

Glossary

This section provides clear definitions of key terms and system-specific terminology used throughout MEplan. It acts as a reference point to help users understand planning, scheduling, financial, and integration concepts, ensuring consistent interpretation of features, calculations, and processes across the platform.

- [Glossary of Terms](#)

Glossary of Terms

Purpose of the Glossary

The glossary serves as a central reference that defines key terms, concepts, and system-specific language used throughout MEplan. Its purpose is to ensure a clear and consistent understanding of terminology related to planning, scheduling, financial calculations, reporting and MEvision integration. By providing standard definitions, the glossary helps reduce confusion, supports accurate system use, and enables users of varying experience levels to navigate the platform and its processes with confidence.

Term	Definition
Auto (General)	Removes bookings from MEvision.
Booking Deal	A calculation table that applies rate card costs, discounts, and surcharges in a defined order to determine the final billing cost.
Booking Lines	Individual bookings linked to schedule lines (plan lines), containing dates, rates, quantities, and related booking data such as ratings and detail descriptions.
Buying Currency (BCY)	The currency assigned to the vendor and used by the agency to pay the vendor.
Campaign Number	An automatically generated alphanumeric identifier from MEvision displayed on the plan schedule.
Client Purchase Order	A reference number or document issued by the client to the agency, often used on supplier invoices.
Commit	Sends bookings from MEPlan to MEvision.
Cost to Client	The amount billed to the client after discounts and fees, excluding VAT (SCY).
Currency Deal	A foreign exchange agreement used to manage currency fluctuation risks for customers and vendors.
Discounted Rate	The rate after discounts have been applied (BCY).
Division Code	Codes used to identify divisions within a company or entity.
Field Chooser	A selection window within Pivot Reports used to choose data fields for reporting.

Goal	The total quantity of units booked.
Local Currency (LCY)	The currency used in the country where the user is operating.
Master Medium Type	The primary medium category containing associated medium types.
Media Order Number	The purchase order number generated in MEplan and sent to the vendor.
Medium Type	Media categories linked to a master medium type.
Medium Unit Code	Units of measure such as seconds, packages, or ad formats.
MEvision	A comprehensive media buying platform that manages planning, buying, deals, and profitability across campaigns.
Nett Value	The cost after discounts and surcharges, excluding agency fees (BCY).
Non-Financial Updates	Booking changes that do not impact costs and can be synced after commitment.
Pivot Report	An interactive report used to summarise and analyse large datasets.
Plan	The screen displaying plan details and all schedules.
Plan Line	Line items on the schedule containing booking information, also known as schedule lines.
Rate Card Cost	The original rate before discounts and fees are applied (BCY).
Rate Per Unit	The unit cost prior to discounts and fees (BCY).
Schedule	The screen displaying detailed schedule lines.
Schedule Lines	Line items on the schedule containing booking information, also known as plan lines.
Selling Currency (SCY)	The currency used to invoice the client.
Sync	The integration and exchange of data between systems.
Vendor	A supplier or service provider offering media or services.