SOLVER
for Media Companies

Get Complete Insight

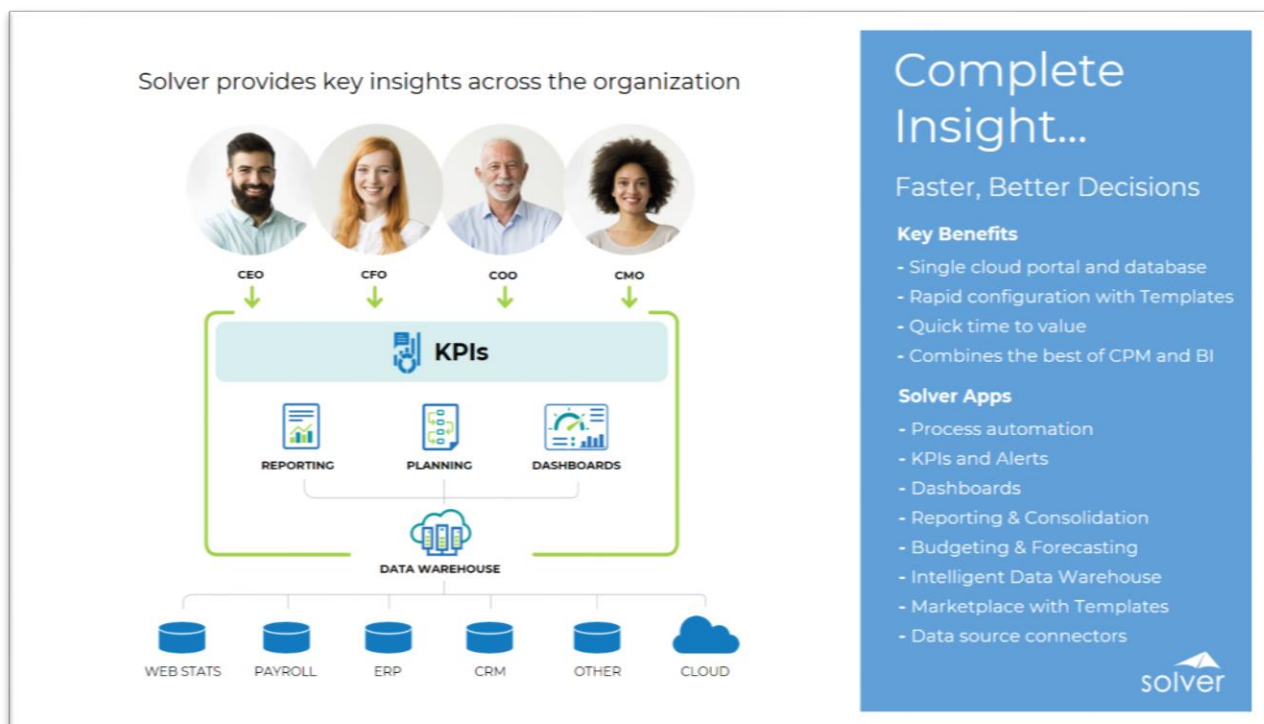# Table of Contents

Introduction

The purpose of this white paper is to provide an overview of Solver. With frequent, automated cloud updates, the solution is continuously being enhanced to drive faster, better decisions across its global customer base. For the latest information or to discuss your specific needs, please contact your local Solver partner, visit Solver's [web-site](#) or email us at info@solverglobal.com.

Product Summary

Solver provides a single, cloud-based solution that automates reporting and planning processes, and supports faster and better decisions based on key information from across the organization's data sources.

Key benefits that Solver provides include:

- A top-rated Corporate Performance Management (CPM) solution by G2 based on user satisfaction
- Global partner channel with industry expertise to help you whenever and wherever
- Cloud software, support, and upgrades packaged into a subscription price providing unmatched ROI over traditional CPM solutions
- Built for business users to manage the entire solution without the need for developers
- Executive and management data from across the organization that is easily accessible in ONE place with Solver's intelligent data warehouse
- Solver's multi-tenant cloud application provides quick initiation, SOC 2 compliance, automatic software upgrades, and scalability at one's convenience
- Solver provides the power and the familiarity of cloud-connected Excel to solve the most complex formula and layout requirements for reporting and planning template designers
- Easy-to-use, pre-built integration to Power BI, the world's #1 visualization solution
- Fast and cost effective integrations provided with Solver's wizard-driven CSV, SQL, and prebuilt ERP/CRM Connectors
- Unlimited access to reports and dashboards from secure web portal
- Hybrid cloud option provides customers with real-time cloud reporting capabilities for their on-premise ERP system

Visit us: www.solverglobal.com   Solver White Paper | Page 1

Solver provides key insights across the organization

Complete Insight...

Faster, Better Decisions

Key Benefits
- Single cloud portal and database
- Rapid configuration with Templates
- Quick time to value
- Combines the best of CPM and BI

Solver Apps
- Process automation
- KPIs and Alerts
- Dashboards
- Reporting & Consolidation
- Budgeting & Forecasting
- Intelligent Data Warehouse
- Marketplace with Templates
- Data source connectors

Company Summary

Solver, Inc. is redefining the category of cloud-based reporting and planning. The Solver solution is built to enable faster and better business decisions across the entire organization. Solver combines financial and other key data into a single tool, powered by the most flexible report and planning form designer on the market. Organizations use this solution to automate and streamline financial and operational reports, consolidations, and budgeting and forecasting processes. Solver empowers users with complete insight that drives intelligent decisions and competitive advantages. Headquartered in the United States, Solver, Inc. has more than a dozen offices and hundreds of partners globally that provide local and industry expertise. To learn more, visit www.solverglobal.com.

Visit us: www.solverglobal.com   Solver White Paper | Page **2**

# ME01. Sales Dashboard – Revenue Analysis

Sales Dashboard – Company Media Group Comparative is designed to monitor and compare Actual versus Budget revenue across all the Media Groups in a single, consolidated view.
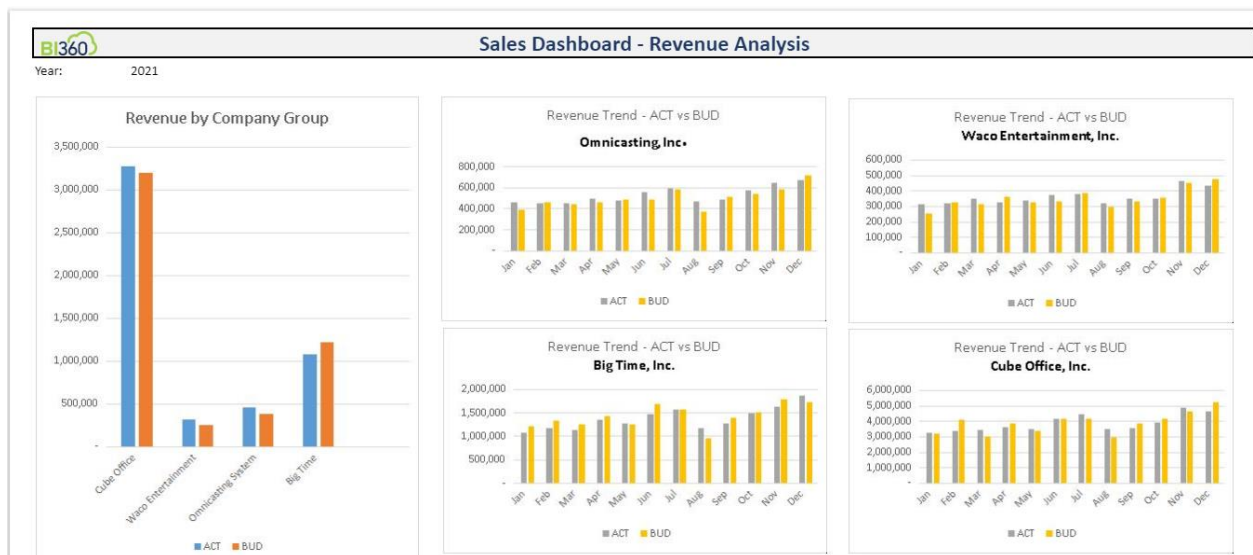
ME02. Sales Dashboard – Revenue Generating Units Analysis

Sales Dashboard – Revenue Generating Units Analysis prepares answers to the questions that a COO (Chief Operating Officer) needs to answer about the RGUs, in a single view. The COO will be able to know the figures of:

- Media company group comparative by Revenue
- Added RGUs trend
- Total RGUs trend
- Media company comparative group by Sold Qty
- Churn RGUs trend
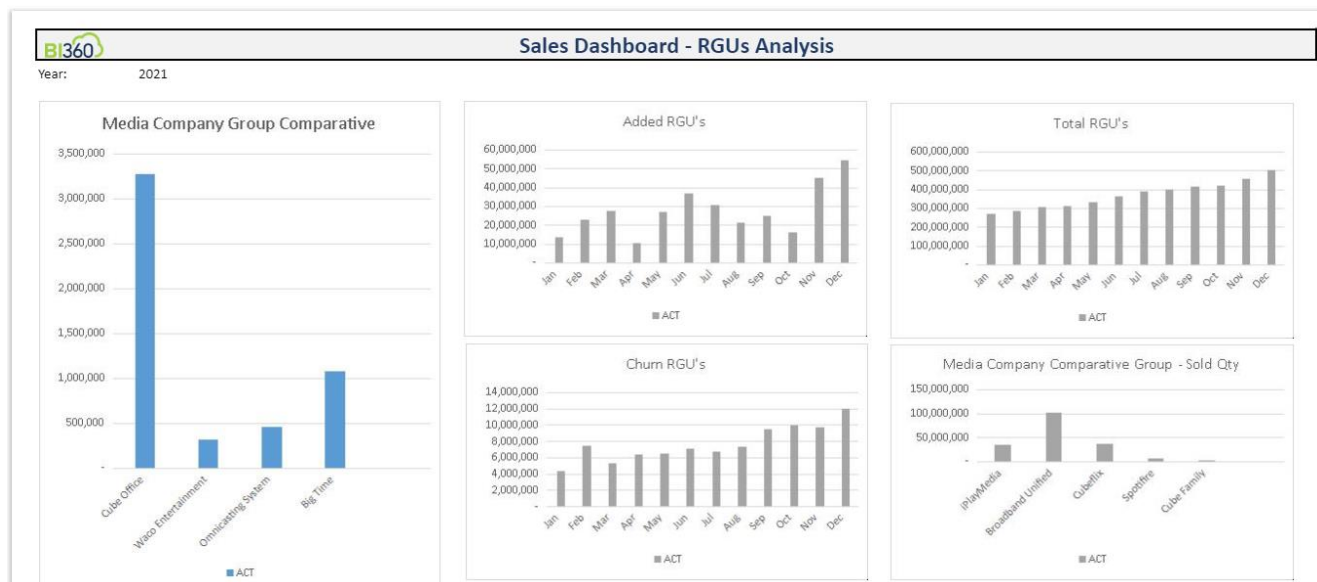
ME03. Brand & Media Service Type Analysis

Brand & Media Service Type Analysis prepares the answers to the questions that a COO (Chief Operating Officer) needs to answer about the brands, offering type and service types of the media group, in a single view. The COO will be able to know the figures of:

- Media Company Group Share Revenue – Current year vs Prior year
- Offering Type Comparative Revenue – Current year vs Prior year
- Media Service Type Comparative Revenue – Current year vs Prior year
- Media Company Group Share – Qty Sold – Current year vs Prior year
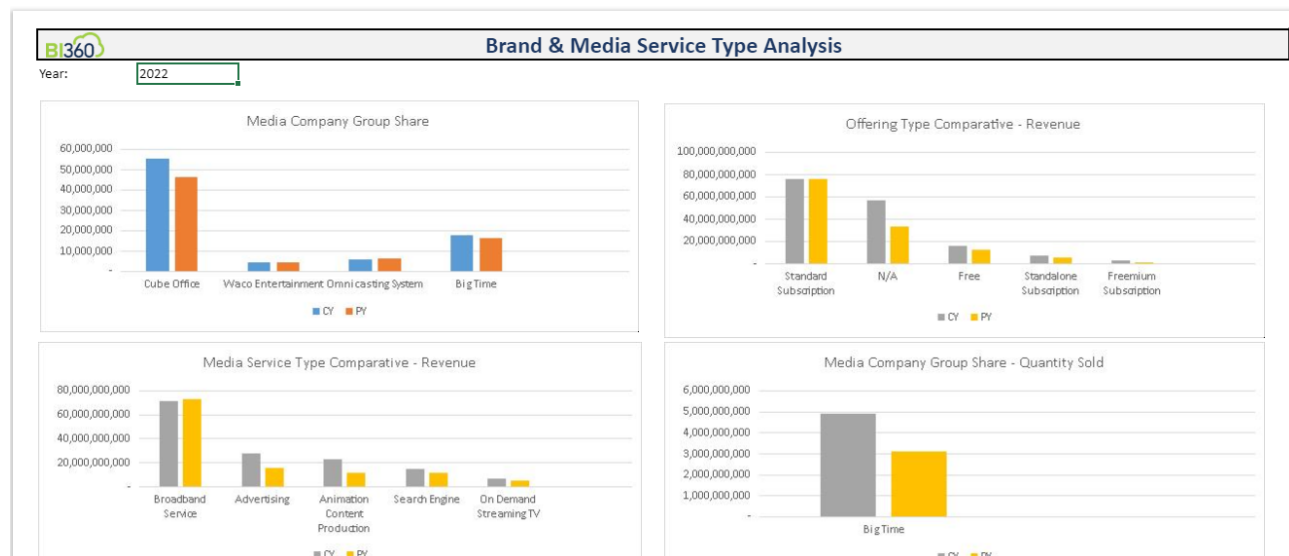
ME04. Print Media Dashboard – Circulation Analysis

Print Media Dashboard – Circulation Analysis shows information about the circulation figures of Print Media products of the media group. Print Media Managers will be able to monitor the following for the selected Fiscal Year:

- Average Daily Net Press Run per Print Media
- Average Daily Controlled Distribution per Print Media
- Average Daily Paid Distribution per Print Media
- Average Daily Digital Paid Distribution per Print Media

Users simply need to select the Fiscal Year and *VOILÁ!* The dashboard generates the answers.
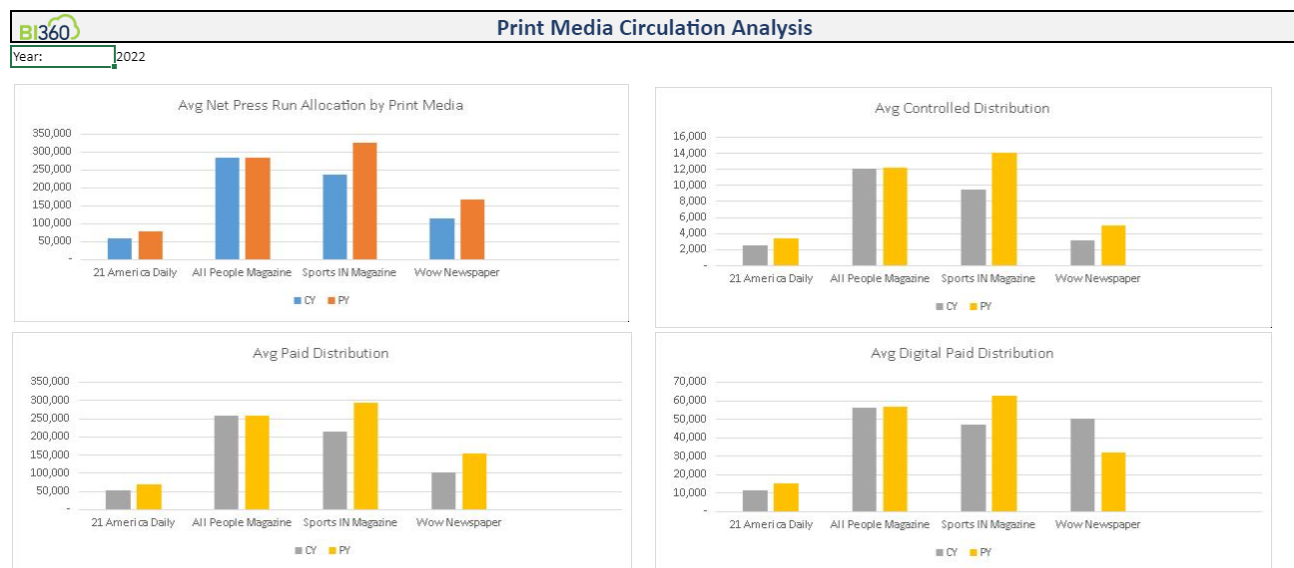
ME05. Spotifire Streaming Radio – Subscribers Analysis

Spotifire Streaming Radio – Subscribers Analysis shows information about metrics for the streaming radio company in the media group. The COO will be able to monitor the following for the selected Fiscal Year:

- Subscriber reach – Number of Countries – trend – Current year vs Prior year
- Total Subscribers Trend vs Paid Subscribers trend
- Paid Subscribers Comparative – Added vs Churn trend
- Paid Subscribers vs Free Subscribers trend
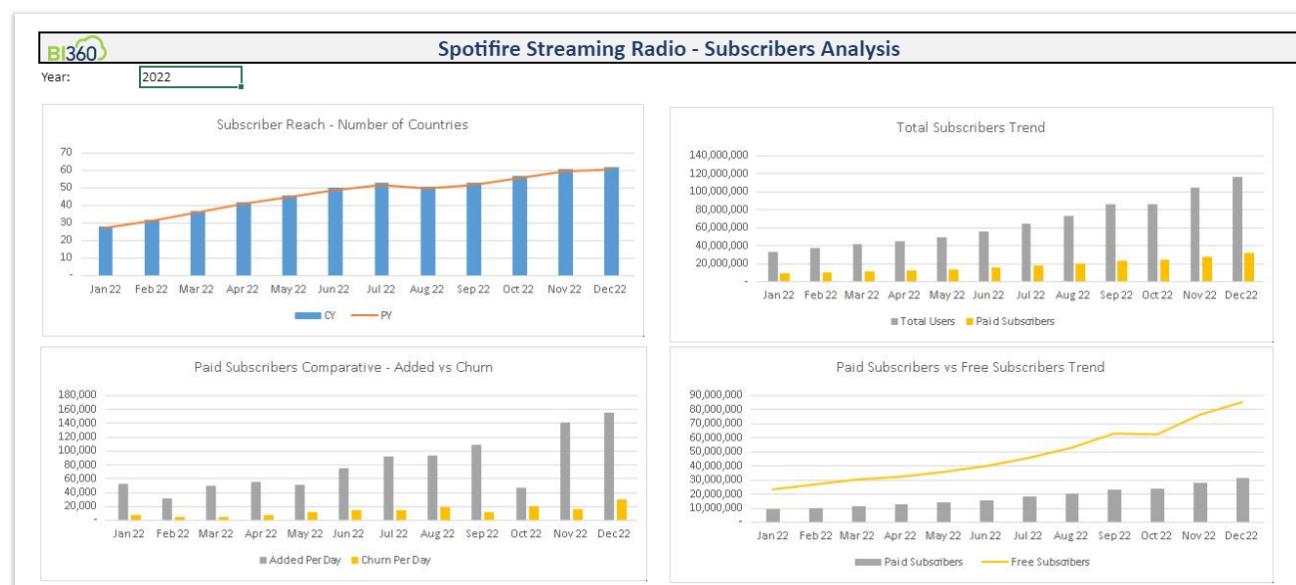
ME06. Spotifire Streaming Radio – Songs & Listening Analysis

Spotifire Streaming Radio – Songs & Listening Analysis shows information about song and listening metrics for the streaming radio company in the media group. The COO will be able to monitor the following for the selected Fiscal Year:

- Total number of reached countries per period
- Total subscribers / Paid subscribers per period
- Total Songs and Number of Songs Added Per Day per period
- Average Daily Listening – Minutes Per User per period
- Genre Trends per period

ME07. Cubeflix Streaming TV – Subscribers Analysis

Cubeflix Streaming TV – Subscribers Analysis shows information about metrics for the Streaming TV Company in the media group. The COOs will be able to monitor the following for the selected Fiscal Year:

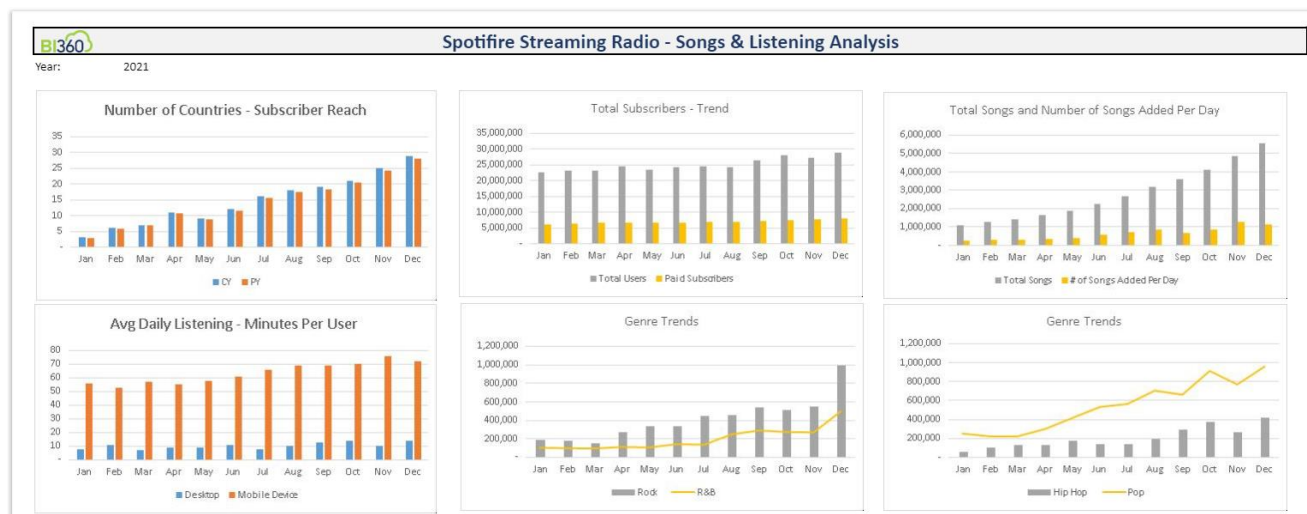- Subscriber reach – number of countries
- Total subscribers trend – Current year vs Prior year
- Paid Subscribers Comparative – Added vs Churn trend
- US vs International Subscribers trend
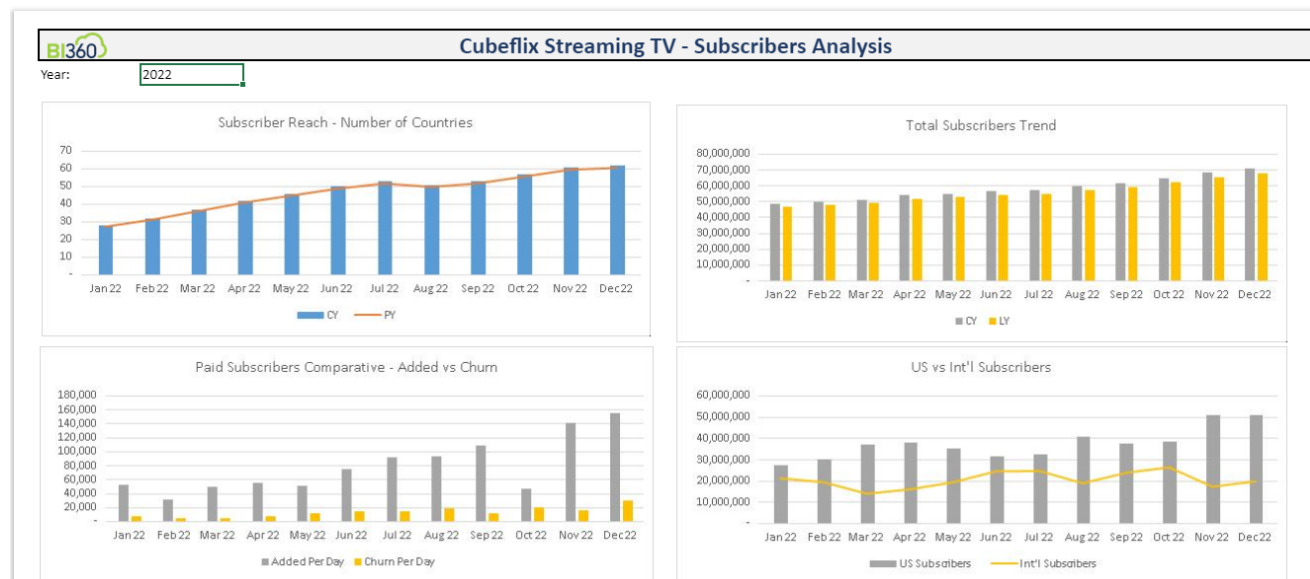
ME08. Cubeflix Streaming TV – Use Behavior Analysis

Cubeflix Streaming TV – Use Behavior Analysis shows information about behavior of subscribers metrics for the Streaming TV Company in themedia group. The COO will be able to monitor the following for the selected Fiscal Year:

- Subscribers by month – US vs International
- Average hours streaming per month
- Monthly hours streaming per user by platform
- Average views per subscriber per month
- Binge watch users per month – Current period vs Prior period
- Users sharing account credentials per month – Current period vs Prior period
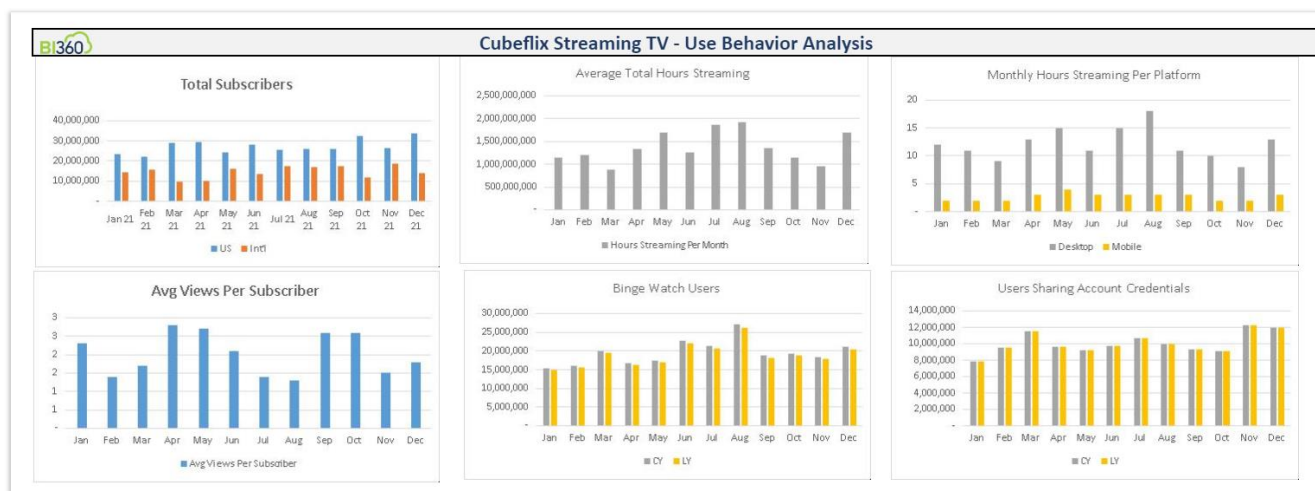
ME09. Digital Magazines – Web Analytics

Digital Magazines – Web Analytics shows information about metrics for the digital magazines in your media group. The Digital Director will be able to monitor the following for the selected Fiscal Year:

- Avg visit duration by magazine
- Pagers per visit by magazine
- Traffic source by magazine
- Total visits by magazine
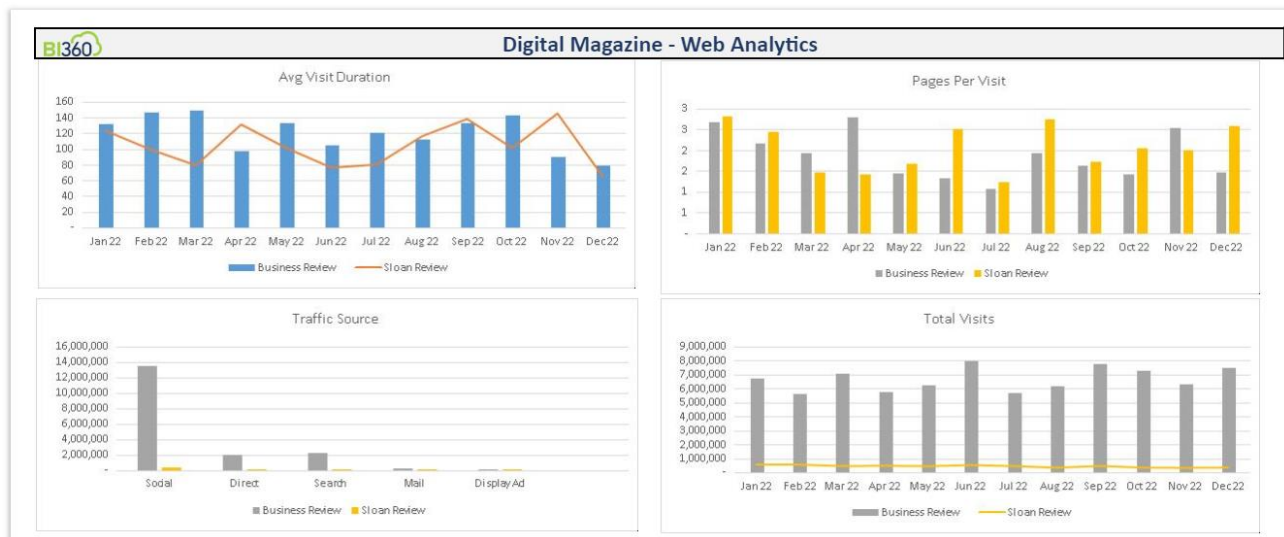
MER01. Media Sales Report

The **Media Sales Report** shows the US$ Revenue for every company, category group and media category in a matrix view. You can monitor the accumulated figures for all the year and each quarter of year. Remember that you can execute your report from Excel or the Web Portal, whatever works better for you.

BI360

Media Sales Report

Campany Group / Category Group / Media Category	Q4-2021	Q4-2021	Q4-2021	Q4-2021	2021 Actual	2020 Actual	Var. US$	Var. %
Big Time - Inc.	**6,043,546,167**	**8,023,513,647**	**9,399,301,787**	**11,704,358,013**	**35,170,719,614**	**0**	**35,170,719,614**	**0%**
Audio Entertainment	306,817,218	393,324,472	406,358,482	373,344,943	1,479,845,115	0	1,479,845,115	0%
Consumer Magazines	81,811,324	75,120,252	75,975,947	68,171,044	301,078,567	0	301,078,567	0%
Digital Advertising	3,476,480,170	3,271,606,858	3,831,698,967	4,792,656,555	15,372,442,550	0	15,372,442,550	0%
Newspapers	455,939,845	503,093,560	606,376,061	523,400,028	2,088,809,494	0	2,088,809,494	0%
Out-of-Home Advertising	1,722,497,610	3,780,368,505	4,478,892,330	5,946,785,443	15,928,543,888	0	15,928,543,888	0%
Cube Office - Inc.	**1,541,068,172**	**1,436,153,220**	**1,419,622,719**	**1,634,525,558**	**6,031,369,669**	**0**	**6,031,369,669**	**0%**
Audio Entertainment	22,267,852	35,743,343	19,060,057	52,714,070	129,785,322	0	129,785,322	0%
In-Home Entertainment	1,499,879,736	1,382,979,517	1,384,677,066	1,566,199,808	5,833,736,127	0	5,833,736,127	0%
Television Advertising	18,920,584	17,430,360	15,885,596	15,611,680	67,848,220	0	67,848,220	0%
Omnicasting System - Inc.	**19,158,597,151**	**18,233,716,380**	**19,011,965,014**	**16,550,844,272**	**72,955,122,817**	**0**	**72,955,122,817**	**0%**
Broadband	19,158,597,151	18,233,716,380	19,011,965,014	16,550,844,272	72,955,122,817	0	72,955,122,817	0%
Waco Entertainment - Inc.	**4,419,543,356**	**4,759,222,571**	**5,014,173,571**	**3,244,452,575**	**17,437,392,073**	**0**	**17,437,392,073**	**0%**
Audio Entertainment	554,946,930	912,517,283	1,038,450,714	765,447,375	3,271,362,302	0	3,271,362,302	0%
Cinema	396,022,703	362,612,223	439,814,474	352,418,181	1,550,867,581	0	1,550,867,581	0%
Consumer Magazines	100,400,789	104,120,004	111,527,568	65,072,454	381,120,815	0	381,120,815	0%
Out-of-Home Advertising	3,246,835,388	3,220,773,603	3,279,132,526	1,910,408,071	11,657,149,588	0	11,657,149,588	0%
Video Games	121,337,546	159,199,458	145,248,289	151,106,494	576,891,787	0	576,891,787	0%
TOTAL REVENUE	**31,162,754,846**	**32,452,605,818**	**34,845,063,091**	**33,134,180,418**	**131,594,604,173**	**0**	**131,594,604,173**	**0%**

MER02. Print Media Circulation Report

The **Print Media Circulation Report** produces, for every print media magazine in your company, the following circulation figures:

- Average Daily Net Press Run
- Average Daily Net Circulation
- Average Daily Returns
- Average Daily Controlled Distribution per category
- Average Daily Paid Distribution per category
- Average Daily Digital Paid Distribution per category

Remember that you can execute your report from Excel or the Web Portal, whatever works better for you.
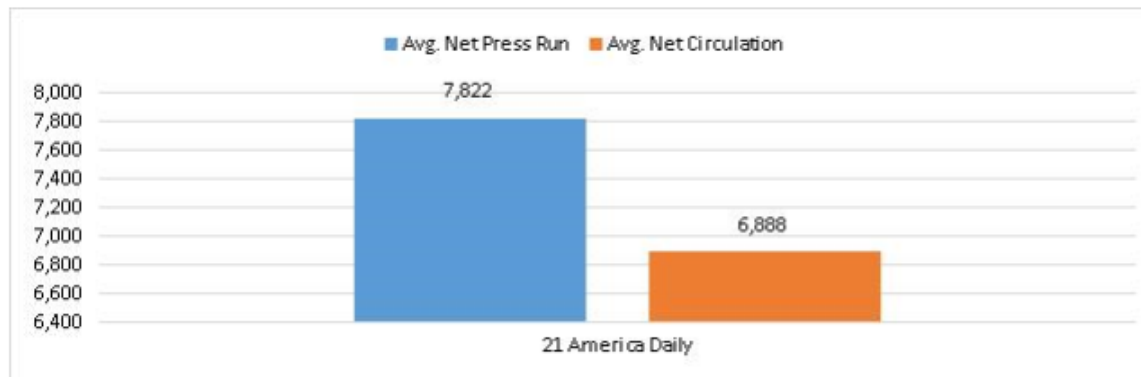
Circulation Detail	21 America Daily	All People Magazine	Sports IN Magazine	WOW Newspaper
Avg. Net Press Run	7,822	13,238	37,046	12,850
Office / File	23	40	109	38
Controlled Distribution	351	564	1,686	335
Carrier Delivery	1	4	5	6
Mail	11	51	77	113
Office Service	264	341	1,289	161
Others	75	168	315	55
Paid Distribution	7,013	11,927	33,298	11,848
Carrier Delivery	30	141	178	231
Mail	667	2,894	4,429	6,634
Single Copy	6,316	8,892	28,691	4,983
Sponsored Paid Distribution	435	707	1,953	629
Carrier Delivery	1	8	11	11
Mail	42	165	241	333
Single Copy	392	534	1,701	285

MER03. Media Profit & Loss Report

This Profit & Loss report compares Actual and Budget data for the current month, including variance. It also compares with the same month for the prior year, as well as year-to-date information. Users can drill down on any number to see the underlying detail.

PROFIT & LOSS

BI360

Company: Big Time   September, 2021

	Act Mth	Act Mth LY	Var	Var %	Bud Mth	Var %	Act Ytd CY	Act Ytd LY	Variance
Revenue									
40010 In-Home Entertainment Revenue	727,797	720,608	7,188	1.0%	781,886	-6.9%	727,797	588,623	139,174
40020 Broadband Revenue	422,346	411,466	10,880	2.6%	517,716	-18.4%	422,346	307,657	114,689
40030 Out-Of-Home Advertising Revenue	81,610	77,169	4,441	5.8%	61,819	32.0%	81,610	60,737	20,873
40040 Consumer Magazines Revenue	39,605	34,655	4,950	14.3%	36,738	7.8%	39,605	29,119	10,485
Total Revenue	1,271,357	1,243,898	27,459	2.2%	1,398,159	-9.1%	1,271,357	986,136	285,222
Cost of Goods Sold (COGS)									
50010 COGS - Product Sales	262,877	271,831	(8,954)	-3.3%	278,639	-5.7%	262,877	336,372	(73,495)
Total COGS	262,877	271,831	(8,954)	-3.3%	278,639	-5.7%	262,877	336,372	(73,495)
Gross Revenue	1,008,480	972,067	(36,413)	-3.7%	1,119,520	9.9%	1,008,480	649,764	358,717
Gross Profit Margin	79.32%	76.46%	-2.86%	-3.7%	88.06%	9.9%	79.32%	51.11%	28.22%
Expenses									
Editorial									
60010 Full Time - Salary	84,081	65,355	(18,726)	-28.7%	87,603	4.0%	84,081	90,257	6,175
60020 Full Time - Commission	5,372	5,006	(366)	-7.3%	6,054	11.3%	5,372	6,875	1,503
60030 Full Time - Bonus	17,712	19,120	1,408	7.4%	21,003	15.7%	17,712	22,783	5,072
61010 Part Time - Salary	7,630	7,439	(190)	-2.6%	7,939	3.9%	7,630	9,187	1,557
61040 Part Time - Overtime	2,141	1,877	(264)	-14.0%	1,926	-11.2%	2,141	2,109	(32)
61050 Part Time - Bonus	3,010	2,349	(661)	-28.1%	3,182	5.4%	3,010	3,618	608
61500 Payroll Taxes - FICA	12,671	12,411	(260)	-2.1%	12,522	-1.2%	12,671	14,556	1,885
61510 Payroll Taxes - FUTA	1,946	1,773	(173)	-9.8%	1,848	-5.3%	1,946	2,322	376
61520 Payroll Taxes - SUTA	1,966	1,599	(367)	-22.9%	1,701	-15.6%	1,966	2,256	291
61530 Payroll Taxes - Workers Compensation	1,868	1,616	(252)	-15.6%	1,794	-4.2%	1,868	2,191	322
61540 Benefits	423	332	(91)	-27.3%	372	-13.6%	423	441	18
62010 Marketing	157,263	132,101	(25,162)	-19.0%	150,754	-4.3%	157,263	187,523	30,261
62020 Conference and seminars	1,444	1,265	(179)	-14.1%	1,320	-9.4%	1,444	1,593	149
62030 Advertising	507	432	(75)	-17.4%	465	-9.1%	507	534	27
62040 Gift and donations	50	39	(11)	-27.5%	43	-16.9%	50	56	6

MEP01. Media Sales Forecast

Using this form, you will be able to forecast the revenue (US$ Amount) by every Media Brand and Media Category of your media company for the Fiscal Year. You simply need to input the amounts in the yellow columns for every single period. Save the form and keep the values safe in your database. It's that easy!

BI360 Media Sales Forecasting

	Actual						Forecast						2021
Media Brand / Media Category	Jan-2021	Feb-2021	Mar-2021	Apr-2021	May-2021	Jun-2021	Jul-2021						2021
GRAND TOTAL (in millions - USD)	1,971,445,857	1,507,995,582	2,564,104,728	3,485,694,884	1,990,935,280	2,546,883,483	50,000	0	0	0	0	0	14,067,109,814
BP030 - All People Magazine	10,571,168	2,311,402	12,477,300	4,493,834	1,809,021	6,859,455	50,000	0	0	0	0	0	38,572,180
MC032 - Consumer Magazine Print Single Copy	9,703,139	1,519,208	11,732,698	3,591,839	1,182,823	5,950,003	50,000						33,729,710
MC037 - Consumer Magazine Print Subscription	868,029	792,194	744,602	901,995	626,198	909,452							4,842,470
BP031 - Sports IN Magazine	9,432,460	6,396,942	3,647,900	4,291,730	11,474,479	4,790,115	0	0	0	0	0	0	40,033,626
MC032 - Consumer Magazine Print Single Copy	8,206,015	4,917,677	2,792,178	3,159,990	10,209,725	3,876,466							33,162,051
MC037 - Consumer Magazine Print Subscription	1,226,445	1,479,265	855,722	1,131,740	1,264,754	913,649							6,871,575
BP034 - Wow Newspaper	69,695,626	62,061,508	71,343,982	67,297,449	82,271,378	83,945,697	0	0	0	0	0	0	436,615,640
MC041 - Daily Newspaper Print Subscription	1,903,231	3,871,964	3,226,401	2,090,781	2,507,794	3,058,376							16,658,547
MC045 - Daily Newspaper Print Advertising	15,486,919	24,318,342	12,023,146	24,244,473	46,151,988	30,399,387							152,624,255
MC046 - Daily Newspaper Print Classified Advertising	5,101,867	1,617,923	3,726,164	3,242,836	2,135,314	7,756,288							23,580,392
MC048 - Daily Newspaper Print National Advertising	20,091,999	9,968,902	16,804,788	9,682,475	9,640,661	9,490,224							75,679,049
MC049 - Daily Newspaper Print Single Copy	403,670	169,693	261,226	301,145	137,674	133,833							1,407,241
MC050 - Daily Newspaper Print Suplemental	84,951	120,937	115,505	194,900	144,580	207,161							868,034
MC052 - Sunday Newspaper Print Subscription	110,876	184,448	170,505	139,942	180,300	133,742							919,813
MC053 - Sunday Newspaper Print Advertising	11,928,573	8,506,092	17,771,367	17,587,472	9,628,015	22,227,040							87,648,559
MC054 - Sunday Newspaper Print Classified Advertising	3,540,328	1,833,854	1,953,427	3,980,023	1,018,459	1,031,783							13,357,874
MC056 - Sunday Newspaper Print National Advertising	10,465,248	11,226,653	14,978,821	5,306,237	10,101,601	9,078,040							61,156,600
MC057 - Sunday Newspaper Print Single Copy	435,683	190,422	202,462	438,105	383,593	292,232							1,942,497
MC058 - Sunday Newspaper Print Suplemental	142,281	52,278	110,170	89,060	241,399	137,591							772,779
BP035 - 21 America Daily	45,837,972	77,962,540	70,599,246	56,859,138	65,648,489	51,459,350	0	0	0	0	0	0	368,366,735
MC041 - Daily Newspaper Print Subscription	173,020	189,738	217,494	313,259	240,424	143,249							1,277,184
MC045 - Daily Newspaper Print Advertising	7,358,367	26,742,217	13,692,869	20,215,292	25,985,618	5,848,357							99,842,720
MC046 - Daily Newspaper Print Classified Advertising	4,661,158	6,520,459	2,872,583	1,940,056	3,338,241	6,832,912							26,165,409
MC048 - Daily Newspaper Print National Advertising	7,060,263	10,371,427	6,537,505	8,182,328	15,242,971	12,533,304							59,927,798
MC049 - Daily Newspaper Print Single Copy	163,097	132,976	243,849	204,020	431,335	117,962							1,293,239
MC050 - Daily Newspaper Print Suplemental	234,961	75,849	141,157	160,925	171,369	104,030							888,291
MC052 - Sunday Newspaper Print Subscription	101,151	70,133	147,886	118,616	131,652	90,995							660,433