

Exposure Analysis Report

[VP-2027](#) - Document v1.12

Summary

Because our standard terms require payment in advance, in theory there should be sufficient funds in-house to cover the media booked. However, this is not always the case. Account executives need a mechanism by which accounts that are exposed (less money received than media booked) can be flagged for action.

Program Changes

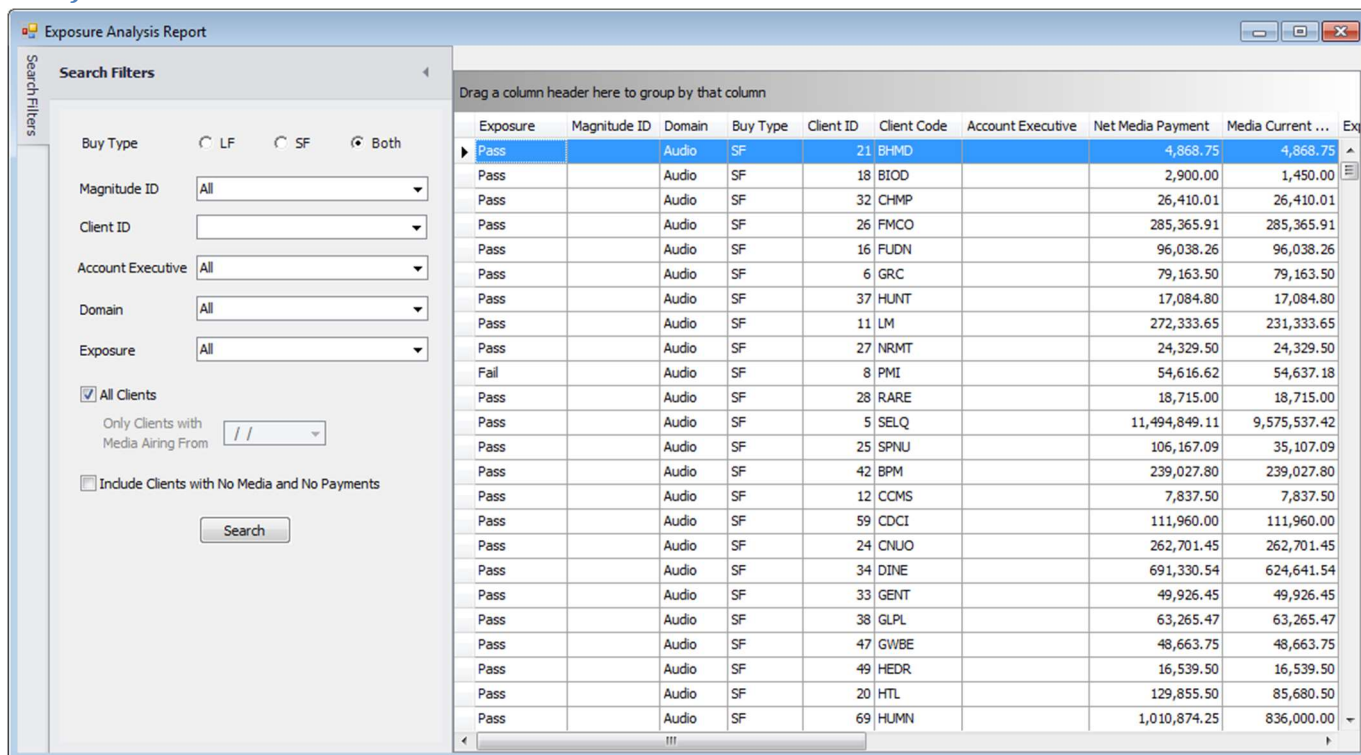
Database

Add fields for **Archived Cash Receipts**, **Archived OSP**, and **Archived Client Net** to the *client* table. These will contain dollar amounts of archived data (media not currently in the VP system, or accounting numbers from prior to NAPS/SNAPS). Estimates for these are currently entered manually in the existing Exposure spreadsheet.

Exposure Analysis Report Form

In the **Reports** menu, add a new selection and form labeled Exposure Analysis Report. Access should be limited to *Administrator*, *Department Director*, and *AE* roles.

Interface



The screenshot displays the 'Exposure Analysis Report' interface. On the left is a 'Search Filters' panel with the following controls:

- Buy Type: Radio buttons for LF, SF, and Both (Both is selected).
- Magnitude ID: A dropdown menu set to 'All'.
- Client ID: A dropdown menu.
- Account Executive: A dropdown menu set to 'All'.
- Domain: A dropdown menu set to 'All'.
- Exposure: A dropdown menu set to 'All'.
- All Clients
- Only Clients with Media Airing From: A dropdown menu with '//' selected.
- Include Clients with No Media and No Payments
- A 'Search' button.

The main area is a data table with the following columns: Exposure, Magnitude ID, Domain, Buy Type, Client ID, Client Code, Account Executive, Net Media Payment, and Media Current ...

Exposure	Magnitude ID	Domain	Buy Type	Client ID	Client Code	Account Executive	Net Media Payment	Media Current ...
Pass		Audio	SF	21	BHMD		4,868.75	4,868.75
Pass		Audio	SF	18	BIOD		2,900.00	1,450.00
Pass		Audio	SF	32	CHMP		26,410.01	26,410.01
Pass		Audio	SF	26	FMCO		285,365.91	285,365.91
Pass		Audio	SF	16	FUDN		96,038.26	96,038.26
Pass		Audio	SF	6	GRC		79,163.50	79,163.50
Pass		Audio	SF	37	HUNT		17,084.80	17,084.80
Pass		Audio	SF	11	LM		272,333.65	231,333.65
Pass		Audio	SF	27	NRMT		24,329.50	24,329.50
Fail		Audio	SF	8	PMI		54,616.62	54,637.18
Pass		Audio	SF	28	RARE		18,715.00	18,715.00
Pass		Audio	SF	5	SELQ		11,494,849.11	9,575,537.42
Pass		Audio	SF	25	SPNU		106,167.09	35,107.09
Pass		Audio	SF	42	BPM		239,027.80	239,027.80
Pass		Audio	SF	12	CCMS		7,837.50	7,837.50
Pass		Audio	SF	59	CDCI		111,960.00	111,960.00
Pass		Audio	SF	24	CNUO		262,701.45	262,701.45
Pass		Audio	SF	34	DINE		691,330.54	624,641.54
Pass		Audio	SF	33	GENT		49,926.45	49,926.45
Pass		Audio	SF	38	GLPL		63,265.47	63,265.47
Pass		Audio	SF	47	GWBE		48,663.75	48,663.75
Pass		Audio	SF	49	HEDR		16,539.50	16,539.50
Pass		Audio	SF	20	HTL		129,855.50	85,680.50
Pass		Audio	SF	69	HUMN		1,010,874.25	836,000.00

Note the ability to hide the filter panel as is done currently in Sigma Tracking:

Exposure	Magnitude ID	Domain	Buy Type	Client ID	Client Code	Account Executive	Net Media Payment	Media Current ...	Exposure Curre...	Media One ...	Exposure One ...	Media Two ...
Pass		Audio	SF	21	BHMD		4,868.75	4,868.75	0.00	4,868.75	0.00	4,868.75
Pass		Audio	SF	18	BIOD		2,900.00	1,450.00	-1,450.00	1,450.00	-1,450.00	1,450.00
Pass		Audio	SF	32	CHMP		26,410.01	26,410.01	0.00	26,410.01	0.00	26,410.01
Pass		Audio	SF	26	FMCO		285,365.91	285,365.91	0.00	285,365.91	0.00	285,365.91
Pass		Audio	SF	16	FUDN		96,038.26	96,038.26	0.00	96,038.26	0.00	96,038.26
Pass		Audio	SF	6	GRC		79,163.50	79,163.50	0.00	79,163.50	0.00	79,163.50
Pass		Audio	SF	37	HUNT		17,084.80	17,084.80	0.00	17,084.80	0.00	17,084.80
Pass		Audio	SF	11	LM		272,333.65	231,333.65	-41,000.00	231,333.65	-41,000.00	231,333.65
Pass		Audio	SF	27	NRMT		24,329.50	24,329.50	0.00	24,329.50	0.00	24,329.50
Fail		Audio	SF	8	PMI		54,616.62	54,637.18	20.56	54,637.18	20.56	54,637.18
Pass		Audio	SF	28	RARE		18,715.00	18,715.00	0.00	18,715.00	0.00	18,715.00
Pass		Audio	SF	5	SELQ		11,494,849.11	9,575,537.42	-1,919,311.69	9,659,068.97	-1,835,780.14	9,702,660.00
Pass		Audio	SF	25	SPNU		106,167.09	35,107.09	-71,060.00	35,107.09	-71,060.00	35,107.09
Pass		Audio	SF	42	BPM		239,027.80	239,027.80	0.00	239,027.80	0.00	239,027.80
Pass		Audio	SF	12	CCMS		7,837.50	7,837.50	0.00	7,837.50	0.00	7,837.50
Pass		Audio	SF	59	CDCI		111,960.00	111,960.00	0.00	111,960.00	0.00	111,960.00
Pass		Audio	SF	24	CNUO		262,701.45	262,701.45	0.00	262,701.45	0.00	262,701.45
Pass		Audio	SF	34	DINE		691,330.54	624,641.54	-66,689.00	624,641.54	-66,689.00	624,641.54
Pass		Audio	SF	33	GENT		49,926.45	49,926.45	0.00	49,926.45	0.00	49,926.45
Pass		Audio	SF	38	GLPL		63,265.47	63,265.47	0.00	63,265.47	0.00	63,265.47
Pass		Audio	SF	47	GWBE		48,663.75	48,663.75	0.00	48,663.75	0.00	48,663.75
Pass		Audio	SF	49	HEDR		16,539.50	16,539.50	0.00	16,539.50	0.00	16,539.50
Pass		Audio	SF	20	HTL		129,855.50	85,680.50	-44,175.00	85,680.50	-44,175.00	85,680.50
Pass		Audio	SF	69	HUMN		1,010,874.25	836,000.00	-174,874.25	892,192.50	-118,681.75	930,144.25

Search / Filters

- **Buy Type** radio buttons with selections for *LF*, *SF*, and *Both*
- **Magnitude ID** dropdown list (individual or *All*)
- **Client ID** dropdown list (individual, multiple, or *All*)
- **Account Executive** dropdown list (individual or *All*)
- **Domain** dropdown list (individual or *All*)
- **Exposure** dropdown or radio buttons with selections for *Pass* (negative or \$0 Exposure), *Fail* (positive Exposure), and *All*
- **All Clients** check box – when this is selected, data returned should not be limited by media dates.
- **Only Clients with Media Airing From** date field – this selection will limit data to clients with media airing following the given date. This field should only be available if the **All Clients** box is unchecked.
- **Include Clients with No Media and No Payments** – if this is not selected, clients without booked media and without payments should be excluded from search results. Have the form save this setting by user.

Grid Columns

Column Header	Source	Notes
Magnitude ID	VP <i>client</i> table	
Domain		United States, Audio, and/or Full Break
Client ID	VP <i>client</i> table	
Buy Type		LF, SF, or Both
Client Name	VP <i>client</i> table	
Account Executive	VP <i>ae_client_assignments</i> table	
Archived Cash Receipts SF	VP <i>client</i> table	Add a field by client to track. Hidden by default, accessible via column chooser. For now, populate this with the numbers found in the spreadsheet attached to the ticket. Note that there are no archived amounts for FB or RF.
Archived Credit Adjustments SF	VP <i>client</i> table	
Archived OSP SF	VP <i>client</i> table	
Archived Client Net SF	VP <i>client</i> table	
Archived Cash Receipts LF	VP <i>client</i> table	Add a field by client to track. Hidden by default.
Archived Credit Adjustments LF	VP <i>client</i> table	Add a field by client to track. Hidden by default.
Archived OSP LF	VP <i>client</i> table	Add a field by client to track. Hidden by default.
Archived Client Net LF	VP <i>client</i> table	Add a field by client to track. Hidden by default.
Cash Receipts	NAPS/SNAPS LF: <i>payments.dbf</i> table SF, FB, and RF: <i>spay.dbf</i> table	Hidden by default, accessible via column chooser
Credit Adjustments	VP <i>accounting_entry</i> table	Hidden by default, accessible via column chooser A Credit Adjustment is ae.entityid = -1 Status = 'O' has not been processed Status <> O has been invoiced
Outside Processing	VP <i>accounting_entry</i> table	(OSP) Hidden by default, accessible via column chooser SELECT * FROM dbo.accounting_entry ae WHERE ae.entitytype = 'CL' AND ae.entityid = 0 AND ISNULL(ae.acode, 0) <> 5
Net Media Payment	Calculated	Archived Cash Receipts + Cash Receipts + Archived Credit Adjustments + Credit Adjustments – OSP – Archived OSP
Media Current Week	VP <i>MOD</i> table	Archived Client Net + Client Net Booked from inception to end of current broadcast week
Exposure Current Week	Calculated	Media Current Week - Net Media Payment
Media One Week Out	VP <i>MOD</i> table	Archived Client Net + Client Net Booked from inception to end of next broadcast week
Exposure One Week Out	Calculated	Media One Week Out - Net Media Payment
Media Two Weeks Out	VP <i>MOD</i> table	Archived Client Net + Client Net Booked from inception to end of next week +1 week
Exposure Two Weeks Out	Calculated	Media Two Weeks Out - Net Media Payment
Media Three Weeks Out	VP <i>MOD</i> table	Archived Client Net + Client Net Booked from inception to end of next week +2 weeks
Exposure Three Weeks Out	Calculated	Media Three Weeks Out - Net Media Payment
Media Four Weeks Out	VP <i>MOD</i> table	Archived Client Net + Client Net Booked from inception to end of next week +3 weeks
Exposure Four Weeks Out	Calculated	Media Two Weeks Out - Net Media Payment

Example

If no specific filters are selected, when the **Search** button is clicked, the data returned should include contents of fields from the VP tables in all three domains listed above as well as fields from the NAPS and SNAPS *accounting_entry* tables for the selected Buy Type. In simple terms, the grid will show media booked in VP (MOD client net booked) minus amounts received from clients in NAPS/SNAPS.

Sample query pulling Account Executive from all three domains for display in grid:

```
SELECT 'UNITED STATES' AS domain,* FROM VantEDGEPoint.dbo.ae_client_assignments
UNION all
SELECT 'Full Break' AS domain,* FROM VantEDGEPoint_FB.dbo.ae_client_assignments
UNION all
SELECT 'Audio' AS domain,* FROM RevenueFrontier.dbo.ae_client_assignments
```

Other Requirements

Use background color #ff9999 (light red) in **Exposure** column cells which contain a number greater than zero.

Exclude Broker Buys and DND media. See VP's Financial Summary Report for an example of logic.

Add a grid right-click menu option for **Excel Export**.

Data Locations for NAPS/SNAPS Payments

Long Form: \\Sanfs01\accounting\Data\Production\ckapp\data
Short Form: \\Sanfs01\accounting\Data\Production\spotinv\data
Full Break: \\Sanfs01\accounting\Data\Production\fullbreak\data
Revenue Frontier: \\Sanfs01\rf_accounting\Data\Production\spotinv\data

Development Notes

Service account on both IIS servers will need read-only access to the accounting directories.

VFPOLEDB provider will need to be installed as *Administrator*.