



GfK Switzerland

**Media Reporter 5.0
Quick Guide**

We are pleased to be able to present to you version 5.0 of the GfK Media Reporter.

This version contains some fundamental changes. Extensive clarifications were made both with experts of software ergonomics, and also with internal and external reporter users, about how the application can be improved, functionally and as well as from an ergonomic point of view. We are convinced that you will reach your aims more efficiently with this new release.

However, every change has also the effect, of course, that one must put down usual and learn something new. With this small Quick-Guide, we would like to make the first steps easier for you and point out the new operation methods and the advantages coming along with them.

Please take a couple of minutes to read this little booklet. As an experienced user of the version 4.x, we think that you will find the way fast, but otherwise it's expected that some hints and tricks will still remain secret to you.

Feedback is welcome

Some weeks after the rollout, we will come back to you with a short feedback questionnaire. But please don't hesitate to point out all issues to us, whenever you come across a problematic situation.

Just send screen shot and a short description of the problem or situation to the support hotline that is assigned to you.

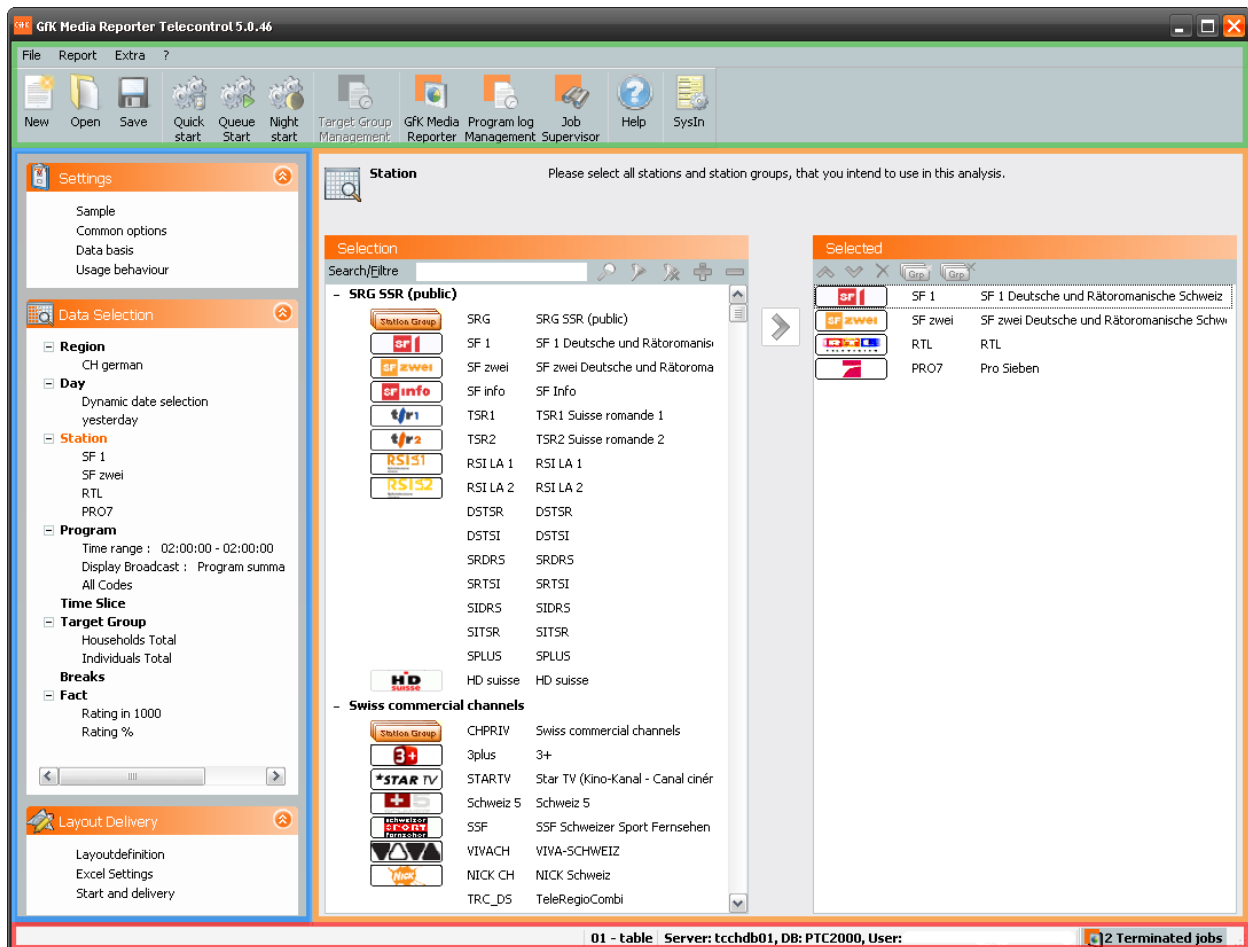
We are also well aware of the fact that users must get used to the new user guidance and that the daily business is going on simultaneously. The new version was therefore conceived in such a fashion that it can be installed side by side to the existing version. You can furthermore work with the existing version and take your time for the change.

But be aware, that future enhancements only will be implemented into the new version!

The basic structure of the new application

The basic screen layout is separated into four areas clearly:

- Common **Menu- and Toolbar** on top
- On the left a tree-style **NavigationPane**
- On the right of it a context-based **Workspace**
- A **Statusbar** at the bottom




The navigation pane shows all possible and necessary filters, settings and options in a well arranged manner. Every change within the workspace will be applied directly. This way you can save many clicks and confirmations compared to the previous version and **you have always a complete overview about all settings you have done.**

A small icon  shows you at a glance where details are still incomplete to be able to start the report.

The status bar at the right bottom shows details of the server, the attached database, the user and the status of the current reports. It also provides to you direct access to your last evaluations.


Working simultaneously with several reports

The GfK Media reporter is no more a MDI (Multi Document Interface), but newly it always works with exactly one evaluation a time. Nevertheless, you can work on more evaluations by open further instances of the GfK Media Reporter. Use the shortcut **Ctrl-N** for this task or click on the corresponding icon in the tool bar .

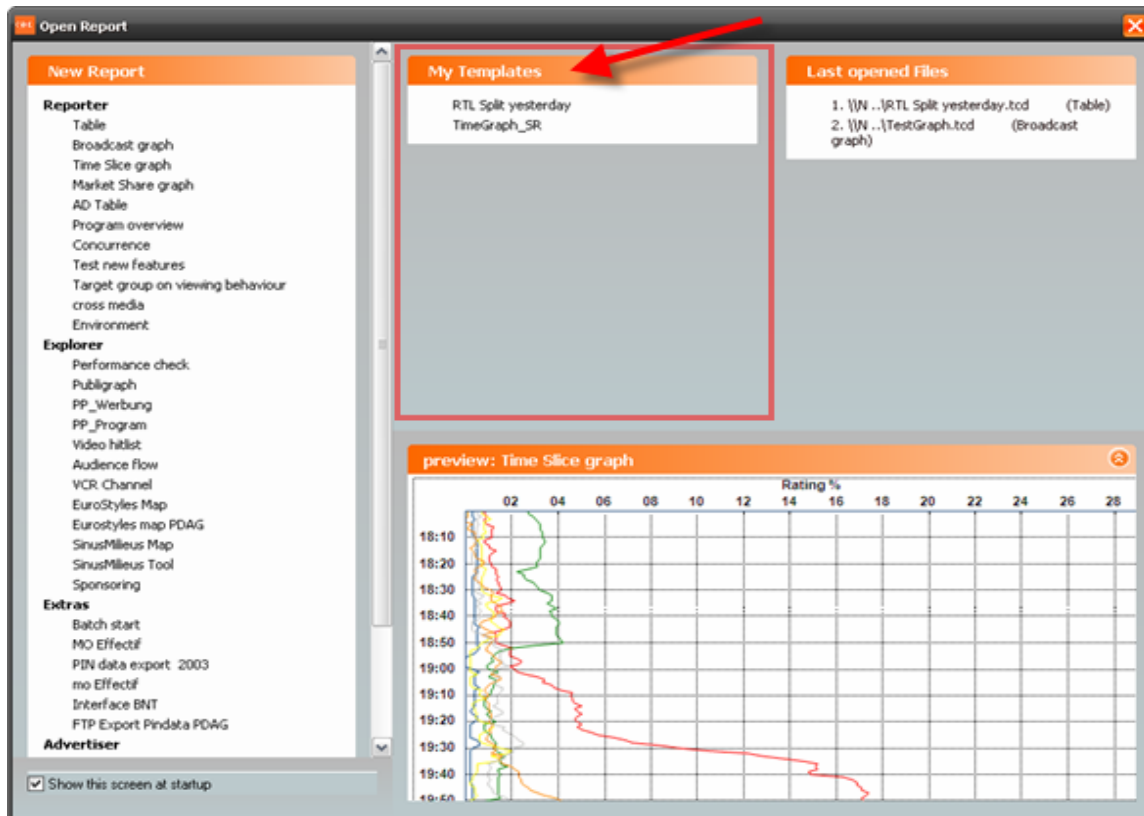
Every report is shown as a task of its own in the Windows taskbar. A tool tip shows you in which instance which evaluation is currently in progress. Use also the grouping function of the taskbar and the quick changing between applications using the Windows shortcut **Alt-Tab**.



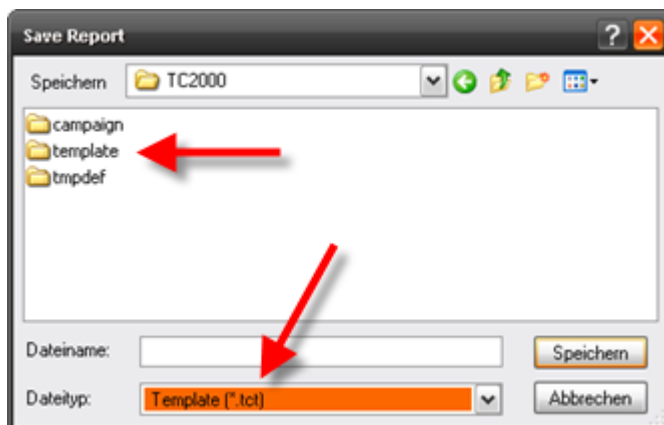
Working with Templates

At application startup a pallet dialog is shown, which can be also opened anytime using the **New** icon .


A thumbnail is shown to every report type on request in the preview area, incl. a short description. This shall help beginners and less practiced users to select the right report type. Practiced users can minimize the preview in order to enlarge the panel for presentations and documents used recently.

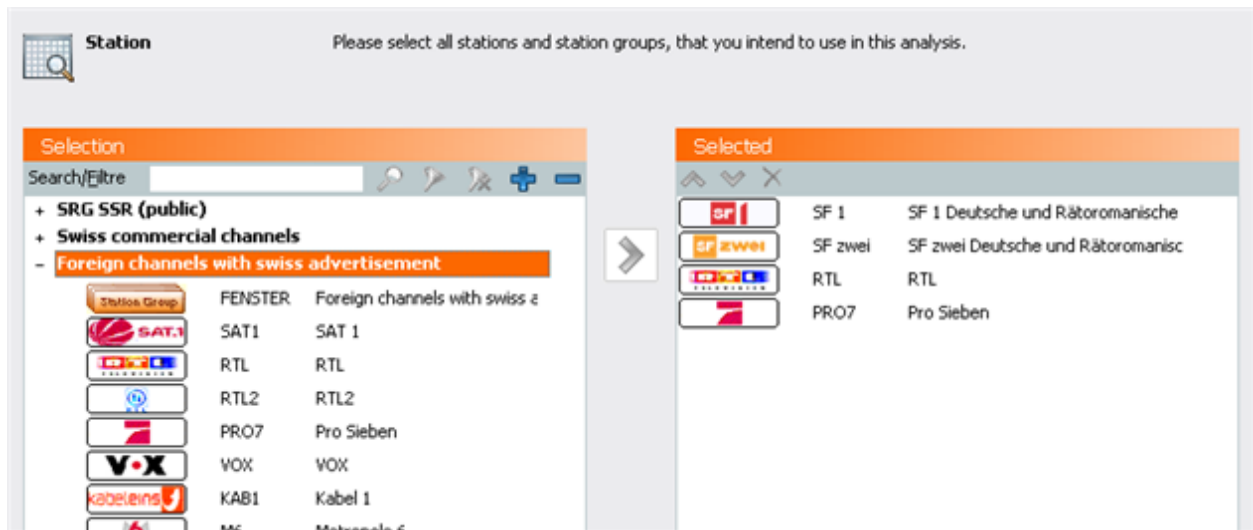




As template you can put any arbitrary combination of definitions down so that you can save a lot of recurring definition work. Simply change the file type to **Template (*.tct)** when saving a draft and file the template in the subdirectory **\template**.





The Selection Filter





Wherever possible, we have standardized the selection filters, optimized and grouped partly new. As usual you can select an item on the left using double-click or by clicking .



The search in the left window newly contains additionally to the known search function  a filter option, too. 

With  you can expand resp. collapse the whole tree.

Within the mini-icons bar in the right window 'Selected'  you will find filter-based buttons, e.g.

- Two arrows  to re-sort selected items
- to delete items 
- to group stations 
- to edit timeslices 

In the workspace header you'll find, if necessary, a hint for minimal/maximal selectable items.

Calendar

The calendar module for selection of date ranges was also re-engineered completely.

You still have the possibility of making a so-called "Dynamic date selection", a relative time period which is recalculated on every program start. Alternatively, you can specify up to 3 fixed date ranges or a custom selection of days directly in the calendar.

You should always make this decision first. For a dynamic or fixed range specification the calendar only serves for the visualization of the chosen dates. The calendar display is interactive in "Date selection in calendar" mode. You are able to select months, weeks, weekdays as well as single days using your mouse.

The screenshot shows a web-based calendar interface for the year 2010. On the left, there is a sidebar with the following options:

- Dynamic date selection** (selected): "Choose a period which will be evaluated according execution date for every start." Includes a "Period:" dropdown set to "<none>" and a checkbox for "Include overlapping broadcast at first Day".
- Fixed date selection**: "Enter directly up to three date ranges." Includes three date range input fields (Date range 1, 2, 3).
- Date selection in calendar**: "Choose the days for reporting directly in the calendar." Includes "First chosen date:" and "Last chosen date:" input fields.
- Additional filters**: "Weekdays (fixed or dyn. Date selection)" with checkboxes for Mo, Tu, We, Th, Fr, Sa, Su.

The main calendar grid displays the months from January to December 2010. Days are color-coded: blue for selected days, red for days outside the selected range, and grey for days not in the current month. A blue callout box with the number '1' points to the "Dynamic date selection" radio button in the sidebar.

For dynamic or fixed range selection you can constrain the weekdays particularly.

The calendar view can be fixed to 12 months, depending on the available place, or display as much as possible in a rolling manner. Check it out!

Target groups

Selecting target groups is adapted to the other filters largely. In order to check the details of the definition exactly, you can expand the information box (right mouse button), where the sample size and furthermore the detailed characteristics combination are visible.

Target Group Please select the target groups that shall be evaluated in this report.
The maximum of selectable target groups for this reporttype is: 2

Selection Show All
Search/Filter


Selected

Information individuals 20-49 with kid, housekeeping (4784)

A person who fullfils the following feature combination is part of the target group.

Age	20-49
Main shop	housewife
Household	with children

Control size: _____ Number of cases: 194
Region: CH german Universe: 441'900
Date: 08.04.2010 As percentage of selected region: 8.9 %

The creation of new or the modification of existing target groups is hived off into the new module "Target Group Administration". You can call this from the tool bar .

Since the "Target Group Administration" is not revised yet, you can **Edit** or **Delete** user-defined target groups via the context menu (right mouse button) temporarily:


*16-25 Personen 16-25 Jahre
*18-44 Individuals 18-44
*18-49 Individuals 18-49
***18-49 f Individuals 18-49 female**
*18-49 m Individuals 18-49 male
*20-39 Personen 20 - 39 Jahre
*20-39 hk+k 20-39 with kid, housek
*20-49 HHF+K individuals 20-49 with kid, housekeeping

Information
Edit target group
Delete target group

The Layout definition

Within the area of the Layout definition, you are able to set-up all view related options quickly:

- Title Fields, Autor, Customer
- The language of the Document
- Layout of the view (rows / columns / pages)
- Aggregation und sorting of the data

 **Layout** Define the layout, ordering and data aggregation of your report. The preview will help you to check the effect of your changes.

Options and Layout

Title: Main title
Sub title: Sub title
Document Language: english
format of Excel: Standard

Creator 1: GfK Switzerland AG
Creator 2: Mrs. Jane Doe
Client: Abagnale Enterprises, Inc.
Client: Mr. Frank W. Abagnale, Jr.

Days **Stations** **Target Groups** **Facts**

	HH		*20-49 HHF	
	R	T	R	%
Broadcast 1				
...				
Broadcast n				

SF 1 SF zwei RTL PRO7

Days **Stations** **Target Groups** **Facts**

Aggregation

Daygroups: non

Aggregation:
 Average
 Cumulated

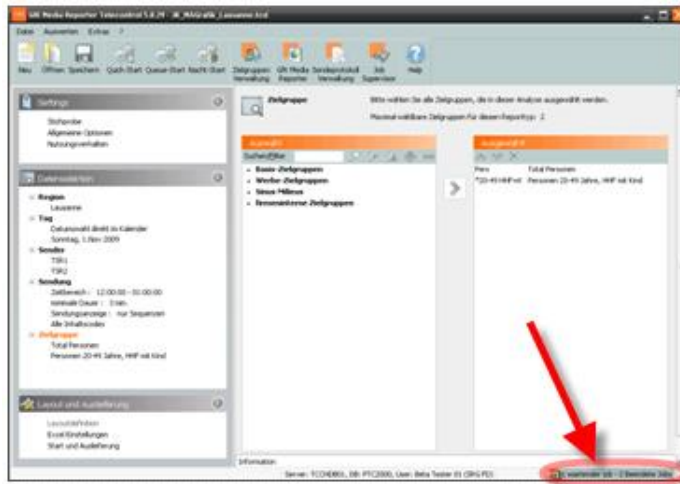
Sort



Sort:
 Default order (chronological)
 Hit List

Show top value:
Show values up to:

Status of my Jobs

If you don't have to handle daily with hundreds of jobs, the Job Status Display on the status bar will save you the manual switching to the Job Supervisor for the most part. You see here constantly how many jobs are calculated, waiting, in work, resp. ready.



-  Jobs, currently in progress
-  Jobs, where calculation is done

With one click on a finished job you can retrieve the results at once.

New Arrangement of the Options

The other options and report settings are divided up newly in...



Basic stuff of an evaluation: sampling info, data base, accuracy of calculation, etc.



Everything which has to do with the appearance and the processing of the result: documents, colors, type of the result, call resp. delivery and possible delay of processing

The view of the individual options was improved with very much more explanation text and clearer choices.

Sample Define the configuration for the sample

Kontakt definition

By using the contact definition you can determine the minimal usage of an individual to be counted for a reported unit (broadcast or time slice). With an appropriate restriction you can avoid having 'Zappers' being counted in the report.

The accumulated absolute usage time has to be at least second(s) i

The percentage of the usage has to be at least % of a broadcast/time slice.

The consecutive usage has to be at least Sekunde(n) am Stück betragen.

Calculation method

The calculation of cumulative values is based on ist own method. With a monthly weighting it is a "constant sample" and with daily weighting it is a "weigthing according participation". Für alle anderen Resultatwerte kann definiert werden, ob diese ebenfalls mit der konstanten Stichprobe oder mit der für den jeweiligen Tag gültigen Stichprobe berechnet werden sollen.

Use cumulative method

only for cumulative facts (Default)

for all facts

i Important: With the cumulative methods guests will not be calculated!

Guest usage

Dependent on the specification of the meter system, guests within a household can register themselves. In some predefined target groups guests will be included in the calculation.

Report Guest-Usage

Yes (Default)

No

i On the fact sheet of a report you will get the information about included guests for every target group.

Output in Excel

Also at the result output in Excel there is to discover something new. The title page was revised completely. Evaluations in the reporter contain newly a separate sheet next to the title page with the evaluation definitions.

Hitparade Vorwoche
Top 20 Sendungen in der deutschen Schweiz

Kunde	Printmedien
Ersteller	Benutzer des Reporters
Auswertung	9997
Auswertung vom	26.11.2009 16:02:25
Excel Konverter	V 5.0.1

Report information

Sample

Name	Sample	Universe
Switzerland german speaking part	Households	1000
	Individuals	2254
		5'033'100

Target group definition

Number	Name	Description	Guest
102	Individuals	Individuals Total	included
109	Men	Male	included
	Sex	male	
110	Women	Female	included
	Sex	female	
103	Adults	Adults (15-120 years)	included
	Age	15-120	
104	Children	Children (under or equal 14 years)	included
	Age	14. Mrz	
143	103-14	Individuals 03-14	included
	Age	14. Mrz	
105	115-24	Individuals 15-24	included
	Age	15-24	
106	125-44	Individuals 25-44	included
	Age	25-44	
107	145-64	Individuals 45-64	included
	Age	45-64	
108	65+	Individuals 65-120	included
	Age	65-120	

Target group size

Name	Description	Sample	Universe
Individuals	Individuals Total	2254	5'033'100
Men	Male	1'106	2'470'800
Women	Female	1'148	2'562'400
Adults	Adults (15-120 years)	1'961	4'378'500
Children	Children (under or equal 14 years)	293	654'700

The logo can be chosen in the revised Excel settings for the title page and the data sheets.

Display definitions

Title sheet logo C:\Pictures\OperaHouse.jpg Browse...

Logo data header C:\Pictures\GfK.ico Browse...

Display captions

These changes, incl. all other Excel settings, can be saved as default setting by clicking on the link 'Save as default' above.

Excel Settings Options for displaying the report with Microsoft Excel

Use standard values from program settings Save as default i

Page settings

They then apply to all evaluations which use the defaults.

Excel output format

At single evaluations even further new formats were realized, besides the standard output. Through the Excel format the desired output type is chosen. The format 'cross-table' can be chosen in a table, for instance. Within the evaluation a new sheet with the cross-table and another one with the corresponding graphic will be displayed.

	A	B	C	D	E
1	Sender	(Alle)			
2					
3	Ø RT	Target gr			
4	Month	Männer	Frauen	Total	
5	January	139.9	165.3	152.6	
6	February	129.3	151.3	140.3	
7	March	124.8	146.7	135.8	
8	April	129.6	155.9	142.7	
9	May	111.9	132.9	122.4	
10	June	95.1	118.7	106.9	
11	July	115.5	131.8	123.6	
12	August	111.7	129.2	120.5	
13	September	126.8	148.7	137.8	
14	October	135.8	153.8	144.8	
15	November	143.0	162.1	152.6	
16	December	137.0	156.9	146.9	
17	Total	125.0	146.1	135.6	
18					
19					

The layout chosen in the evaluation definition will be predefined. You can change this in the cross-table (called pivot in Excel) in a simple way.

Note: The representation is dependent on the used Excel version. The example graphics on this page originate from Microsoft Excel 2007.

