



A quick guide to our new advanced booking Programme Planner tool

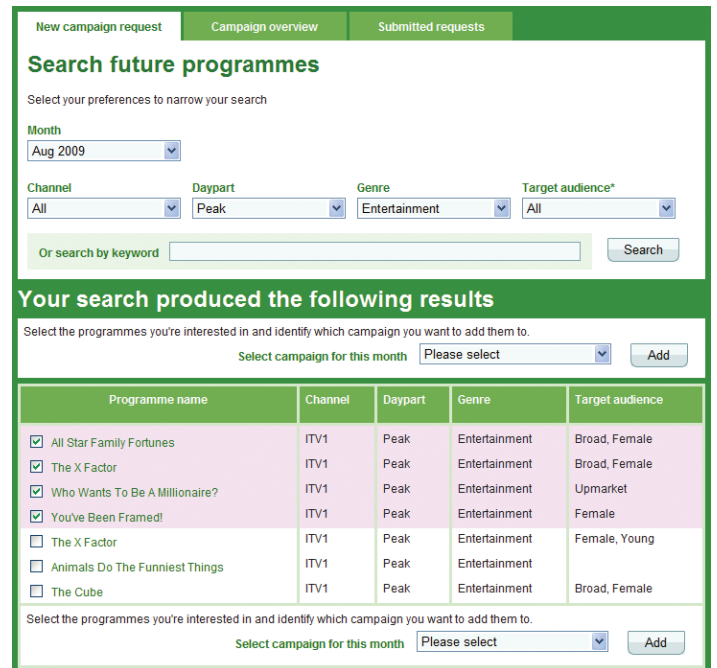
Our new website has been redesigned to be as intuitive as possible so you should have no problems finding your way around. That said there are some new features which we thought we'd draw your attention to, such as our new advanced booking Programme Planner tool.

Step 1

Search future programmes

The tool allows you to search future programmes and plan your campaign. You can filter your search by month, channel, daypart, genre, target audience or all of these – using the drop down menus.

Your search results will reveal a list of programmes that match your criteria. You can access an overview of any programme by clicking on the programme name. Simply select the programmes that interest you and identify which campaign you want them added to. Remember though that programmes will only be available three months in advance of the booking deadline.



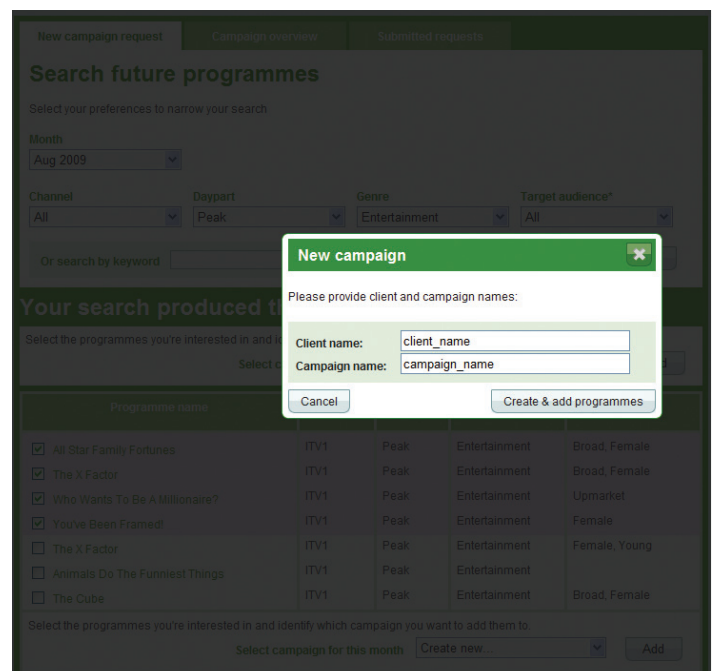
Step 2

Create your campaign

If you haven't already created a campaign folder, you can do so at this point.

Choose 'create new' from the dropdown menu and follow the instructions.

Once you've chosen your programmes and added them to the relevant campaign, you can move on to the second tab – 'Campaign overview'.



Step 3

Campaign overview

Here you'll find all your requests, sorted by campaign name and transmission date. Click on the campaign name to review your programme requests.

Within each campaign you can use the up and down arrows to change the priority of the programmes you have requested.

When you've reviewed your campaign, you're ready to submit your request. This is done on a campaign by campaign basis. If you need to navigate away from this page, the Programme Planner will remember the programmes you've selected, so you can submit requests at a later date.

client_name, campaign_name	Requested Month	Requests in campaign	Expiry date	Delete
ITV1	Aug 2009	4 items	31/08/2009	Delete
All Star Family Fortunes	ITV1	Peak	Entertainment	Broad, Female
The X Factor	ITV1	Peak	Entertainment	Broad, Female
Who Wants To Be A Millionaire?	ITV1	Peak	Entertainment	Upmarket
You've Been Framed!	ITV1	Peak	Entertainment	Female

Step 4

Submit your request

When you submit your request you'll see a pre-populated form, outlining your request in detail. This is your opportunity to add any comments or questions you have and also where you confirm your regional needs for ITV1.

If you do spot anything amiss, you can use the 'Back to Campaign' button and amend where necessary. Do check your requests carefully before you submit them though as you can't make any changes, online, beyond this point.

Please remember that we cannot guarantee that you'll receive your selected demographic, channel and/or scheduling choices.

Once you've pressed 'Send' you'll receive a confirmation along with a reminder of all your campaign requests.

ITV1	Please choose regions:	Remove
All Star Family Fortunes	<input checked="" type="checkbox"/> LWT <input checked="" type="checkbox"/> Carlton <input checked="" type="checkbox"/> STV <input checked="" type="checkbox"/> North <input checked="" type="checkbox"/> UTV <input checked="" type="checkbox"/> SE <input checked="" type="checkbox"/> Midwest	Remove
The X Factor	<input checked="" type="checkbox"/> LWT <input checked="" type="checkbox"/> Carlton <input checked="" type="checkbox"/> STV <input checked="" type="checkbox"/> North <input checked="" type="checkbox"/> UTV <input checked="" type="checkbox"/> SE <input checked="" type="checkbox"/> Midwest	Remove
Who Wants To Be A Millionaire?	<input checked="" type="checkbox"/> LWT <input checked="" type="checkbox"/> Carlton <input checked="" type="checkbox"/> STV <input checked="" type="checkbox"/> North <input checked="" type="checkbox"/> UTV <input checked="" type="checkbox"/> SE <input checked="" type="checkbox"/> Midwest	Remove
You've Been Framed!	<input checked="" type="checkbox"/> LWT <input checked="" type="checkbox"/> Carlton <input checked="" type="checkbox"/> STV <input checked="" type="checkbox"/> North <input checked="" type="checkbox"/> UTV <input checked="" type="checkbox"/> SE <input checked="" type="checkbox"/> Midwest	Remove

We hope you find this guide and the new tool useful.

Any comments, as always, gratefully received. You can reach us at itvcommercial@itv.com