

Installing Quarterly Diary Metro Data Updates

Spring/Fall Diary Metro “A” “Files

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ACT 1 “PC System” Support Document
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These instructions are for installing **Spring/Fall Quarterly Diary data (“A”)**. It is **vital** that you (or someone you designate) promptly download and install all these updates to ensure your company’s business decisions are based on current data.

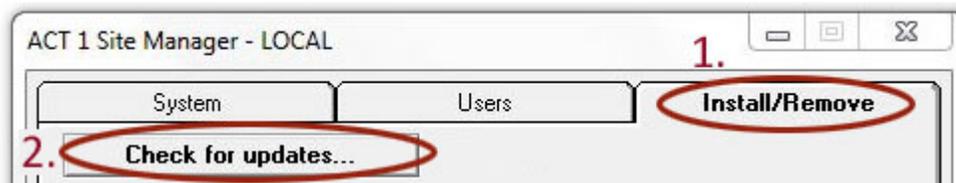
Quarterly Data Release Schedule (Contents of the “A” Files)

Quarterly diary data is typically released as daily files spread out across 2 to about 3 weeks. You must download and install all files to get all markets. The market release schedule is usually the month following the end of the quarter/survey, such as:

- **Fall** (Oct-Nov-Dec data) typically starts releasing in **early January**
- **Spring** (Apr-May-June data) typically starts releasing in **mid-July**

How to Download and Install the Quarterly Data (“A” Files)

1. Launch our **Site Manager** program and click the “**Install/Remove**” tab (Site Manager can be found in the Start menu > Programs > ACT 1 Systems > Site Manager or \MKTN\APP\Manager.exe).
2. Click the “**Check for Updates**” button to automatically download and install the data.



3. **Important:** After installing all A or W files (once you have all the markets for the survey), click the “**Email confirmation**” button. This will launch your default email program (such as Outlook), listing your installed data. Send the email to act1support@act1systems.com, so we can confirm everything is properly installed.
4. Exit **Site Manager**

Frequently Asked Questions Regarding Quarterly Data Updates

1. Who can install Quarterly Data (“A” and “W” file) updates and where should updates be done?

It’s up to you to decide who will have this ongoing responsibility. Anyone with access to the **Site Manager** application can perform the quick updates. In a multi-user network server setup, updates only need to be done once on the server where our software is installed (not at each user’s individual workstation).

2. Can users be accessing ACT 1 software during Quarterly Data (“A” file) file updates?

Yes, as Quarterly Data (“A” files) are only **data** updates (and not software updates).

3. What about Winter & Summer quarterly metro data?

As of July 2019, Nielsen Audio converted Winter/Summer quarterly metro market data (i.e., any metro markets that were surveyed 4 times per year) to now be Continuous Diary Measurement (CDM) metro data. While CDM comes out monthly, it is a rolling three-month average. Thus, March CDM is the average of Jan-Feb-Mar and is the equivalent of the former Winter quarterly diary, and September CDM is the average of Jul-Aug-Sep and is the equivalent of the former Summer quarterly diary. When running ACT 1 reports, this will be handled seamlessly and transparently for users, so you can still run reports by selecting a desired quarter (Win, Spr, Sum or Fal), and the proper CDM monthly data (for CDM markets) will be used to align with the proper quarterly diary data (for Fal/Spr quarterly diary markets).