

1 Why a new map?

Primary objective: To label the ad pages in the feature section with IO numbers to allow batch programs to locate ads for delivery of electronic tearsheets to advertisers and agencies.



Secondary objective: To label the editorial content to identification of features for an on-line reference, in lieu of the delivery and storage of paper copies.

The map is the source document for the assembly of the feature section and is accurate a high percentage of the time. The goal is to take the definition of the map and provide it in a "flat" format to a program for the batch assembly of the archive file.

The current map is relatively "freeform." The IO numbers for the ads are usually in the top row of full-page ads. Partial page ads may be in the top of the defined space, but can be in the columns to the left to right of the page, across the top, or grouped in a larger cell at the bottom of the page. Page descriptions can be broken across five lines or centered in merged cells. Gatefold pages may be identified in the page description or in the margins.

Attempts to extract the page definitions via a script or macro have been difficult. Alternate means of generating the map have been researched and prototyped. With each solution, the goal has been to:

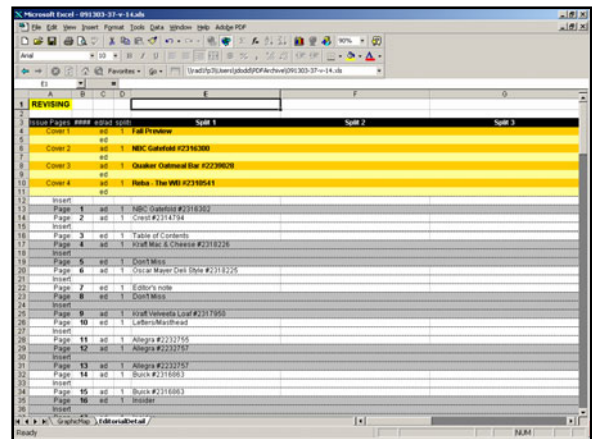
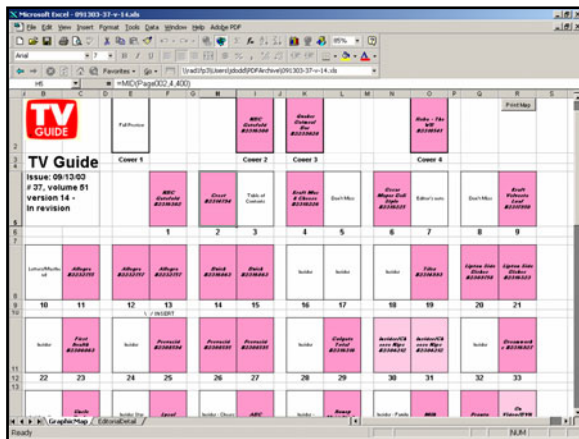
- Create a structured file from the map
- Replicate the Excel "view" of the map
- Streamline data entry, or make it easier to do the same work

2 Solutions

Several solutions have been researched. No particular one has been determined to be perfect.

2.1 Enhanced Excel spreadsheet

This was developed and tested in the summer of 2003. The “map” view was relatively the same. ([See example](#). Clicking the link should retrieve the sample file.) The second sheet was designated as the “data entry” sheet and the first sheet, using formulas, macros and conditional formatting, would replicate the view of the map seen with the current documents.



Advantages: It was based on a common desktop tool that most people are familiar with and it would follow the current conventions for file versions and archiving.

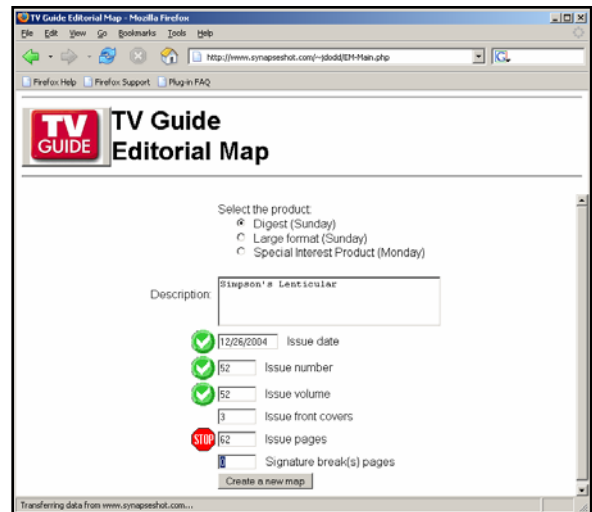
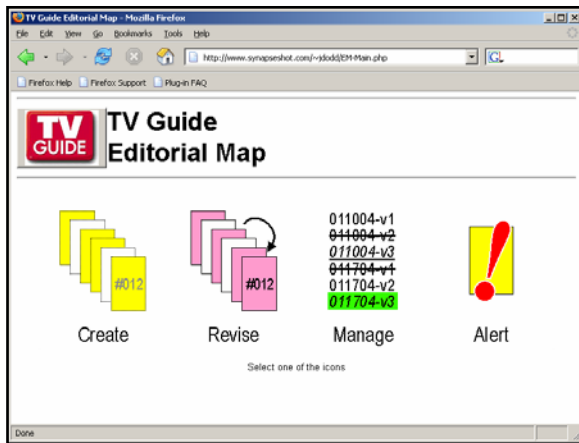
Disadvantages: Partial pages with partial ad and partial editorial content, were identified as a whole page and did not display the rough fraction of the page allotted to advertising and editorial. Adding, deleting and moving pages is difficult and causes problems with the formulas and macros. Provisions were made for up to five regional pages.

2.2 DHTML Web application

This was developed and tested through fall of 2004. It is a custom-written, browser-based application and was hosted on an external web host for the convenience of the developer. It would be hosted internally if it were to become a production application. ([See example](#). The user id is “TVGuide” and the password is *testing123*.) The objective was to provide a graphical friendly interface, expediting the entry of common features and validating the entry of pages and placement of inserts.

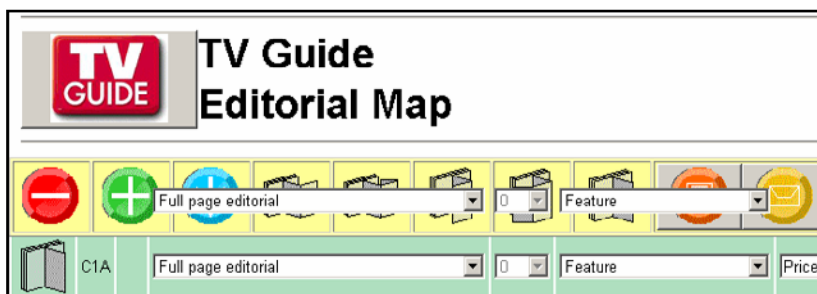
HTML/DHTML offered the flexibility to display the “partial pages” of the map without the row-and-cell structure demanded by Excel. It also offered a means to represent inserts, gatefolds and regional pages. As a browser application, this allowed the application to run on a Windows platform or Macintosh and, except for the password access, anyone would be able to run the application.

Advantages: It should be easier to use than Excel in that it allows “drag-and-drop” insertion, deletion and movement of pages, indicates to the user the left and right hand pages. Drop-down boxes are used to enter weekly features (“Roush Review”, “Insider”, “Cheers & Jeers”). There is validation of placement of inserts on 4-page boundaries, more “space” for describing the content/advertising on a page, the layout of folded pages should be clearer to those viewing the map. It is possible to use a “view” of the map that is similar to the Excel file. As page proofs are returned, the files can be down-sampled to create a “virtual wall” to display the closing book, although this depends on the delivery of proofs from LPC.



As a flexible, shared network file, there are opportunities to “grow” the function of the map, such as page status tracking, template generation and report generation. Loading a file of ad IOs and advertisers from AIS would be an option.

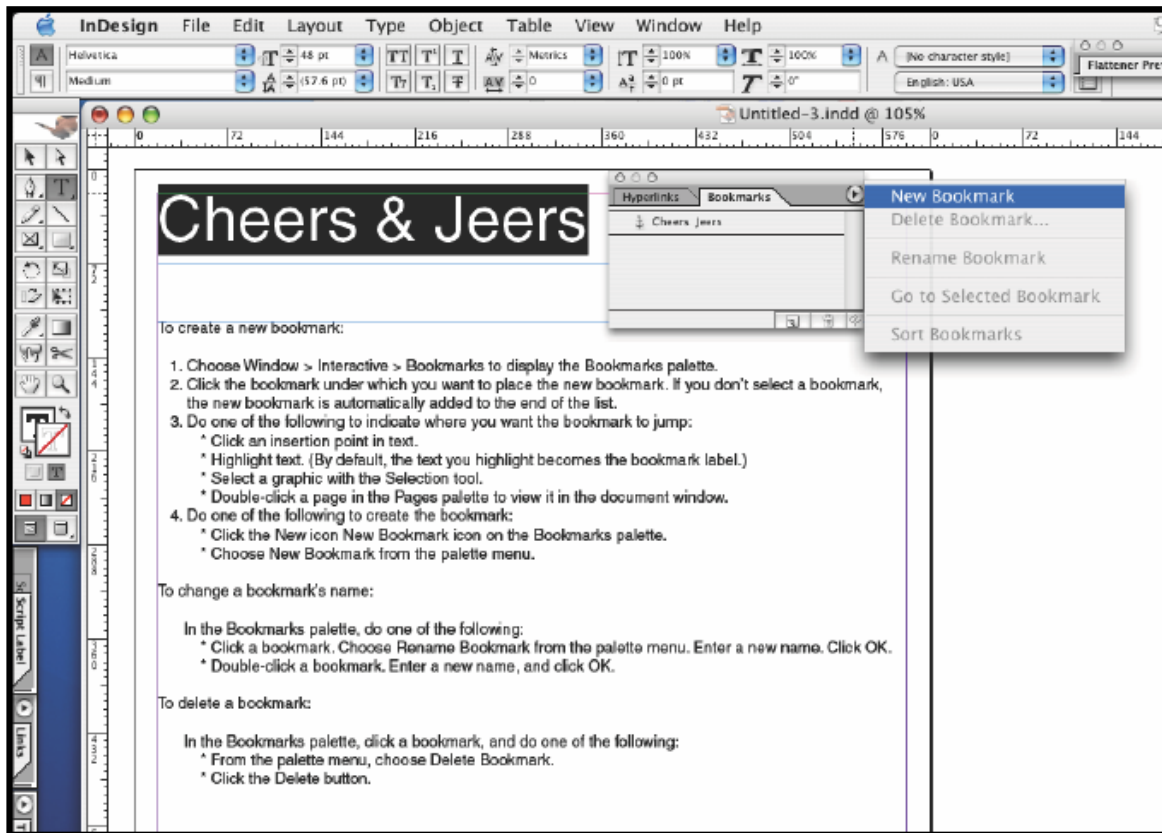
Disadvantages: The biggest disadvantage is the incompatibility of MS Internet Explorer with the standard DHTML generated. MSIE has poor support for “z-ordering” and frame refreshing. These features work



Currently, the document name is the default bookmark. The 12/12 week is displayed below.

FileName : TD50C1001.pdf	Title : TD50C100
FileName : TD50C1001A.pdf	Title : TD50C101
FileName : TD50C1002.pdf	Title : TD50C200
FileName : TD50C1003.pdf	Title : TD50C300
FileName : TD50C2.pdf	Title : TD50C2
FileName : TD50C3.pdf	Title : TD50C3CL
FileName : TD50C4.pdf	Title : TD50C4C
FileName : TD50F0001.pdf	Title : TD5001
FileName : TD50F0002.pdf	Title : _Digest Full.indd
FileName : TD50F0003.pdf	Title : TD5003
FileName : TD50F0004.pdf	Title : _Digest Full.indd
FileName : TD50F0005.pdf	Title : _Digest Full.indd
FileName : TD50F0006.pdf	Title : _Digest Full.indd
FileName : TD50F0007.pdf	Title : _Digest Full.indd
FileName : TD50F0008.pdf	Title : TD5008
FileName : TD50F0009.pdf	Title : _Digest Full.indd

Advantages: This demands no changes to the map but requires that the designers insert the description of the page. (The page number is not important as the bookmark is relative to the content.) The procedure is illustrated in the Mac screen capture below.



Disadvantages: While this demands no changes to the map, it requires that the designers insert the bookmark description into the page. This presumes LPC uses a “standard” distiller and uses the InDesign pages delivered from New York on split pages. It would be likely that a minimum of 1-hour a week would need to be reserved to assure all of the book marks are present and consistently structured. (The tearsheets software looks for the string “Ad - #####” to identify ad pages.)

2.5 Feature workflow management system

If New York Editorial wishes to deploy a feature workflow management system, that system *may* have a map creation application. It is presumed that a report can be created to supply the page descriptions, if not

embed the bookmarks into the document files automatically. Products such as Adobe's **K-4** and **Woodwing** have been mentioned to Angel Gonzalez.

3 Other Questions

Other questions have been posed and are answered below.

3.1 Is this an off-the-shelf application that is being enhanced, or is it a unique (home-grown) proprietary system?

This application was custom-written for TV Guide by available resources (in other words, with no budget). It was written with an "open-source" high-level language (PHP). It can be extended as we wish, by us or by the developer. In the current state, it should also allow the layout of new products other than DIG, LFW or SPC through editing a secured configuration file.

In a "big plan," it was thought this could connect to something that would generate blank InDesign pages for the designers to layout the pages and track the status of pages. All of which were good ideas, but the ideas need a budget and sponsor in New York.

3.2 Considering that the Mozilla browser is not a corporate supported piece of software, what steps are being taken to ensure that MSIE 6.0 can perform to the necessary expectations? (Although you state that other browsers perform better, I am not happy with the functionality using Safari.)

This is not a "supported" browser by IT, but there are technical issues why it is better to use. I am working on that business case. It was my understanding Safari was built off of FireFox, so I am surprised it did not work well in testing. FireFox is recommended by CERT as more secure and less prone to virus attacks. It offers screen tabs, so multiple connections can be maintained in a single window. It can be set to disable pop-ups. It does not have to be the default browser. I have been testing Firefox on my PC with a level of success. I've tested the application with MSIE and see problems when scrolling the entry page up and down and when refreshing the page to name two clearly seen issues. Making the application work with MSIE will likely require a full rewrite to achieve the same functionality and cross platform compatibility may be lost.

3.3 Will there be a work-around if the system goes down?

This is hard to answer. First, it is being hosted externally during development only. If the question were phrased "if all TV Guide networks fail, is there a work-around?" If everything fails, any kind of work will be difficult since connections to LPC and New York will be down as well. As a browser application, it can be connected via various web servers. If the server goes down on any TV Guide production service, there is a fail-over server.

3.4 Does all of the information have to be entered manually, or is some of the information going to be imported from existing databases (i.e. AIS)?

I wanted to have a "pick-list" of ads available to choose from, but that would require connecting to a financial system for a project that was still not quite formalized. I did not know if the SOX auditors would be happy. It's a feature we could revisit. It was important in this development to provide no less than is being done now.

3.5 For mixed ad & edit pages.... Why does it have the choices for regional splits? There is no choice for a full run.

That's a syntax thing that I fixed in the configuration file.

3.5.1 *Also, if this is meant to be a tool for the editors and designers, how will the layout (Horizontal or Vertical) be indicated?*

It was geared for Barbara and Marta, not designers. The thinking was the ad would be “first” or “last” on the page. I had not considered horizontal or vertical orientation in the early designs. This is a function that needs to be added.

3.5.2 *I also chose the percentage of the page the ad was taking up.... It defaulted back to 100% after I went to the edit page again. Why is that?*

The percentage displayed is the percentage of the page that is AD. The assumption is the edit will be the difference from 100%. As far as it resetting itself, it's a bug.

3.6 **I made revisions to the 10/17 map. When I view it in map form, all I see are pink pages with question mark icons. Why do I not see a separation in color between ad/edit or any of the descriptions I included?**

I don't see the question marks. The pink on every page was a concession to avoiding a grid displaying on screen. Since there is no “frame” to define an edit page we needed something to represent the page. The design was to have editorial pages one color, relative to the product, and the ad pages another color. The descriptions of the ad should appear when you “hover” over the slug in the middle of the page.

3.7 **I clicked on the print map icon.... it printed out the form view, only showing the items viewable on screen. Why is that?**

That function had not been defined in the specification.

3.8 **Maneuvering within the site is extremely cumbersome. There are no direct links to get back and forth to the edit and view pages. Is there a way to enhance it?**

It was my perception of how it works. I presumed editing would be a number of sessions/revisions and after some completion, the view would be used. You can also use multiple tabs in Firefox to have the entry screen open at the same time as the map view. If we had done this as a real project, it would've been clearly defined before coding began.

3.9 **Do you think using this map will streamline the current process or slow it down? At the state that it is in now, with the added issue of which browser to use, I am concerned that it will slow the process down.**

Hosted internally and completed, I think it would be faster and easier, but feedback has been limited with this project. I wanted to avoid server side screen updates that were slow. Client side updates were used where possible.

3.10 **I also want to note that the system, when submitting a page, is very slow. It has taken over a minute for a page to redraw. Does that have to do with the network or is it the server that it's housed on?**

I have found redraws to be less than adequate and work has been applied to make the performance better. Being hosted externally, there are too many factors that could be affecting the performance, so I don't want to judge the application on that configuration.