# Counterpoint Software®
*Solutions for Media Networks*

# *Network and Station Compliance*

The Affiliate system offers a series of tools and reports to allow your network to audit spot compliance.

Counterpoint has two compliance flags: one for Network Compliance and one for Station Compliance.

## Affiliate Spot Compliance Statuses

At the time of importing affidavits using the CSI Electronic Affidavit system, or when an affidavit is manually posted in the Affiliate Affidavits screen, all affiliate spots get the Network Compliance and Station Compliance value set to either Yes or No depending on a hierarchy of rules the system uses to determine compliance.

These Compliant Statuses can be displayed on various affiliate spot reports.

## Network and Station Compliance Hierarchy

To determine a spot's Compliance or Non-Compliance, the system tests against a hierarchy of rules. When analyzing a spot to determine the Network and Station compliance, the system starts with rule one and continues to test each rule until it finds one that meets the spot's criteria, then it sets the Network and Station Compliance flags accordingly.

1. Pledge set as Not Carried is always Network and Station Compliant.
2. If a spot is blacked out by another spot (regardless if it's the spot that is doing the blacking out or not), it is always Network and Station Compliant.
3. Fill spots that aired are Network and Station Compliant. Missed fill spots are Network compliant and Station Non-Compliant.
4. Missed non-fill spots that were missed by the station are always Network and Station Non-Compliant.
5. Makegood Spots that are made good by the Network are always Network and Station Compliant (regardless of where aired by station).
6. Spots moved as Outsides by the Network are always Network and Station Compliant (regardless of where aired at the station).
7. If none of the above rules have been met, the section is used to determine network compliance.
   a. Days: For weekly buys: any allowed ordered day
   b. Days: For daily buys: on ordered day only
   c. Dates: Standard broadcast billing cycle: within month
   d. Dates: Calendar or weekly billing cycle: within week
   e. Times: Daypart or override times from order
8. Rule eight is used for setting the station compliance if none of the other above rules (1 through 6) have been met.
   a. Days: Live Pledge: Spot is on feed day
   b. Days: Delayed Pledge: Spot is within feed week

c.  Date: Spot is within pledge week

d.  Times: Spot is within pledge times

## Set Compliance Utility

To set the compliance flags for affiliate spots created prior to Counterpoint Version 7.0, the Set Compliance utility must be run. The utility is found in File->Utilities->Set Compliance.

The Set Compliance utility uses the compliance hierarchy described above to determine network and station compliance.

### Running the Utility

To run the utility, enter a date range, select the vehicles, then click Process. (The From date must use a Monday start date.)

You can run the utility for a date range as large as the amount of data you wish to convert - for example, the entire previous year - or if you have a large amount of data, you can use the date range to run the utility on a limited range of dates, such as for the last four months.

When finished, the Process button will change to Done, and a log file will be stored in the Data->Messages folder. The "Set Compliance" log will list everything that was converted, along with the processing time.

## Affiliate Reports

There are five reports in the Affiliate system that displays a spot's Network and Station Compliance Status.

## Advertiser Compliance

This report designates Network Non-Compliant spots with an "N" and Station Non-Compliant spots with an "S" in the far right Compliant Column.

The report can be sorted by Advertiser, with an intermediate sort by station or vehicle, displaying one or multiple advertisers, vehicles, and stations, and can include/exclude non-reported stations.

If you chose to *Show Days/Dates/Times As Sold,* you can select the *Non-Compliant Only Network* spots option, which will only show Network Non-Compliant



spots and bypass all Network Compliant spot. Likewise, if you *Show Days/Dates/Times As Pledged*, you can choose to display only Station Non-Compliant spots.

**Advertiser Compliance by Vehicle**

for 11/12/12-11/18/12, 12:00a-12:00a All spots

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| Station | Vehicle | Pledged Days/Dates/Times | Air Day | Air Date | Air Time | Len | Advertiser/Product | ISCI | Contract | Ln# | Compliant |
|---|---|---|---|---|---|---|---|---|---|---|---|
| KAAA-FM | George Carlin | Tu 11/13/12, 6:40P-6:45P | Tue | 11/13/12 | 6:40:00PM | 30 | Burger King | BK-0099 | 1201 | 1 | |
| KAAA-FM | George Carlin | We 11/14/12, 8:50P-8:55P | Wed | 11/14/12 | 11:33:00PM | 30 | Burger King | BK-0099 | 1201 | 1 | S |
| **Total Spots for George Carlin** | | **2** | | | | | | | | | |
| **Total Spots for Burger King** | | **2** | | | | | | | | | |

## Fed vs. Aired

This report lists feed times from the network agreement and posted station aired times.

If you choose discrepancy only, it compares and lists any spots outside the feed date and time. Status Discrepancy will display any spots whose internal spot status is different from its internal pledged status.

Checking "Show Status Codes" will note Network Non-Compliant or Station Non-Compliant spots with an N(Network) or S(Station) in the far right column.

**Fed vs Aired Clearance by Vehicle**

Show Exact Station Feed for Aired Dates 11/12/12-11/18/12, 12:00a-12:00a Discrepancies Only, All Avail Names

Excluded:9-Not Carried, Not Reported

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| Vehicle/Station | Feed Day | Feed Date | Feed Time | Air Day | Air Date | Air Time | Advertiser/Product | ISCI | Contract# | Len | Status | N-S Non-C |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *George Carlin* | | | | | | | | | | | | |
| KAAA-FM | Mon | 11/12/12 | 7:40:00PM | Mon | 11/12/12 | 7:40:00PM | McDonalds | MCD123 | 1200 | 30 | 1-Aired Live | N |
| KAAA-FM | Wed | 11/14/12 | 8:50:00PM | Wed | 11/14/12 | 11:33:00PM | Burger King | BK-0099 | 1201 | 30 | 1-Aired Live | S |
| **Total Spots for George Carlin** | | **2** | | | | | | | | | | |

## Pledged vs. Aired

This report lists and compares the agreement pledged times and days to the posted times and dates for the selected time period.

Showing spot status codes allows you to analyze how the spots were aired: live, delayed, not aired due to technical difficulties, or blackouts, and will also indicate Network Non-Compliant and Station Non-Compliant spots with an N(Network) or S(Station) in the far right column.

**XYZ Broadcasting**

### Pledged vs Aired Clearance by Advertiser & Vehicle

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for Aired Dates 11/12/12-11/18/12, 12:00a-12:00a, All Avail Names

Excluded:9-Not Carried, Not Reported

| Vehicle | Station | Pledge Day | Date | *** Pledge Times *** Start | End | Air Day | Date | Air Time | Advertiser/Product | ISCI | Contract# | Len | Status | N-S Non-C |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| George Carlin | KAAA-FM | Tue | 11/13/12 | 6:40:00PM | 6:45:00PM | Tue | 11/13/12 | 6:40:00PM | Burger King | BK-0099 | 1201 | 30 | 1-Aired Live | |
| George Carlin | KAAA-FM | Wed | 11/14/12 | 8:50:00PM | 8:55:00PM | Wed | 11/14/12 | 11:33:00PM | Burger King | BK-0099 | 1201 | 30 | 1-Aired Live | 8 |
| **Total Spots for George Carlin** | | | **2** | | | | | | | | | | | |
| **Total Spots for Burger King** | | | **2** | | | | | | | | | | | |
| George Carlin | KAAA-FM | Mon | 11/12/12 | 7:40:00PM | 7:45:00PM | Mon | 11/12/12 | 7:40:00PM | McDonalds | MCD123 | 1200 | 30 | 1-Aired Live | N |
| George Carlin | KAAA-FM | Thu | 11/15/12 | 7:20:00PM | 7:25:00PM | Thu | 11/15/12 | 7:20:00PM | McDonalds | MCD123 | 1200 | 30 | 1-Aired Live | |
| **Total Spots for George Carlin** | | | **2** | | | | | | | | | | | |
| **Total Spots for McDonalds** | | | **2** | | | | | | | | | | | |
| **Total Spots** | | | **4** | | | | | | | | | | | |

## Advertiser Placement

The Advertiser Placement report offers a quick, detailed listing of aired information for selected or all advertisers. The report bypasses normal routines, increasing its processing speed.

Aired dates/times (as opposed to feed dates/times), along with the spot length and copy are displayed. Regional copy can be highlighted, or spots without regional copy can be excluded.

Spot status codes can optionally be shown, as well as station counts, and stations not yet reported. If Status Codes are shown, Network Non-Compliant and Station Non-Compliant Statuses will also be indicated with an N(Network) or S(Station) in the far right column.

**XYZ Broadcasting**

### Advertiser Placement for AC Delco

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by DMA Market, for Air Dates 1/1/14-12/27/15, 12:00a-12:00a, for All Spots

Excluded:9-Not Carried, Not Reported

| DMA Rank/Market | | Station | Vehicle | Air Day | Air Date | Air Time | ISCI | Contr# | Len | Status | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 2 | Los Angeles | KCCC-FM | Billy Crystal | Sa | 1/3/15 | 5:45:00PM | ACD-LA-600-30 | 1 | 30 | 1 | |
| 2 | Los Angeles | KCCC-FM | Billy Crystal | Su | 1/4/15 | 4:30:00PM | ACD-LA-600-30 | 1 | 30 | 1 | |
| 2 | Los Angeles | KCCC-FM | Billy Crystal | Sa | 1/10/15 | 4:30:00PM | ACD-LA-600-30 | 1 | 30 | 1 | |
| 2 | Los Angeles | KCCC-FM | Billy Crystal | Su | 1/11/15 | 5:10:00PM | ACD-LA-600-30 | 1 | 30 | 1 | |
| 2 | Los Angeles | KCCC-FM | Billy Crystal | | | | ACD-LA-600-30 | 1 | 30 | 3 | N S |
| 2 | Los Angeles | KCCC-FM | Billy Crystal | Su | 1/18/15 | 5:45:00PM | ACD-LA-600-30 | 1 | 30 | 1 | |
| 2 | Los Angeles | KCCC-FM | Billy Crystal | Sa | 1/31/15 | 4:30:00PM | ACD-LA-600-30 | 1 | 30 | 1 | |
| 2 | Los Angeles | KCCC-FM | Billy Crystal | Su | 2/1/15 | 5:45:00PM | ACD-LA-600-30 | 1 | 30 | 1 | |
| 2 | Los Angeles | KCCC-FM | Billy Crystal | Sa | 2/7/15 | 4:45:00PM | ACD-LA-600-30 | 1 | 30 | 1 | |
| 2 | Los Angeles | KCCC-FM | Billy Crystal | Su | 2/8/15 | 5:10:00PM | ACD-LA-600-30 | 1 | 30 | 1 | |

## Advertiser Fulfillment

The Advertiser Fulfillment report gives your client a listing of where and when the affiliates aired their spots, showing the aired dates/times, along with the spot length and copy.

Spot status codes can optionally be shown, as well as station counts, and stations not yet reported.

If Status Codes are shown, Network and Station Non-Compliant Statuses will be indicated with an N(Network) or S(Station) in the far right column.



**XYZ Broadcasting**

**Advertiser Fulfillment for Burger King**
by DMA Market, for Air Dates11/12/12-11/18/12, 12:00a-12:00a, All Avail Names
Excluded:9-Not Carried, Not Reported

Page 1

| DMA Rank/Market | | Station | Vehicle | Air Day | Air Date | Air Time | ISCI | Contr# | Len | Status |
|---|---|---|---|---|---|---|---|---|---|---|
| 1 | New York | KAAA-FM | George Carlin | Tu | 11/13/12 | 6:40:00PM | BK-0099 | 1201 | 30 1 | |
| 1 | New York | KAAA-FM | George Carlin | We | 11/14/12 | 11:33:00PM | BK-0099 | 1201 | 30 1 | S |
| | Total Spots | 2 | | | | | | | | |

## Affiliate Measurement Report

The Affiliate Measurement report is used to measure affiliate compliance and delinquent rates. The report displays the measurement figures obtained in the current week the utility was generated in, for the date requested.

The report follows formulas on this grid to arrive at its figures:

| Report Options<br><br>Report Columns | Counts by Aired | Percent (Pct) by Aired | Percent (Pct) by Year |
|---|---|---|---|
| Weeks Missing | # of weeks Missing | # of weeks missing / # of weeks aired | # of weeks missing / 52 weeks |
| Weeks Reported | # of weeks aired - # of weeks missing | # of weeks aired - # of weeks missing / # of weeks aired | 52weeks - # of weeks missing / 52 |
| Station Non-Compliant | # of Station Non-Compliant spots posted | # Station Non-Compliant spots posted /total  # of spots posted | # of Station Non-Compliant spots posted /total # spots posted |
| Network Non-Compliant | # Network Non-Compliant spots posted | # Network Non-Compliant spots posted / total # of spots posted | # Network Non-Compliant spots posted / total # spots posted |
| Responsiveness | # of weeks aired  x  7/ # unique days submitted | # of weeks aired  x  7/ # unique days submitted (no percent) | # of weeks aired x 7/# unique days submitted (no percent) |

Information can be displayed by aired counts (# of weeks, # of spots, etc.) or by year or aired percentages (aired percentages are arrived at by dividing the six measurement values by the number of aired spots and year percentages are arrived at by dividing the six values by 52).

There are optional major and minor sorts, which can include applicable page skips, minor sorts can be sorted in ascending or descending order. You can choose to run the report in a detail or summary version, and decide whether to include or exclude Network Non-Compliant Station, and/or Responsiveness in the calculations, as well as whether to display internal counts stored in the Affiliate Measurement file.

This example shows the detailed Counts by Aired, breaking out information by station:

**Station Measurement Counts by Aired (*Vehicle, **Station)**  Page  1
Measuring w/o 1/5/15, Updated on 1/16/15 using data generated for w/o 1/5/15

| Vehicle | Station | # | Market | Weeks Missing | Weeks Reported | Station N/C | Network N/C | Responsiveness (in days) |
|---------|---------|---|--------|---------------|----------------|-------------|-------------|--------------------------|
| Billy Crystal | KAAA-FM | 1 | New York | 1 | 1 | 0 | 0 | 14.0 |
| Billy Crystal | KBBB-FM | 1 | New York | 2 | 0 | 0 | 0 | |
| Billy Crystal | KDDD-FM | 15 | San Francisco | 2 | 0 | 0 | 0 | |
| Billy Crystal | KEEE-FM | 3 | Chicago | 2 | 0 | 0 | 0 | |
| Billy Crystal | KFFF-FM | 8 | Dallas | 2 | 0 | 0 | 0 | |

This examples shows the Summary version, which shows one line of information per vehicle:

**Station Measurement Counts by Aired (*Vehicle, **Station)**  Page  1
Measuring w/o 1/5/15, Updated on 1/16/15 using data generated for w/o 1/5/15

| Vehicle,Station | Weeks Missing | Weeks Reported | Station N/C | Network N/C | Responsiveness (in days) |
|-----------------|---------------|----------------|-------------|-------------|--------------------------|
| *Billy Crystal | 1.8 | 0.2 | 0.0 | 0.0 | 2.8 |