ODYSSEY NETWORK

ODDS

Odyssey Data Distribution System

TRAINING MANUAL

This page purposely left blank

Learning ODDS

ODYSSEY DATA DISTRIBUTION SYSTEM

Application

© 2000 Odyssey Holdings LLC

Contents

CONTENTS **4**

BEFORE WE BEGIN… **6**

ODYSSEY TRAINING MANUAL CONVENTIONS 6
TEXT CONVENTIONS 7
NOTE CONVENTIONS 8
INTENDED AUDIENCE 8
OTHER PROGRAMS 9

MEET ODDS **10**

UNDERSTANDING ODDS 10
LOGGING ON 11
THE ODDS FEEDBACK E-MAIL 14
THE ODDS HOME SCREEN 17
Using the Home Screen Application Buttons *17*

THE AFFILIATE SYSTEMS SCREEN **19**

TERMS YOU NEED TO KNOW 20
UNDERSTANDING FILTERS 21
System Screen Filter Section *21*
USING A FILTER TO FIND A CABLE SYSTEM *22*
EXPLORING THE SYSTEM TAB SCREENS 24
The General Tab Screen *25*
The Contact/Sub Count Tab Screen *27*
SYSTEM CONTACTS 28
SUBSCRIBER COUNT INFORMATION 29
The Service Tab Screen *30*
The Operations Tab Screen *32*
The Headend Tab Screen *34*
Returning to the Home Screen *35*
EXERCISES 36
Advanced *36*

CONTACTS (Data not included from here)

ACCESSING CONTACT INFORMATION FROM THE SYSTEM SCREEN
THE CONTACT SCREEN
Editing A Contact
Contact History
CONTACTS ASSOCIATED WITH CABLE SYSTEMS
Finding A Contact's Associated Systems
Associating A Contact With A System
EXERCISES
ADVANCED

CABLE SYSTEM OWNERS (MSOS AND SSOS)

MSO PROFILE SCREEN
MSO CONTACT TAB SCREEN
Associating Owner Contacts

NOTIFICATION EVENTS

LAUNCH OF SERVICE EVENT
DROP OF SERVICE EVENT
OWNERSHIP CHANGE EVENT
Single System Ownership Change
Multi-System Ownership Change
AIRTIME CHANGE EVENT
EXERCISES
ADVANCED

REPORTS

EXERCISES
ADVANCED

APPENDIX 1

REVIEW AND POST – DATA CHANGES
Review & Post – System Changes
Review & Post – Contact Changes
REVIEW AND POST – EVENT CHANGES
Review & Post – Launch/Drop Events
Review & Post – Ownership Change Events
Review & Post – Air Time Change Events
EXERCISES

INDEX

Before we begin…

Odyssey Training Manual Conventions

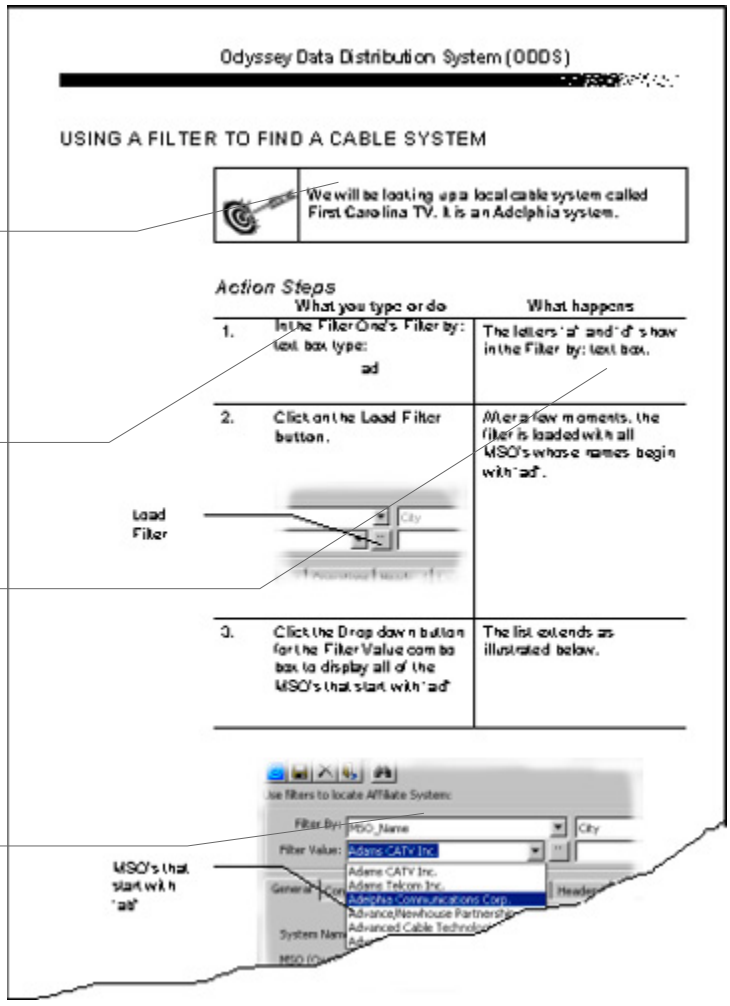
This comprehensive Odyssey Training Manual is your step-by-step guide for learning some of the basic functions of ODDS (Odyssey Data Distribution System). Here are key features in the manual to look for.

Notes along the way draw attention to important points.

Action Steps show you what to do…

…and what you can expect to happen.

Screen shots help you visualize and match what is on the page to what is on the screen



Text Conventions

Throughout this manual, some numbers, letters, and other characters are printed differently than the surrounding text. This is because this text requires special attention. If, for instance, an instruction requires typing the words My programs, this is what will be written:

Type ***My programs***

All buttons to be clicked, selections to be made, or text that is referenced in a document on screen appear in bold text:

Click the **Bold** button.
Select the text **My programs**.
Select **Keep with Next**.

Text or numbers from the Application will be displayed in the following font:

ΑΝΔΕΡΣΟΝ, ϑΟΗΝ
232 Ν ΗΑΜΙΛΤΟΝ ΠΚΩΨ
ΧΛΕϛΕΛΑΝΔ, ΟΗ 54221

File names are referenced in italics and use the case conventions for the current operating system. For example, a Windows 95 text file might appear like this:

Document.txt

All keys that are referenced from the keyboard and all keyboard/mouse combinations appear like this:

Press **[ENTER].**
[SHIFT+Click] the table cell.

Note Conventions

	A Stop Sign warns you of things that must be performed to a) continue the process you are in or b) to avoid a serious difficulty.
	The Target icon is to draw attention to the purpose of certain steps, to understand why you should use them or what you will accomplish.
	The Mortarboard Grad Hat points out exercises to help you gain confidence and expertise.
	The Book icon points out “book” knowledge which you may not immediately need to operate the program but that you may need to know later.
	The light bulb brings special attention to items that are time savers or have value beyond the scope of the application. They may also help you draw important or helpful conclusions.

Intended Audience

This manual assumes you are familiar with the Windows 9x operating system and with the various network and logon protocols necessary to operate your workstation. If you are not, please refer to your Windows operations manual for information on how to use the mouse, open and close windows, operate menus and so on. If you do not have such a manual, contact your supervisor or LAN administrator for help. For further information regarding your network and logon procedures, see your LAN administration person.

This manual also assumes that you are familiar with the normal business practices of the Odyssey Network and the cable industry in general and the general tasks and practices of your job.

Other Programs

You will need

- A password and account on the Odyssey LAN.
- An assigned login and password in the ODDS system.
- Access to the test data that this manual uses for examples and exercises (Note this is a special database setup specifically for training on ODDS).

If you do not have all of these items, please contact your supervisor or LAN administrator for help.

WARNING NOTE:

Do not use the information in this training manual to run procedures or do excertcises that will change data unless you are certain that you are in the test environment. Running these lessons and saving the information can impact the permanent data of the production system. If you have any doubt, check with the Database Administrator in the Information Technology department.

Meet ODDS

Understanding ODDS

The success of Odyssey Network's distribution of its service to cable subscribers through cable systems is an important key to the success of the company. The rate that it can charge cable operators for access to its programming is dependent upon this success, as well as the rate that it can charge advertisers for advertising in the company's broadcast stream.

The ODDS information system contains data about the commercial cable systems in the United States and their owners. Owners who own more than one system are referred to as Multiple System Operators (MSO's). Single System Operators (SSO's), own one. It also contains contact information for individuals associated with these systems and their owners. Odyssey staff can keep a history of their ongoing contact with these cable industry individuals. The system contains contact information for other people important to Odyssey as well, such as those of the Community Relations department.

This system was designed around a "function", rather than a process, and that function is the interaction between Odyssey, in various departments, and the affiliate cable systems and the cable owners and operators that Odyssey serves. This function interacts with several departments at Odyssey who have different needs for the data in the ODDS system.

ODDS is maintained by Data Stewards who are responsible for the concurrency and accuracy of the data in the ODDS system as it relates to their departments. While most of the ODDS data is the direct responsibility of the ND&S department, there is also information of importance to several other departments at Odyssey, including Community Relations, Affiliate Marketing, Operations, Public Relations, Accounting, Religious Affairs and others.

The source data in ODDS is refreshed quarterly from Warren Communications, Nielson Ratings, Inc., and the Janus Group, which is updated and edited by information from field personnel, field audits, and billing information.

Logging On

	The first task will be to log on to the **ODDS** system**.**

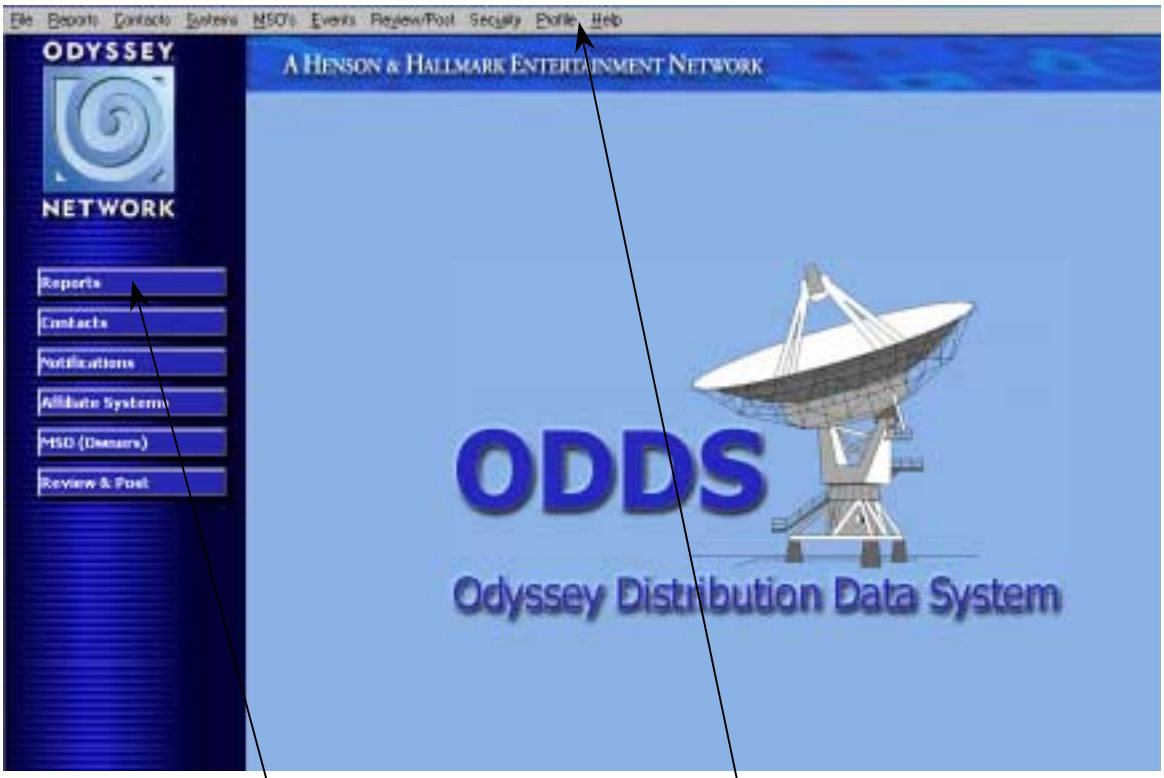
Action Steps

	What you type or do	What happens
1.	Find and double-click on the **ODDS** icon on your desktop. 	The **ODDS Logon Screen** appears.

2.	Type in the **User Logon ID** given to you by your trainer or supervisor, in the text box labeled… **`Logon ID:`**	The text appears in the text box as typed. Note: The **User Logon ID** is always the same as your **network login ID**, in the production system. It may be different in the test environment.
3.	Click into the **Password** text box and type your… ***password*** *(from supervisor or trainer)*	The text appears in the text box as ***********'s.

	Odyssey logins are usually your first name initial followed by your last name. ODDS logins may be different for course instruction. Passwords are issued by the ODDS DBA (Database Administrator). They show as asterisks in the text box to prevent accidental viewing.

4.	Click on the **OK** button 	If the ***ID*** and ***password*** are correct the **ODDS Home Screen** opens as illustrated below.



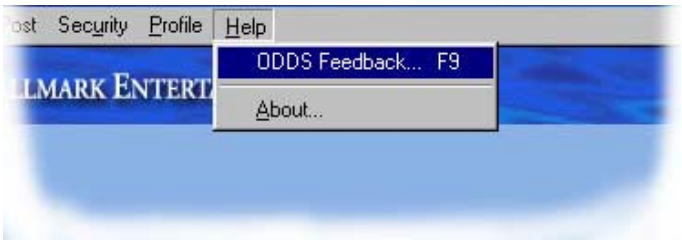
Home Screen Application Buttons

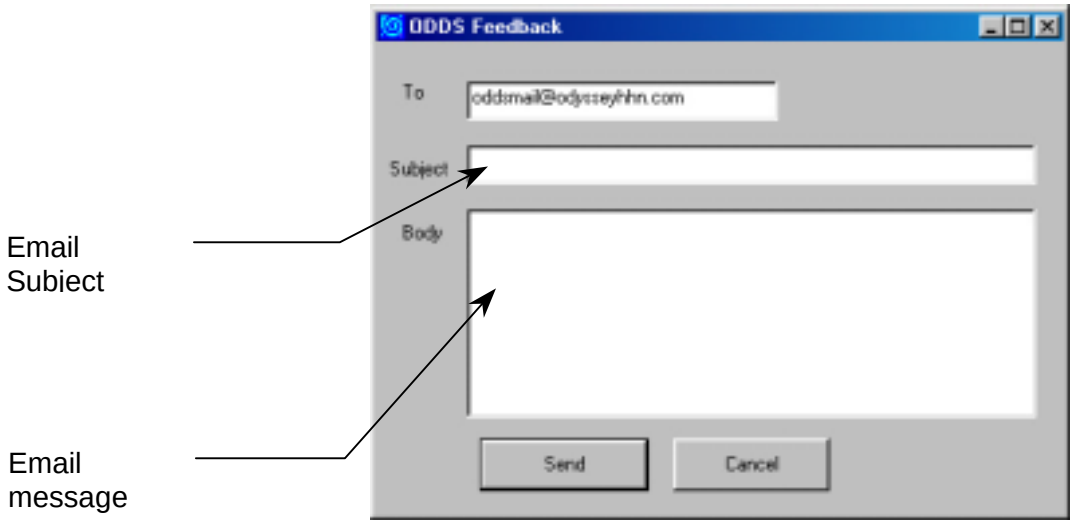
ODDS Menu

The ODDS Feedback e-Mail

	The ODDS Administrative staff has placed a way for you to contact them with comments and problems that you may have while working with ODD. It is called the ODDS Feedback e-Mail. Before we go any further into the ODDS system, we'll send a comment to them now.

Action Steps

	What you type or do	What happens
1.	Click on the Help in ODDS Menu at the top of the **Home Screen**.	The **Affiliate Systems Screen** opens in the ODDS work area.
		
2.	Click on the **ODDS Feedback…** Menu Command. **NOTE:** The **F9** Key will also open **the ODDS Feedback e-Mail** utility.	The **ODDS Feedback** e-Mail screen opens as illustrated below.



3.	Click into the Subject text box and type: ***Hi, from an ODDS Trainee***	The typed text is inserted into the Subject line.
4.	Click into the Body text box and type a message to the ODDS Administrative staff. If you can't think of anything else, just type: ***Hi, from (type your name here).***	The typed text is inserted into the Body text box.
5.	Click on the **Send** button. 	Your message to the ODDS Administrative staff is on its way. A confirmation dialog opens.
6.	Click on the **OK** button to closed the Confirmation dialog box.	The dialog box closes.

WHEN TO USE ODDS FEEDBACK!

Use **ODDS Feedback** to send any problems that you may encounter while using ODDS to the people who keep it running. They'll do their best to make ODDS work at its best for you.

Please include the screen you were at when you had your problem and describe the action you were trying to take when it happened. This will allow the ODDS support staff to recreate the problem and find the solution for you.

The ODDS Home Screen

The **ODDS Home Screen** is the control panel of ODDS. The buttons on the left side of the screen divide ODDS many facets into similar categories. The number and type of buttons you see are related to your rights in the ODDS system. The menu system in ODDS will allow you to access screens in the same way the buttons do. It just depends upon how you would like to work.

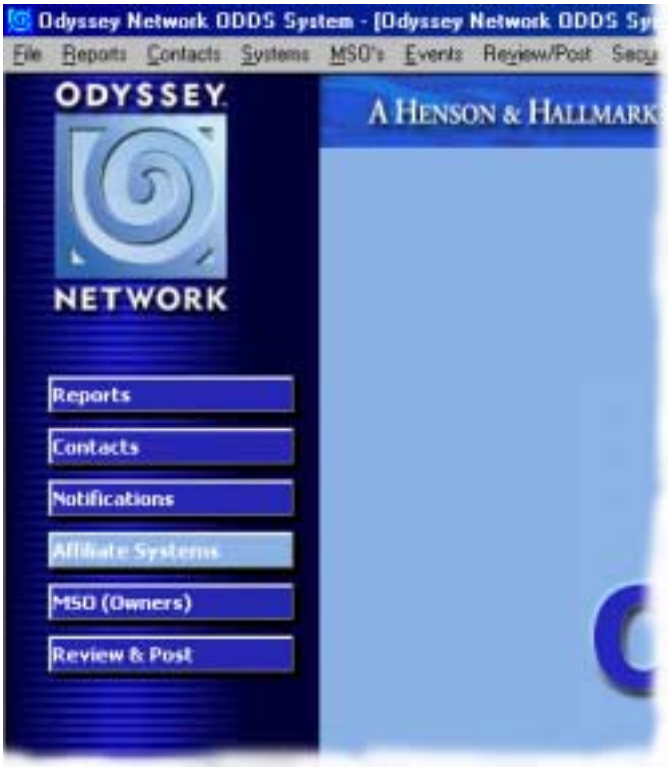
Look for the **Home Page Icon** in the **TOOLS** to automatically return to the **Home Screen**. Exiting from most screens will also return you to the **Home Screen.**

AFFILIATE CABLE SYSTEMS

We will use the **Home Screen Buttons** on the left to look first at the Affiliate Systems screens.

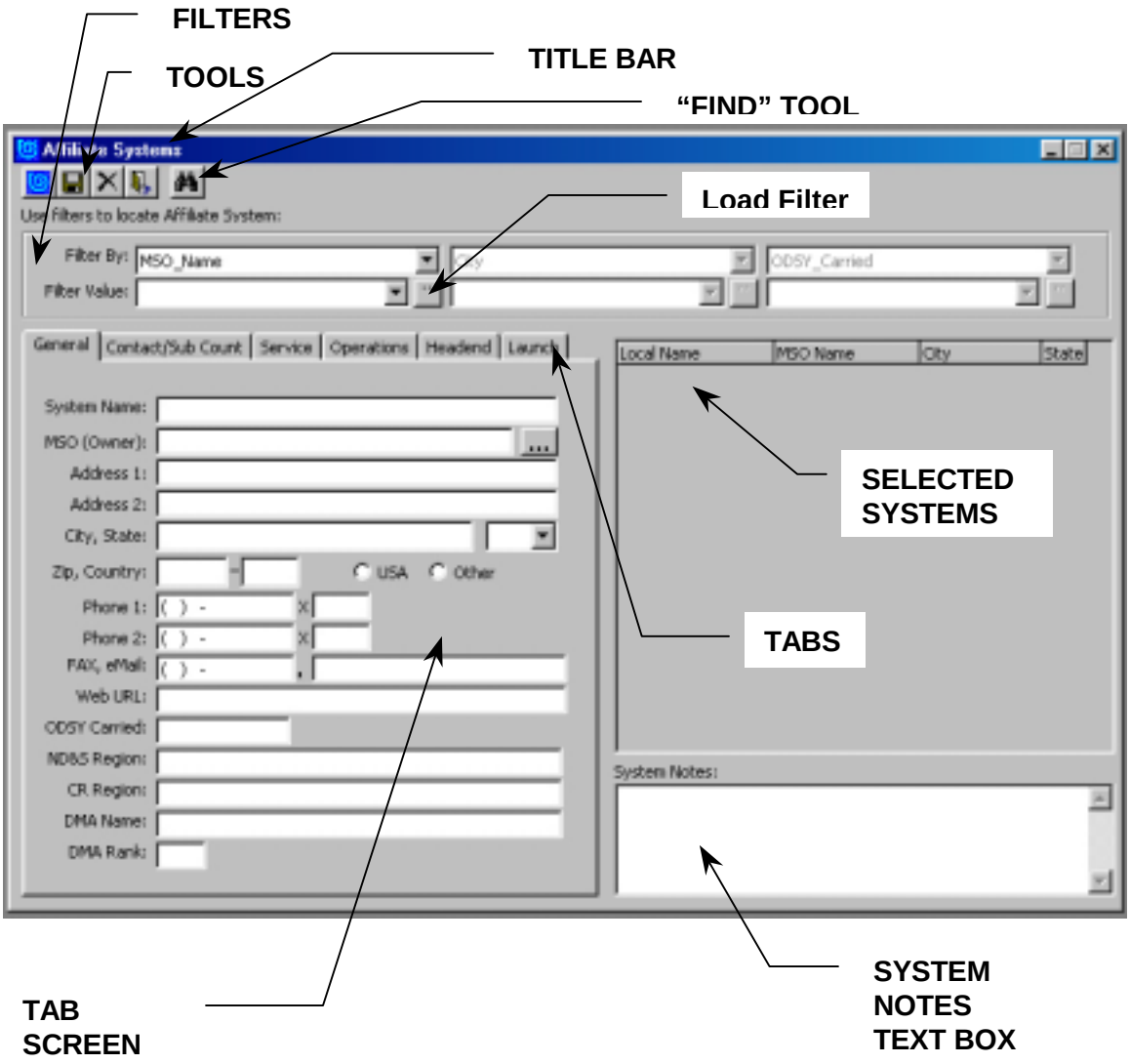
Action Steps

	What you type or do	What happens
1.	Look for the buttons on the left side of the Home Screen and click on the button labeled… **Affiliate Systems**	The **Affiliate Systems Screen** opens in the ODDS work area.


Odyssey Network ODDS System - [Odyssey Network ODDS Sy
File Reports Contacts Systems MSO's Events Review/Post Secu
ODYSSEY
NETWORK
A HENSON & HALLMARK
Reports
Contacts
Notifications
Affiliate Systems
MSO (Owners)
Review & Post

The Affiliate Systems Screen

A LOOK AT THE AFFILIATE SYSTEM SCREEN
Below are the basic components of the **Affiliate Systems Screen**.



TERMS YOU NEED TO KNOW

FILTERS – To find a certain object among a group of objects in ODDS, a ***filter*** is used to isolate the object you want to find. A cable system, a cable owner, or a contact are considered objects in ODDS. A series of filters in the FILTER section of most screens helps you find these objects.

TOOLS – Some of the functions you can perform at this screen have screen shortcuts show as tool buttons near the top of the screen. Use these to return to the Home screen, save, and for other system shortcuts.

TITLE BAR – You can always tell where you are in ODDS by looking at the Title Bar. The title bar denotes your location in the system by displaying the name of the screen you are viewing.

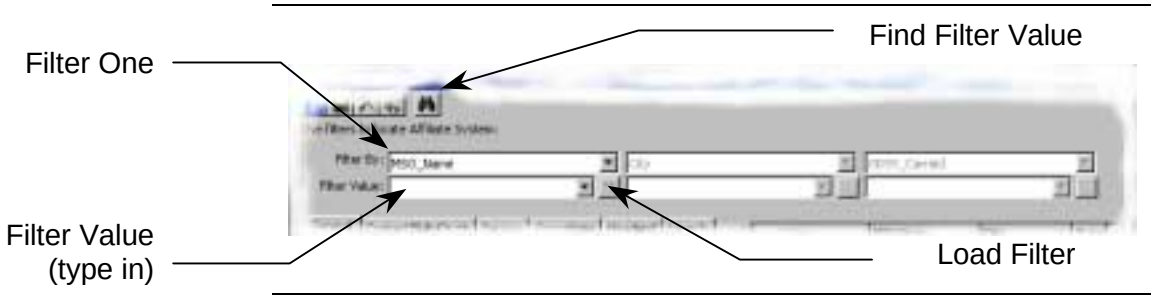
TABS and **TAB SCREENS** – Tabs change to different Tab Screens in this area of the System Screen to show different aspects of the system. The tab screens are: **General**, **Contact/Sub Count**, **Service**, **Operations**, and **Headend**. There can be up to two more tab screens, they are **Launch** or **Drop** and **Airtime**. These two depend upon whether the system carries Odyssey or not. If it is an Odyssey system, the tab will show **Drop** and there will be an **Airtime** tab screen. If it is not an Odyssey system, there will be a **Launch** tab and, of course, no **Airtime** tab.

SELECTED SYSTEMS – If your Filter has been set to show more than one system, they will be listed in the area marked in the preceding illustration.

SYSTEM NOTES TEXT BOX – If you are authorized to, you can leave useful notes about any cable system in ODDS for yourself or others to see. It is kind of a scratch pad to keep information that may further broaden information kept in the normal fields of this screen.

UNDERSTANDING FILTERS

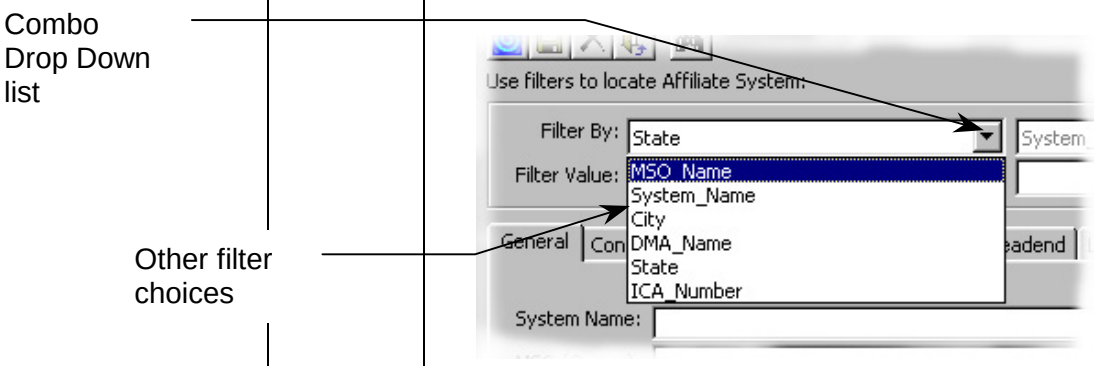
SYSTEM SCREEN FILTER SECTION



In a database, such as the one at the heart of the ODDS information system, a **Filter** is a utility to focus in on one or more records that have something in common. By typing a value in the Filter by: text box, the system can find and focus on smaller sets of information for us to work on.

When you are in the Systems screen, ODDS assumes that you will be looking for a system but that you are more likely to know the MSO's name than the local system name so it is the default first filter.

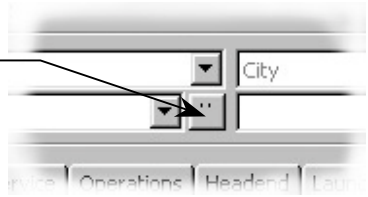
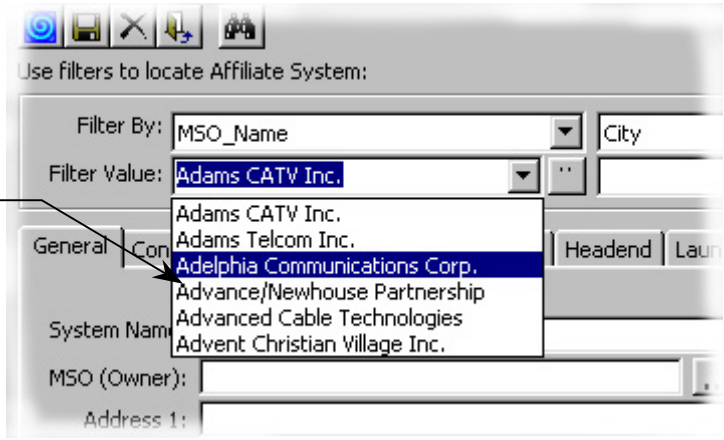
You can also choose other filters for other situations as illustrated below.



USING A FILTER TO FIND A CABLE SYSTEM

We will be looking up a local cable system called **First Carolina TV**. It is an **Adelphia** system.

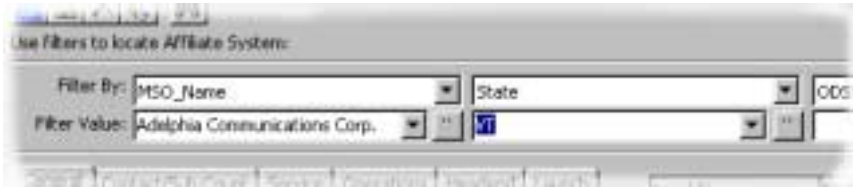
Action Steps

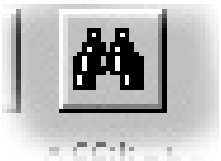
	What you type or do	What happens
1.	In the Filter One's `Filter Value` text box type: ***ad***	The letters "**a**" and "**d**" show in the Filter by: text box.
2.	Click on the **Load Filter button.**  	After a few moments, the filter is loaded with all Cable Owner/Operators (MSO's), whose names begin with "ad".
3.	Click the Drop down button for the Filter Value combo box to display all of the MSO's that start with "ad"  	The list extends as illustrated below.

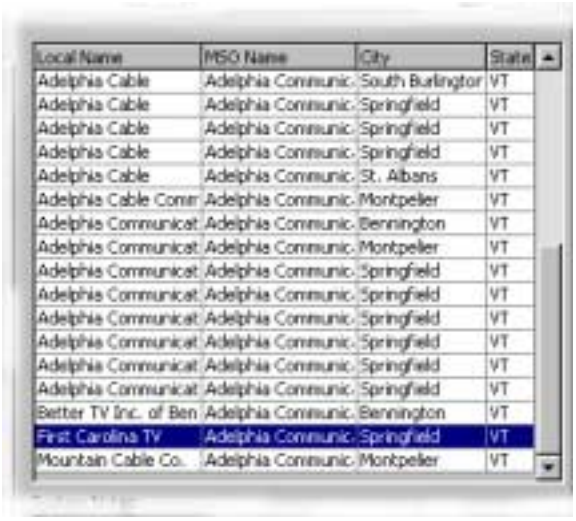
4.	Click on: **Adelphia Communications Corp.**	Adelphia Communications is now the choice in the Filter Value text box.

	Note that Filter Two, which was previously disabled, is now active. Once a filter value has been chosen for a preceding filter, the following filter becomes active as well.

5.	In Filter Two, change the Filter by: to **State**	The Filter by: text box now shows State.
6.	In Filter Two, change the `Filter Value` to: **VT** Using the drop down combo box.	The State of Vermont should be entered in Filter Value two. The Filter section should look like the illustration below.



7.	Click on the "**Find**" tool 	The Systems that match the filter values are shown in the grid on the right middle section of the System Screen, as illustrated below.



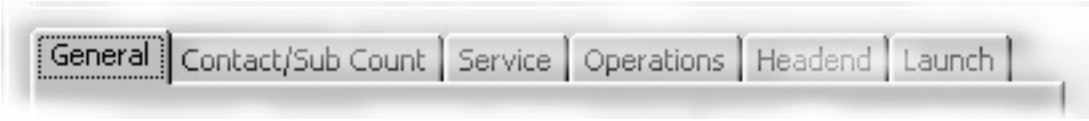
Local Name	MSO Name	City	State
Adelphia Cable	Adelphia Communic.	South Burlingtor	VT
Adelphia Cable	Adelphia Communic.	Springfield	VT
Adelphia Cable	Adelphia Communic.	Springfield	VT
Adelphia Cable	Adelphia Communic.	Springfield	VT
Adelphia Cable	Adelphia Communic.	St. Albans	VT
Adelphia Cable Comr	Adelphia Communic.	Montpelier	VT
Adelphia Communicat	Adelphia Communic.	Bennington	VT
Adelphia Communicat	Adelphia Communic.	Montpelier	VT
Adelphia Communicat	Adelphia Communic.	Springfield	VT
Adelphia Communicat	Adelphia Communic.	Springfield	VT
Adelphia Communicat	Adelphia Communic.	Springfield	VT
Adelphia Communicat	Adelphia Communic.	Springfield	VT
Adelphia Communicat	Adelphia Communic.	Springfield	VT
Adelphia Communicat	Adelphia Communic.	Springfield	VT
Better TV Inc. of Ben	Adelphia Communic.	Bennington	VT
First Carolina TV	Adelphia Communic.	Springfield	VT
Mountain Cable Co.	Adelphia Communic.	Montpelier	VT

8.	Click on **First Carolina TV**	The General Tab Screen switches to general information about this system.

Exploring the System Tab Screens

We will look at the first five Tab Screens that can be accessed from the System Screen. These are common to every system. The Launch/Drop Tab and the Airtime Tab are specific to Odyssey carried systems and we'll look at them after the tour.

THE GENERAL TAB SCREEN



Action Steps

	What you type or do	What happens
1.	In the **Selected Systems grid**, click on the ***Adelphia*** System that is in ***St. Albans, VT.***	The General Tab Screen changes to show this systems information.
2.	Examine the information in the General Tab Screen.	Note the following: 1. Odyssey carried 2. Local System Name 3. The Ownership Change button 4. The Cable Owner name is disabled.

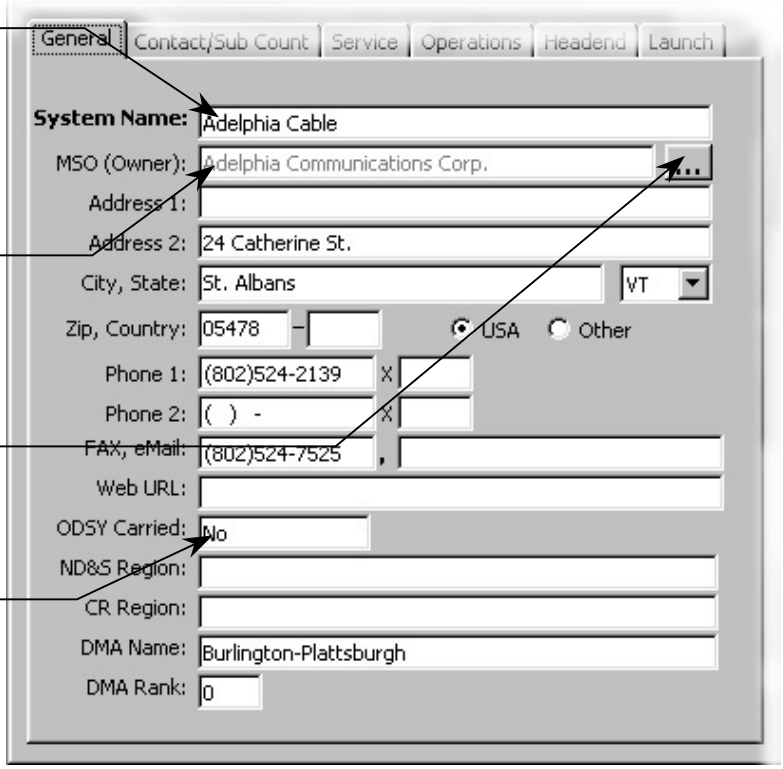
	The General tab contains basic information about a local system. Local System names can vary widely from Cable Owner to Cable Owner. The Cable Owner's name box is grayed out. This means it is disabled. Editing it will initiate the Ownership Change Event. Events are covered later in this manual.

Local System Name

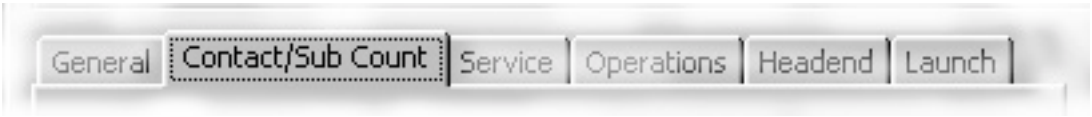
Disabled Cable Owner name

Ownership Change Button

Odyssey Carried Yes or No



THE CONTACT/SUB COUNT TAB SCREEN



Action Steps

	What you type or do	What happens
1.	Click on the tab that reads **Contact/Sub Count**	The **Contact/Sub Count Tab Screen** appears.
2.	Examine the **Contact/Sub Count Tab Screen**.	Note the Contact Information and Subscriber Count sections.

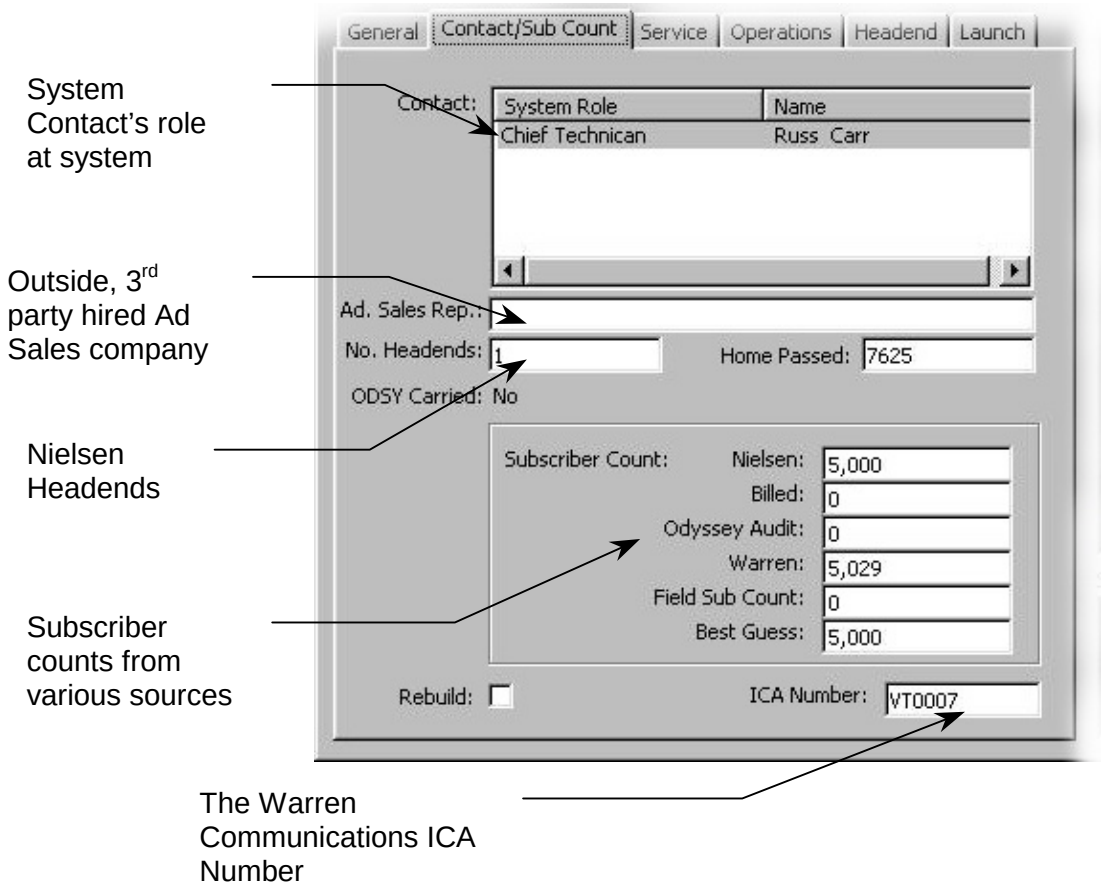
SYSTEM CONTACTS

Contacts at Systems may have any number of *organizational* titles. However, to make it possible to sort out lists of contacts, if they are associated with a System (not with the MSO (Owner) or an independent contact), they must have one of six possible job titles that ODDS identifies with a System.

These are:

General Manager
Marketing Director
Chief Technician
Program Director
Local Ad Sales Manager
Other

Each System can only have up to one of these per title with the exception of Other, which is unlimited. For example, an Adelphia Regional Vice President who performs the duties of a GM at a local system may have an *organizational* title of Vice President in his contact information but would be known to ODDS by his system association title of **General Manager**.



SUBSCRIBER COUNT INFORMATION

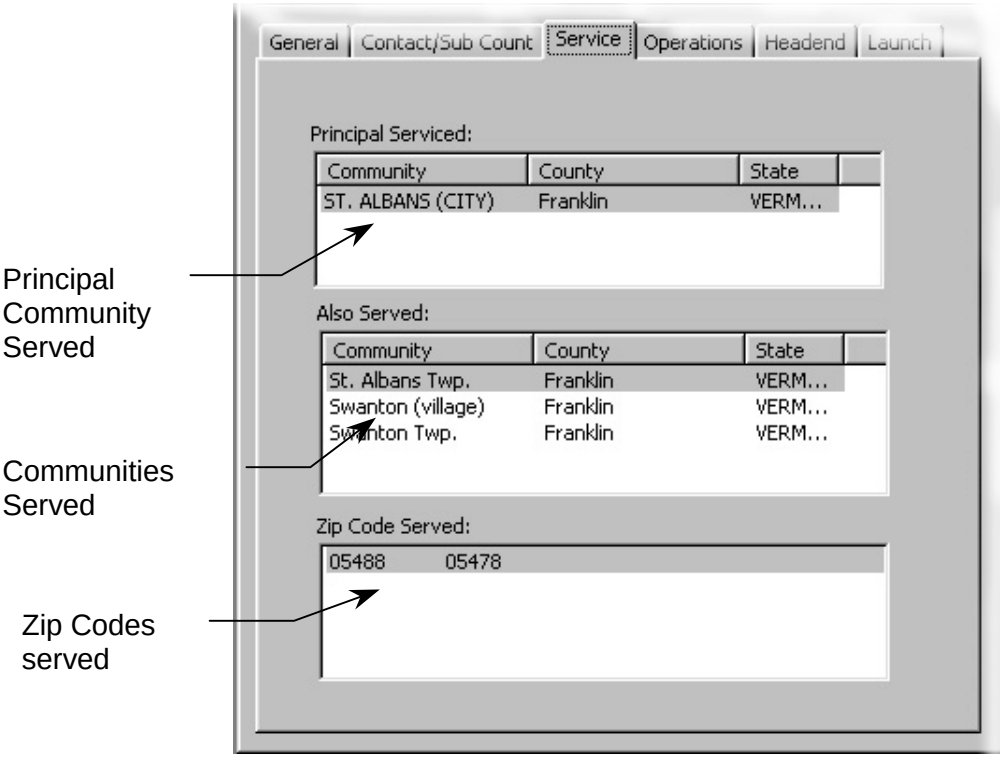
	ODDS gets its subscriber counts from 3rd party data sources Nielsen Ratings and Warren Communications. It also keeps subscriber counts generated from our Audits and from subscriber numbers that our Field and Research staff may find. The number of subscribers we are currently billing for is also captured in this section. To try to get an accurate blend of all of this information, ODDS uses a special algorithm to determine which of these numbers is probably most accurate, and calls it the Best Guess estimate.

THE SERVICE TAB SCREEN

Action Steps

	What you type or do	What happens
1.	Click on the tab that reads **Service**	The **Service Tab Screen** appears.
2.	Examine the **Service Tab Screen.**	Note the Communities served and Zip codes served sections.

	The Zip codes served also are accessed at our Odyssey Network website to let prospective subscribers find systems that carry Odyssey programming.

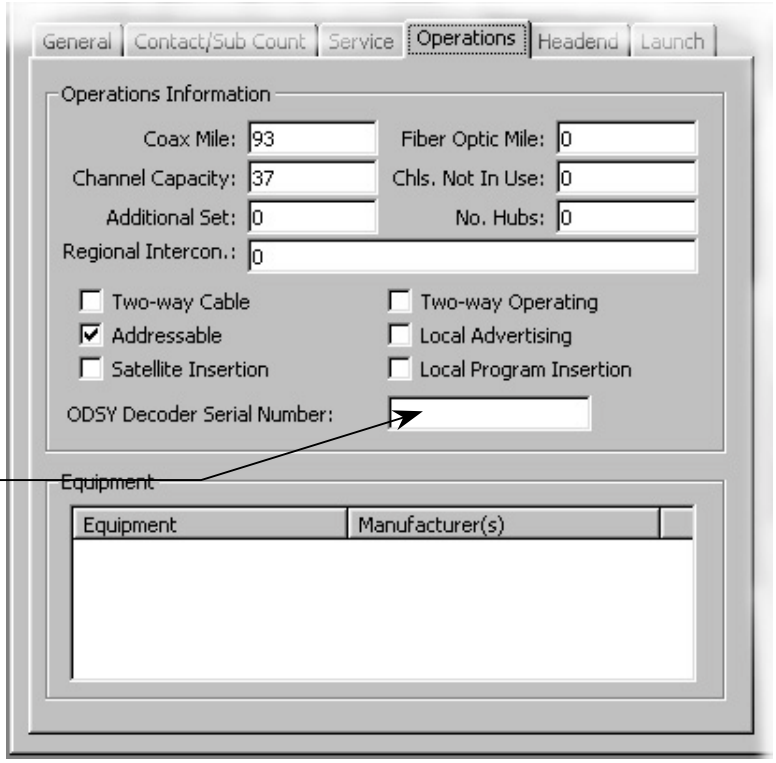

General
Contact/Sub Count
Service
Operations
Headend
Launch
Principal Serviced:
Community
County
State
ST. ALBANS (CITY)
Franklin
VERM...
Also Served:
Community
County
State
St. Albans Twp.
Franklin
VERM...
Swanton (village)
Franklin
VERM...
Swanton Twp.
Franklin
VERM...
Zip Code Served:
05488
05478
Principal Community Served
Communities Served
Zip Codes served

THE OPERATIONS TAB SCREEN

Action Steps

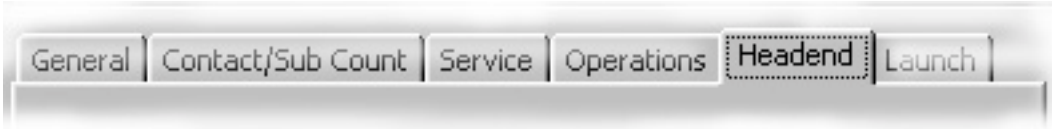
	What you type or do	What happens
1.	Click on the tab that reads **Operations**	The **Operations Tab Screen** appears.
2.	Examine **Operations Tab Screen.**	Note the **Odyssey Decoder Serial Number field**.

	ODDS keeps track of the Decoders that Odyssey sends to systems that carry Odyssey Programming. Currently, these decoders are both digital and analog.



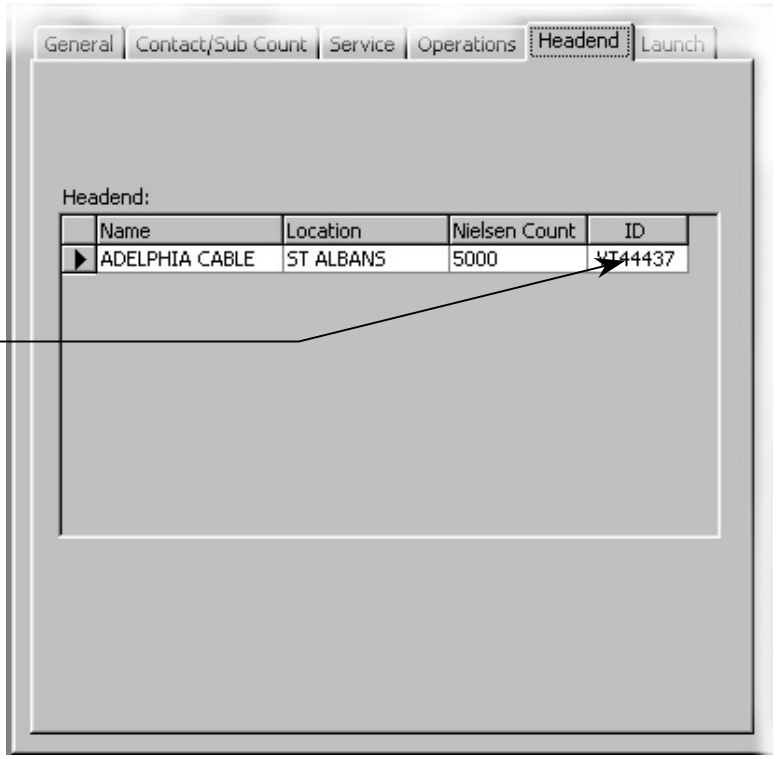
The Odyssey Decoder Serial Number is kept in ODDS

THE HEADEND TAB SCREEN



Action Steps

	What you type or do	What happens
1.	Click on the tab that reads **Headend**	The **Headend Tab Screen** appears.
2.	Examine the **Headend Tab Screen.**	**Note:** Nielsen Ratings supply all of the Headend information. Individual Headend information is kept under this tab.



Nielsen Ratings Headend ID

RETURNING TO THE HOME SCREEN

Action Steps

	What you type or do	What happens
1.	Click on the **Home Screen Tool**.	The **Home Screen** is displayed.

Home Screen Tool

Exercises

Affiliate Systems

A.

FIND AT&T BROADBAND & INTERNET SERVICES local system in Vallejo, California.

1. Go to the **Systems** Screen.
2. Check to make certain that **MSO** is the chosen Filter in Filter 1.
3. Type ***at*** in the Filter One text box.
4. Click on the Filter Load button or press Enter.
5. Set the Filter By: text box in Filter 2 to State.
6. Click on the drop down list in the Filter 2 text box.
7. Choose **CA**.
8. Click on the **FIND** tool.
9. Click on ***AT&T*** California system in the Systems Selected grid that is in ***Vallejo, CA.***

B.

FIND A SYSTEM IN ALASKA by just knowing the City and State.

1. Go to the **Systems** Screen.
2. Change the Filter 1 text box to **State**.
3. Click once on the **Load** button next to the Filter Value text box.
4. In the drop-down list in Filter Value, choose ***AK***.
5. Set the Filter 2 text box to **City**.
6. Click on the drop down list and choose ***King Salmon***.
7. Click on the **FIND** tool.

ADVANCED

1. Does the **Cable One, Inc.** (owner) system in **Anniston, AL** carry Odyssey?
2. Who is the **Chief Technician** at the **Satellite Cable Services Inc.** system in **Brookings, SD**?
3. How many headends does the Time Warner Cable Systems of New York City have?
4. Does **AT&T Broadband and Internet Services** have any systems in **Hawaii**?
5. What **DMA** is the **Rogers American Cablesystems Inc.** in **Wasilla, AK** in?
6. How many subscribers does Warren Communications say **the Valley Cable Systems** local system, **ICA Number PA0285** have?