

Compliance Checking and Competitive Checking Ready Reference

Need to know?	Where To Go?	What To Run?	Extra Info
Find missing spots, spots out of session, bonus spots	AudioNET – AirCheck Reports	Compliance report	
Check your campaign has started OK	AudioNET – AirCheck Reports	QuickCheck	
Check whether revised key numbers have been acted on	AudioNET – AirCheck Reports	QuickCheck	
Check day part rotation and spread	AudioNET – AirCheck Reports	Compliance or QuickCheck	Click the “Reports” button and select the Spread report.
Check actual broadcast against billable spots	AudioNET – AirCheck Reports	BCC Post Analysis	Data file able to be loaded into BCC to run Post Analysis
Check position in break of your client’s spots	AudioNET – AirCheck Reports	Compliance or QuickCheck	Click the “Reports” button and select the Position in Break report.
Check competitor Adjacencies	AudioNET – AirCheck Reports	Compliance or QuickCheck	Click the “Reports” button and select Adjacencies report.
Collecting W/C spot numbers to generate Reach & frequency in Radio Advisor	AudioNET – AirCheck Reports	BCC Post Analysis	Use on screen summary to type the number of spots per session per week into Radio Advisor to run an R&F report.
Listen to a spot	AirCheck – Analysis	Analysis Search	Click any speaker icon to hear the spot from the AirCheck audio log.
Check Client Share of Voice in Category	AirCheck – Analysis	Keyword search on category	Choose summary or detailed report. Dump results into Excel
Check competitor placement on client stations	AirCheck – Analysis	Keyword search on competitor name	Choose summary or detailed report. Dump results into Excel
Check whether any competitor spots are next to client spots	AirCheck – Media Log	Select station and log date	Click any speaker icon to hear the spot from the AirCheck audio log.
Examine competitor buys across a market	AirCheck - My Report	Brand analysis report	Search on brand or parent. Click each station match to see that station’s buy.
Hear airplay of a specific client spot	AirCheck – Media Log	Select station and log date (scroll to airtime)	Never wait for a station to supply a MP3 of the logger tape again!
Hear Live Reads	AirCheck – Media Log	Select station and log date (scroll to nominated pre-time)	AirCheck doesn’t title live reads but you can still hear them on the audio log.
Analyse station clutter	AirCheck – My Report	Hourly break-up of spots	Check which stations in a market provide better cut-through for your clients
New Competitor Campaigns	AirCheck – My Report	New campaigns	Shows spots for any brands that have not appeared in the last 8 days
Check Spot Placement	AirCheck – My Report	Spot Placement	First in Break, Last in Break and First and Last in Break (top and tail)
See which stations are cluttered with certain categories	AirCheck – My Report	Category Analysis Report	Drill down to see a list of advertisers on each station.

NB: If you want to LISTEN to a spot on the AirCheck site download the AirCheck AudioPlayer at <http://www.aircheck.net.au/install/>

24 hour support phone 1800 003 155 or e-mail support@audionet.com.au

AudioNET site: www.audionet.com.au

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