

Product Sheet

MediaReport

Reports and Statistics Application Module

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MediaReport

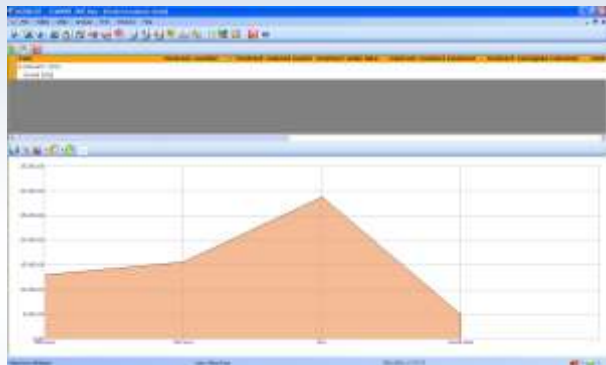
MediaReport is a component of the **Medialist** application that allows the user to generate reports and statistics for all data entered and stored in the database.

Reports and statistics are linked to economic and planning data, in order to meet the needs of marketing and scheduling department.

MediaReport is a tool developed to understand at any time as the company is monitor trends up and to improve the scheduling of program activity.

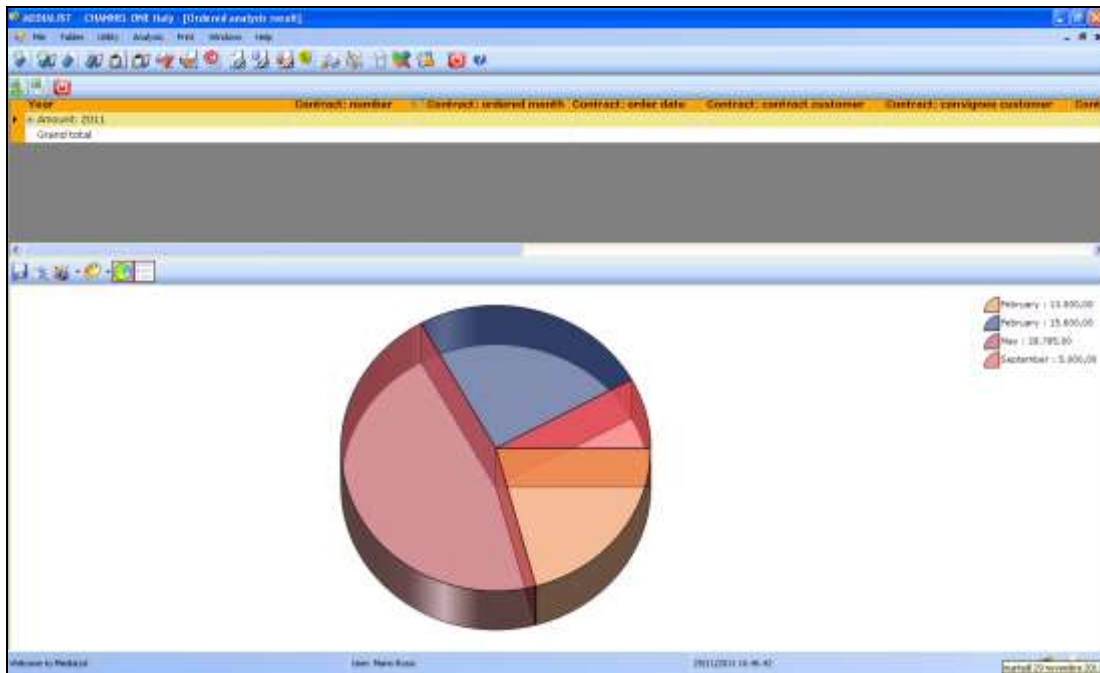
Key Features:

- **Economic analysis**
- **Advertising campaigns reporting**
- **Fully customizable reports**
- **Free slots analysis**
- **Broadcasted Programs reporting**



Economic analysis

Generate graphs and reports with **MediaReport** is simple. The application includes a complete list of filters and fields that will help the user to define the format and content of the graphs. All the reports created with **MediaReport** can be exported using formats like Excel and PDF, and also be printed out.

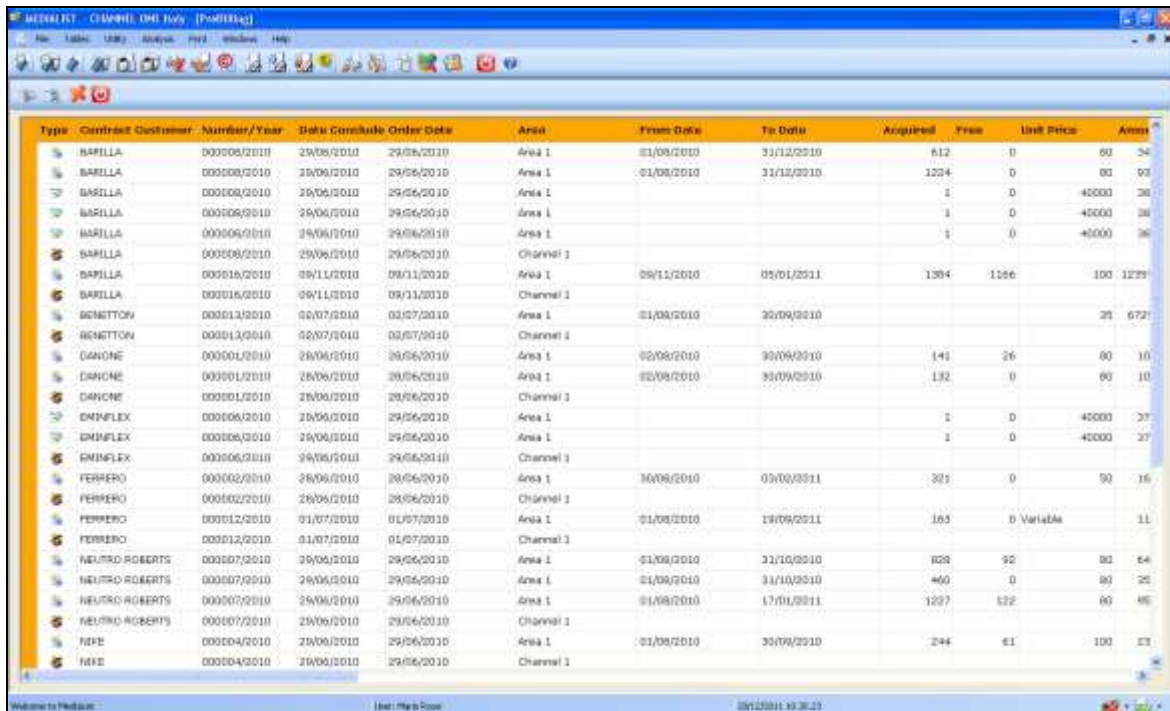


Area	Description	Unit Price / AT	Sched. date row	Comm. Q ty	Processed Q ty	Remaining Q ty
Customer: SI MEDIA - VIA FRANCO MODIGLIANI 23 - 49100 PISA PISA						
Dispatch Date: 09/10/2010 Cost. Num: 00000/2010 Cost. Date: 09/10/2010						
LORIS						
Area1		99,30 20	09/10/2010	000	079	-379
Advertising			Row amount	89.300,00	121.144,70	-33.844,70
			Document amount	89.300,00	122.144,70	-33.844,70
			Customer amount	89.300,00	122.144,70	-33.844,70
Customer: SERVIZI INFORMATICI - VIA SAN ANTONIO 28 - 39100 VILLORBA TREVISO						
Dispatch Date: 30/08/2010 Cost. Num: 00003/2010 Cost. Date: 02/07/2010						
ANTONIO						
Area1		36,75 20	31/08/2010	202,00	332,25	-430,25
Advertising			Row amount	5.725,25	7.846,13	-1.120,88
			Document amount	6.725,25	7.846,13	-1.120,88
			Customer amount	6.725,25	7.846,13	-1.120,88
Customer: SI - VIA GIUSEPPE VERDI 120 - 00199 ROMA ROMA						
Dispatch Date: 29/10/2010 Cost. Num: 00005/2010 Cost. Date: 12/10/2010						
ANTONIO						
Area1		100,00 20	25/10/2010	10	0	0
Advertising			Row amount	1.050,00	0,00	1.050,00
			Document amount	1.050,00	0,00	1.050,00
			Customer amount	1.050,00	0,00	1.050,00
Customer: SI - VIA GIUSEPPE VERDI 120 - 00199 ROMA ROMA						
Dispatch Date: 29/10/2010 Cost. Num: 00005/2010 Cost. Date: 12/10/2010						
ANTONIO						
Area1		100,00 0	29/10/2010	30	0	30
Looked or repetitive			Row amount	3.000,00	0,00	3.000,00
			Document amount	3.000,00	0,00	3.000,00
			Customer amount	3.000,00	0,00	3.000,00
			Grand total	109.375,25	126.990,83	-30.115,58

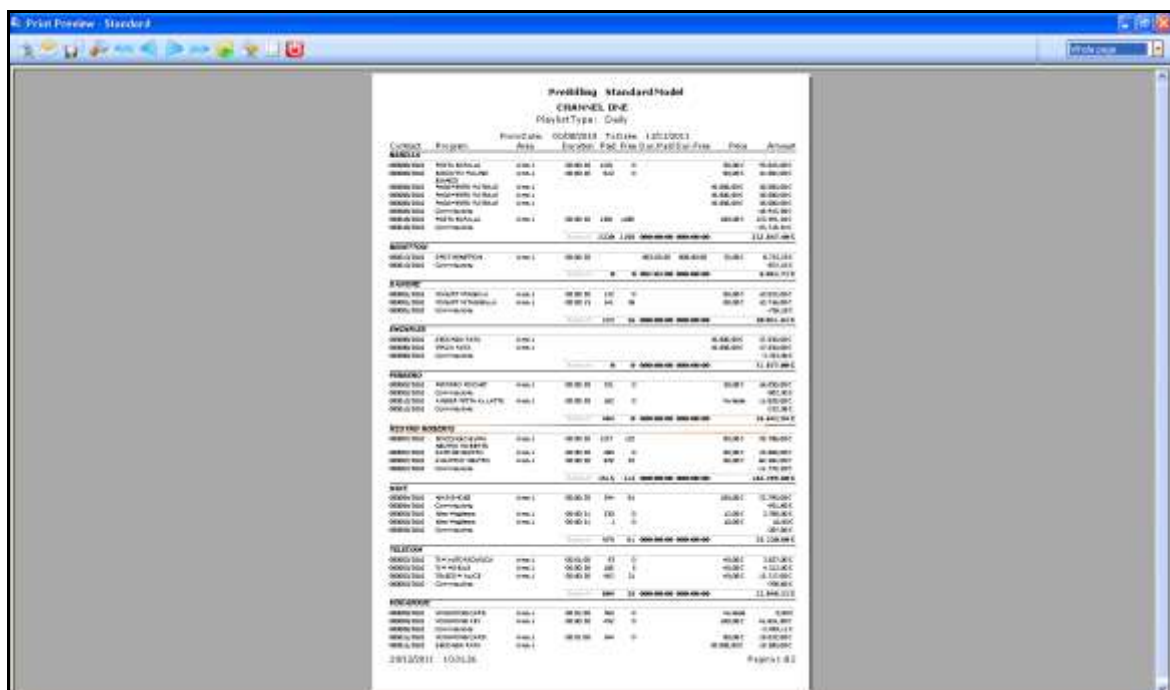
Advertising campaigns reporting

MediaReport allows the user to generate advertising reports in order to export these data (i.e Pre-Billing data) to an accounting software, or to realize analysis and statistics.

Contractual data, unit prices, agent's commissions are only a small example of what is possible to monitor with this tool.



Type	Contract	Customer	Number/Year	Date	Conclude	Order Date	Area	From Date	To Date	Acquired	Free	Unit Price	Amount
BARILLA	000008/2010		29/06/2010	29/06/2010	Area 1	01/08/2010	31/12/2010	612	0	80	34		
BARILLA	000008/2010		29/06/2010	29/06/2010	Area 1	01/08/2010	31/12/2010	1204	0	80	93		
BARILLA	000008/2010		29/06/2010	29/06/2010	Area 1			1	0	40000	36		
BARILLA	000008/2010		29/06/2010	29/06/2010	Area 1			1	0	40000	36		
BARILLA	000008/2010		29/06/2010	29/06/2010	Area 1			1	0	40000	36		
BARILLA	000008/2010		29/06/2010	29/06/2010	Channel 1								
BARILLA	000016/2010		09/11/2010	09/11/2010	Area 1	09/11/2010	09/11/2010	1384	1186	100	1239		
BARILLA	000016/2010		09/11/2010	09/11/2010	Channel 1								
BENETTON	000013/2010		02/07/2010	02/07/2010	Area 1	01/08/2010	30/09/2010					21	672
BENETTON	000013/2010		02/07/2010	02/07/2010	Channel 1								
DANCONE	000001/2010		28/06/2010	28/06/2010	Area 1	02/08/2010	30/09/2010	141	26	80	10		
DANCONE	000001/2010		28/06/2010	28/06/2010	Area 1	02/08/2010	30/09/2010	132	0	80	10		
DANCONE	000001/2010		28/06/2010	28/06/2010	Channel 1								
EMINFLEX	000006/2010		29/06/2010	29/06/2010	Area 1			1	0	40000	37		
EMINFLEX	000006/2010		29/06/2010	29/06/2010	Area 1			1	0	40000	37		
EMINFLEX	000006/2010		29/06/2010	29/06/2010	Channel 1								
FERRERO	000002/2010		28/06/2010	28/06/2010	Area 1	30/08/2010	03/10/2011	301	0	90	16		
FERRERO	000002/2010		28/06/2010	28/06/2010	Channel 1								
FERRERO	000012/2010		01/07/2010	01/07/2010	Area 1	01/08/2010	19/09/2011	163	0	Variable	11		
FERRERO	000012/2010		01/07/2010	01/07/2010	Channel 1								
NEURO ROBERTS	000007/2010		29/06/2010	29/06/2010	Area 1	01/08/2010	31/10/2010	828	92	80	64		
NEURO ROBERTS	000007/2010		29/06/2010	29/06/2010	Area 1	01/08/2010	31/10/2010	460	0	80	26		
NEURO ROBERTS	000007/2010		29/06/2010	29/06/2010	Area 1	01/08/2010	17/01/2011	1227	122	80	85		
NEURO ROBERTS	000007/2010		29/06/2010	29/06/2010	Channel 1								
NIKE	000004/2010		29/06/2010	29/06/2010	Area 1	01/08/2010	30/09/2010	244	61	100	23		
NIKE	000004/2010		29/06/2010	29/06/2010	Channel 1								



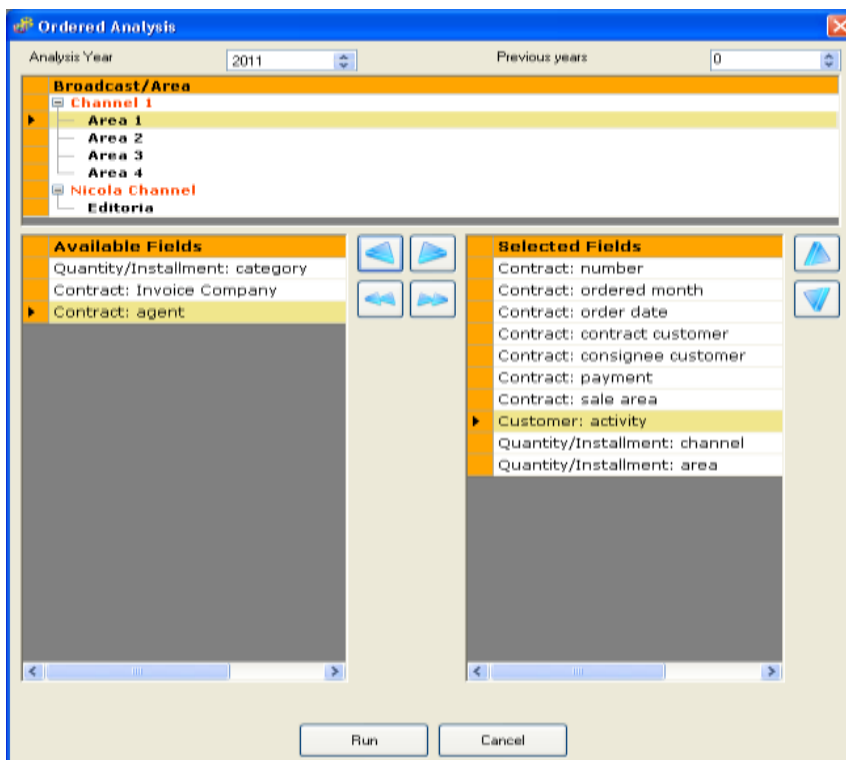
Pre-Billing Standard Model
CHANNEL ONE
MarketType: Daily

Contract	Area	From Date	To Date	Acquired	Free	Unit Price	Amount
000008/2010	Area 1	01/08/2010	31/12/2010	612	0	80	34
000008/2010	Area 1	01/08/2010	31/12/2010	1204	0	80	93
000008/2010	Area 1			1	0	40000	36
000008/2010	Area 1			1	0	40000	36
000008/2010	Area 1			1	0	40000	36
000016/2010	Area 1	09/11/2010	09/11/2010	1384	1186	100	1239
000013/2010	Area 1	01/08/2010	30/09/2010				21
000013/2010	Channel 1						
000001/2010	Area 1	02/08/2010	30/09/2010	141	26	80	10
000001/2010	Area 1	02/08/2010	30/09/2010	132	0	80	10
000001/2010	Channel 1						
000006/2010	Area 1			1	0	40000	37
000006/2010	Area 1			1	0	40000	37
000006/2010	Channel 1						
000002/2010	Area 1	30/08/2010	03/10/2011	301	0	90	16
000002/2010	Channel 1						
000012/2010	Area 1	01/08/2010	19/09/2011	163	0	Variable	11
000012/2010	Channel 1						
000007/2010	Area 1	01/08/2010	31/10/2010	828	92	80	64
000007/2010	Area 1	01/08/2010	31/10/2010	460	0	80	26
000007/2010	Area 1	01/08/2010	17/01/2011	1227	122	80	85
000007/2010	Channel 1						
000004/2010	Area 1	01/08/2010	30/09/2010	244	61	100	23
000004/2010	Channel 1						

Fully customizable reports

MediaReport gives the user the possibility to customize all statistics and reports, by deciding in advance which are the fields that are needed to control.

All the analysis can be elaborated on one or more channels, can be linked to a short period of time or span over several years.



Free slots analysis

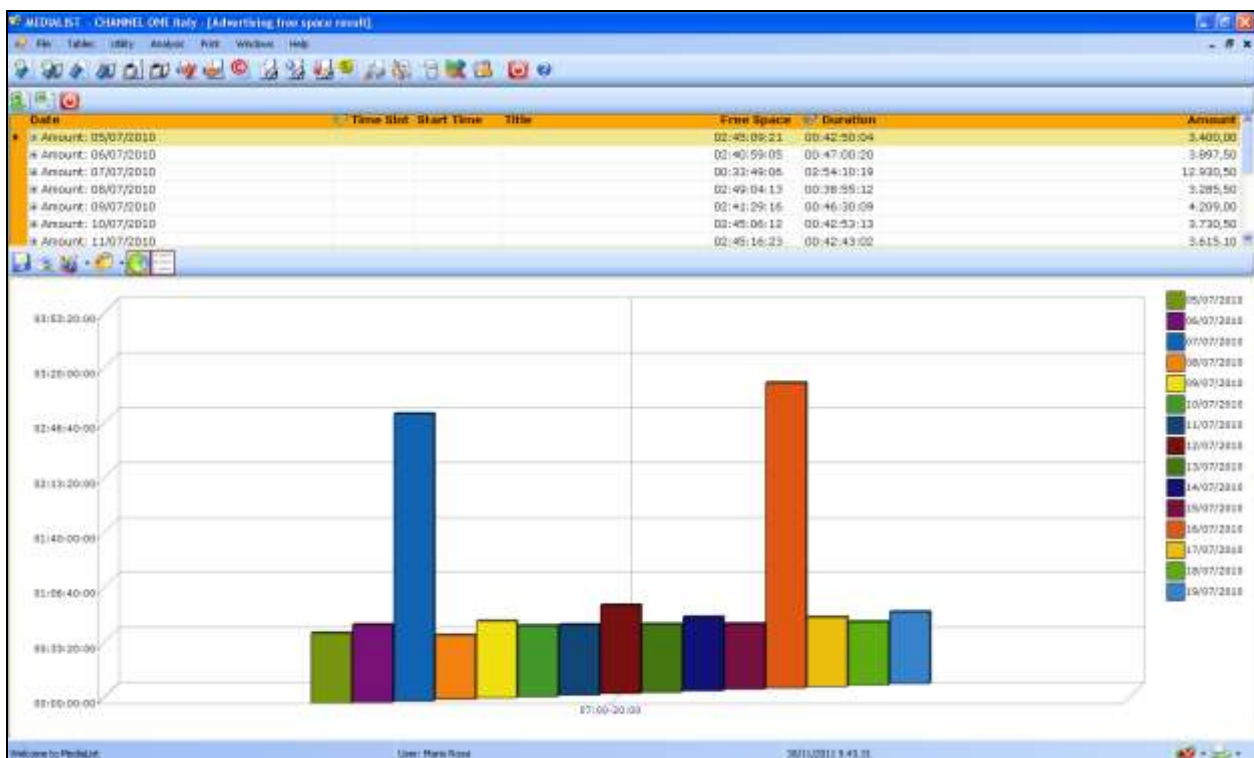
MediaReport as a tool allows the user to control the free slots in the advertising playlists or in the program playlists starting from a list of hourly intervals defined from the users. An example of these planning intervals is shown in the next table:

Edit Planning Band ✕

Description:

Monday	<input type="text" value="07:00"/>	<input type="text" value="20:00"/>
Tuesday	<input type="text" value="07:00"/>	<input type="text" value="20:00"/>
Wednesday	<input type="text" value="07:00"/>	<input type="text" value="20:00"/>
Thursday	<input type="text" value="07:00"/>	<input type="text" value="20:00"/>
Friday	<input type="text" value="07:00"/>	<input type="text" value="20:00"/>
Saturday	<input type="text" value="07:00"/>	<input type="text" value="20:00"/>
Sunday	<input type="text" value="07:00"/>	<input type="text" value="20:00"/>

Price per Unit:



Broadcasted Programs reporting

MediaReport allows the user to keep track of the number of times that a program has been broadcasted, and generating a report with data as date, cast, production year, the duration in minutes, channel etc.

	A	B	C	D	E	F
1						
2	Television data reporting analysis					
3						
4						
5						
6	Channel	Transmission date	Real length	Title	Production Year	Cast
7	Area 1	04/01/2011	24	LA CUCINA DELLO CHEF TONY		
8	Area 1	04/01/2011	16	LA CUCINA DELLO CHEF TONY		
9	Area 1	04/01/2011	0	PASTA BARILLA		
10	Area 1	04/01/2011	27	QUIZ	2011	
11	Area 1	04/01/2011	0	PASTA BARILLA		
12	Area 1	04/01/2011	0	PASTA BARILLA		
13	Area 1	04/01/2011	50	VIDEOCLIP MUSICALI		
14	Area 1	04/01/2011	0	PASTA BARILLA		
15	Area 1	10/01/2011	0	TEST		
16	Area 1	11/01/2011	1	TEST CLUBBING		
17	Area 1	12/01/2011	1	TEST CLUBBING		
18	Area 1	13/01/2011	1	TEST CLUBBING		
19	Area 1	14/01/2011	1	TEST CLUBBING		
20	Area 1	17/01/2011	0	TIM MOBILE		
21	Area 1	17/01/2011	0	KINDER FETTA AL LATTE		
22	Area 1	17/01/2011	0	DOCCIASCHIUMA NEUTRO ROBERTS		
23	Area 1	17/01/2011	0	TIM MOBILE		
24	Area 1	17/01/2011	0	KINDER FETTA AL LATTE		
25	Area 1	17/01/2011	0	DOCCIASCHIUMA NEUTRO ROBERTS		
26	Area 1	17/01/2011	21	CARTONI ANIMATI	2011	
27	Area 1	17/01/2011	0	TIM MOBILE		
28	Area 1	17/01/2011	0	KINDER FETTA AL LATTE		
29	Area 1	17/01/2011	0	DOCCIASCHIUMA NEUTRO ROBERTS		