

Custom Station Format Groups

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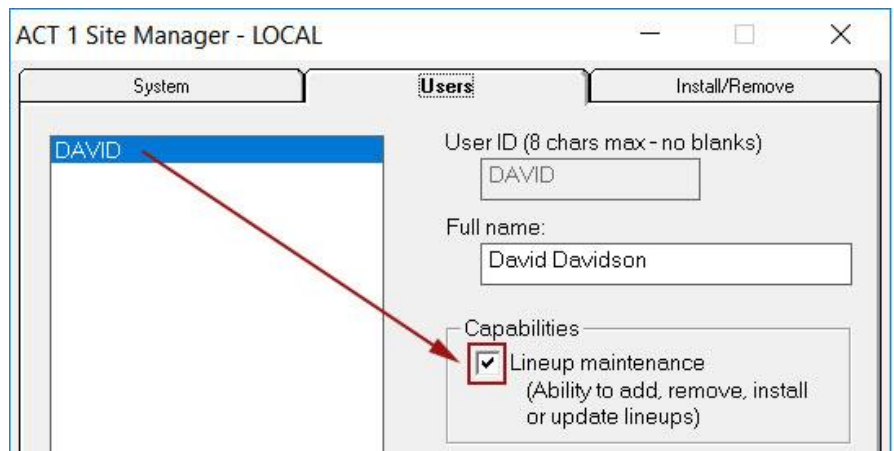
Clients can optionally subscribe to (receive) station formats within ACT 1 software. These formats are provided by four different station data providers: MStreet, BIA, Media Framework (MFW) and Kantar Media (SRDS). **Clients can use Custom Format Groups (CFGs) within ACT 1 to automatically combine station formats in any way they desire.**

For example, station data providers might have “Hot AC” and “Modern AC” and “Rhythmic AC” and “Smooth AC” as four separate formats, but users would prefer to combine all of these into a single “AC” format grouping. The CFG feature in ACT 1 can do this. The information below provides some steps on how to create, manage and use CFGs.

Step 1 – Which Users Have the Ability to Create CFGs?

Only those users with the “lineup maintenance” option checked will be able to create, modify or delete CFGs. This can be set in Site Manager.

Note that all users will be able to use (select) CFGs that have already been created, even without this “lineup maintenance” box checked.



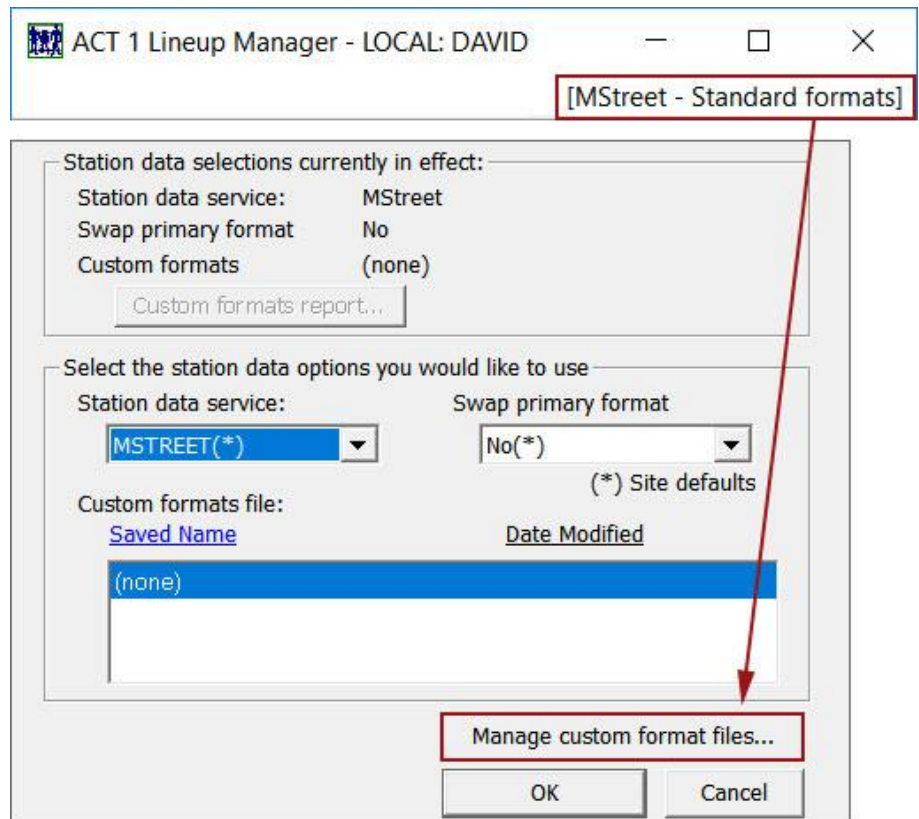
Step 2 – Creating a CFG File

Creating, managing or deleting CFGs must be done within **Lineup Manager**, by users with lineup maintenance capabilities (see Step 1).

Launch the Lineup Manager and click the “formats” text description on the top right of the window.

This opens a dialog which shows you information about formats, including any custom formats you’ve already created. If you have not created CFGs yet, this will default to “none” (as you are not using custom formats yet). I.E., “none” for custom formats means you are using original (standard) formats.

Click the “**Manage custom format files**” button to begin creating your first CFG file.



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Step 3 – CFG Management

A. The “File” button will initially show “no file” as we have not created a CFG yet. This button also has other functions (like opening an existing CFG file so it can be edited, deleting a CFG file, renaming a CFG file, etc.).

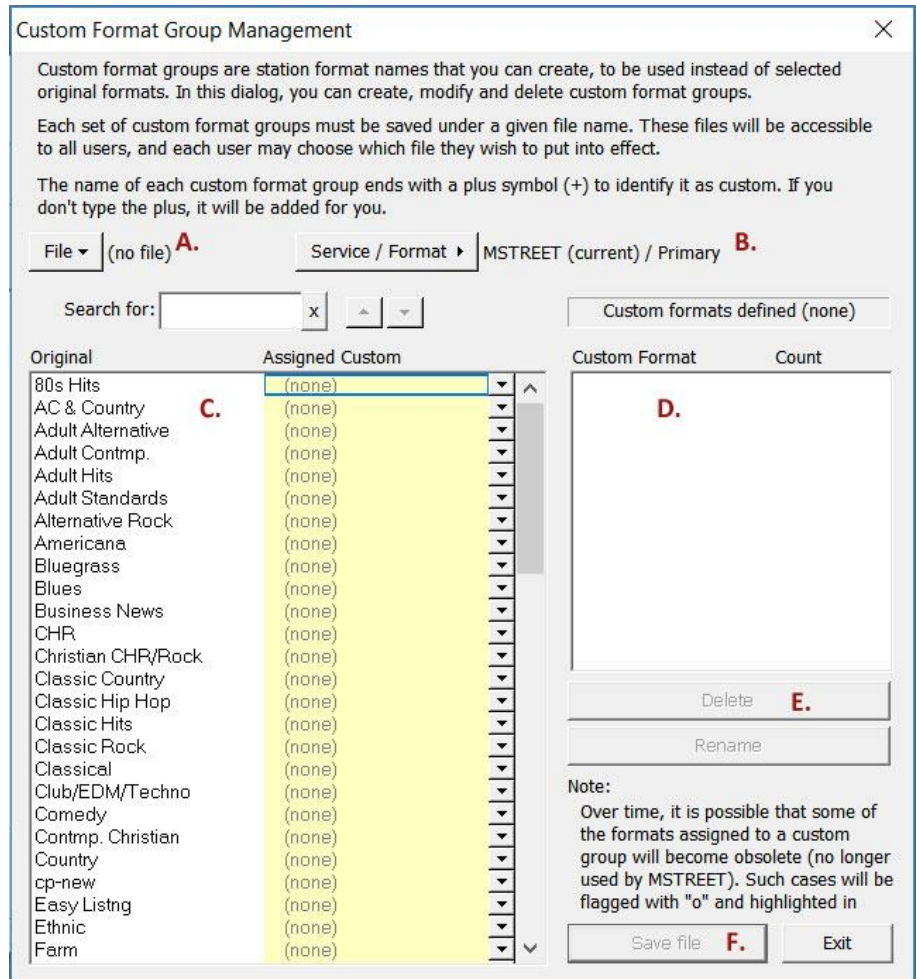
B. The list of data providers and formats the user subscribes to. Note providers typically offer two formats for each station, a primary format and a secondary format. One list is shorter (already grouped) and the other list is longer (more granular).

C. The list of original formats and a yellow field for customizing them.

D. A summary of the custom formats the user has created in this CFG file.

E. Once created, custom formats can be deleted or renamed here.

F. A button to save your CFG file.



Custom format groups are station format names that you can create, to be used instead of selected original formats. In this dialog, you can create, modify and delete custom format groups.

Each set of custom format groups must be saved under a given file name. These files will be accessible to all users, and each user may choose which file they wish to put into effect.

The name of each custom format group ends with a plus symbol (+) to identify it as custom. If you don't type the plus, it will be added for you.

File ▾ (no file) **A.** Service / Format ▾ MSTREET (current) / Primary **B.**

Search for: x

Original	Assigned Custom
80s Hits	(none)
AC & Country	(none)
Adult Alternative	(none)
Adult Contmp.	(none)
Adult Hits	(none)
Adult Standards	(none)
Alternative Rock	(none)
Americana	(none)
Bluegrass	(none)
Blues	(none)
Business News	(none)
CHR	(none)
Christian CHR/Rock	(none)
Classic Country	(none)
Classic Hip Hop	(none)
Classic Hits	(none)
Classic Rock	(none)
Classical	(none)
Club/EDM/Techno	(none)
Comedy	(none)
Contmp. Christian	(none)
Country	(none)
cp-new	(none)
Easy Listng	(none)
Ethnic	(none)
Farm	(none)

Custom formats defined (none)

Custom Format	Count
D.	

Delete **E.**

Rename

Note:
Over time, it is possible that some of the formats assigned to a custom group will become obsolete (no longer used by MSTREET). Such cases will be flagged with "o" and highlighted in

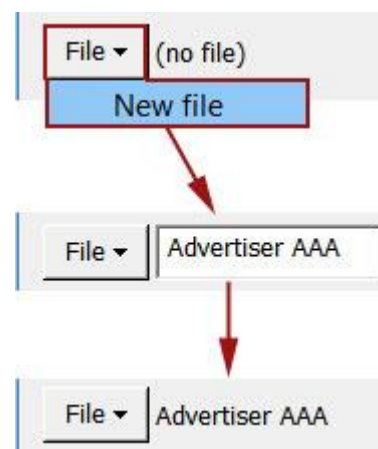
Save file **F.** Exit

Step 4 – Create a CFG File

Click the “File” button and click the “New file” option.

This will allow you to type your desired (internal) name for the CFG file. Hit the “Enter” key when you are done.

Note users can create a single CFG file which is used for all projects, or create several CFG files if desired (such as one CFG file per advertiser or agency, if they combine formats differently).





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Step 5 – Choosing Primary versus Secondary Formats

As mentioned above, providers typically offer two formats for each station, a primary format and a secondary format. One list is shorter (already grouped) and the other list is longer (more granular).

This example shows MStreet primary and secondary formats, as of June 2019. The primary (longer list) has 81 different formats. The secondary (shorter list) has 17 different formats, which are essentially MStreet's format "groupings" of the primary formats.

While users are free to make CFGs from either original format list, these instructions assume the user's intention is to ignore MStreet's groupings (the secondary formats) and use the **longer list of granular formats** as a starting point for building their own custom format groupings.

Thus, the user will select **MStreet / Primary** as the "Service / Format" option (as MStreet's primary formats are their longer, more granular list).

Note this can vary per data provider. For example, **BIA's** secondary formats are their longer, more granular list.

Service / Format ▶ MSTREET (current) / Primary ←		
Original		
80s Hits	Format Not Available	Southern Gospel
AC & Country	French Adult Contmp.	Spanish
Adult Alternative	French Hot AC	Spanish Adult Hits
Adult Contmp.	French News/Talk	Spanish CHR
Adult Hits	French Religious	Spanish Classic Hits
Adult Standards	Gospel Music	Spanish Contmp. Christian
Alternative Rock	Hot AC	Spanish Easy Listng
Americana	Jazz	Spanish Hits
Bluegrass	Modern AC	Spanish Jazz
Blues	News	Spanish News
Business News	News/Talk	Spanish News-Talk
CHR	Oldies	Spanish Oldies
Christian CHR/Rock	Pre-Teen	Spanish Religious
Classic Country	R&B Oldies	Spanish Sports
Classic Hip Hop	Ranchera	Spanish Standards
Classic Hits	Reading Service	Spanish Talk
Classic Rock	Religious Teaching	Spanish Urban
Classical	Rgnl Mexican	Sports
Club/EDM/Techno	Rhythmic AC	Talk
Comedy	Rhythmic-CHR	Tejano
Contmp. Christian	Rock	Traditional Country
Country	Romantica	Tropical
cp-new	Silent	Urban AC
Easy Listng	Smooth AC	Urban Contmp.
Ethnic	Smooth Jazz	Urban Gospel
Farm	Soft AC	Variety
Folk	Soft Christian	Weather/Traffic/Info

Service / Format ▶ MSTREET (current) / Secondary ↑	
Original	
AC	
CHR	
Classical/Fine Arts	
Country	
French	
Hispanic	
Jazz	
News/Talk	
NOT A FORMAT CATEG..	
Oldies	
Other	
Religion	
Rock	
Soft AC	
Sports	
Standards/EZ List	
Urban	

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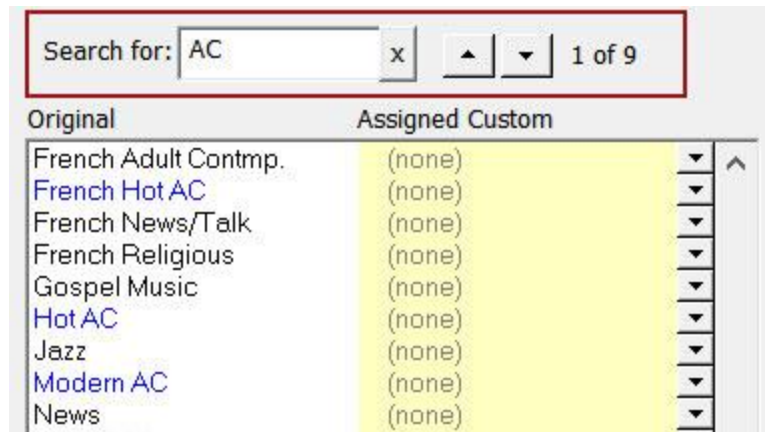
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Step 6 – Search (Optional)

The CFG Management dialog has an optional "Search for" format feature.

Type in a search value and hit the "Enter" key. This will change the color of all formats matching your search value to blue (as shown here).

Click the up/down arrows to quickly scroll to the previous/next occurrence.

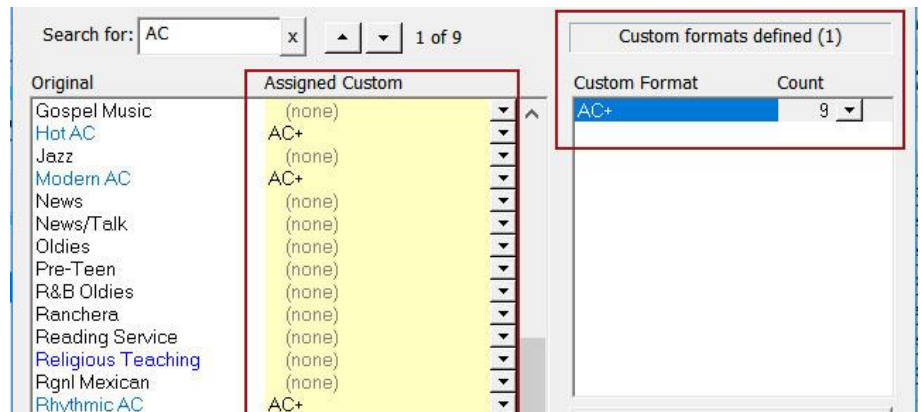


Search for: AC x 1 of 9

Original	Assigned Custom
French Adult Contmp.	(none)
French Hot AC	(none)
French News/Talk	(none)
French Religious	(none)
Gospel Music	(none)
Hot AC	(none)
Jazz	(none)
Modern AC	(none)
News	(none)

Step 7 – Customize Formats

Assign your custom formats in yellow fields. Type the desired format name and hit the "Enter" key or click the down-facing arrow (to select formats you've already created). A "+" symbol will be appended automatically to the end of any custom formats you create (to differentiate them from original formats). A summary of custom formats is found on the right side.



Search for: AC x 1 of 9

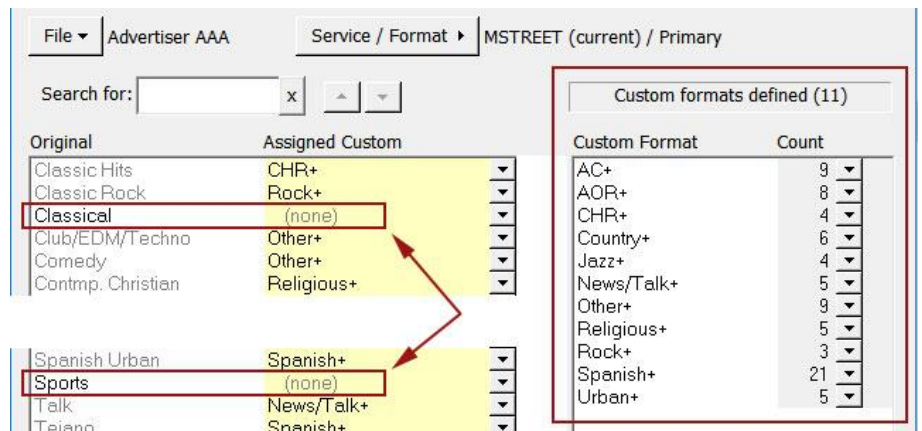
Original	Assigned Custom
Gospel Music	(none)
Hot AC	AC+
Jazz	(none)
Modern AC	AC+
News	(none)
News/Talk	(none)
Oldies	(none)
Pre-Teen	(none)
R&B Oldies	(none)
Ranchera	(none)
Reading Service	(none)
Religious Teaching	(none)
Rgnl Mexican	(none)
Rhythmic AC	AC+

Custom formats defined (1)

Custom Format	Count
AC+	9

Step 8 – Mixing Original with Custom Formats

Users do not need to customize all original formats. In this example, "Classical" and "Sports" were original formats that did not need to be combined with any other original formats, so they were not customized (i.e., left as "none" in the yellow field). All other original formats were combined into 11 custom groups.



File Advertiser AAA Service / Format MSTREET (current) / Primary

Search for: x

Original	Assigned Custom
Classic Hits	CHR+
Classic Rock	Rock+
Classical	(none)
Club/EDM/Techno	Other+
Comedy	Other+
Contmp. Christian	Religious+
Spanish Urban	Spanish+
Sports	(none)
Talk	News/Talk+
Tejano	Spanish+

Custom formats defined (11)

Custom Format	Count
AC+	9
AOR+	8
CHR+	4
Country+	6
Jazz+	4
News/Talk+	5
Other+	9
Religious+	5
Rock+	3
Spanish+	21
Urban+	5

Thus, in ACT 1 reports, users would see a maximum total of 13 different formats (the 11 custom formats in addition to the 2 original formats for Classical and Sports).

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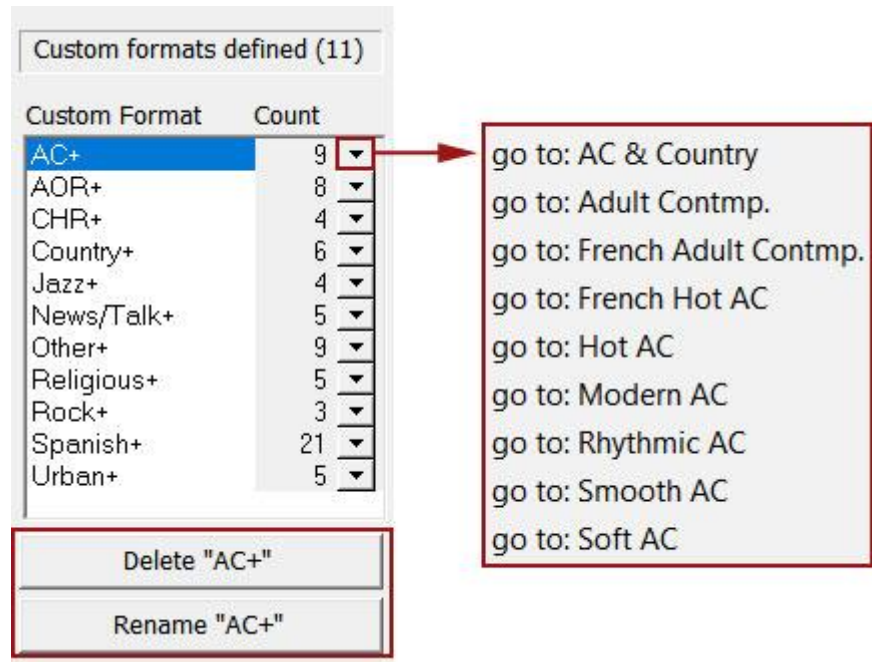
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Step 9 – CFG Summary

The right side of this window has a summary of the custom formats the user has created in this CFG file.

Clicking the **down-facing arrow** (to the right of a custom format) allows users to see all the original formats being combined, as well as a quick "go to" options which can be clicked to jump to the original format (useful if the user needs to change assignments).

Below the summary of custom formats are buttons that allow users to delete or rename their custom formats.



Custom formats defined (11)

Custom Format	Count	
AC+	9	▼
AOR+	8	▼
CHR+	4	▼
Country+	6	▼
Jazz+	4	▼
News/Talk+	5	▼
Other+	9	▼
Religious+	5	▼
Rock+	3	▼
Spanish+	21	▼
Urban+	5	▼

Buttons: Delete "AC+", Rename "AC+"

go to: AC & Country
go to: Adult Contmp.
go to: French Adult Contmp.
go to: French Hot AC
go to: Hot AC
go to: Modern AC
go to: Rhythmic AC
go to: Smooth AC
go to: Soft AC

Step 10 – Save CFG File

When users are done created or modifying CFGs, click the "Save file" button to save settings and then click the "Exit" button to exit out of the CFG Management window.



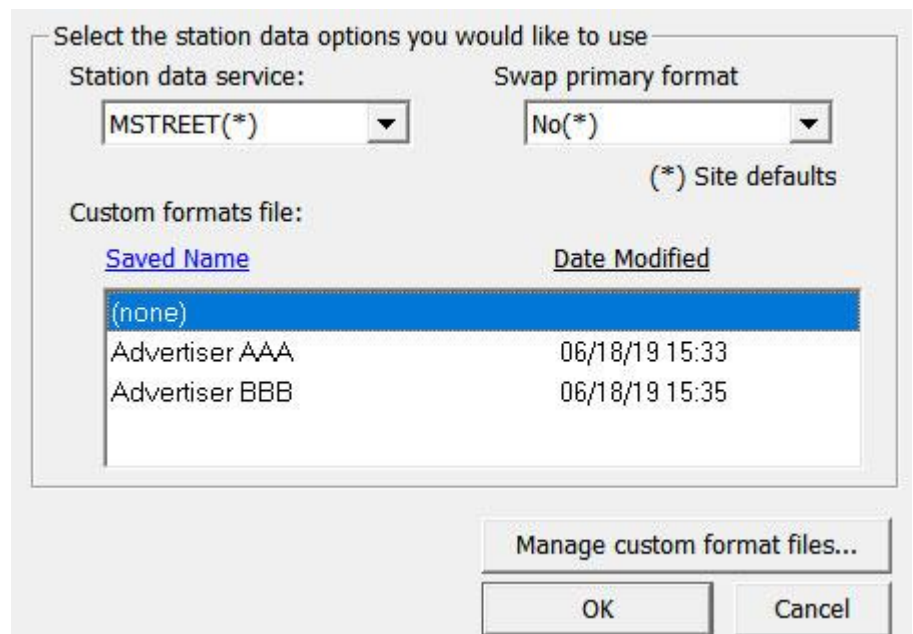
Save file Exit

Step 11 – Exiting CFG Management Window

Once you exit the CFG Management window, users will see the previous dialog again, listing all CFG files that have been created, as well as their current format options.

Note that the CFG Management window has no impact on the user's current format selections. The CFG Management window simply lets users create, modify or delete CFG settings.

Once CFGs exist, users are free to use them by making a selection in this window (as shown in next steps).



Select the station data options you would like to use

Station data service: MSTREET(*) Swap primary format: No(*)
(*) Site defaults

Custom formats file:

Saved Name	Date Modified
(none)	
Advertiser AAA	06/18/19 15:33
Advertiser BBB	06/18/19 15:35

Buttons: Manage custom format files..., OK, Cancel

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Step 12 – CFG Selection

Once CFGs have been created, users can use them; even toggling between different CFG files as needed.*

**This can be useful when users are working on different buys/accounts, and create one CFG per agency or advertiser (if advertisers combine formats differently).*

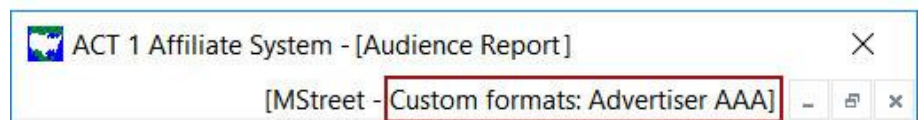
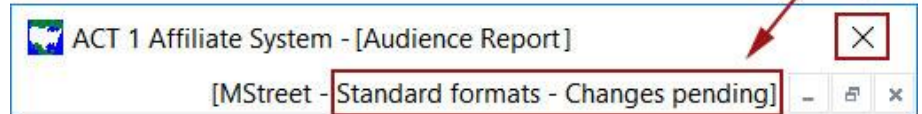
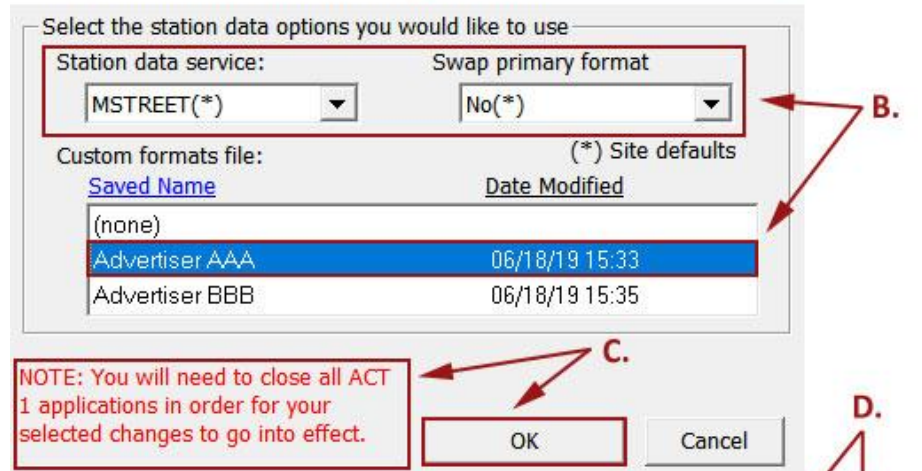
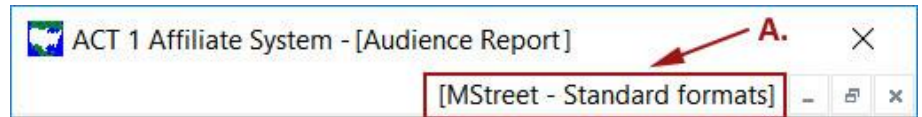
A. Within Affiliate System, Research or Lineup Manager, click the "formats" text description on the top right of the window. In this example, the user was using the original (standard) formats.

B. Users can select any CFG file that exists, and which service/format to use from that CFG file (a single CFG file can have settings for both primary and secondary formats from one or more data service providers). In this case, the user wants to use the "Advertiser AAA" CFG file with custom formats based on the "primary" (longer list) of original MStreet formats. Thus, "**Swap primary format**" is set to "No" (to use primary custom settings). Users with BIA might set swap primary format to "Yes," to swap in the secondary formats as primary (as BIA's secondary formats are the longer list).

C. A notice that the user must close and re-open ACT 1 apps. Click **OK**.

D. A reminder to close and re-open ACT 1 apps. **Exit** all ACT 1 applications.

E. After re-opening ACT 1 apps, the new custom formats are now used. In this example of an Audience report's Overview page (grouped by format), you can see the 11 custom formats (those with "+" symbols) and the two original formats (Classical & Sports).



Overview - Population			
Men 25-54			
Total United States	AQH	% of Rtg.	Tot
All Summary (Total for all Formats)	784,800	1.2	100.0
AC+	168,200	0.3	21.4
AOR+	22,300	0.0	2.8
CHR+	156,300	0.2	19.9
Classical	45,600	0.1	5.8
Country+	128,800	0.2	16.4
Jazz+	0	0.0	0.0
News/Talk+	134,000	0.2	17.1
Other+	9,400	0.0	1.2
Religious+	6,500	0.0	0.8
Rock+	19,800	0.0	2.5
Spanish+	11,800	0.0	1.5
Sports	5,500	0.0	0.7
Urban+	71,300	0.1	9.1
(unknown)	5,000	0.0	0.6

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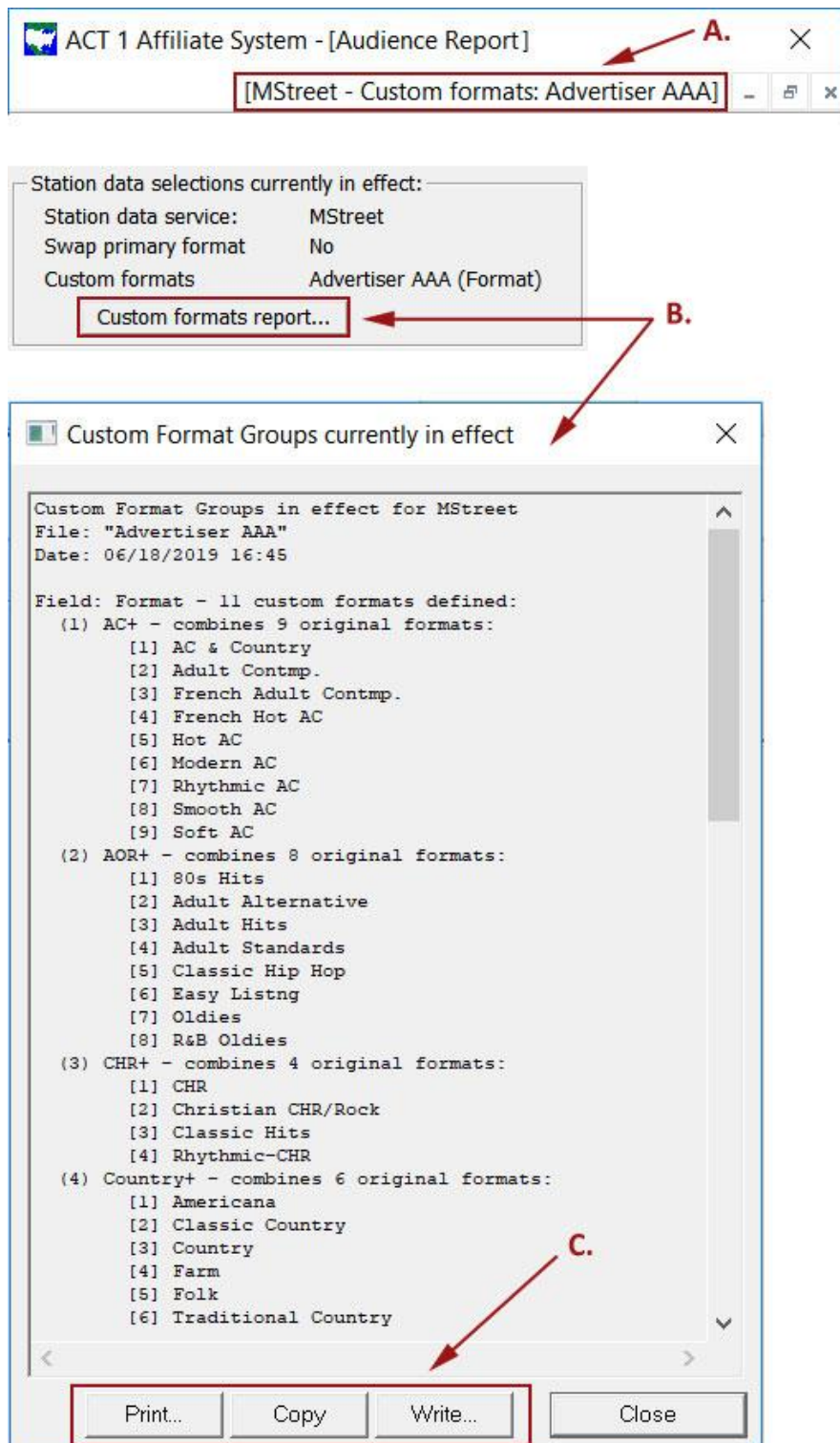
Step 13 – CFG Report

Users can produce a report of the custom formats file, along with how original formats are being combined. This is useful if users want to share this information internally or with other ACT 1 clients.

A. Within Affiliate System, Research or Lineup Manager, click the "formats" text description on the top right of the window. This opens the current station data selections currently in effect.

B. Click the "Custom formats report" button. This will open a report window displaying a summary of all custom formats in the current CFG file being used. For reports on other CFG files, simply make the other CFG active (per Step 12) before running this report.

C. This report can be printed, copied (and pasted in another program), or written to a text file.



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FAQs about Custom Station Format Groups

What formats will agencies see when importing lineups, if the network and agency have their own different custom format groups?

Agencies will see their own custom formats when viewing a lineup, regardless of how the network’s formats are configured on their end. The network’s formats do not impact the agency’s formats, because formats are not exported when exporting lineups. Formats are handled at each client’s own installation of ACT 1, based on their own desired internal preferences and data subscription. This is the same as it has been in the past. For example, an agency might only subscribe to MStreet formats while a network might only subscribe to BIA formats... and when the agency imports the network lineup export file into their setup, the agency would only see their own (MStreet) formats. With CFGs, this is still the same. For example, a network might have a single CFG setup for their own internal research purposes, while an agency might have several different CFGs setups (one for each advertiser). These different CFG setups do not interact with each other.

Where do the lists of “original formats” come from?

ACT 1 receives new format (and owner) data from the four station data providers on roughly a month basis, and releases this data to clients as part of the “M” file. ACT 1 only stores the most recent format data, and does not store historical format data. So the lists of original formats users will see in the CFG Management window are created based on the most recent (and only the most recent) format data installed.

What happens if a new format is added after I’ve made CFGs?

If a station data provider adds new formats after a client has already made a CFG, and lineups contain stations with these new formats, the new formats will simply show up in the report by themselves (without the “+” symbol). If users would prefer the new format be combined with other/existing custom format groups, they can simply use CFG Management to include the new formats in custom groups.

What happens if formats are removed and then come back in the future?

If a station data provider has a format, and a client makes a CFG with that format, this will be saved automatically in the CFG file. If the station data provider later removes that format, the CFG file still remembers the removed format for future reference. If the station data provider then adds the format back again at some point in the future, the format will still be recognized based on the CFG file’s settings.

Is there a way for ACT 1 clients to share CFGs?

Yes. One method is to share the CFG Report from Step 13 with another client (who can then manually replicate it on their end). An alternate method is to share the actual CFG file. If one client creates a custom format group, the CFG file will be saved in their \MKTN\CFGLIB\ folder. This CFG file can be emailed to another client, who can (manually) put the CFG file in their own \MKTN\CFGLIB\ folder, which makes the CFG file accessible to them when they relaunch ACT 1 applications. In this way, both clients can use the same CFG file without having to manually redo the work of creating it. Note this alternate method only works if both clients are using the same station data provider (i.e., both clients are using MStreet).

Can CFGs get copied from the server to my local computer when using NewLocal (Update Local System From Network)?

Yes. Simply check the new “Replace custom format group library on local system” option when performing the update.