projections** enable you to analyze your distribution of inventory and revenue to determine what types of avails were most in demand. Many of these reports display your information in the form of a colorful graph. Within the report parameters, most enable you to select zone, network, program name, program type, times, and priority range, providing a means to do specific analysis of “slices” of the inventory. Where applicable, you can choose to exclude any Interconnect spots from the Local zone calculations, and vice-versa.

The **Long Term Revenue Analysis** displays a graph of revenue earned for up to 52 weeks. You can view this report in one of four ways:

- Total Revenue
- Revenue
- Contract Type (Standard, Trade, Co-op, etc.)
- Billing Type (Standard, Equal, Custom)

The **Revenue by Network Report** displays a graph of the total revenue generated by spots in each network for a specific week. This report is used to analyze the spot revenue scheduled against your individual networks.

The **Revenue by Zone Report** displays a graph of total revenue generated for each zone for a specific week (similar to the Revenue by Network Report). This report is used to analyze the spot revenue scheduled against your individual zones.

The **Revenue by Daypart Report** displays a graph of the total revenue earned during four dayparts for each day of a specific week. This report is used to determine which dayparts demand the most and least amount of revenue.

The **Long Term Spot Cost Report** displays a graph of the high, low, and average spot costs for up to 52 weeks. This report is used to determine in which weeks you can demand higher spot rates and in which weeks you should consider lowering your standard spot rates.

The **Spot Cost Analysis** displays a bar graph of the number of spots and the costs for those spots in a given week. The spots are grouped according to their individual contracted unit rates. This report is used to determine the distribution of your spot costs and from which range of spot costs you are earning the most revenue. You have the option to exclude Bonus (Zero-Dollar) spots from the calculations, as well.

The **Account Executive Spot Cost Analysis** displays a graph of the highest, lowest, and average spot costs for each account executive that has spots sold within the selected parameters. This report is used to determine the range of spot costs that each account executive is booking within any given period of time.

The **Priority Analysis** displays a graph of used avails according to their priority levels for a given week. This report is used to determine which priority levels are the most and least often associated with a spot, and the concentration of particular priorities within the inventory.

The **Product Analysis** displays a graph of the product type associated with the spots that are scheduled for a given week. The top ten product types are displayed, and the remaining product types are grouped into the category, "Other." This report reflects both by spot percentage and spot count, and Interconnect spots can be excluded from the calculations.

The **Buy Source Analysis** reflects the revenue sources — Direct, Agency, or Rep Firm — for spots placed within the selected parameters. Two separate graphs are displayed:

- By spot count — this report displays the actual number of spots purchased directly, by agencies, and by rep. firms.
- By spot costs — this report displays the total revenue from spots purchased directly, or by agencies or rep. firms. The total revenue earned is displayed, and each type of buy source is displayed as a percentage of that total.

The **Revenue by Primary Reference and Revenue by Secondary Reference** display the revenue associated with each primary or secondary reference type. These reports reflect two separate analyses:

- By spot count — this graph displays the actual number of spots associated with each primary or secondary reference type.
- By spot cost — this graph displays the total revenue from spots associated with each primary or secondary reference type. The total revenue earned is displayed, and each type of reference is displayed as a percentage of that total.

## AIMS Inventory Projections

*Common Uses: Detailed inventory availability and pre-sale research.*

**Inventory Projections** enable you to forecast the use of your avails inventory for up to a year in the future. Many of these reports are presented in an easy-to-read, graph format, and the report parameters for most enable you to select zone, network, days, times, program name, program type, product, and priority range. Where applicable, you can choose to exclude any Interconnect spots from the Local zone calculations, and vice-versa.

*(Note: the AIMS Inventory Reports are also available via our web-based Remote Office system, outlined later in this response.)*

The **Weekly Inventory Projection** displays a graph of used and oversold avails in relation to the total amount of inventory available for one specific week.

**Examine Breaks** provides a detailed view of the projected schedule, including client information, programming, and schedule status. \*\*A new feature enables you to include only those Contract Lines that have times encompassed by the selected time parameter for the report.\*\*

*(This report is available in the Remote Sales System.)*

The **Long Term Yearly Inventory Projection** displays a graph of used and oversold avails in relation to the total amount of inventory available. It reflects inventory up to 52 weeks in advance, or up to the most recent week for which break information is available. \*\*A new feature enables you to include only those Contract Lines that have times encompassed by the selected time parameter for the report.\*\*

*(This report is available in the Remote Sales System.)*

The **Program Projection** is a graph that displays used and over-sold avails in relation to the total amount of inventory available for a particular program or range of programs. This report is helpful in evaluating the future demand for avails during specific programs or events. \*\*A new feature enables you to include only those Contract Lines that have times encompassed by the selected time parameter for the report.\*\*

The **Avails Status Report** reflects the overall status of individual networks and weeks, for up to 52 weeks, and is most commonly used as a “temperature gauge” for the AE’s and managers, providing a quick look at the problem areas of the inventory. You can create this report for all networks or for only the networks and weeks that have more than 50% of the total avails sold. \*\*A new feature enables you to include only those Contract Lines that have times encompassed by the selected time parameter for the report.\*\*

*(This report is available in the Remote Sales System.)*

The **Selected Avails Report** reflects sold versus available inventory for each day of the week, across multiple weeks. You may choose to report either specific program detail, or rolled-up totals by daypart. \*\*A new feature enables you to include only those Contract Lines that have times encompassed by the selected time parameter for the report.\*\*

## TO LEARN MORE

For more information on Novar’s Management Reports, please contact a Harris representative at 303-476-5000 or visit [www.broadcast.harris.com/broadband](http://www.broadcast.harris.com/broadband).

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