



Getting The Most Out Of Adsphere

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LOGGING INTO ADSPHERE

After you sign into AdSphere with your email and password the system will request that you also enter in an **AUTHY code** once every 30 days from any new computer/browser combination. The required AUTHY code will automatically be sent via SMS to your smartphone. In situations where you may be traveling, and unable to receive SMS messages, you can get an Authy code over WIFI from the free Authy app. Please setup before traveling.

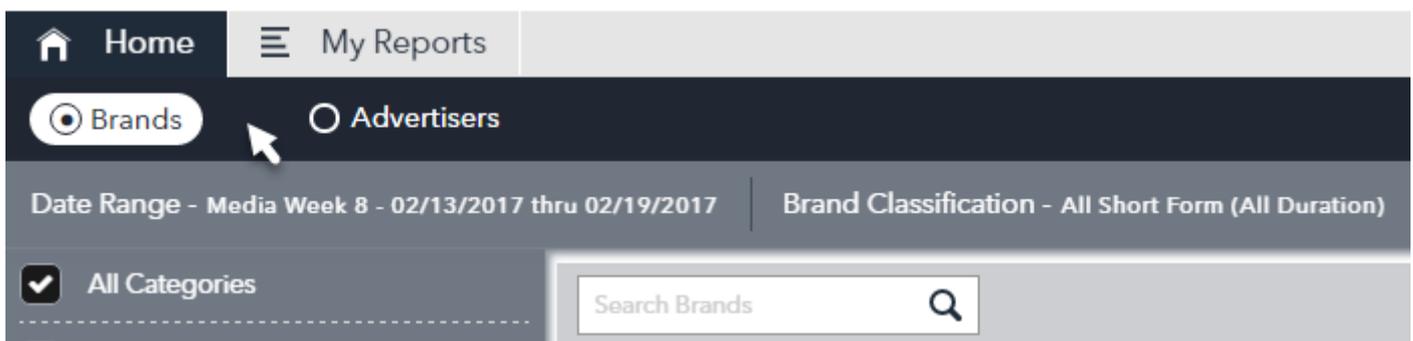
UNDERSTANDING RANKING DATA

RANK	Brands and Advertisers are ranked based on total spend for the period selected.
BRANDS /CREATIVES	Please look for the small '+' sign adjacent to both brand and creative columns. This will allow you to expose additional details regarding all associated brands and/or creatives. When you expand the creatives detail, you will find clickable play buttons allowing you to play any of the 60K+ creatives in the AdSphere database.
CATEGORY	Each brand is associated to one or more categories. Click to expand the category column to see the categories assigned. You can use this information to help you find similar brands by choosing any combination of category or sub-categories across 190 combinations.
CREATIVE CLASSIFICATION	At the creative level, you will find one of three values in this column.
Product - DR	Creative is advertising the full price point of the base product and using DR variations (differing phone, promotion codes, or SMS codes) which vary by network.
Lead Gen - DR	Assigned to all other creatives that use DR variations. Multi-pay, free information, etc.
Lead Gen - BRAND DR	This classification is assigned to all direct-to-consumer creatives that do not use DR variations ie: the same vanity phone, url, sms, or app store logo is used across all networks.
RESPONSE TYPES	At the creative level, you will find up to four response type icons which designate if the creative uses a toll free number, web address, SMS, or Mobile App Response in the call to action. You can mouse over these icons to see a tool tip / description.
AIRINGS	This is the count of how many airings were detected for the period in question across the national cable networks monitored by DRMetrix.
SPEND (\$)	Spend is based on the average of what brand/DR campaigns are paying for network dayparts. For more information visit our Spend Methodology page by clicking here .
National & DPI%	AdSphere tracks creatives running in national and DPI ad breaks for all applicable cable networks. Ads running in DPI breaks are not seen in top DMA markets and are priced at a significant discount. For more information please click here .
ASD	Average Spot Duration. The total run time across all creatives divided by the number of airings. Example: If an advertiser runs (1) :120 spot and (1) :60 spot and (1) :30 spot then the total run time would be 210 seconds divided by 3 airings for an ASD of 70s. This allows one to understand the average spot duration for short form brands. You can expand brands to see the creative level details from which the ASD is derived.
WEEKS	The number of media weeks that AdSphere has detected airings for any brand.

DEFAULT REPORT

Upon logging into AdSphere, you will see a report based on default filter settings. The data shown will be for the last media week, and will include a ranking of brands across all 190 industry categories. The types of direct-to-consumer campaigns shown will be based on all short form brand classifications which include Short Form Products, Lead Generation, and Brand/DR. By expanding the creative column, by clicking on the + sign, you will be able to view each creative along with its classification. See “CREATIVE CLASSIFICATION” on page 3 for more details.

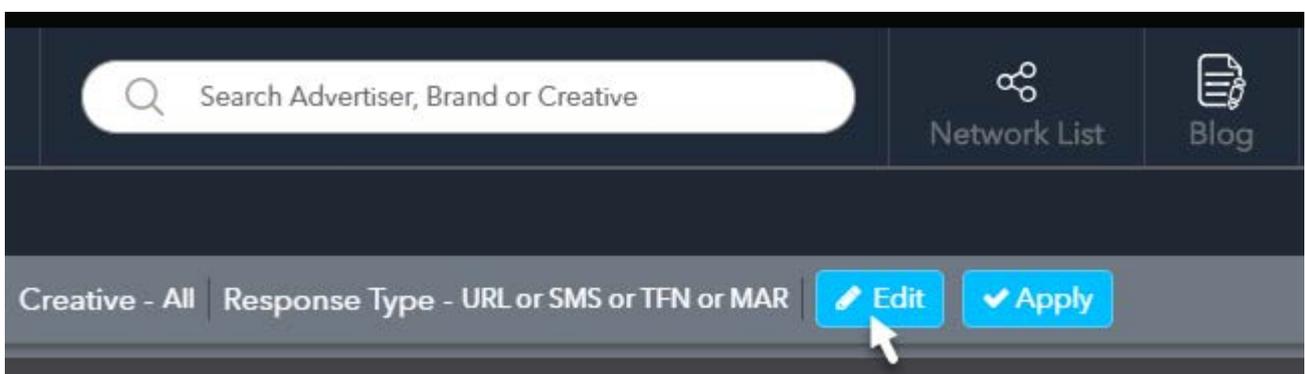
CHOOSE BETWEEN RANKING BRANDS OR ADVERTISERS



You can switch between ranking brands or advertisers by clicking on either choice located under the AdSphere logo on the top left of the site.

ADVANCED FILTERS

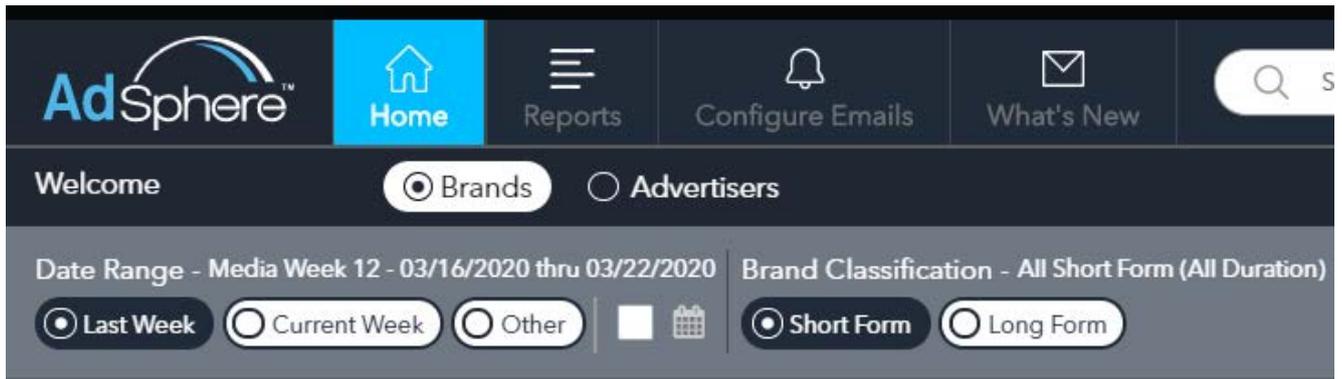
After you have clicked on either Advertisers or Brands you can access advanced filters to further customize your report. To begin, click the EDIT button located at the top right of the home screen. After making your selections, click APPLY to run your report.



You will see several filters upon clicking on EDIT

DATE RANGE

Starting on the far left, you'll find an area where you can choose a date range for your report. Note: Ranking reports are in calendar day (not broadcast day).

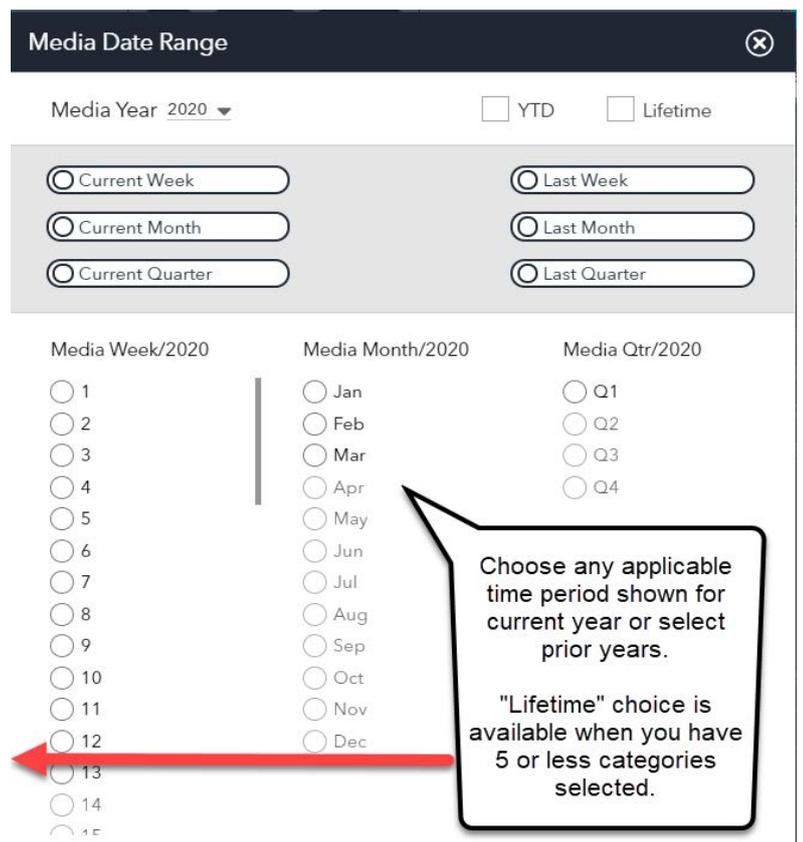
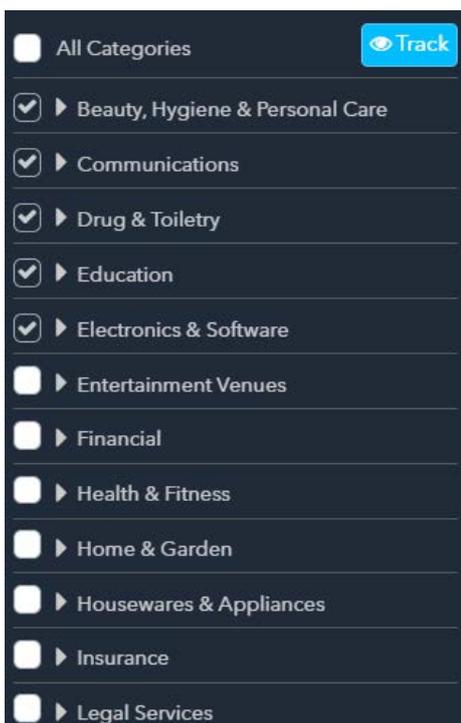


You have the following choices:

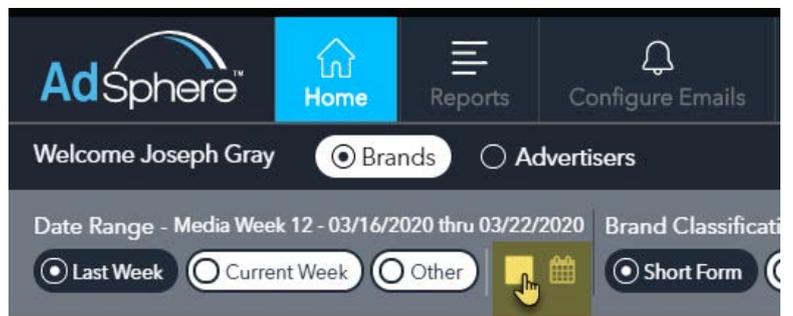
Last Week – Click here to select the most recently closed media week. The media week number and date range will be shown. In the sample shown above, “Media Week 12 – 03/16/2020 thru 03/22/2020”

Current Week – Click here to select the current media week. AdSphere will report results for the current week to date. Be aware that airings can be delayed up to 45 minutes. Also, depending on the day (weekends vs. weekdays) it can take 24-48 hours for new advertisers, brands, and creatives to be registered into the AdSphere database. Our research team attempts to register all new discovered creatives as quickly as possible during regular office hours Mon-Friday Pacific Coast Time.

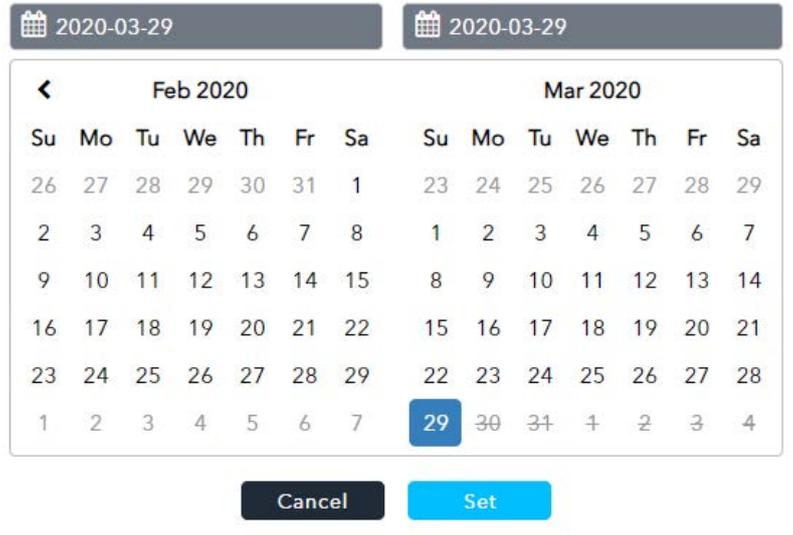
Other – Click Other to open up the following menu of choices:



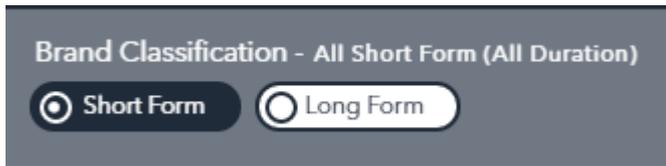
Custom Date – You may also choose your own date range by clicking the date selector:



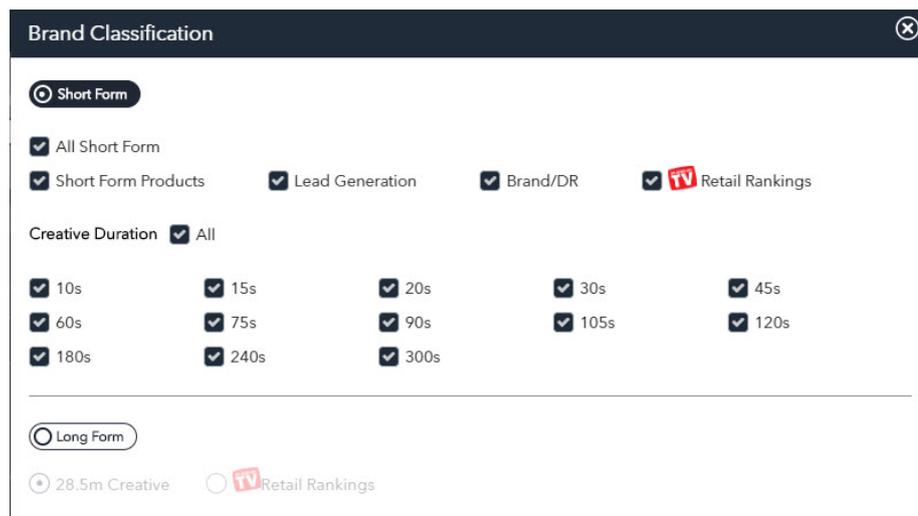
This will open a calendar selector where you can select a custom FROM and TO date. When finished click the SET button.



To the right of date range, you will find the brand classification selector



Choose either Short Form or Long Form (28.5 minute) which will open the following menu:



From this menu, you can toggle between Short Form or Long Form and choose any combination of brand classifications. The resulting ranking report will only consider creatives that match the chosen brand classifications. For Short Form, you may further customize your report by choosing any combination of creative durations. Try this, choose 300s (5 minute) then close this window and click the APPLY button. Now you can use the Network Selector (see page 8) to discover which networks ran 300s airings for the period.

SHORT FORM PRODUCTS & LEAD GENERATION

The brand classifications “Short Form Products” and “Lead Generation” will allow you to filter the results to only show campaigns using DR variations, such as different phone numbers and/or trackable promotion codes or serialized web addresses. If you are interested in finding which networks and dayparts are likely to produce the highest return on investment for similar campaigns, and to study best performing creatives, we recommend you study brands and creatives within these two classifications. To learn how others are using this feature to create a competitive edge please visit www.drmetrix.com/knowROI.

BRAND/DR

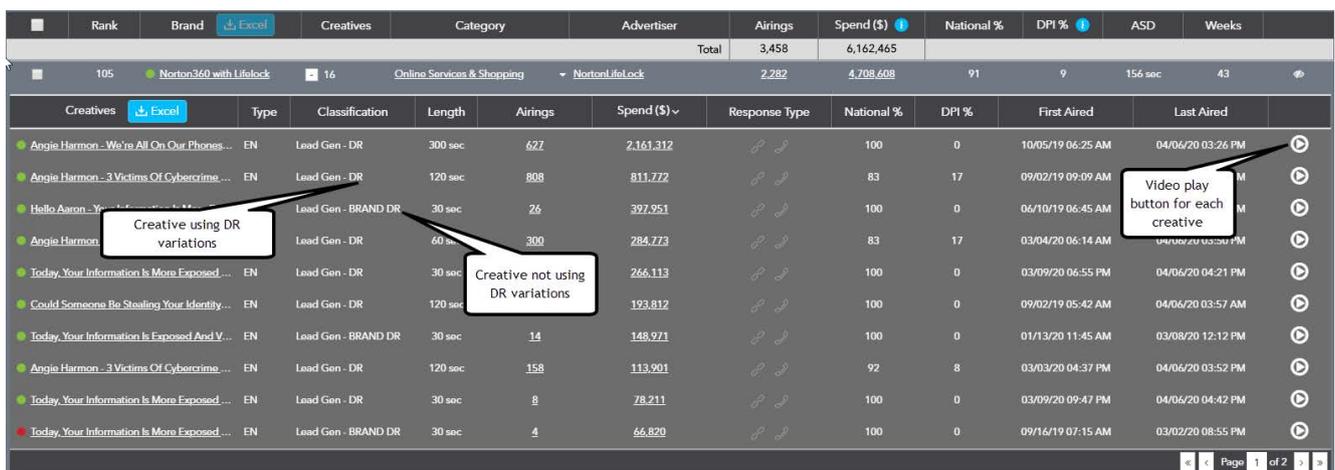
The Brand/DR classification shows brands and creatives that use a vanity number, and/or branded website, SMS code, etc. Brand/DR campaigns are unable to attribute consumer response back to individual networks as accurately as campaigns using DR variations. Often, these campaigns are relying on third party metrics of audience viewership/ratings or less accurate TV attribution models.

ASONTV RETAIL RANKINGS

This selection is used by the retail industry to study ASONTV brands in the U.S. marketplace. ASONTV brands appear in the AdSphere™ Weekly Top 40 rankings which are distributed every Monday to retailers as well as to AdSphere Subscribers both domestically and internationally.

CREATIVE CLASSIFICATION

When choosing “All Short Form”, results will include brands and creatives from Brand/DR, Short Form Products & Lead Generation. By referencing the creative classification, you can determine for each creative listed whether it is Traditional DR (using DR Variations) or Brand/DR (not using DR Variations).

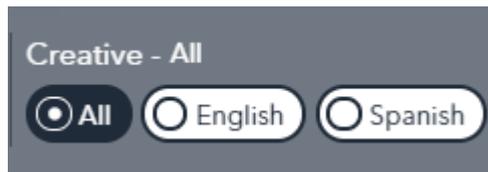


Rank	Brand	Creatives	Category	Advertiser	Airings	Spend (\$)	National %	DPI %	ASD	Weeks
105	Norton360 with Lifelock	16	Online Services & Shopping	NortonLifeLock	2,282	4,708,608	91	9	156 sec	43
Creatives	Type	Classification	Length	Airings	Spend (\$)	Response Type	National %	DPI %	First Aired	Last Aired
Angie Harmon - We're All On Our Phones...	EN	Lead Gen - DR	300 sec	627	2,161,312		100	0	10/05/19 06:25 AM	04/06/20 03:26 PM
Angie Harmon - 3 Victims Of Cybercrime...	EN	Lead Gen - DR	120 sec	808	811,772		83	17	09/02/19 09:09 AM	
Hello Aaron - You're Not Safe At Home...	EN	Lead Gen - BRAND DR	30 sec	26	397,951		100	0	06/10/19 06:45 AM	
Angie Harmon - ...	EN	Lead Gen - DR	60 sec	300	284,773		83	17	03/04/20 06:14 AM	
Today Your Information Is More Exposed...	EN	Lead Gen - DR	30 sec		266,113		100	0	03/09/20 06:55 PM	04/06/20 04:21 PM
Could Someone Be Stealing Your Identity...	EN	Lead Gen - DR	120 sec		193,812		100	0	09/02/19 05:42 AM	04/06/20 03:57 AM
Today Your Information Is Exposed And Y...	EN	Lead Gen - BRAND DR	30 sec	14	148,971		100	0	01/13/20 11:45 AM	03/08/20 12:12 PM
Angie Harmon - 3 Victims Of Cybercrime...	EN	Lead Gen - DR	120 sec	158	113,901		92	8	03/03/20 04:37 PM	04/06/20 03:52 PM
Today Your Information Is More Exposed...	EN	Lead Gen - DR	30 sec	8	78,211		100	0	03/09/20 09:47 PM	04/06/20 04:42 PM
Today Your Information Is More Exposed...	EN	Lead Gen - BRAND DR	30 sec	4	66,820		100	0	09/16/19 07:15 AM	03/02/20 08:55 PM

TIP: You can click the play button to see a representative sample of each creative. In most cases, creatives flagged as BRAND/DR will show a vanity call to action. There are over 60,000 creatives available to stream in AdSphere!

CREATIVE TYPE

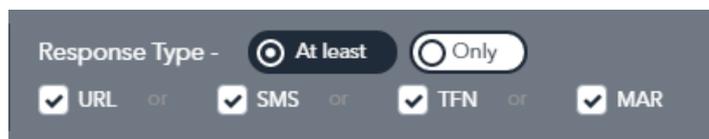
Located between the Brand Classification filter and Response Type filters you'll find a creative language selector which provides you with a choice of All, English or Spanish.



When AdSphere researchers are adding new creatives to the database, they will flag them as either English or Spanish based on the “spoken language” in the creative. You can use this feature to see rankings for Advertisers and Brands based on Spanish creative expenditures, English creative expenditures, or all.

RESPONSE TYPE

You can filter results to only include creatives with any combination of URL, SMS (Short Message Service also known as Text Messaging), TFN (Toll Free Number) or MAR (Mobile App Response).



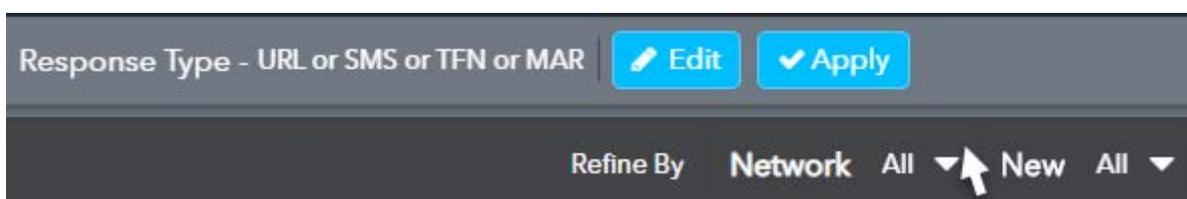
You can select one or more of these choices and specify ‘At least’ or ‘Only’ condition. For example, if you select URL and ‘At least’ then AdSphere will return all results that include any combination of response types provided the creative ‘at least’ has a URL. If you select URL and ‘Only’ then AdSphere will include creatives that have a URL only and no other response types present.

Now you are ready to click “APPLY” and create your report! If you would like to change all the filters back to their default values, you may click the reset button and if you'd like to cancel your changes and return to the prior report, you may click the cancel button.

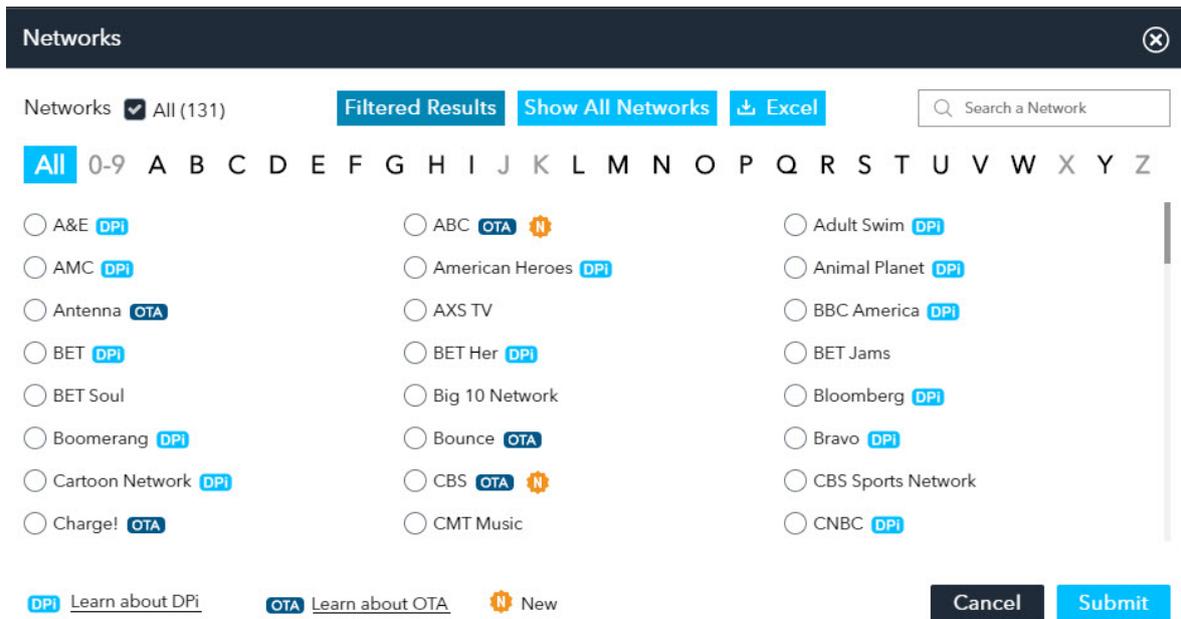


NETWORK SELECTOR

Upon running your report, you will be presented with several sub-filters that allow you to further refine your results. One of these is the network selector.



Clicking on the network selector will open the following dynamic menu:



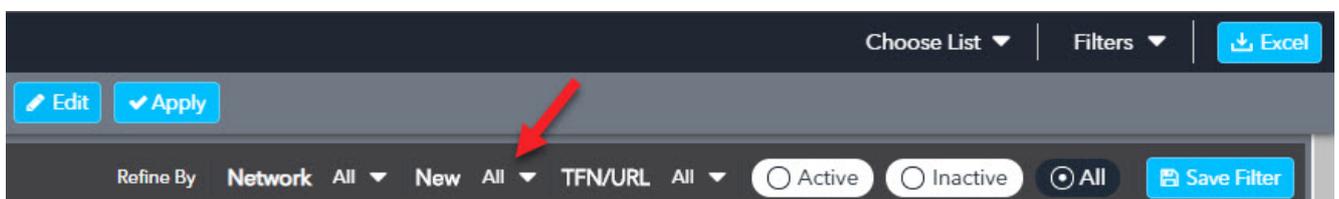
Based on the filters you've set previously, Adsphere will display all networks that had one or more airings under Filtered Results. As an example, if you've filtered for only 300 second creatives then only those networks that ran 300 second spots during the chosen period will be included in the list of filtered results displayed. You can use the blue buttons on top to toggle between filtered results and Show All Networks which is helpful in situations where you need to access the network log view or tracking & alerts for a network that is not appearing in the filtered results list.

You can search for specific networks using the search box, alphabetically, or by scrolling through the list and making your selection. You can choose any singular network or all networks. After you have made your choice, click Submit to generate the filtered report.

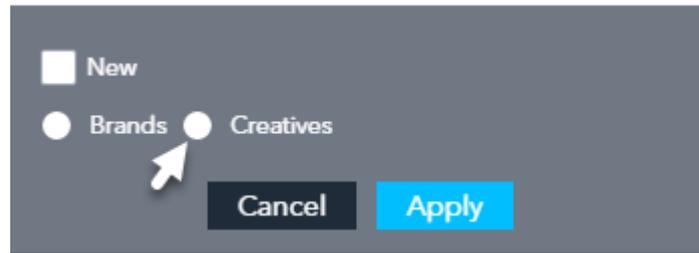
You can learn more about the "Network Excel Export", as shown above, on page 31

NEW ADVERTISERS, BRANDS, CREATIVES

This sub-filter will help you isolate new advertisers, brands, and creatives that were first detected on the air provided they meet all of the conditions of your chosen filters. As an example, if I wanted to display new 300 second 'short form product' creatives that were discovered on the air last week, I would choose "last week" as my date range, short form products as my brand classification, the creative length of 300 seconds, and then after running my report I would click on the 'new filter' as shown below and choose to see 'new creatives'



When running a 'brands' report, if you open the 'new' filter, the following choices will be shown:

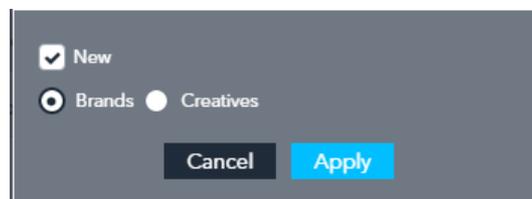


You can click on either 'brands' or 'creatives' to filter for new content. Creatives will show you any brand (new or existing) that launched a new creative during the chosen date range. You can then expand the creative column for any brand to see all of its new creatives.

In the sample report below, we have expanded the creatives column for American Red Cross after running a brand ranking report for media week 12 - 03/16/2020 thru 03/22/2020 and then applying the "new creatives" filter. As shown, AdSphere detected two new creatives for week 12 for this brand.

Search Brands		Refine By Network All New Creatives TFN/URL All Save Filter										
Rank	Brand	Creatives	Category	Advertiser	Airings	Spend (\$)	National %	DPI %	ASD	Weeks		
Total					35,241	44,748,617						
1	Domino's	2	Retail, Restaurant & Food Venues	Domino's Pizza	5,756	6,526,114	100	0	15 sec	106		
2	CDC - Center For Disease Control	6	Public Service	Centers for Disease Control & Prev...	233	2,123,966	100	0	38 sec	30		
3	American Red Cross	2	Public Service	American National Red Cross	792	2,034,192	96	4	23 sec	213		
Creatives		Type	Classification	Length	Airings	Spend (\$)	Response Type	National %	DPI %	First Aired	Last Aired	
Urgently Needs Blood And Platelet Donations v2		EN	Lead Gen - BRAND DR	30 sec	400	1,299,671		93	7	03/16/20 07:23 AM	03/28/20 04:52 PM	
Urgently Needs Blood And Platelet Donations v2		EN	Lead Gen - BRAND DR	15 sec	392	734,521		99	1	03/16/20 07:39 PM	03/28/20 04:49 PM	

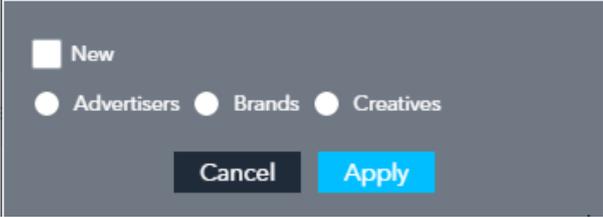
Alternatively, we could apply a 'new brands' filter.



American Red Cross would not appear in the results anymore because it is not a new brand. Instead we would discover all of the brands that were new on the air for week #12 a sample of which is shown on the next page.

Search Brands		Refine By Network All New Brands TFN/URL All Save Filter										
Rank	Brand	Creatives	Category	Advertiser	Airings	Spend (\$)	National %	DPI %	ASD	Weeks		
					Total	2,972	3,002,467					
1	#AloneTogether	9	Public Service	Advertising Council	1,360	1,074,478	100	0	19 sec	1		
2	Covid-19	7	Public Service	Centers for Disease Control & Prev...	226	659,730	100	0	18 sec	1		
3	Popeye	1	Retail, Restaurant & Food Venues	Popeyes Louisiana Kitchen	342	474,111	100	0	15 sec	1		
4	Slow The Spread	1	Public Service	Advertising Council	125	242,395	100	0	30 sec	1		
5	Bowflex Bike	1	Health & Fitness	Nautilus	75	222,546	100	0	15 sec	1		
6	innovo	2	Health & Fitness	Atlantic Therapeutics	209	102,837	100	0	24 sec	1		
7	Zantac - Hilliard, Martinez and G...	1	Legal Services	Hilliard, Martinez and Gonzales	72	66,012	100	0	60 sec	1		
8	Bluescape	2	Electronics & Software	Bluescape Software	163	44,454	100	0	30 sec	1		
9	Hempvana HydroClean	1	Beauty, Hygiene & Personal Care	Telebrands (Bulbhead)	23	21,762	100	0	120 sec	1		
10	What Are the Odds	1	Miscellaneous	My Pillow	12	16,956	100	0	120 sec	1		

TIP: When running an Advertisers ranking report, you will additionally be able to choose to filter for new 'advertisers'. If you choose new brands or creatives, AdSphere will show you a list of Advertisers that aired a new brand or creative for the chosen period.



TFN / URL SEARCH

This sub-filter allows you to filter the current ranking report for TFN or URL matches.

TFN/URL
✕

TFN URL

Please enter minimum 3 digits

Search Tips without Dashes

- 3+ characters will show results that 'contain' search string.
- Alpha-Numeric Search is supported.

Search Tips using Dashes

- XXX- will show all results that match 'area code'
- -XXX or XXX- or -XXX- will show all results that match 'prefix'
- -XXXX will show all results that match 'line number'
- Any string with valid dash positions will show matching results

Cancel
Apply
Reset

TFN/URL
✕

TFN URL

Please enter minimum 3 characters

Search Tips

- Search for 3+ characters will show results that 'contain' search string
- Use "www.STRING" to show all URL matches that start with string
- Use "STRING.com" to show all URL matches the end with string

Cancel
Apply
Reset

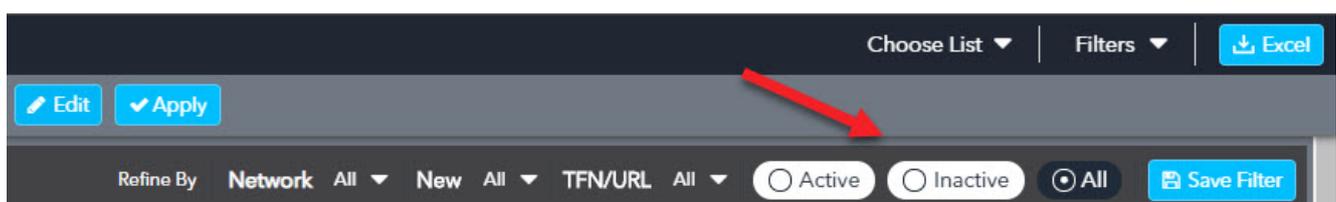
It's important to keep in mind that the TFN/URL search will consider all of the ranking report filter settings and will only search within matching airings. In the example below, a URL search for "www.get" was applied to a ranking report that was considering all airings for the prior media week. Therefore, the search will only apply to last week airings. Any primary filters we set in the ranking system prior to running a TFN/URL search, including but not limited to date range, brand classification, creative length, language, response type, etc., would further narrow results. If any results are found, they will be displayed as follows:

Creative	Brand	Advertiser	Airings	TFN	URL	First Aired	Last Aired	Report
Everyone Loves The Benefits	Copper Fit Energy Socks Easy...	Ideavillage Products	329	800-111-1111, 800-253-3191, 8...	getenergysocks.com	03/16/20 12:00 AM	03/22/20 12:00 AM	
When Your Hands Hurt, You Can't...	Copper Fit Compression Gloves	Ideavillage Products	224	800-111-1111, 800-228-0146, 8...	getcopperfitgloves.com	03/16/20 12:00 AM	03/22/20 12:00 AM	
Everyone Loves The Benefits	Copper Fit Energy Socks Easy...	Ideavillage Products	208	800-257-6048, 800-290-8143, 8...	getenergysocks.com	03/16/20 12:00 AM	03/22/20 12:00 AM	
When Your Hands Hurt, You Can't...	Copper Fit Compression Gloves	Ideavillage Products	166	800-241-4796, 800-241-5965, 8...	getcopperfitgloves.com	03/16/20 12:00 AM	03/22/20 12:00 AM	
Sore Muscles And Joints Have M...	Copper Fit Freedom Compressi...	Ideavillage Products	137	-	getcopperfit.com	03/16/20 12:00 AM	03/22/20 12:00 AM	
We're On A Neverending Journey	Leaf Filter Gutter Protection	LeafFilter North	132	800-111-1111, 833-532-3345, 8...	getleafilter.com	03/16/20 12:00 AM	03/22/20 12:00 AM	
Rolling In To Neighborhoods v2	Leaf Filter Gutter Protection	LeafFilter North	101	833-532-3345	getleafilter.com	03/16/20 12:00 AM	03/22/20 12:00 AM	
LaLa J., T1D	Dexcom G6	Dexcom	82	-	getdexcom.com	03/16/20 12:00 AM	03/22/20 12:00 AM	
Rolling In To Neighborhoods	Leaf Filter Gutter Protection	LeafFilter North	81	833-532-3345	getleafilter.com	03/16/20 12:00 AM	03/22/20 12:00 AM	
What If People With Type 1	Dexcom G6	Dexcom	80	-	getdexcom.com	03/16/20 12:00 AM	03/22/20 12:00 AM	
Need Home Internet	Viasat	Viasat	79	888-402-1279, 888-402-1344, 8...	getviasat.com	03/16/20 12:00 AM	03/22/20 12:00 AM	
Dr. Anita Swamy	Dexcom G6	Dexcom	78	-	getdexcom.com	03/16/20 12:00 AM	03/22/20 12:00 AM	
Roger Teeter - I Truly Understand...	Teeter FitSpine	STL International	74	800-256-7460, 800-258-1950, 8...	getteeter.com	03/16/20 12:00 AM	03/22/20 12:00 AM	

When detecting airings, AdSphere attempts to retain the phone and/or URLs that appear in each creative/airing. If there is a match, the creative name, brand, advertising, number of airings, TFN (toll free number), URL, date first aired, and last aired date will be provided. You may click on the report icon in the far right column to drill down to specific airings for any creative match. You will find clickable play buttons along with thumb nail images to confirm airing matches. Note: Playback of airing level videos is limited to airings less than 10 days old. Clickable thumbnail screen shots do not expire. To remove the TFN/URL search, and return to the ranking system, click the RESET button.

ACTIVE / INACTIVE / ALL

When you choose any time period that goes back further than 30 days, you'll notice that three new buttons (Active/Inactive/All) will appear to the right of TFN/URL search as shown below:



Brand Name	Excel	Creatives
● Nutrisystem		☐ 37
Creatives	Excel	Classification
● Marie Osmond - Introducing...		Lead Gen - DR
● Dan Marino - Go For The Big...		Lead Gen - DR
● Marie Osmond - Here's Som...		Lead Gen - DR
● Marie Osmond - Introducing...		Lead Gen - DR

Additionally, you will notice a green or red dot adjacent to all advertisers, brands, and creatives. To demonstrate, we ran a report for short form advertisers and have focused in on the advertiser Nutrisystem. The green dot signifies that airings for this advertiser have been detected in the last 30 days. Some advertisers will have multiple brands. Some brands may show active in green and others, without airings in the last 30 days, will show inactive in red. As you drill down to the creative level, you can see at a quick glance,

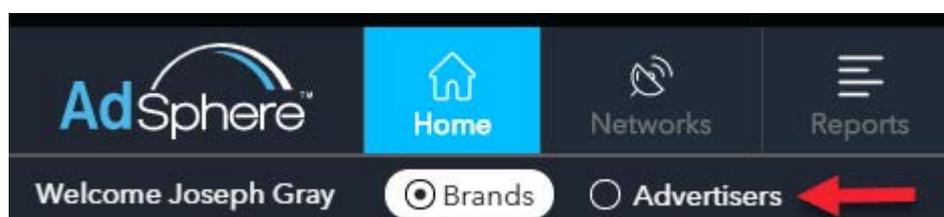
which creatives are currently active or inactive. You can also click the ACTIVE / INACTIVE or ALL buttons to apply a filter to the results. Let's say we want to look back at advertisers or brands that were on the air last quarter but are currently inactive. By clicking the INACTIVE button, we can now see various inactive campaigns that were perhaps seasonal campaigns or perhaps tests for new brands that didn't rollout. Conversely, we could filter to see advertisers or brands that were on the air last quarter and that are currently active. If you wish to go back to the default view just click "ALL" and you'll be able to see both active and inactive results.

LISTS FILTER

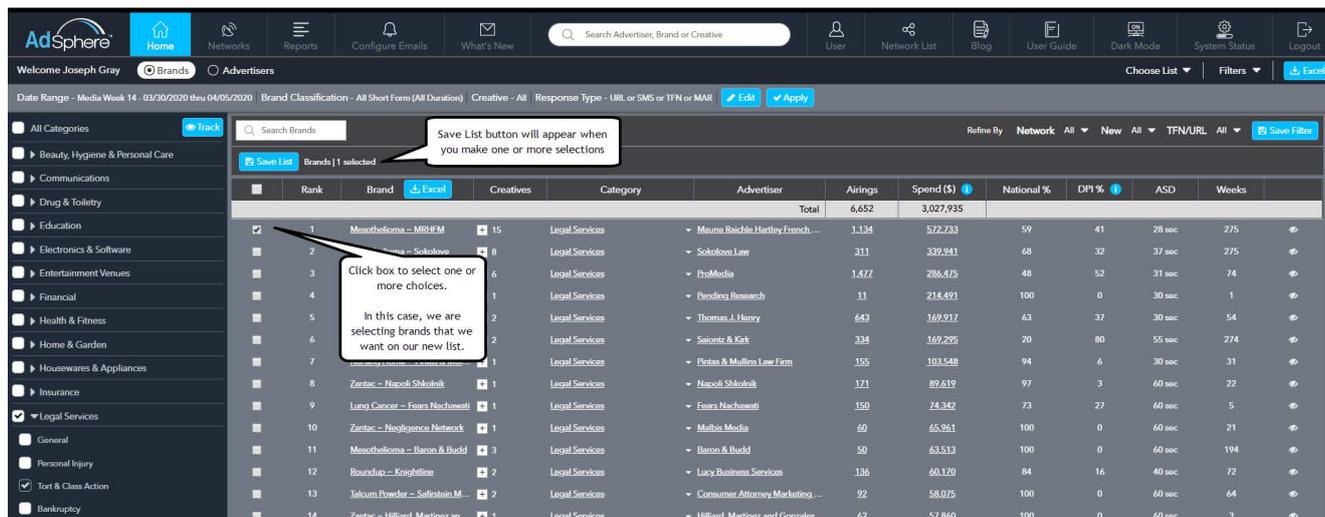
This feature provides a way to create custom lists of advertisers or brands and apply these lists to the ranking system as a filter. You can apply two types of lists (advertiser and brand) to either advertiser or brand ranking reports. Here are the expected results:

<u>List Applied</u>	<u>to Advertiser Rankings</u>	<u>to Brand Rankings</u>
Advertiser List	Only advertisers on list will appear	Only brands associated with advertisers on list will appear
Brand List	Only advertisers associated with brands on list will appear	Only brands on list will appear

If you wish to create a list of brands, start by pulling up a brand ranking report. If you wish to create a list of advertisers, then start by pulling up an advertiser ranking report. Use the toggle as shown below to select between the two different types of ranking reports.

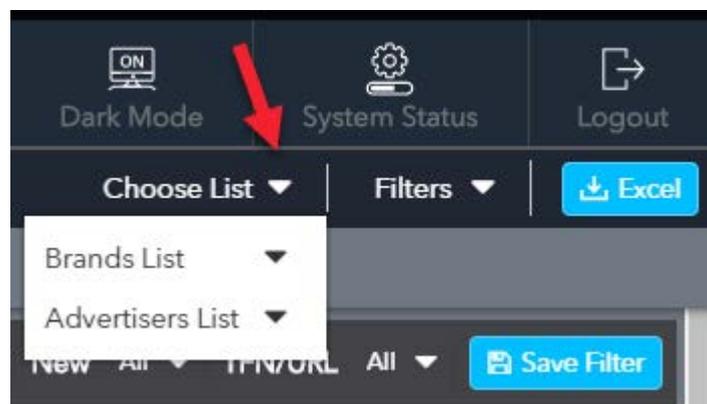


An easy way to get started is to filter the ranking report for a relevant list of advertisers or brands. This can be done using any of the filters such as brand classification, specific categories, creative duration, etc. For demonstration purposes, we'll create a brand ranking report filtered for Legal | Tort & Class action brands.



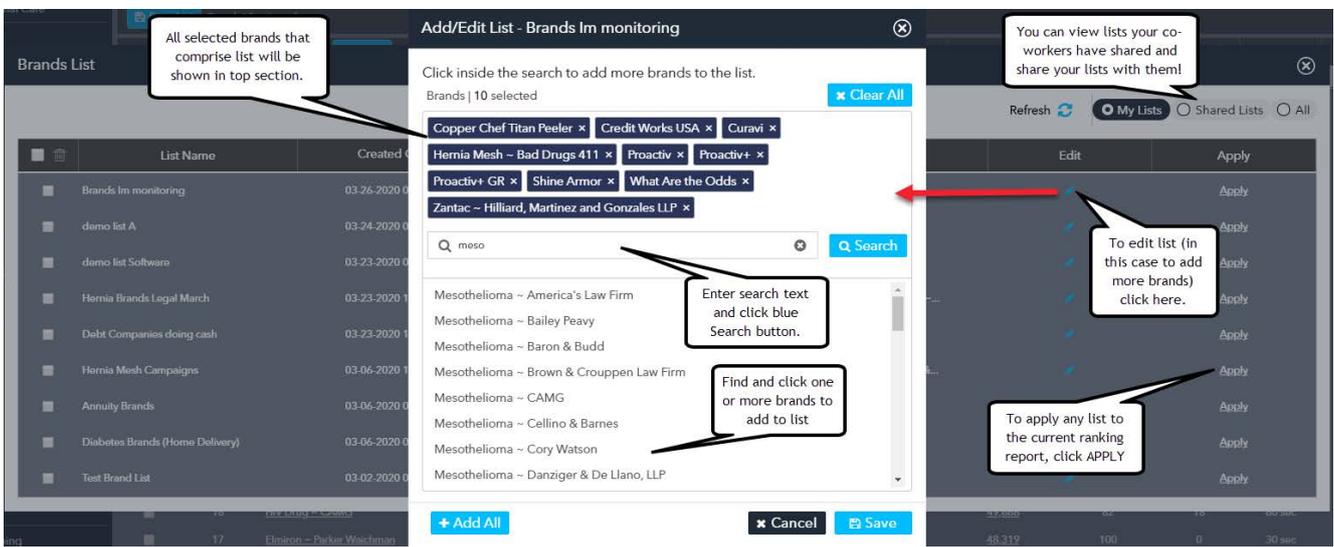
As selections are made a Save List button will appear. Each list can have up to 500 advertisers or brands and you can make as many lists as you like. Feel free to use the search box above the Save List button to quickly find and make selections. Ranking pages show 20 advertisers or brands at a time and if multiple pages exist, you can navigate between them selecting up to 500 choices. When finished, click the Save List button and give your list a name and click SAVE.

You will find all of the lists that you have created for both advertisers and brands under the Choose List drop down on the upper right of the AdSphere home page.



On the next page, you can see an example of the pop up that will appear when you choose Brands List. A similar pop up will appear when you select Advertisers list. From here, you can edit any of your created advertiser or brands lists and use the search feature to find and add up to 500 selections.

Once you have all of the brands or advertisers added to your list, you can then apply it as a filter to any ranking report. Keep in mind that the ranking report will respect any and all filters applied including the list filter. So, if you only wish to study certain advertisers or brands that use DR Variations, please make sure you choose and apply the appropriate brand classifications in addition to your list filter.



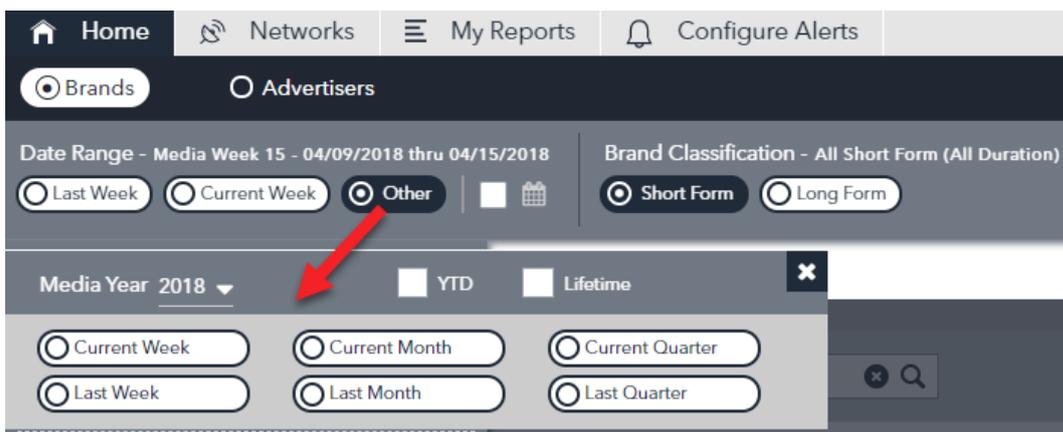
When used with the Network Excel report, described on page 31, the list feature provides a powerful way to map the aggregate media spend of any group of advertisers or brands across networks, dayparts, and programs. There are many other use cases for this feature including the ability to audit any group of advertisers or brands. For example, using the tracking & alert features described on page 17, you may find new brands that you wish to analyze on a week-to-week basis to see if they are succeeding and increasing spend over time. Creating a custom list of brands to monitor is an easy way to do this and, as time progresses, you can add additional brands to your list to be monitored.

In the next section you will learn how to create and save filter sets which allow you to save all of your filter settings, including applied lists under a unique filter name. In addition to creating and saving reports, you can have them emailed to you on a recurring basis.

CREATE & SAVE FILTER SETS

All of the primary filter settings such as date range, brand classification, creative duration, english/spanish, response types, etc., as well as applied "lists" can be used to create custom filter sets / reports which you can give a unique name to and recall in the future. Also, the secondary filters such as network selector, new filter, active/inactive, categories, lists, and even terms you type into the ranking search box, can be saved as part of the filter set. You can save filter sets for both brand and advertiser ranking reports with countless filter configurations.

When creating your saved report, it's helpful to use a relative date choice. A number of these



are available by clicking OTHER under date range. You can use these to create reports that will always use the current or last week, month, or quarter.

After you have made all of your filter selections and are happy with your report, click the SAVE FILTER button which you'll find on the upper right of the Home tab.

Choose List ▾ | Filters ▾ | [Excel](#)

Refine By **Network** All ▾ **New** All ▾ **TFN/URL** All ▾ [Save Filter](#)

Save Filter

Schedule Email

Please choose to receive: Daily Weekly Monthly

Note: You can see the saved filters in Filters drop down

[Cancel](#) [Save](#)

Give your Filter Set / Report a name and you may also schedule the report to be automatically emailed to you based on any of these date choices found under the OTHER date section.

Current Week - If you choose this option, the report will be sent to you daily.

Current Month - You will be provided a choice to receive daily or weekly.

Current Quarter - You will be provided a choice to receive daily, weekly, or monthly

Last Week - Report will be sent each Monday for the prior week.

Last Month - You will receive at the close of each broadcast month.

Last Quarter - You will receive at the close of each broadcast quarter.

Select the schedule email box to enable this feature and be sure to name your filter without any type of punctuation. (Standard Alpha-Numeric names only). In the future, you'll be able to find your saved filter under the My Filters drop down which is located adjacent to the the ranking Excel button near the top right of the Home page.

When you click on My Filters, a screen will pop up showing you all of your filters and details. To run any filter set, just click on the APPLY button. You can also click on any filter name to customize/change the name. When applicable, you can enable the email feature by clicking the schedule email box as shown on the next page.

Filters Refresh My Filters Shared Filters All

Filter Name	Tab	Created On	Share Filter	Detail	Schedule Email	Apply
test with Financial Advertisers list	Brand	02-25-2020 11:14 AM	<input type="checkbox"/>	Date Range - Last week - 03/16/2020 thru 03/22/2020...	<input type="checkbox"/>	Apply
Financial last week	Brand	09-25-2018 07:26 PM	<input checked="" type="checkbox"/>	Date Range - Last week - 03/16/2020 thru 03/22/2020...	<input type="checkbox"/>	Apply
New Lead Gen (last week)	Advertiser	10-20-2017 11:38 AM	<input type="checkbox"/>	Date Range - Last week - 10/09/2017 thru 10/15/2017...	<input type="checkbox"/>	Apply
YTD2 Lead Generation	Brand	09-15-2017 02:50 PM	<input type="checkbox"/>	Date Range - 2017 - All - 12/26/2016 thru 09/10/2017...	<input type="checkbox"/>	Apply

You can share any of your filters with co-workers who have their own AdSphere account. Just click the share filter box next to any filter you wish to share. If you wish to see filters your co-workers may have shared, toggle the view to "Shared Filters" or "All". Use the "User" drop down to filter by co-worker. You can copy any publicly saved filter to your "My Filters" list by selecting the "Copy to My Filters" option.

Refresh My Filters Shared Filters All

User: All

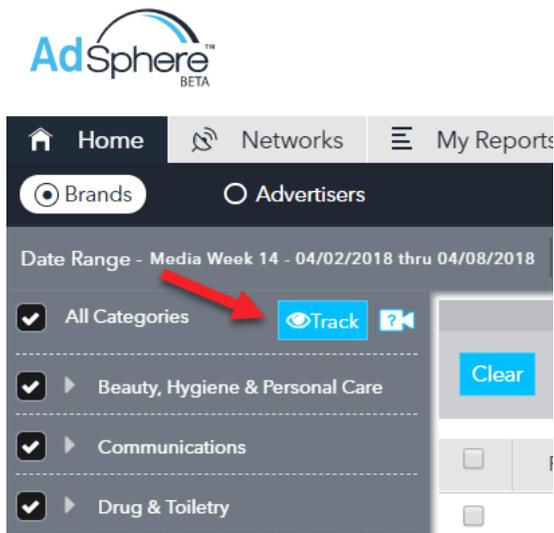
User	Filter Name	Tab	Shared On	Copy To My Filters	Share Filter	Detail	Schedule Email	Apply
Michael Montgomery	TOP 100 INSURANCE ADVERTISERS	Brand	01-29-2020...	<input type="checkbox"/>	<input type="checkbox"/>	Date Range - Last week - 03/16/2020 thr...	<input type="checkbox"/>	Apply
Joseph Gray	Financial last week	Brand	05-29-2019...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Date Range - Last week - 03/16/2020 thr...	<input type="checkbox"/>	Apply
Michael Montgomery	2019 ytd brand direct	Brand	05-21-2019...	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Date Range - 2019 - All - 12/31/2018 thr...	<input type="checkbox"/>	Apply
Michael Montgomery	Long form 2019 YTD	Brand	05-17-2019...	<input type="checkbox"/>	<input type="checkbox"/>	Date Range - 2019 - All - 12/31/2018 thr...	<input type="checkbox"/>	Apply
Michael Montgomery	2019 ytd sf advertisers	Brand	06-13-2019...	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Date Range - 2019 - All - 12/31/2018 thr...	<input type="checkbox"/>	Apply
Michael Montgomery	2018 YTD INSURANCE	Brand	10-11-2019...	<input type="checkbox"/>	<input type="checkbox"/>	Date Range - 2018 - All - 01/01/2018 thr...	<input type="checkbox"/>	Apply

TRACKING & ALERTS

On a day to day basis, AdSphere can alert you to new brands, creatives, and advertisers being discovered on over 130 national networks. There are four types of alerts that can be configured that will allow you to track new brands and/or creatives for any combination of industry categories, advertisers, brands, or networks. (Great way to keep track of market competition).

CATEGORY ALERTS

You will find a track button on the home page of AdSphere™ at the top of the category section which will open Track Categories where you can set alerts for up to 190 industry categories. Each of the main categories can be expanded



to reveal nested subcategories. You can select to monitor for new brands and/or new creatives for any combination of category or subcategories. If you wish to monitor across all 190 categories, at the top you can select all brands or all creatives.

NEW BRANDS

Will alert you to any and all new brands that are discovered by AdSphere for your chosen categories.

NEW CREATIVES

Will alert you to any and all new creatives that are discovered by AdSphere for your chosen categories and will include new creatives from both new and existing brands.

BRAND CLASSIFICATION

You can limit your alerts to any combination of four brand classifications. For example, if you only wanted alerts for 28.5 minute infomercial brands and creative, you could select 28.5 mins only. Similarly, you can choose to be alerted to only short form classifications such as Short Form Products, Lead Generation, and/or Brand/Direct.

Categories	Track New Brands or Creatives	
	<input checked="" type="checkbox"/> All Brands	<input checked="" type="checkbox"/> All Creatives
▶ Beauty, Hygiene & Personal Care	<input checked="" type="checkbox"/> Brand	<input checked="" type="checkbox"/> Creative
▶ Communications	<input checked="" type="checkbox"/> Brand	<input checked="" type="checkbox"/> Creative
▶ Drug & Toiletry	<input checked="" type="checkbox"/> Brand	<input checked="" type="checkbox"/> Creative
▶ Education	<input checked="" type="checkbox"/> Brand	<input checked="" type="checkbox"/> Creative
▶ Electronics & Software	<input checked="" type="checkbox"/> Brand	<input checked="" type="checkbox"/> Creative
▶ Entertainment Venues	<input checked="" type="checkbox"/> Brand	<input checked="" type="checkbox"/> Creative
▶ Financial	<input checked="" type="checkbox"/> Brand	<input checked="" type="checkbox"/> Creative
▶ Health & Fitness	<input checked="" type="checkbox"/> Brand	<input checked="" type="checkbox"/> Creative
▶ Home & Garden	<input checked="" type="checkbox"/> Brand	<input checked="" type="checkbox"/> Creative
...
Brand Classification:	<input checked="" type="checkbox"/> Short Form Products	<input checked="" type="checkbox"/> Lead Generation
	<input checked="" type="checkbox"/> Brand/Direct	<input checked="" type="checkbox"/> 28.5 Mins
Alert frequency:	<input checked="" type="checkbox"/> Daily	<input checked="" type="checkbox"/> Weekly
Notification Type:	Email	
<input type="button" value="Cancel"/> <input type="button" value="Set"/>		

ALERT FREQUENCY

The alert emails you will receive can be delivered on a daily and/or weekly basis. You can elect to receive both daily alerts along with a weekly recap of all alerts by selecting both options.

When you are finished making your choices, click the blue SET button at the bottom. Up to 190 alerts will then be scheduled all of which will appear in the configure emails tab. For more information, refer to the configure emails tab section on page 20.

ADVERTISER ALERTS

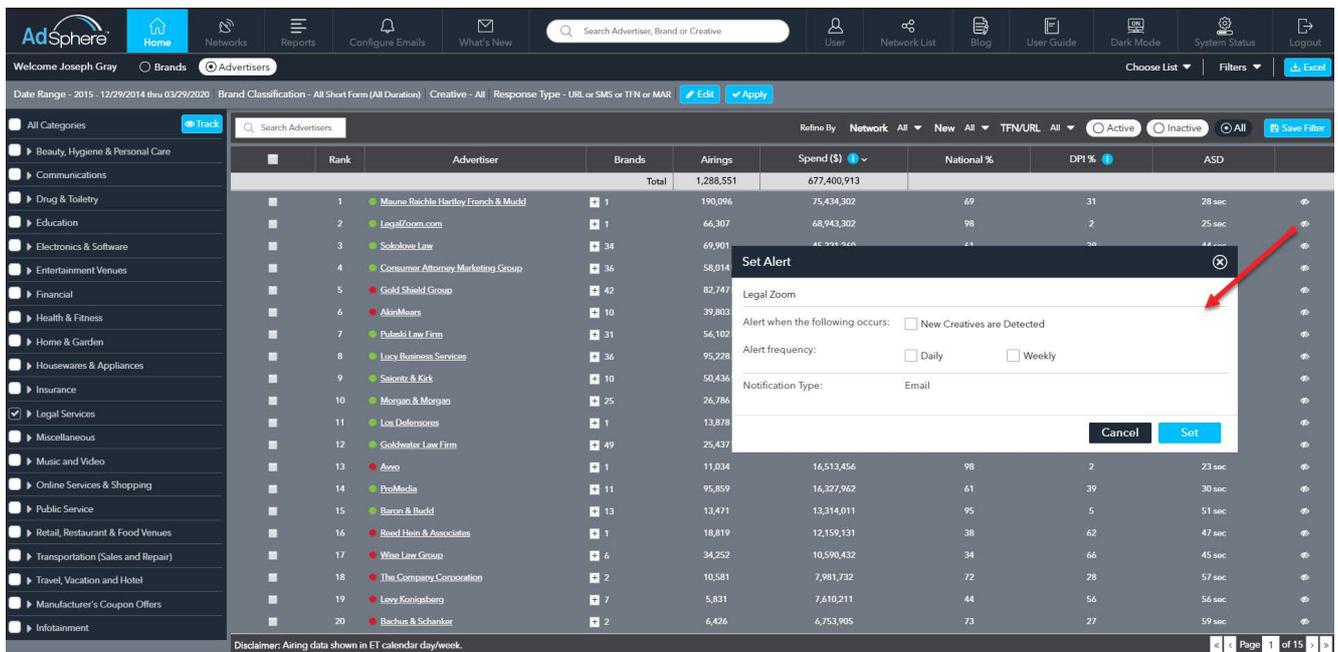
One can also use the ADVERTISER ranking report to create a relevant list of target advertisers for any combination of brand classification, industry classification, time frame, and more. You'll find a shortcut in the far right column that you can click to bring up the tracking & alert options for any advertiser. The sample below shows a lifetime advertiser ranking report which was run for the legal category bringing up all relevant advertisers in the AdSphere database.

The advertisers with a green dot next to their name are current active advertisers who have had an airing within the past 30 days. You can also choose to track inactive advertisers (delineated by the red dot) and you will be alerted should they come back on air with either a new brand and/or creative.

You can click on any of the tracking icons to quickly set alerts for individual advertisers allowing you the choice of being alerted for any new brands and/or creatives the advertiser launches. Make your choices and then click the SET button.

The use of the ADVERTISER ranking report to set advertiser tracking & alerts is a real time saver. You can also expand the brands column for any advertiser to set brand level alerts which will be discussed in the next section.

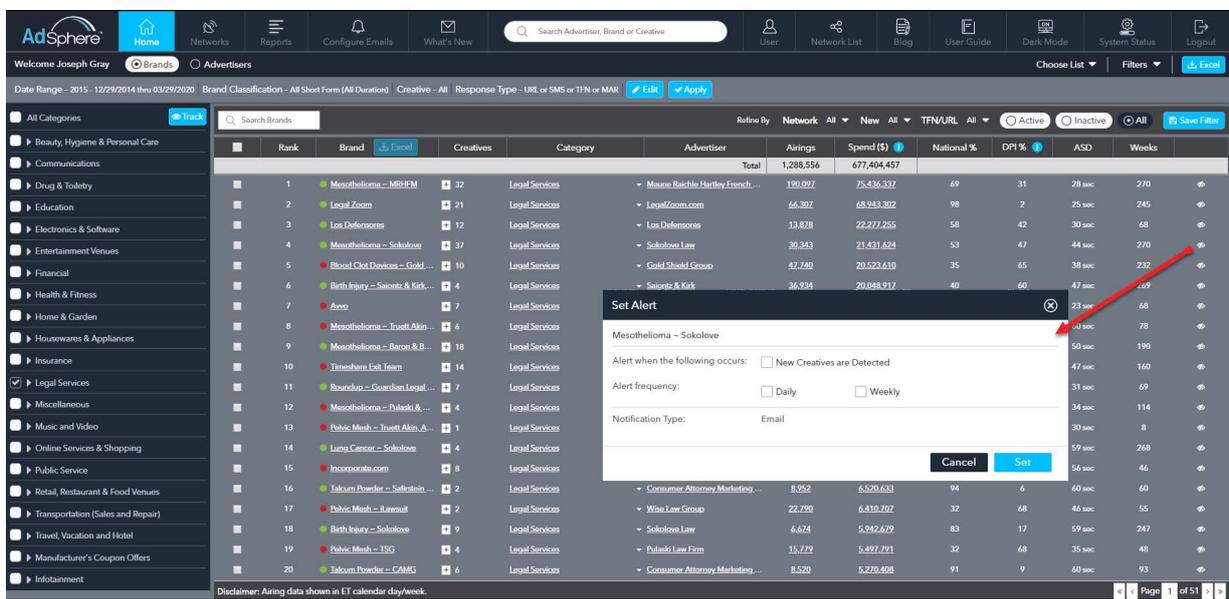
TIP: If you don't see the tracking icons as shown below, please lower the zoom setting on your Chrome browser. Generally the whole screen will come into view when zoom is set at 100% but on some laptops you may have to reduce to 80-90%.



BRAND ALERTS

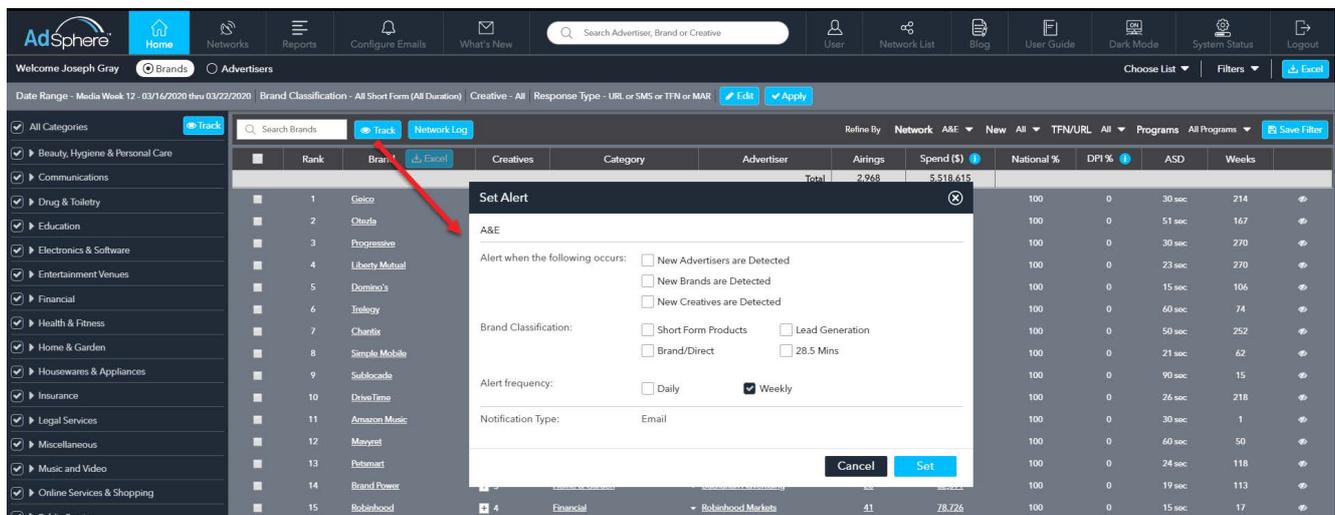
Setting alerts at the brand level will alert you of any new creatives launched for that brand. You can set brand alerts from both Advertiser and Brand ranking reports as well as from any advertiser page. If you wish to monitor all brands for a particular advertiser, it would be quicker to configure an ADVERTISER alert and choose to monitor creatives.

In the graphic below, we have switched to a Brand Ranking report where you'll find brand tracking icons in the far right column. Click the box that says "New Creatives are detected" and choose your alert frequency and then click SET.



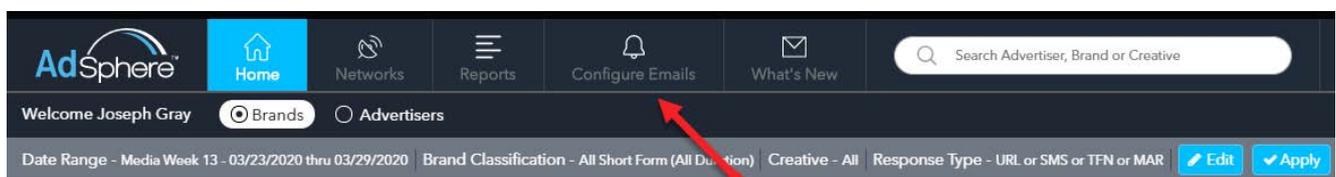
NETWORK ALERTS

From the Home tab of AdSphere you can use the network dropdown to select any network and then click apply. You'll find a tracking button at the top of the corresponding network page which will allow you to set an alert for that network. You can set alerts for new advertisers, brands, and/or creatives. In the case of new advertiser, you will receive an alert the first time any advertiser runs on that network. Some advertisers have multiple brands/products so you can also choose to receive alerts whenever a new brand appears on the network and/or new creative is detected.

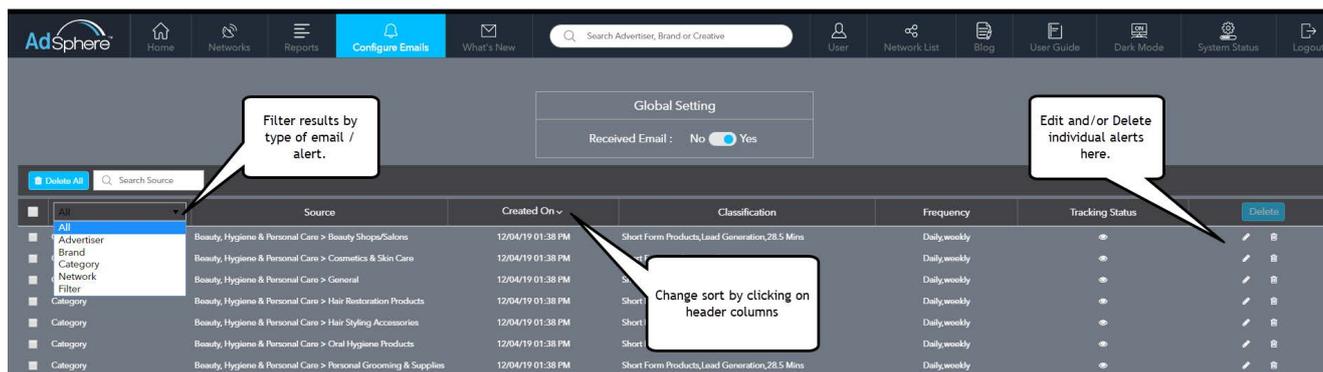


CONFIGURE EMAILS TAB

All of your saved filter emails, as well as category, advertiser, brand and network alerts, will appear under the Configure Emails tab.



The default sort on the configure alerts screen is the “Created On” date so the most recent alerts created will be at the top of the list. You can change the sort by clicking on any of the column headers. You can also filter on type of email / alert using the drop down selector as shown below. Any alert, or filters that you've scheduled to be emailed, can be edited or deleted. In the case of category alerts, you can edit them individually or, to make quick global changes to category alerts, go instead to the home tab and click on the category track button. For example, if you had setup category alerts to email daily, and you later decide you'd rather receive them weekly, you could make a global change from the category tracking pop up on the home page rather than editing individual category alerts from the Configure Emails page.



If you're looking for a quick way to find a particular filter or alert, try searching for it using the Search Source feature located to the right of the "Delete All" blue button. This will allow you to filter the results for matching terms that exist in the source column. Depending on the type of alert or filter you are searching for, you may wish to search for the category, advertiser, brand, network, or filter name. Once you find the alert or filter you're looking for, you can edit or delete it.

ALERT EMAILS

You will only receive alert emails on days when there are one or more alerts. If you're not receiving these emails, please check your spam filter. If your company uses a cloud based spam filter, they may be trapped there. Please check with your email administrator and ask them if they can whitelist company wide emails coming from DRMetrix.com so that you and your associates will properly receive your tracking & alert emails.

You will receive a listing of all new creatives that pertain to your alerts and new advertisers and brands will be flagged with an orange starburst. Should you click on any brand or creative name, the applicable advertiser page will open bringing that brand or creative to the top of the page. You can also click on any advertiser name to visit their page in AdSphere to get more information, contact details, etc.

Each creative has a play button so you can watch the spot or infomercial. The pencil (edit) icon will take you to the configure emails tab in AdSphere and bring all associated alerts to the top of the view so you may either edit or delete them.

If you configure multiple alert types in AdSphere, there may be situations where a particular alert is triggered by a combination of Advertiser, Brand, Category, or Network alerts. This will be indicated by one or more of these alert types being checked under the Alert types column.



Hi Joseph Gray,
Here is your weekly alert update for Mar 16, 2020

New Alerts											Alert Types			
Brands	Advertiser	Creative	Language	Duration	Category	Sub Category	Airings	Edit	Website	Advertiser	Brand	Category	Network	
Bell+Howell Smart Solar Pathway Lights	E. Mishan & Sons	You Love The Look Of Landscape Lights	EN	120	Home & Garden	General	23						✓	
Bell+Howell Spin Power	E. Mishan & Sons	Is There A Power Struggle In Your Home v2	EN	120	Electronics & Software	Cell Phones & Accessories	8						✓	
Bionic Flex pro	E. Mishan & Sons	The Most Durable Hose You'll Ever Own	EN	120	Home & Garden	Lawn & Garden Products	23						✓	
Fast Ball Car & Desk	Telebrands (Bulthead)	Make Your Phone Stand Up Tall	EN	120	Electronics & Software	Cell Phones & Accessories	3						✓	
Paladay	Alcon Vision	You May Not See Them	EN	30	Health & Fitness	Optical - Surgery, Procedures & Supplies	439						✓	
Sweet Soul Of The 70's	Direct Holdings Americas	Gerald Alston & Evelyn "Champagne" King - Greatest Soul Music Ever Made - 28:30	EN	1710	Music and Video	General	2						✓	
Sweet Soul Of The 70's	Direct Holdings Americas	Gerald Alston & Evelyn "Champagne" King - Greatest Soul Music Ever Made v2 - 27:30	EN	1710	Music and Video	General	1						✓	
Vital Socks	Ideal Living Direct	Sore Legs	ES	120	Health & Fitness	General	1						✓	

RANKING RESULTS SEARCH

The Search bar that appears directly above the ranking report to the left side of the screen allows you to "filter" the ranking results so that only those records that contain your chosen search phrase will be shown. If the brand or advertiser that you are searching for has no airings for the time frame you have chosen, they will not appear in the results. Try choosing a time period where the target brand or advertiser has airings. For example, you can choose media month, or a longer period of time, click apply, and then try your search again. Please be aware that other filters such as Brand Classification and/or Categories unselected may narrow down results and limit your ability to find what you are looking for. If you want to find an advertiser or brand in AdSphere, and you're not certain of the dates when the campaign ran, consider using AdSphere's Global Search feature instead.

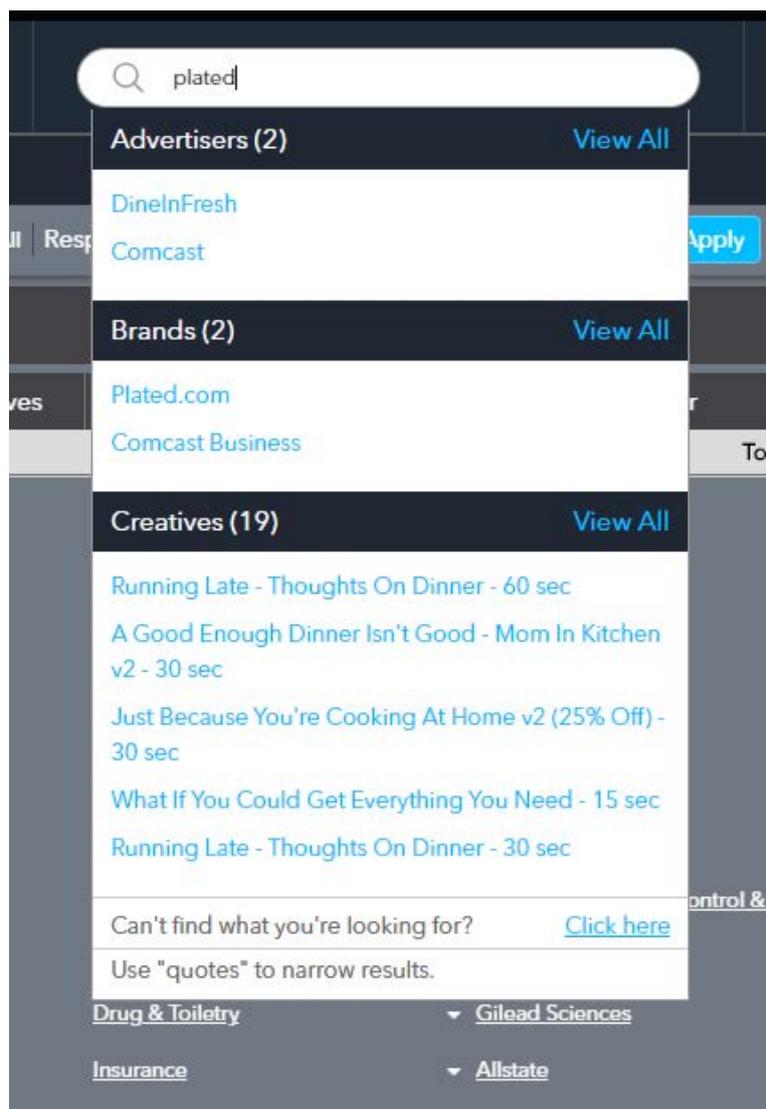
TIP: If you're having difficulty finding a multi-word brand or company name, such as "National Express" try separate one word searches for "national" and "express".

GLOBAL SEARCH

Top center of the AdSphere HOME page you'll find Global Search where you can search for any advertiser, brand, or creative name. Global Search does a lifetime search across the entire AdSphere database and returns any matching or related Advertiser, Brand, and Creative results. As an example, the term "plated" was entered into Global Search which displays "Plated.com" under Brand results while also showing the related advertiser "DineinFresh" under Advertiser results. Comcast happens to have a creative called "Sure Thing in Business - Gold Plated Soy Bean". Since that creative contains the term "plated" this is why Comcast is also displayed under Advertiser results.

Global Search will present the top 5 results under each of the three sections. As we can see below, there are actually 19 creative results. To see the rest, just click the View All link in the Creatives section. All of the Global Search results are hyperlinked meaning you can click on any advertiser, brand, or creative name which will take you to the corresponding Advertiser Page.

To narrow results when using Global Search, try using quotes around your search terms.



Global Search can be used to navigate to advertiser pages to get detailed information on any advertiser, brand, or creative. Also, on the Home page of AdSphere, one can click on any advertiser, brand, or creative name as a shortcut to the Advertiser Page. In the example shown below, the term “Copper Pan” was typed into Global Search and the brand result “Red Copper Pan” was clicked on. Since Red Copper Pan is a brand of the advertiser Telebrands we will arrive at the Telebrand’s Advertiser page. If applicable, AdSphere will bring the specific brand or creative clicked on to the top of the advertiser page. All other brands of the same advertiser will be listed below.

The screenshot displays the Advertiser Page for Telebrands (Bulbhead). At the top, there is a navigation bar with options like Home, Networks, Reports, Directories, Configure Emails, and What's New. A search bar is present with the text "Search Advertiser, Brand or Creative". Below the navigation bar, the page title is "Advertisers" and the date range is set to "2015 - 12/29/2014 thru 04/01/2020". The main content area shows the advertiser's profile, including contact information for Daniel Mallamaci, Director of TV Media Buying. Below this, there is a table of advertiser data. The table has columns for Rank, Status, Brand Name, Creatives, Category, Advertiser, Airings, Spend (\$), National %, DPI %, ASD, and Weeks. The top row shows Red Copper Pan with 8 creatives and a spend of \$8,068,173. Below it, a section titled "Other Short Form Brands of Telebrands (Bulbhead)" lists six other brands with their respective statistics.

Rank	Status	Brand Name	Creatives	Category	Advertiser	Airings	Spend (\$)	National %	DPI %	ASD	Weeks
3		Red Copper Pan	8	Housewares & Appliances	Telebrands (Bulbhead)	6,673	8,068,173	85	15	92 sec	74
Other Short Form Brands of Telebrands (Bulbhead)											
1		Bavarian Edge	11	Housewares & Appliances	Telebrands (Bulbhead)	12,089	11,618,790	84	16	105 sec	90
2		Atomic Beam Battle Vision	16	Health & Fitness	Telebrands (Bulbhead)	9,736	9,559,230	89	11	109 sec	104
4		Hurricane Spin Scrubber	13	Home & Garden	Telebrands (Bulbhead)	10,024	8,029,941	76	24	95 sec	97
5		Atomic Beam Night Hero	5	Miscellaneous	Telebrands (Bulbhead)	6,164	7,400,305	89	11	108 sec	48
6		Air Dragon	10	Miscellaneous	Telebrands (Bulbhead)	8,001	7,183,227	88	12	98 sec	98

When you use Global Search to navigate to an advertiser page, the date range will default to "Lifetime" which will show details for all brands and creatives from December 2014 to present day. If you happen to navigate to an advertiser page from a ranking report, the date range applied to the ranking report will also be applied to the advertiser page. So if you had been looking at data for last media week, and happened to click on an advertiser name, all data shown on the advertiser page will be for last week rather than lifetime view. The advertiser pages are dynamic meaning you can change the date range at will and all of the data shown on the advertiser page will be specific to the date range applied. Just click the blue EDIT button top left of any advertiser page to set a custom date range in order to get a view on everything the advertiser had on the air with airing frequency and spend during that time frame.

Advertiser pages may include both short and long form tabs, if applicable. Creatives up to 5 minutes (300s) in length will be shown on the short form tab while 28.5 minute (1700s) creatives/spend will be shown on the long form tab. If the applied date range precedes the most recent 30 days, you will be able to filter the results to show active | inactive | or all brands. Only brands and creatives with airings in the most recent 30 days will be showing as active with a green dot in the status column.

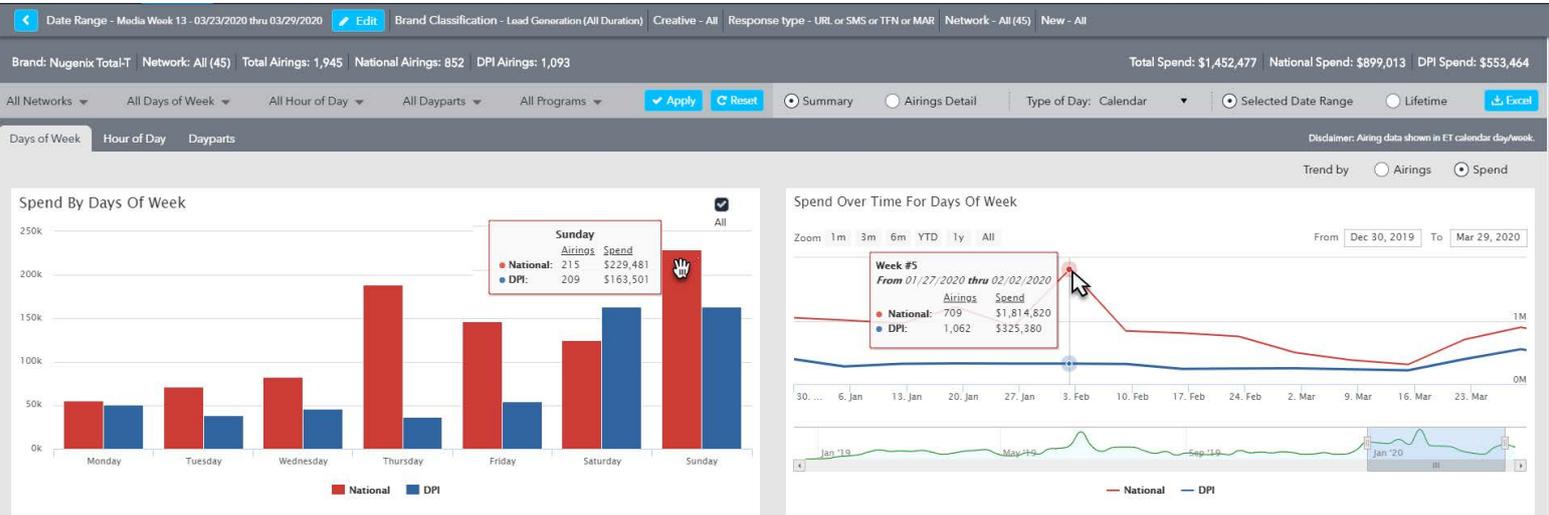
You will find detailed information for the majority of advertisers in AdSphere including individual company contacts, email, phone, social media links, etc. Should you find any company information to be incorrect, please click the "Incorrect Info" link in that section and kindly provide your feedback. There is a similar link for each individual contact. We encourage users to provide feedback in order to make the AdSphere contact database as accurate as possible.

If you click on the EXCEL button located middle right on the advertiser page, it will create an advertiser report showing spend and units by brand and for creatives with play links for the date range selected. The clickable play links will work for 30 days. You can refine the brands & creatives shown by applying different date ranges as well as the active | inactive | all filters. Like all excel reports in AdSphere you will have to go to the Reports tab to locate and download any excel reports you run.

MEDIA DETAILS PAGE

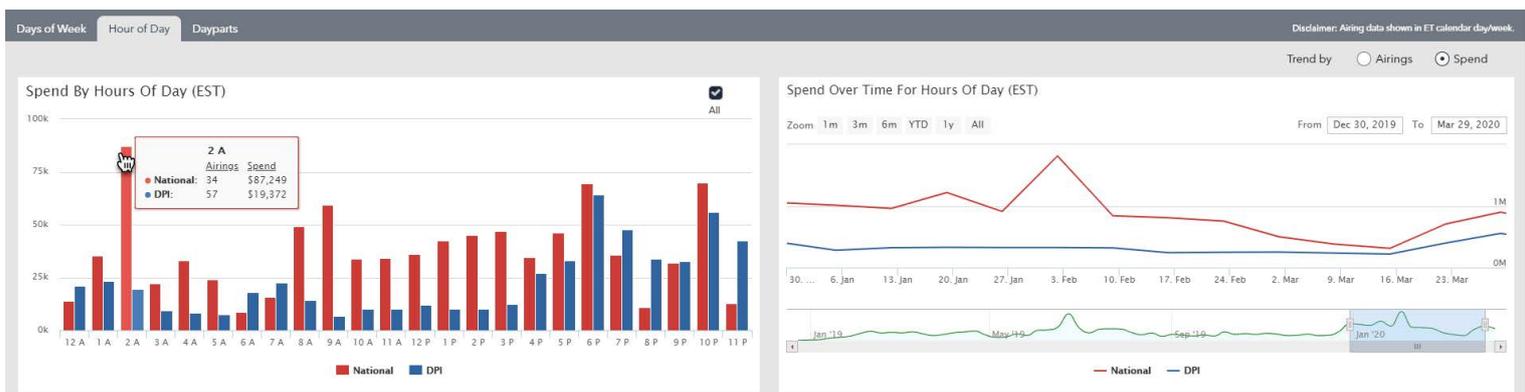
AdSphere makes it possible to study media execution at the brand level (which aggregates airings across all associated creatives) or you can drill down and study media execution at the creative level. Depending on whether you are in the Advertiser or Brand ranking section, you can expand the brand column for any advertiser to find clickable airing and spend totals, and for any brand you can expand the creatives column to drill down further where you'll also find clickable airing and spend for each creative. When you click on either airings or spend, you will be redirected to the Media Details page where the focus will be on either airing frequency or spend. That said, you will also find a toggle on the Media Details page to switch the focus between airings or spend.

Rank	Advertiser	Brands	Airings	Spend (\$)	National %	DPI %	ASD				
		Total	51,682	48,553,809							
1	American Society for the Prevention of Cruelty to An...	1	574	3,075,393	100	0	134 sec				
2	Direct Digital	7	3,582	2,711,007	38	62	59 sec				
Brand Name	Creatives	Airings	Spend (\$)	National %	DPI %	ASD	Weeks				
Nugenix Total-T	7	1,945	1,452,477	44	56	60 sec	68				
Creatives	Type	Classification	Length	Airings	Spend (\$)	Response Type	National %	DPI %	First Aired	Last Aired	
So Frank You The Pin Hurt	EN	Lead Gen - DR	60 sec	1,001	637,815		42	58	01/01/20 07:10 AM	04/03/20 10:57 PM	
Frank Thomas - L...	2	EN	Lead Gen - DR	60 sec	605	562,720		48	52	12/07/19 11:48 AM	04/03/20 10:49 PM
Frank Thomas - L...	3	EN	Lead Gen - DR	60 sec	144	158,481		22	78	02/19/20 06:11 PM	04/03/20 10:28 PM
The After 40 Show	EN	Lead Gen - DR	60 sec	85	52,227		56	44	01/15/20 09:37 PM	04/03/20 09:23 PM	
Frank Thomas, Do...	EN	Lead Gen - DR	60 sec	22	16,201		95	5	03/15/20 05:37 AM	03/31/20 03:26 PM	
Frank Thomas - Legends Of Sports Awards	EN	Lead Gen - DR	60 sec	35	13,193		89	11	03/23/19 10:05 PM	03/30/20 05:39 AM	
If You're A Guy Over 40 You Know It's Hard...	EN	Lead Gen - DR	60 sec	53	11,840		15	85	01/04/20 06:44 AM	04/03/20 09:40 PM	
Instaflex Advanced	5	Health & Fitness		360	309,198		40	60	57 sec	248	
Peptiva	3	Health & Fitness		358	287,970		17	83	60 sec	101	
Lumiday Radiance Within	1	Health & Fitness		194	282,708		27	73	60 sec	24	
Nugenix GH-Boost	5	Health & Fitness		287	189,143		29	71	60 sec	30	
Nugenix	5	Health & Fitness		159	100,712		10	90	51 sec	275	
Nugenix Free Testosterone Booster	1	Health & Fitness		279	88,799		55	45	60 sec	26	



The top section of the Media Details Page (view above) shows the brand "Nugenix Total-T". On the previous page, you can see that this brand had seven creatives on the air which together totaled 1,945 airings. The day-of-week trend graph on the left shows that this brand purchased a mix of national and DPI ad break inventory across 45 networks with the most spend on Sunday. You can edit/change the date range on the Media Details Page by clicking the blue date range EDIT button on the upper left.

You can study spend or airing frequency trends across any combination of network, day of week, hour of day, standardized dayparts, or by specific programs by customizing the various drop down menus. After making your selections, please be sure and click the "apply" button. If you wish to reset your custom selections back to their default, click the "reset" button. You may also click on the tabs as shown below, to switch between Day of Week, Hour of Day, and Dayparts view. The Day of Week tab allows you to mouse over spend or airings for each day of the week to get details. The Hour of Day tab allows you to analyze hourly details such as when the brand spent the most in national break spots, which in this case was in the 2AM EST hour.



Mousing over the bars in Days of Week, Hour of Day, or Dayparts will provide airings and spend for both national and network DPI ad breaks. Also, as an alternative to the drop down menus, you can click on any set of bars to select a specific "day of week", "hour of day", or "daypart". When you do, the weekly trend graph on the right will automatically update. You can mouse over the weekly trend graph to see airings and spend by week for both national and network DPI ad breaks for the networks, days of week, hours of day, dayparts, or programs selected. In the bottom section of the weekly trend graph, you can click and drag the highlight window to bring different historical time frames into the main view.

DRILLING DOWN INTO AIRING DETAILS

Scroll to the bottom of the Media Details Page, to find networks ranked in order of spend or airing frequency depending on your selections. Note: All sections of the Media Details Page are dynamic and will update based on your filter selections which include networks selected, Day of Week, Hour of Day, Dayparts, and Programs. If you have chosen to analyze media at the brand level, you will be able to expand networks, where applicable, to see airings and spend by specific creative. Here you may click on airings count or spend to drill down to specific network level media views.

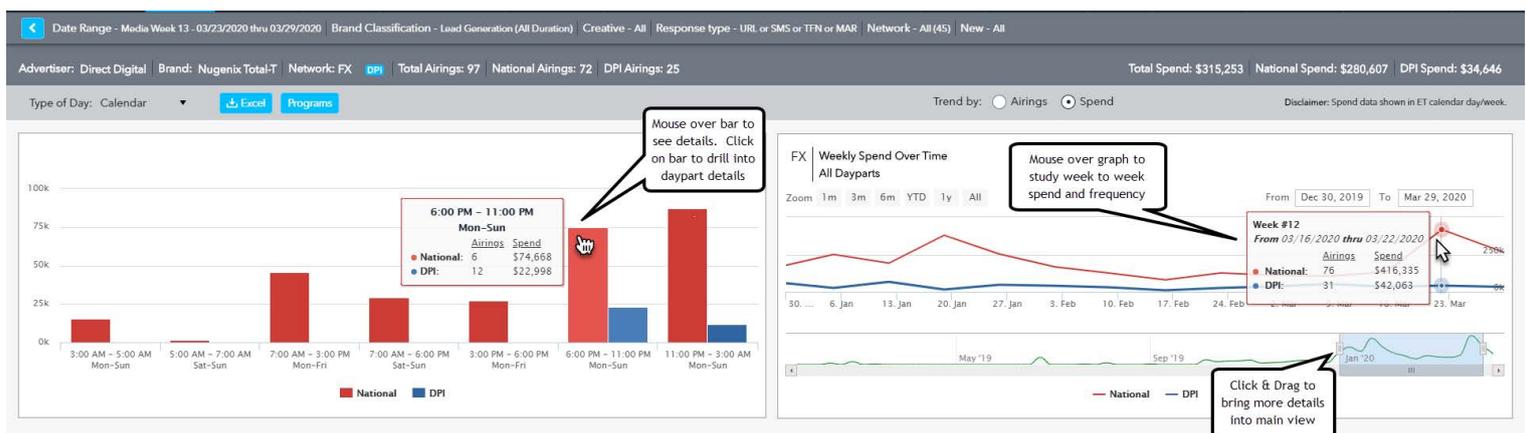
You may also export network and creative summary details complete with streaming video links by clicking on the EXCEL icon. The excel report will have a network summary tab, a creative details tab with play links, as well as a third tab for program details.

Networks	Excel	DPI	Creatives	Program	Total Airings	Total Spend (\$)	National Airings	National %	National Spend (\$)	DPI Airings	DPI %	DPI Spend (\$)	ASD
FX	Excel	DPI	3	26	97	315,253	72	74	280,607	25	26	34,646	60 sec
ESPN	Excel	DPI	2	6	27	197,653	1	4	54,914	26	96	142,740	60 sec
History Channel	Excel	DPI	2	15	53	160,922	49	92	157,642	4	8	3,280	60 sec
USA Network	Excel	DPI	1	16	42	75,693	0	0	0	42	100	75,693	60 sec
CBS Network	Excel	DPI	4	10	182	71,292	182	100	71,292	0	0	0	60 sec
Discovery Channel	Excel	DPI	2	10	31	69,360	5	16	36,494	26	84	32,867	60 sec
TNT	Excel	DPI	4	10	77	60,483	18	23	12,244	59	77	48,438	60 sec
American Heroes	Excel	DPI	2	23	101	56,525	34	34	43,637	67	66	12,887	60 sec
TBS	Excel	DPI	4	10	61	51,539	31	51	31,588	30	49	19,951	60 sec
Motor Trend	Excel	DPI	5	19	100	49,592	74	74	42,967	26	26	6,625	60 sec

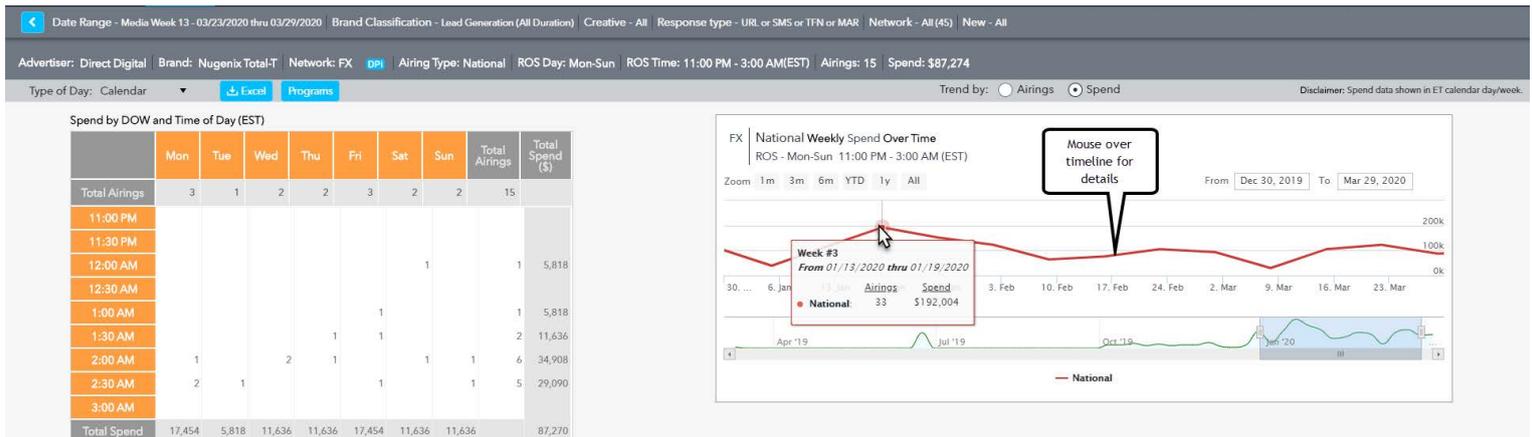
ROS DAYPART VIEW & WEEKLY AIRING HISTORICAL TREND GRAPH

As shown below, all of the airings and spend for the date range selected will be segmented by national and network DPI breaks for each of the network's dayparts. You can mouse over any of the bars to see the total airings and spend for the chosen period. You can also mouse over the trend graph to see weekly totals for airings and spend in both national and network DPI ad breaks. The expandable and clickable timeline allows you to bring more data into the trend graph section. For example, you could drag the left edge of the time selector windows back in time to first quarter 2019, when the brand first started airing on FX Network, to bring additional weekly data points into view. Then, you can mouse over and see all of the week to week historical airings for the network.

The Excel button found on the network pages will provide you with an airings detail output for all airings on the network for the period selected. You can choose to export in either broadcast day (Monday 6A - Monday 6A) or Calendar (Sunday 12A - Sunday 12A). Excel outputs can be found in the Reports section of the dashboard. You can also export Program level details.



From the left section of the network detail screen, you can click on any of the bars to drill into airing detail for a single daypart and break type (National or DPI ad breaks).



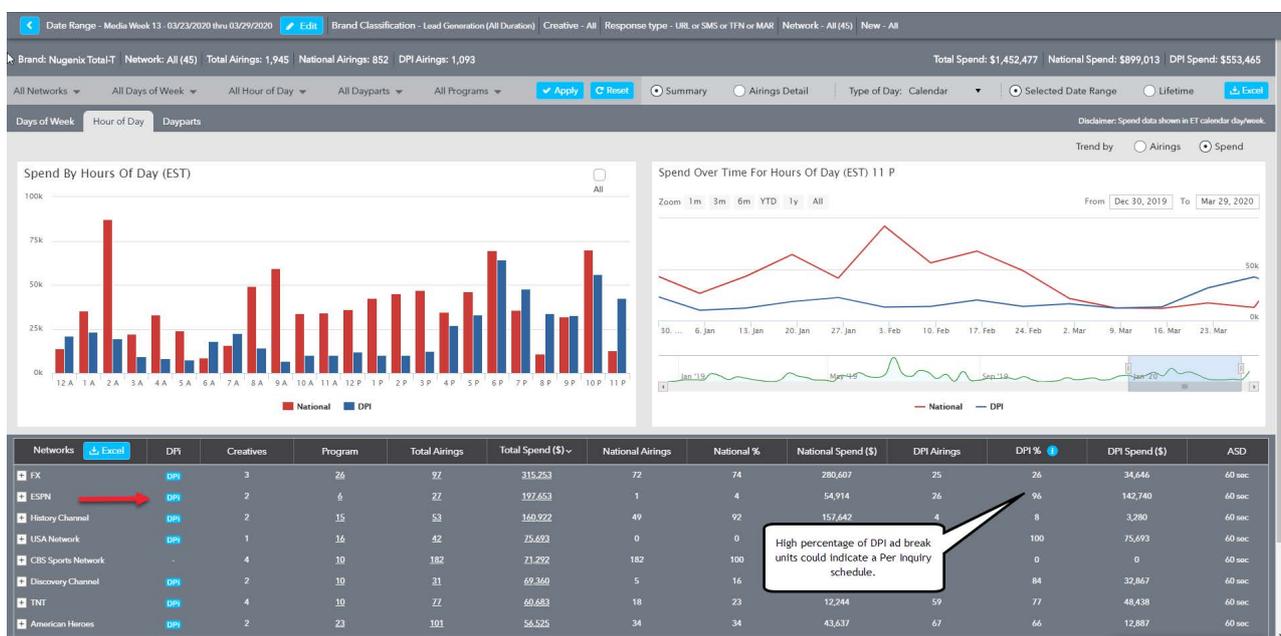
From the network daypart screen, you can see all of the media details. The Spend by DOW and time of Day section on the left will allow you to see if the media execution is a standard daypart rotation or if the buy has been restricted to certain days of the week and/or hours of the day.

The trend graph in this section is specific to the break type and daypart selected. This will allow you to understand historically what the media execution has been week over week for this daypart.

ISOLATING PER INQUIRY SCHEDULES

Sometimes, creatives using DR variations are run on a cost-per-action or “Per Inquiry” basis by cable networks. These are not cash buys which presents a challenge to media researchers. Per Inquiry schedules can make a particular network or daypart look attractive but it would be a mistake to think that one could generate an acceptable ROI buying the same media. Therefore, it’s critically important that one considers the National and DPI break percentage data that AdSphere provides. In the case of Comedy Central below, we can see that 98.26% of the airings are inside network DPI breaks. When Cable Networks run Per Inquiry schedules, they typically restrict them to the less expensive DPI ad break inventory. While we can’t assume this is the case 100% of the time, when we see a high percentage of DPI break airings we need to be aware that it could indicate a Per Inquiry schedule. To avoid such a pitfall, consider testing networks and dayparts that have a higher percentage of national break airings as that is evidence of a traditional cash schedule.

Please be aware that the approach described above can only be used for networks that have DPI ad breaks and where DRMetrix receives DPI signals. To help, DRMetrix has added a DPI graphic next to each of the networks where DPI signals are received (see graphic on next page). Networks that do not have the DPI graphic will report 100% of airings as national for both cash buys and Per Inquiry schedules. To learn more about DPI Signals and the monitoring of commercial grade feeds which allow AdSphere to monitor ads running in the local breaks on network cable, please [click here](#).

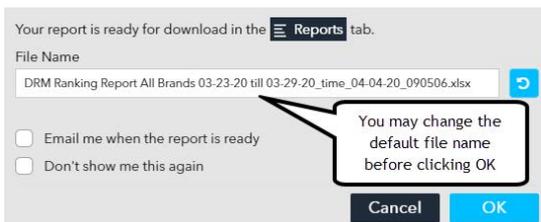


EXCEL OUTPUTS

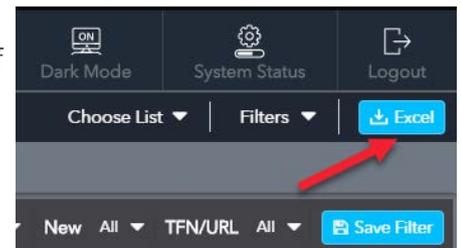
RANKINGS

There are a various types of EXCEL outputs currently available in AdSphere. On the upper right hand corner of the home page (see image below right), you will find an Excel button that will produce an output of the Ranking Report respecting all of your filter selections. After clicking this button, an Excel pop up will appear allowing you to change the default file name before clicking ok to generate the Excel file. Please see page 15 to learn how to use the create/save filter feature to automate the recurring emailing of the ranking report excel using your choice of filter settings.

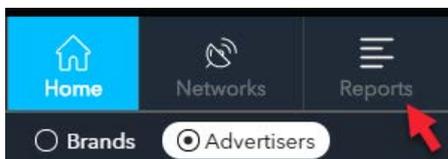
A recent enhancement to the ranking report excel has added creative details and play links on tab two. Depending on whether you are creating a report for advertiser or brand rankings, you can click on the name on tab one to navigate to its brand/creative details on tab two which will include play links. Note: The navigate feature between tab one and two only works in Excel.



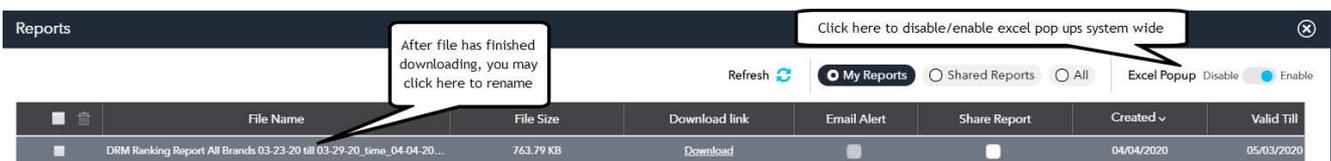
Create Excel Output of Ranking Report ->



<-Excel Pop Up



You can turn off the excel pop ups system wide by clicking "Don't show me this again." You can turn them back on inside of the Reports tab where you can also view the progress as excel files are prepared. When ready, a download link will appear. Excel files are valid to download for 30 days. You can share them as well as those that have been shared by any of your AdSphere co-workers. Any shared report can be moved to your "My Reports".



Rank	Advertiser	Brands	Airings	Spend (\$)	National %	DPI %	ASD
Total							
1	American Society for the Prevention of Cruelty to An...	1	574	3,075,393	100	0	134 sec
2	Direct Digital	7	3,582	2,711,007	38	62	59 sec

Brand Name	Creatives	Category	Airings	Spend (\$)	National %	DPI %	ASD	Weeks
Nugenix Total.T	7	Health & Fitness	1,945	1,452,477	44	56	60 sec	68
Instaflex Advanced	5	Health & Fitness	360	309,198	40	60	57 sec	248
Peptiva	3	Health & Fitness	358	287,970	17	83	60 sec	101
Lumixday Radiance Within	1	Health & Fitness	194	282,708	27	73	60 sec	24

Creatives	Type	Classification	Length	Airings	Spend (\$)	Response Type	National %	DPI %	First Aired	Last Aired
Wow You Look Great v2	EN	Lead Gen - DR	60 sec	194	282,708		27	73	11/20/19 08:48 AM	04/04/20 07:21 AM
Nugenix GH-Boost	5	Health & Fitness		287	189,143		29	71	60 sec	30
Nugenix	5	Health & Fitness		159	100,712		10	90	51 sec	275
Nugenix Free Testosterone Booster	1	Health & Fitness		229	88,799		55	45	60 sec	26

Instead of exporting an entire ranking report, if you only wish to provide details and clickable play links for a specific advertiser's brands, or for only one of its brands, you will find nested excel buttons after expanding either brand or creative columns. You can send excel reports to non-AdSphere users who will be able to use the video play links for 30 days before they expire.

MULTI-BRAND CREATIVE EXPORT

Another alternative to downloading an entire ranking report, the multi-brand creative export allows you to select up to 100 brands and then export all nested creative details with clickable video. As an example, let's say we have a legal client that wishes to produce a lead generation ad for Mesothelioma (a popular tort/class action category). You could always create a ranking report using the Tort & Class Action category selector, filter for "Meso" and generate a regular ranking excel output to include all Meso brands. Alternatively, if you only wanted to create a file with certain Mesothelioma brands, you can select up to 100 of them using the select boxes as shown below. This ranking report was created with a lifetime date range, which is an option when five or less categories are selected. The word "Meso" was used in the Search Brand box to limit the view to only Mesothelioma brands. After selecting the ones to include in the output file, one can then click the Excel icon where shown to generate a multi-brand creative export.

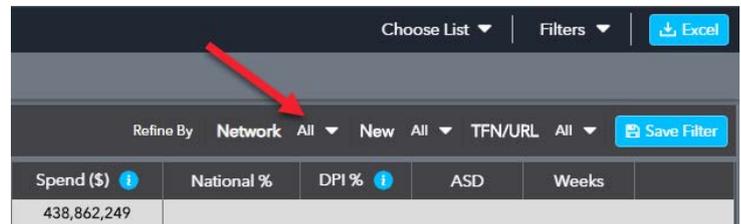
Click this Excel button to generate a multi-brand creative export.

Select only the brands you wish to include

Rank	Brand	Creatives	Category	Advertiser	Airings	Spend (\$)	National %	DPI %	ASD	Weeks
Total										
1	Mesothelioma - MRBFM	32	Legal Services	Mauro Raichle Hartley French...	191,019	75,875,653	69	31	28 sec	256
2	Mesothelioma - Sokolove	37	Legal Services	Sokolove Law	30,594	21,662,914	53	47	44 sec	256
5	Mesothelioma - Trustt Alin...	6	Legal Services	AkinMears	15,315	15,862,556	58	42	60 sec	126
6	Mesothelioma - Baron & B...	18	Legal Services	Baron & Budd	12,311	12,464,696	95	5	50 sec	176
8	Mesothelioma - Pulaski & ...	4	Legal Services	Pulaski Law Firm	11,499	9,236,018	64	36	34 sec	126
8	Mesothelioma - Flint Firm	8	Legal Services	Flint Firm	8,667	4,528,075	55	45	54 sec	126
22	Mesothelioma - Lewy Konigsberg	8	Legal Services	Lewy Konigsberg	2,077	3,974,125	70	30	50 sec	126
32	Mesothelioma - Morgan & Morgan	8	Legal Services	Morgan & Morgan	4,116	3,156,061	100	0	30 sec	126
40	Mesothelioma - Knightline	5	Legal Services	Lucy Business Services	5,161	2,673,692	58	42	56 sec	40
45	Mesothelioma - James C. F...	3	Legal Services	James C. Farrell, P.C.	5,121	2,460,419	45	55	33 sec	211
47	Mesothelioma - Morgan & ...	5	Legal Services	Morgan & Morgan	2,327	2,320,536	96	4	37 sec	29
72	Mesothelioma - Mesolaw...	2	Legal Services	Lewy Konigsberg	2,007	1,498,674	27	73	60 sec	126
89	Mesothelioma - Simmons	4	Legal Services	Simmons Hanly Conroy	2,819	1,157,194	76	24	30 sec	59
92	Mesothelioma - Kresch & Lee	5	Legal Services	Kresch & Lee (800 Law Help)	1,674	1,078,452	93	7	17 sec	126
106	Mesothelioma - Pintas & M...	9	Legal Services	Pintas & Mullins Law Firm	1,948	926,049	92	8	25 sec	15
109	Mesothelioma - Pulaski	2	Legal Services	Pulaski Law Firm	1,061	895,624	68	32	55 sec	126
110	Mesothelioma - Danziger ...	4	Legal Services	Danziger & De Llano	534	888,430	55	45	28 sec	126
120	Mesothelioma - LegalMatch	1	Legal Services	LegalMatch123	611	769,693	51	49	60 sec	126
121	Mesothelioma - Johnson L...	1	Legal Services	Johnson Law	597	767,616	71	29	30 sec	126
154	Mesothelioma - Jacoby & ...	5	Legal Services	Jacoby & Meyers	1,272	559,347	87	13	50 sec	36

NETWORK EXCEL

The Network Excel allows one to map units and spend across multiple brands or advertisers to specific networks, dayparts, and programs.

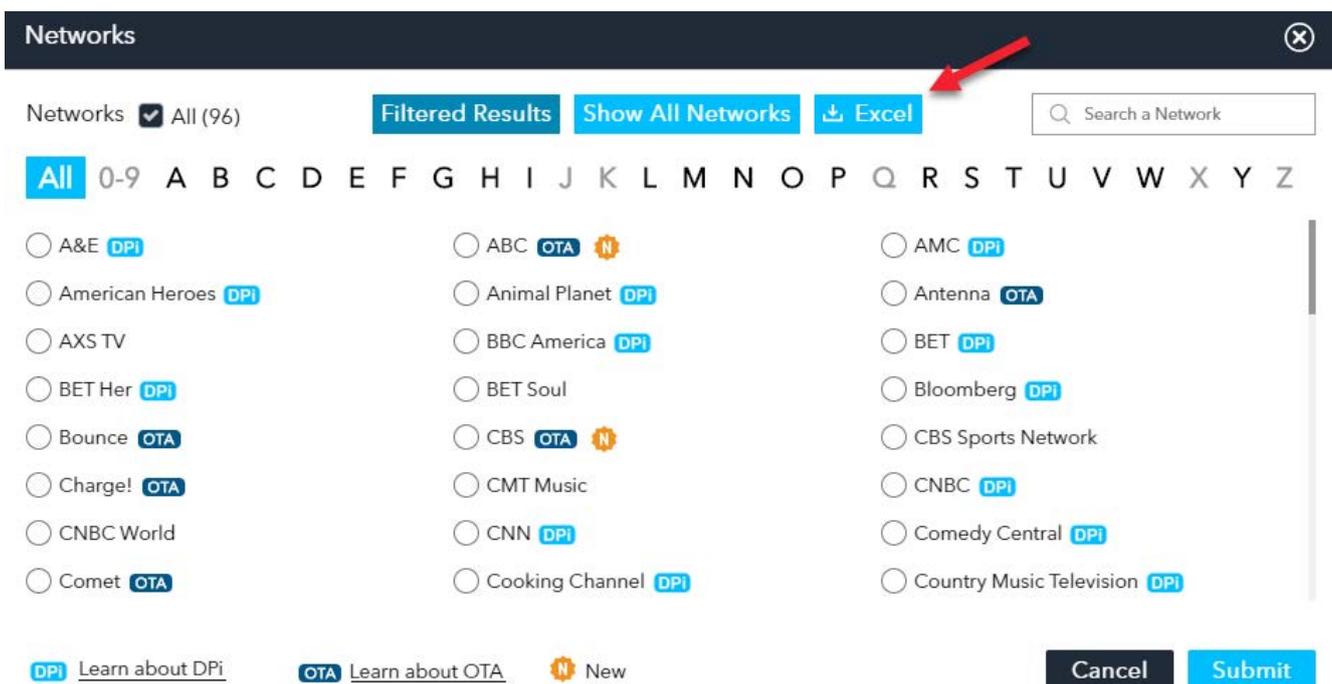


The ability to analyze the aggregate media execution across multiple brands and advertisers can answer important questions such as which networks, dayparts, and programs are getting the highest share of spend across a specific group of brands. Depending upon the type of campaigns we are studying, this can tell us the media mix that is producing the very best results.

Before we can answer such questions, we must first apply the appropriate filters to the ranking report so that it only includes the advertisers, brands, and creative airings that are most relevant to our analysis. For example, you may wish to use the "List Feature" described on page X to filter the ranking report for up to 500 advertisers or brands of your choice to then analyze using the Network Excel feature.

Also, one may wish to only include brands and creatives that use DR variations, since we know the level of TV attribution accuracy is much higher with campaigns that measure their ROI down to the network, daypart, and creative level. These campaigns will only keep buying on network/daypart/programs if the measured consumer response and sales conversions are acceptable. Refer to the advanced filters section of this user guide starting on page 4 to learn how to filter for the most relevant dataset before creating a network excel output.

To access the network excel feature, click where shown above to access the Network list where you'll find the network excel button. This will create a four tab report mapping spend and units by network, daypart (M-F), daypart (S-S), and by program.



To study media execution for individual brands or creatives, additional excel outputs can be found on the Media Details Page where you can create Summary, Airings Detail, and Network Creative Program outputs. Using the drop down selections on the page, you can create a report for any combination of networks, days of week, hours of day, or by standardized dayparts. Make your selections, click Apply, then choose from the options shown below before clicking the Excel button. As always, your reports can be found on the Reports tab.



TIP: Choose Calendar or Broadcast day for output. Also, if you're going to reconcile against Broadcast post logs, be sure to use Broadcast day for Airing Detail outputs.

SUMMARY

This choice will produce a summary EXCEL output for the period you have chosen. On the first tab, brand results are rolled up with the network/ROS dayparts sorted by spend or airing frequency. In the creative tab, you will find the same broken out for each unique creative that was running on the air for the chosen period.

AIRING DETAIL

This choice will produce an airing level output based on your chosen filters. You can choose to export in either broadcast day (Monday 6A - Monday 6A) or Calendar (Sunday 12A - Sunday 12A).

The following data fields are provided in the airings detail output:

Ad ID	Unique airing ID assigned by DRMetricx
Station Code	Unique code assigned to each cable network. Click here for translation list.
Station Name	Text friendly name for each cable network
Creative	Unique creative name assigned by DRMetricx
Play	Hyperlink to streaming airing level video (within 10 days). After 10 days, non-airing level video provided.
Start Time	Time that ad started running in EST
End Time	Time that ad concluded running in EST
Start Date	Date (Calendar/Broadcast) when ad started
End Date	Date (Calendar/Broadcast) when ad stopped
Brand	Name of Brand associated with creative
Length	Length of creative
Break Type	N = National Ad Break D = DPI Ad Break (sometimes referred to as a national local break)
Verified	If TFN, URL, or Promo have been verified by DRMetricx then True
TFN	If Verified=True - Toll Free Number will be populated, if applicable
URL	If Verified=True - URL will be populated, if applicable.
Promo	If Verified=True - Promotion Code will be populated, if applicable
Thumbnail	Hyperlink to view thumbnail image of airing level screen capture (call-to-action scene).
Program	Program Name on air during this time according to Nielsen/Gracenote
rosDay	The days of week that correspond to ROS daypart ie: M-F, SAT-SUN, etc.
rosTime	The time range that corresponds to ROS daypart in military time
rosDaypart	Early Morn. (6-10A), Day (10A-4:30P), Early Fringe (4:30P-8P), Prime (8p-11p), Late Fringe (11P-1A), Overnight (1A-6A)
Spend(\$)	Average of what Brand/DR advertisers are paying for network/daypart. For Spend Methodology details, click here.
DOW	Day of Week (Mon, Tue, Wed, Thu, Fri, Sat, or Sun as applicable)

NETWORK AND CREATIVE PROGRAM LIST OF BRAND

Toward the bottom of the Media Details Page you will find a blue excel button adjacent to the networks column header. This excel report will output all of the summary network level details with the nested creative level details provided on tab two complete with clickable play links. If the brand is using differing creative executions across networks, this report will convey which creatives are being used on which networks as well as spend levels, airing units, and more. Tab three shows spend and frequency details by program.



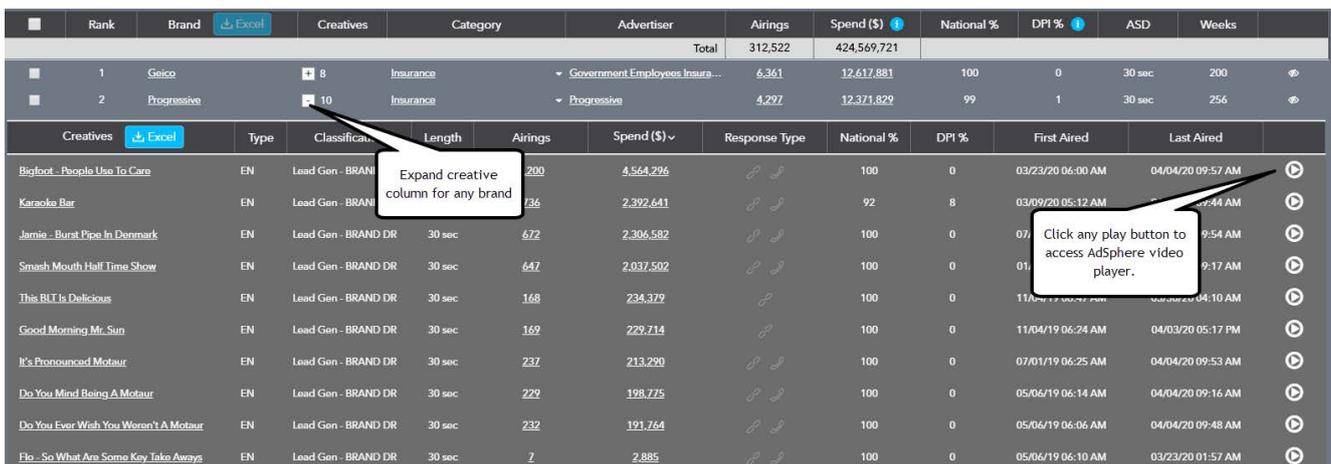
Networks	↓ Excel	DPI	Creatives
NBC			1
Hallmark Movies & Mysteries		DPI	1
CBS		-	1
Hallmark Channel		DPI	1

EXCEL POPUPS

When clicking on any Excel icon to create an export in AdSphere, you will be greeted by a pop up window. You can customize the name of the Excel file before clicking OK. To revert to the default file name, click the refresh icon in the window. In some cases, you will have the option of requesting an email notification when your report is ready for download on the Reports tab. You can also click on "Don't show me this again" which will turn off these popups. If you do accidentally turn them off, you can re-enable Excel Popups at the top right of the Reports tab.

HOW TO SHARE AN ADSPHERE VIDEO

DRMetrix has made it easy to share large quantities of videos with its ranking report, multi-brand, advertiser, and brand level creative EXCEL exports described on pages 29 & 30. Throughout AdSphere, you'll find expandable creative columns adjacent to all brands. In the picture below, we've expanded the creatives column for Progressive Insurance to see its creatives. In the far right column, you'll see a play button for each of Progressive's creatives for the time frame selected.



Rank	Brand	↓ Excel	Creatives	Category	Advertiser	Airings	Spend (\$)	National %	DPI %	ASD	Weeks
Total						312,522	424,569,721				
1	Geico		8	Insurance	Government Employees Insura...	6,361	12,617,881	100	0	30 sec	200
2	Progressive		10	Insurance	Progressive	4,297	12,371,829	99	1	30 sec	256
Creatives	↓ Excel	Type	Classifica...	Length	Airings	Spend (\$)	Response Type	National %	DPI %	First Aired	Last Aired
Bigfoot - People Use To Care		EN	Lead Gen - BRAND		200	4,564,296		100	0	03/23/20 06:00 AM	04/04/20 09:57 AM
Karaoke Bar		EN	Lead Gen - BRAND		136	2,392,641		92	8	03/09/20 05:12 AM	03/24/20 09:44 AM
Jamie - Burst Pipe In Denmark		EN	Lead Gen - BRAND DR	30 sec	672	2,306,582		100	0	07/01/19 06:25 AM	09:54 AM
Smash Mouth Half Time Show		EN	Lead Gen - BRAND DR	30 sec	647	2,037,502		100	0	01/07/19 06:25 AM	09:17 AM
This BLT Is Delicious		EN	Lead Gen - BRAND DR	30 sec	168	234,379		100	0	11/04/19 06:24 AM	04:10 AM
Good Morning Mr. Sun		EN	Lead Gen - BRAND DR	30 sec	169	229,714		100	0	11/04/19 06:24 AM	04/03/20 05:17 PM
It's Pronounced Motaur		EN	Lead Gen - BRAND DR	30 sec	237	213,290		100	0	07/01/19 06:25 AM	04/04/20 09:53 AM
Do You Mind Being A Motaur		EN	Lead Gen - BRAND DR	30 sec	229	198,775		100	0	05/06/19 06:14 AM	04/04/20 09:16 AM
Do You Ever Wish You Weren't A Motaur		EN	Lead Gen - BRAND DR	30 sec	232	191,764		100	0	05/06/19 06:06 AM	04/04/20 09:48 AM
Flo - So What Are Some Key Take Aways		EN	Lead Gen - BRAND DR	30 sec	7	2,885		100	0	05/06/19 06:10 AM	03/23/20 01:57 AM

When you click any play button, the DRMetrix video player will appear. In situations where you wish to share a single video, you'll find a convenient COPY TO CLIPBOARD icon located at the bottom right of the player window. Just click this icon to copy a video link to your computer's clipboard which you can then PASTE into any document, email, etc. It's easy to share any AdSphere video in seconds!

To paste the video link into a document or email:

MAC – Use the key combination COMMAND+V

PC – Use the key combination CTRL+V



Note: Video links generated by AdSphere can easily be shared with third parties and will remain valid for 30 days. Copy to clipboard icon can be found button right of player. If you wish to download an .MP4 file to retain the video permanently, a download button can be found bottom left. For better video compatibility, we recommend PC users use Google Chrome, and MAC users use Safari, as their default video player.

NETWORK LOG VIEW

One can access the network log view by using the network selector from the home page of AdSphere, choosing a particular network, and clicking Apply. Once on the network page, you'll see a blue NETWORK LOG button to access this feature.

Rank	Brand	Creatives	Category	Advertiser	Airings	Spend (\$)	National %	DPI %	ASD	Weeks
Total					3,180	6,264,779				
1	Geico		Insurance	Government Employees Insura...	79	316,872	100	0	30 sec	200
2	Progressive								30 sec	256
3	Amazon Music								30 sec	1
4	Liberty Mutual								24 sec	256
5	Dominio's								23 sec	102
6	Little Caesars P...								15 sec	39
7	Chantix								52 sec	238
8	Trelogy								60 sec	61
9	Xeljanz XR								60 sec	122
10	Burger King								15 sec	14
11	Sublocade								90 sec	2
12	Mavyret								60 sec	47
13	PainSmart								25 sec	107
14	Enbrel								60 sec	184
15	Robinhood								15 sec	5
16	Doordash								25 sec	43
17	ASPCA								135 sec	256
18	Consumer Cellular		Electronics & Software	Consumer Cellular	22	90,391	100	0	30 sec	67
19	DriveTime		Transportation (Sales and Repair)	DriveTime Automotive	40	90,147	100	0	25 sec	204
20	Sling Television		Communications	Sling Media	34	83,294	100	0	21 sec	171

The network log view is designed for troubleshooting airings on specific networks to provide answers to the following questions:

- Did the spot, 5 min, or infomercial creative really run?
- Were there any audio or video problems with the airing?
- Was the 800 number or promotion code in the airing correct?
- Did a competitor's spot run in close proximity?
- Did the spot clear in the correct break type?
- Was the program description correct? (for infomercials)

Airings data is presented in chronological order for the broadcast day (6A-6A). One can navigate to a specific broadcast day by using the convenient built in calendar (Pick Date) or by using the drop down menus and first choosing Media Year, followed choice of Media Week, and then Media Day. The default date is set for the current media day so one can use media week and/or day buttons to quickly navigate to any recent day. After navigating to your desired media day, you can limit the results to quickly find airings for specific programs, advertiser, brands, or creatives by typing into the corresponding search boxes at the top of the view.

Network Log - A&E Network added on: 08/04/2014

Pick Date OR Media Year: 2020 Media Week: 14 - 03/30/2020 to 04/05/2020 Media Day: 04/04/2020 [Excel](#)

Airings: 64 | Filtered Results All [Remove Highlight](#)

Disclaimer: Airing data in ET broadcast day.

Time	Program	Advertiser	Brand	Creative	Length	Classification	Break Type	Play	View
6:28:41 AM	Cindy Crawford and Ellen Pompeo share secrets	Page Publishing	Author's Submission Kit	Want it Published	30 sec	DR	National		
6:29:11 AM	Cindy Crawford and Ellen Pompeo share secrets	Coverdell & Company	Carefree Dental Card	Do You Worry About Going To The Dentist v4	60 sec	DR	DPI		
6:58:41 AM	Paid Programming	Coverdell & Company	Carefree Dental Card	Do You Worry About Going To The Dentist v2	30 sec	DR	National		
6:59:11 AM	Paid Programming	Christian Faith Publishing	Christian Faith Publishing	Cuts Through The Confusion	60 sec	DR	DPI		
7:11:25 AM	Flipping Vegas	Nationwide Mutual Insurance	Nationwide	Welcome To Peytonville - She Looks Important	30 sec	BRAND DR	National		
7:13:10 AM	Flipping Vegas	Live Well Financial	Reverse Mortgage	For People Who Want The Facts	60 sec	DR	DPI		
7:20:08 AM	Flipping Vegas	Overstock.com	Overstock.com	This Is Overwhelming	30 sec	BRAND DR	National		
7:21:08 AM	Flipping Vegas	Jackson Hewitt	Jackson Hewitt	Need A Reason To Switch Your Tax Provider	15 sec	BRAND DR	National		
7:21:23 AM	Flipping Vegas	Popeyes Louisiana Kitchen	Popeyes	Where We Come From - Everyone Is Family - Chicken Sandwich \$3.99	15 sec	BRAND DR	National		

A highlight can be applied to any combination of duration/creative, brand, or advertiser after which, if one removes the filter limiting the results, all of the airings will reappear with the target airings highlighted. Now you can scroll through and determine which other commercials ran around your target airings. In the image below, a highlight has been applied by clicking on the brand name "Safelite Auto Glass". If we only wanted to highlight one of Safelite's creatives in the view, we could click on the creative name instead. If we clicked on "15 sec" text adjacent to the creative name "Brent - When You're Spending Time With The Grandkids" then the highlight will only be applied to instances of that specific creative/duration. If you wish to change the highlight, it is recommended to click the remove highlight button first and then click a different column as applicable to apply a new highlight. Once highlighted, you can click on any advertiser name, brand, or creative name to visit the associated advertiser page. This will open in a new tab which you can then close when you are finished to return to the network log view.

Network Log - A&E X

Network added on:- 08/04/2014

Current Week ▼ 15 - 04/09/2018 to 04/15/2018 ▼ 04/15/2018 ▼ 04/09/2018 thru 04/15/2018

All Programs ✕ All Advertisers ✕ All Brands ✕ All Creatives ✕ Reset Excel

Airings: 85

Remove Highlight

Disclaimer: All airings data is shown in broadcast day.

Time	Program	Advertiser	Brand	Creative	Duration	Classification	Break Type		
8:50:43 AM	Hoarders	Postmark	Poshmark	Karis - Every Time I Log On	15 sec	BRAND DR	National	▶	🖼️
8:51:43 AM	Hoarders	Safelite	Safelite Auto Glass	Brent - When You're Spending Time With The Grandkids	30 sec	BRAND DR	National	▶	🖼️
9:05:36 AM	Hoarders	CarGurus	CarGurus	You Don't Have To Know Much About Cars - Who's Cars Out Front	30 sec	BRAND DR	National	▶	🖼️
9:07:36 AM	Hoarders	Dreamcloud Holdings	Nectar	I'm Sleeping Better Than I Have In Years	60 sec	BRAND DR	Local	▶	🖼️
9:17:53 AM	Hoarders	Stitch Fix	Stitch Fix	I Go Into A Fitting Room And Nothing Seems To Fit	30 sec	BRAND DR	National	▶	🖼️
9:25:01 AM	Hoarders	Safelite	Safelite Auto Glass	Brent - When You're Spending Time With The Grandkids	15 sec	BRAND DR	National	▶	🖼️
9:25:47 AM	Hoarders	Postmark	Poshmark	Karis - Every Time I Log On	15 sec	BRAND DR	National	▶	🖼️
9:26:01 AM	Hoarders	Sling Media	Sling Television	How Do You All Know Each Other	30 sec	BRAND DR	National	▶	🖼️
9:26:46 AM	Hoarders	Applebee's Restaurants	Applebee's	Order Online - Out Of My Dreams v2	15 sec	BRAND DR	National	▶	🖼️

If it is within 10 days of the air time, you can click to play the airing level video. This will allow you to determine whether audio and video levels were correct for that specific airing. After 10 days, the system will play you a more recent airing sample from the same network provided there is a recent airing within the past 10 days. If the network in question has no airings for the creative in the past 10 days, the system will play you a recent airing from another network and/or stream the master video sample which was created when the commercial was initially registered in the AdSphere database. In the video player, the date/time and network will always be displayed and the system will tell you whether it's playing the actual airing level video or not.

Network Log - A&E X

Current Week ▼ 10 - 03/05/2018 to 03/11/2018 ▼ 03/05/2018 ▼ 03/05/2018 thru 03/11/2018

All Programs ✕ All Advertisers ✕ All Brands ✕ All Creatives ✕ Reset Excel

Airings: 279

Disclaimer: All airings data is shown in broadcast day.

Time	Program	Advertiser	Brand	Creative	Duration	Classification	Break Type		
7:14:06 AM	Parking Wars	Wag Labs	Wag	Dog Home Alone All Day v3			Local	▶	🖼️
7:21:46 AM	Parking Wars	RhinoSystems	Navage	For Drug Free Sinus Relief v2			National	▶	🖼️
7:22:16 AM	Parking Wars	Ferrer, Poirot & Wansbrough	Blood Clot Devices - Ferrer Poirot Wansbrough	Blood Clot Filter Warning			National	▶	🖼️
7:23:46 AM	Parking Wars	Christian Faith Publishing	Christian Faith Publishing	Cuts Through The Confusion			National	▶	🖼️
7:37:38 AM	Parking Wars	Maune Raichle Hartley French & Mudd	Mesothelioma - MRHFM	Meso O&A - Closed Captioning v2	30 sec	DR	National	▶	🖼️
7:38:08 AM	Parking Wars	Liberty Mutual	Liberty Mutual	You Always Pay Your Insurance On Time	30 sec	DR	National	▶	🖼️
7:38:38 AM	Parking Wars	Dealdash	Deal Dash	America's New Secret Pleasure	30 sec	BRAND DR	National	▶	🖼️
7:39:08 AM	Parking Wars	Mobile Data Labs	Mile IQ	Dave Hall, Independent Contractor	30 sec	BRAND DR	National	▶	🖼️
7:39:38 AM	Parking Wars	American Heart Association	American Heart Association	145 Over 92	30 sec	BRAND DR	National	▶	🖼️

In the far right column, you can click on the thumbnail icon to bring up the thumbnail image of the call to action scene for each airing. This is a picture that is taken at a specific point in the commercial where the call-to-action information is shown. These airing level images never expire. If the campaign is using DR variations, the thumbnail images are particularly helpful when investigating an airing older than 10 days. They provide an understanding of what phone number, URL, promotion code, etc., was used at the time of airing. These images may also capture price point, legal disclaimers, etc.



This is an image from actual airing
Image captured on A&E on 04/15/18 at 08:15 AM ET

You can export any of the data shown for the specific network/broadcast day by clicking the excel button in the upper right corner of the network log view. If you have applied any filters and/or highlights the created excel file will reflect the same. For example, if you have highlights applied, they will be applied in the excel file. If you have filtered for a specific program, advertiser, brand, or creative, only those airings shown in the view will be included in the created excel file. The video play links and thumbnail image links will be included in the excel file created and are good for 30 days.



Network Log - A&E
Current Week 04/09/2018 thru 04/15/2018 | Week - 15 | Date - 04/10/2018

Time	Program	Advertiser	Brand	Creative	Duration	Classification	Break Type	Play	Thumbnail
6:28:41 am	NEW Shark Rotator Powered Lift-Away Speed with DuoClean Technology	Christian Faith Publishing	Christian Faith Publishing	Cuts Through The Confusion	30 sec	DR	National	Play	View
6:29:11 am	NEW Shark Rotator Powered Lift-Away Speed with DuoClean Technology	Autism Speaks	Autism Speaks	This Is A Story Of A Boy Who Didn't Talk	60 sec	BRAND DR	Local	Play	View
6:58:41 am	Meet Balance, the nutrition calculating smart blender.	Page Publishing	Author's Submission Kit	Want it Published	30 sec	DR	National	Play	View
6:59:11 am	Meet Balance, the nutrition calculating smart blender.	St. Jude Children's Research Hospital	St. Jude Children's Research Hospital	On Top Of First Class Care	60 sec	BRAND DR	Local	Play	View
7:05:12 am	Parking Wars	Wayfair	Wayfair.com	Hey Renovators Time To Dream Bigger	30 sec	BRAND DR	National	Play	View
7:05:12 am	Parking Wars	Chewy	Chewy.com	Take Out The Guesswork From Your Pet Food v2	30 sec	BRAND DR	National	Play	View
7:06:12 am	Parking Wars	Deidash	Deal Dash	America's New Secret Pleasure	60 sec	BRAND DR	National	Play	View
7:07:12 am	Parking Wars	4imprint	4imprint	When the World is Watching	30 sec	BRAND DR	National	Play	View
7:11:58 am	Parking Wars	Swift Response	Flex Tape	The Super Strong Water Proof Tape v4	60 sec	DR	National	Play	View
7:12:58 am	Parking Wars	Applebees	Applebee's	Order Online - Come To My Window	15 sec	BRAND DR	National	Play	View
7:13:13 am	Parking Wars	Wag Labs	Wag	Dog Home Alone All Day v3	30 sec	BRAND DR	Local	Play	View
7:13:43 am	Parking Wars	Peloton Interactive	Peloton Cycle	Hello, Let's Go For A Ride	30 sec	BRAND DR	Local	Play	View
7:20:54 am	Parking Wars	Optimax Investments	GlassesUSA	Cute Glasses	15 sec	BRAND DR	National	Play	View
7:21:09 am	Parking Wars	Laser Spine Institute	Laser Spine Institute	Have You Been Told You Need Neck Or Back Su	60 sec	DR	National	Play	View
7:22:09 am	Parking Wars	U.S. Healthcare Supply	The Brace Hotline	Are You Currently On Medicare v2	60 sec	DR	National	Play	View
7:23:09 am	Parking Wars	Fracture	Fracture	This Is Fracture	15 sec	BRAND DR	National	Play	View
7:34:31 am	Parking Wars	QualityIP Holdings	Growth Factor-9	Go us, Ask Yourself This	120 sec	DR	National	Play	View
7:36:31 am	Parking Wars	Chewy	Chewy.com	Want To Save Money On Pet Food And Supplies	30 sec	BRAND DR	National	Play	View
7:37:01 am	Parking Wars	Applebees	Applebee's	Order Online - Out Of My Dreams v2	15 sec	BRAND DR	National	Play	View
7:41:41 am	Parking Wars	RhinoSystems	Navage	For Drug Free Sinus Relief v2	30 sec	BRAND DR	National	Play	View
7:42:11 am	Parking Wars	Consumer Cellular	Consumer Cellular	If You're Only Hungry For A Slice of Apple Pie (T	60 sec	DR	National	Play	View
7:43:11 am	Parking Wars	Peloton Interactive	Peloton Cycle	Hello, Let's Go For A Ride	30 sec	BRAND DR	Local	Play	View
7:43:41 am	Parking Wars	4imprint	4imprint	When the World is Watching	30 sec	BRAND DR	Local	Play	View
7:50:45 am	Parking Wars	Mobile Data Labs	Mile IQ	If You Drive A Personal Car For Work v3	30 sec	BRAND DR	National	Play	View

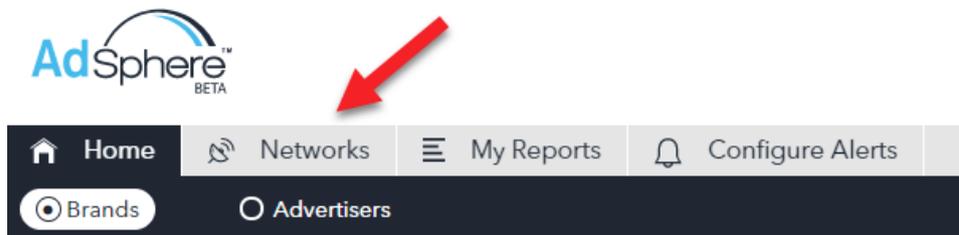
NOTES: Any filters applied on the Home tab such as brand classification, creative duration, etc., will limit results shown on the network log view. For example, if you've limited the ranking system to only show brands using 28.5 minute format, the network log view by default will only show 28.5 minute airings under "Filtered Results". You can switch from "Filtered Results" to "All" which will ignore filter settings and displays airings for all registered AdSphere brands/creatives. AdSphere doesn't include airings of brand creatives, without a call-to-action, in the network log view. Only registered creatives in the brand classifications of short form products, lead generation, brand/direct, and 28.5 minute creatives are shown.

ADDITIONAL HELP AND RESOURCES

In the lower right corner of AdSphere, you will find a CHAT button. Feel free to chat with us at any time to get help. If we're not available, please leave us a message and we'll respond right away. You may also email support@drmetrix.com. Please be sure to subscribe to our AdSphere blog located at adsphere.drmetrix.com/blog to stay up to date on new AdSphere announcements!

SUPPLEMENT FOR NETWORKS (SHARE OF MARKET REPORT)

Media companies subscribing to AdSphere will have a "networks" tab as shown by the red arrow below to access AdSphere's Share of Market Reporting system. If you do not see it, please contact support@drmetrix.com



If your network is one of the 130+ networks monitored by DRMetrix, you can compare the advertisers, brands, and creatives running on your

network against any other seven networks of your choosing. Each group of 8 networks is considered a comparison set. You can create as many comparative sets as you wish.

To begin click on the Networks tab and then choose your target network and any other seven to create a comparison set of 8 or less networks.

Choose at least two networks to see how they compare by market dollars (\$) & Airings. You can select a maximum of 8 networks.

Networks | 0 selected Filters Search a Network

All 0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

<input type="checkbox"/> A&E DPI	<input type="checkbox"/> Antenna OTA	<input type="checkbox"/> BET Soul	<input type="checkbox"/> Cartoon Network DPI
<input type="checkbox"/> ABC N OTA	<input type="checkbox"/> AXS TV	<input type="checkbox"/> Big 10 Network	<input type="checkbox"/> CBS N OTA
<input type="checkbox"/> Adult Swim DPI	<input type="checkbox"/> BBC America DPI	<input type="checkbox"/> Bloomberg DPI	<input type="checkbox"/> CBS Sports Network
<input type="checkbox"/> AMC DPI	<input type="checkbox"/> BET DPI	<input type="checkbox"/> Boomerang DPI	<input type="checkbox"/> Charge! OTA
<input type="checkbox"/> American Heroes DPI	<input type="checkbox"/> BET Her DPI	<input type="checkbox"/> Bounce OTA	<input type="checkbox"/> Chiller *Off Air 1/1/2018 DPI
<input type="checkbox"/> Animal Planet DPI	<input type="checkbox"/> BET Jams	<input type="checkbox"/> Bravo DPI	<input type="checkbox"/> Cloo *Off Air 2/1/2017 DPI

DPI [Learn about DPI](#) **OTA** [Learn about OTA](#) **N** [New](#) **Clear All** **Apply**

The default report will run which looks like the graphic below:

Brand	Creatives	A&E	AXS TV	Discovery Channel	FOX	MTV	National Geographic Channel	TVLand	VH-1	Total Dollars
Total Dollars		5,887,369	275,670	8,251,053	10,673,917	3,774,412	1,607,895	5,359,535	3,813,012	39,642,787
Geico	7	316,872	0	553,181	634,077	71,835	99,376	93,408	121,507	1,890,256
Progressive	10	221,691	0	127,748	775,176	220,185	51,570	7,860	208,630	1,612,859
Rimosa	1	65,000	0	122,974	974,547	0	85,777	31,475	0	1,279,773
Liberty Mutual	15	198,744	0	163,273	321,375	35,524	84,634	122,329	34,165	960,044
American Red Cross	3	0	0	944	804,298	0	7,177	116,553	0	928,972
Quibi	2	0	0	110,255	642,461	13,665	0	0	59,159	825,540
Little Caesars Pizza	4	192,427	0	68,877	0	275,954	28,769	123,400	165,292	804,718
Discovery	1	0	0	446,082	192,972	0	1,564	161,147	0	801,764
Dominos	5	195,820	0	133,162	166,340	71,734	36,578	107,514	69,213	780,362
Skyline	2	28,451	0	59,719	344,449	13,507	25,532	94,006	0	615,644
United States Coast...	9	74,925	0	172,753	155,005	44,027	48,457	104,060	0	599,457
Sublocade	2	108,974	0	0	0	0	67,314	244,371	119,405	560,064
Allstate	4	29,829	0	259,839	141,556	12,654	22,141	0	11,388	477,807
Apple TV+	1	0	0	184,561	232,553	24,684	12,683	0	0	454,481
Burger King	3	123,182	0	177,366	0	64,961	0	27,459	38,918	431,893
Wendy's	2	76,029	0	11,875	194,970	25,323	18,414	11,835	84,249	422,693
Lewis	1	50,064	0	59,564	240,377	10,423	0	1,828	51,101	413,307
Amazon Music	1	102,739	0	59,472	193,794	7,440	0	0	40,165	403,611
#AloneTogether	12	0	0	708	52,689	78,426	1,785	99,825	148,640	382,073
Consumer Cellular	10	90,321	1,126	71,959	129,607	0	2,547	85,691	0	381,321

The default report will sort brands based on their spend level across the selected networks. In the case of Geico, we can see under the “Total Dollars” column that they have total spend of \$1,890,256 across the chosen networks. You can also see how those dollars are applied across each network in the report.

The default sort for the share of market report is by total dollars but you can change the sort by clicking on any network column header. For example, if we are in advertising sales for A&E Network, we may wish to study the top spending campaigns that are not currently running on A&E. We can click once on the A&E header and the report will sort from low to high values in the A&E column and high to low in the Total Dollars column as shown below. This will help the sales team to focus on the advertisers or brands spending the most on competitive networks that are not currently running on A&E. Just like on the home tab of AdSphere you can click the tracking icon in the far right column to set advertiser or brand tracking alerts. (See page 17 for more information on Tracking & Alerts).

Brand	Creatives	A&E	AXS TV	Discovery Channel	FOX	MTV	National Geographic Channel	TVLand	VH-1	Total Dollars
Total Dollars		5,887,369	275,670	8,251,053	10,673,917	3,774,412	1,607,895	5,359,535	3,813,012	39,642,787
Quibi	2	0	110,255	642,461	13,665	0	0	0	59,159	825,540
Discovery	1	0	0	446,082	192,972	0	1,564	161,147	0	801,764
Apple TV+	1	0	184,561	232,553	24,684	12,683	0	0	0	454,481
#AloneTogether	0	0	708	52,689	78,426	1,785	99,825	148,640	0	382,073
Chipotle	0	0	0	0	141,525	0	0	0	0	334,451
Samsung	0	0	180,987	77,518	0	0	0	0	0	320,427
Ford	0	0	21,140	275,239	0	0	3,857	0	0	300,236
Vascapa	1	0	40,800	0	0	0	0	188,614	0	229,414
AT&T	1	0	0	77,518	107,287	0	0	25,807	7,147	217,759
Macy's	1	0	0	0	88,469	25,631	0	66,194	18,617	198,911
Shipt	7	0	0	0	0	93,668	0	0	93,485	187,153
Medicare Benefits H...	2	0	0	0	0	0	0	169,729	0	169,729
Old Navy	1	0	0	80,109	43,563	0	0	0	35,119	158,791
T. Rowe Price	3	0	0	153,120	0	0	0	0	0	153,120
Life Alert	4	0	1,072	0	141,183	0	0	8,769	0	151,024
LinkedIn	2	0	0	147,800	0	0	0	0	0	147,800
CarShield	4	0	3,627	0	0	0	0	141,336	0	144,963
AT&T TV	3	0	0	93,004	0	25,551	0	0	21,162	139,717
Medicare Benefits & ...	2	0	0	0	0	0	0	128,569	0	128,569
Brand Power	4	0	0	0	0	37,634	0	24,692	60,213	122,538

There may be times when you want to create a comparison report that only considers airings that run in national ad breaks. In the share of market reporting system, you can use all of the AdSphere filters including a new one called “Break Type” where you can specify whether to consider all breaks types or just national or DPI breaks.



Click the blue edit button to access the filters where you can specify date range, brand classification, Creative Language, Break Type and Response Types. Please refer to the advanced filters section of this user guide for more details.

There are two ways to look at the comparative data in the share of market reporting system. You can choose between showing the data by “Market Dollars (\$)” or by frequency of “Airings”.

The report below shows what the “Airings View” looks like

The image shows a report titled 'Airings View'. At the top, there are tabs for 'Market Dollars (\$)' and 'Airings', with 'Airings' selected. A search bar for brands is also present. The table below lists brands and their airings across various channels. A red arrow points to the 'Airings' tab.

Brand	Creatives	A&E	AXS TV	Discovery Channel	FOX	MTV	National Geographic Channel	TVLand	VH-1	Airings
Total Airings		3,006	1,328	2,685	209	3,597	1,966	3,102	3,453	19,345
Little Caesars Pizza	4	76	0	25	0	193	54	146	148	642
Geico	7	79	0	89	12	68	101	68	54	471
#AloneTogether	12	0	0	3	2	118	6	98	175	402
Liberty Mutual	15	88	0	44	7	24	103	89	24	379
Progressive	10	60	0	51	11	110	35	8	100	375
Chipotle	2	0	0	0	0	131	0	0	185	316
GoodRX.com	7	27	97	10	0	56	0	89	34	313
NordVPN	3	6	0	74	0	113	0	0	107	300
Dominos	5	72	0	24	4	39	47	44	32	262
Burger King	3	82	0	58	0	58	0	23	36	257
The Zebra	4	63	107	0	0	14	12	0	33	229
Wendy's	2	36	0	11	6	35	32	7	87	214
Shipt	7	0	0	0	0	92	0	0	118	210
Experian Boost	11	42	0	22	2	83	0	25	29	203
United States Censu...	9	38	0	37	2	19	49	56	0	201
Safelite Auto Glass	3	42	0	37	0	21	94	0	1	195
Turbo Tax	3	23	0	23	2	25	15	19	66	173
KFC	1	19	0	0	1	60	52	4	27	163
Slimfast KEIO	2	0	0	0	0	52	0	57	43	152
GoDaddy	5	21	129	0	0	0	0	0	0	150

You can also switch from brand to advertiser share of market by clicking Advertisers in the top left as shown on the next page. Whether you’re on brand or advertiser rankings, you can always expand the menus as shown to reveal a list of brands and related creatives with spend dollars or airing counts.

The screenshot displays the AdSphere interface with a report for Market Dollars (\$). The interface includes a top navigation bar with 'Home', 'Networks', 'Reports', and 'Toggle between brand and advertiser rankings'. A search bar is present for 'Search Advertiser, Brand or Creative'. The main content area shows a table with columns for Advertiser Name, Brands, A&E, AXS TV, Discovery Channel, FOX, MTV, National Geographic Channel, TVLand, VH-1, and Total Dollars. A callout points to the 'Toggle between brand and advertiser rankings' button. Another callout points to the 'Expand column to show spend by brand' button. A third callout points to the 'Expand creative column to show spend by creative' button. A fourth callout points to the 'Click play buttons to watch individual creatives' button. The table data includes advertisers like 'AbbVie', 'Rinoco', 'Shyzi', 'Humira', and various brands like 'Government Emplo...', 'Progressive', 'Gilco Sciences', 'Liberty Mutual', 'American National...', 'Quiba Holdings', 'Little Caesar Enter...', 'Dominos Pizza', 'U.S. Census Bureau', and 'Indivior'.

All of the spend or airings values at the brand and creatives levels are hyperlinked which will take you to the Media Details Page. Please refer to the Media Details section on page 25 for more details. You can also click on any advertiser, brand, or creative name to visit the applicable advertiser page where you can find company, contact, and agency information.

You can return to the network selection page at any time by clicking the Choose Network link in the upper right next to the SAVE filter button. You can also SAVE your network selections and all other filter settings to easily recall in the future by clicking the Save Filter button. Give your report a name and then click SAVE. Reference page 15 to learn how to automate the scheduling and email delivery of your saved reports. In the future, you can access any of your saved filter sets / reports by clicking the Filters dropdown in the upper left next to the EXCEL button. You will also find a filter drop down on the network selection page for easy access.

NOTE: When using the Filters dropdown within the Network tab (Share of Market) you will only be presented with saved share of market reports. Any saved reports that have been created from the ranking report (HOME tab of AdSphere) will be accessible by returning to the Home Tab and clicking on the Filters dropdown.

You can EXPORT to Excel any of the share of market reports by clicking the EXCEL button in the upper right of the interface.

