

Pre-Produced 2-Book Average of Fall 2019/Spring 2020 Nationwide Accessible in All ACT 1 Reports



This Document Revised: 9/23/20

Release Date of Feature: 9/29/20

ACT 1 “PC System” Support Document
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Dear ACT 1 clients,

In response to client requests, and after receiving approval from Nielsen and the MRC, ACT 1 is quickly developing a one-time solution that gives clients access to a 2-book average of Fall 2019 Nationwide and Spring 2020 Nationwide in **all** reports as an additional option, without removing their access to Spring 2020. We would like to share details below, including screenshots and technical limitations.

Before that, we’d like to emphasize that ACT 1 feels it is up to our clients to decide what data should be used, and that ACT 1 was willing to develop this feature merely as an option & convenience for clients, should clients want to utilize it.

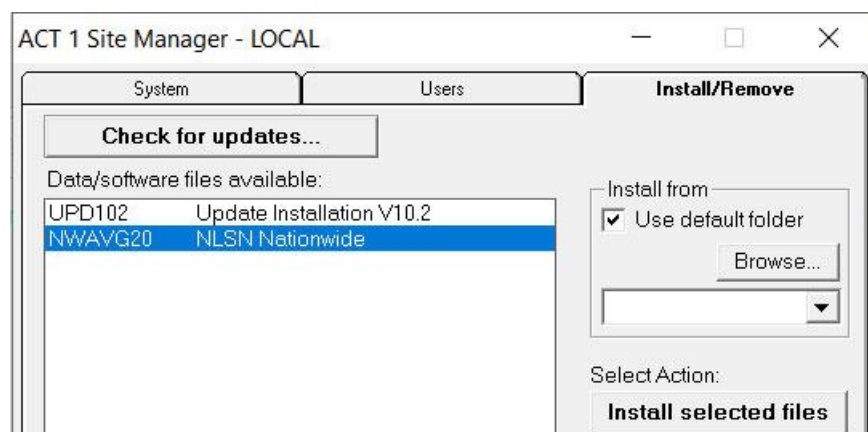
Clients have informed us that upfront planning for 2021 is starting right now or soon, and several of these clients have expressed a desire to use the NFa19/Sp20 averages for that purpose. As you know, clients can already produce averages in the ACT 1 Trend report, and clients can manually compute averages as well (exporting one report per book and using Excel formulas to calculate averages). Our concern is that this is very inefficient, prone to errors, and does not work for all metrics (like Reach). The feature below provides a solution for these issues. For example, with this solution, clients can optionally use the NFa19/Sp20 averages and run R&F, delivery by format, Market Summary, Network Ranker, and Demo Summary for export to traffic systems (like Counterpoint) to make proposals, and transfer these proposals from Planner to Affiliate System to validate proposal audience... all using NFa19/Sp20 averages.

This feature allows clients the option to use their preference of NSp20 as published, or NFa19 as published, or an average of the two... while keeping the network/agency workflow the same as it was before.

This would be a one-time-only option added specifically for (and only for) the NFa19/Sp20 averages. ACT 1 has no plans to offer pre-produced Nationwide averages in the future.

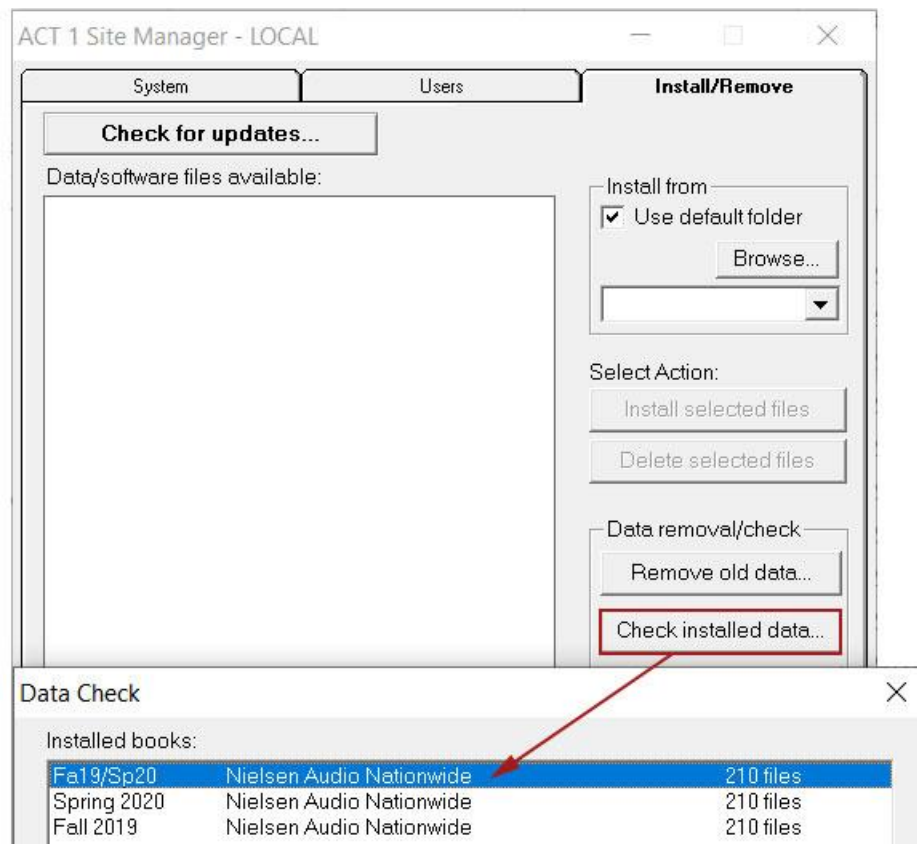
1. Distribution & Installation

The new ACT 1 software (that supports users toggling between NSp20 as published and NFa19/Sp20 averages) will be delivered via a new **UPD102.ZIP** file, which clients will download/install via “Check for Updates”. After the software is installed, and Site Manager re-launches, users will be able to install “NWAVG20” (the NFa19/Sp20 average data that ACT 1 has created).



2. Software Awareness of Nationwide Average Data

Clicking “Check installed data” in Site Manager will show a line item for the new data.



3. Where and How the NFa19/Sp20 Average Data Gets Installed

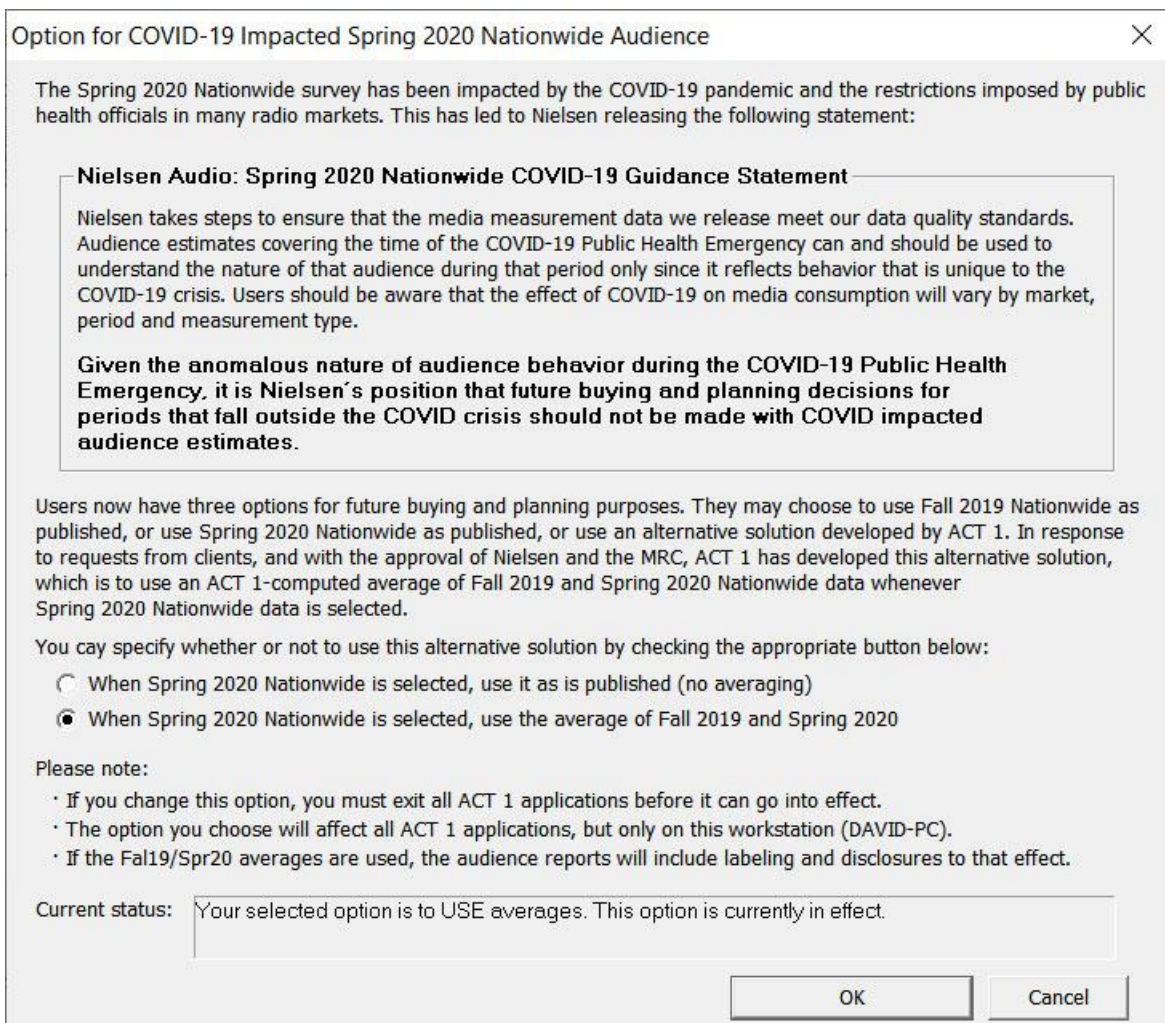
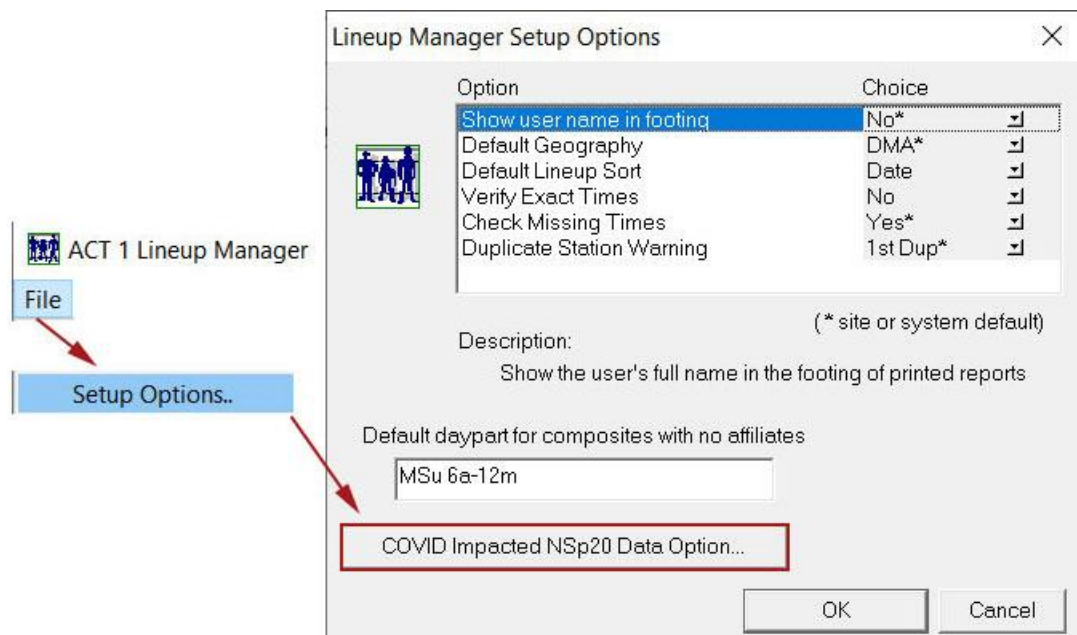
Behind-the-scenes, the new average data is installed in the normal RADDATA folder, but with the unique “RAD2” and “RAE2” suffix. This allows the NFa19/Sp20 data to be downloaded once and then co-exist with the NSp20 data (which have the normal RAD and RAE suffix), even though they otherwise have the same file names.

MKTN2AVRG > RADDATA

Name	Date modified	Type	Size
AVGBOOK.DAT	9/14/2020 11:49 AM	DAT File	0 KB
CONTROL.RAC	9/15/2020 10:30 AM	RAC File	325 KB
MKTPOP.RAC	9/15/2020 10:30 AM	RAC File	25,581 KB
N001194E.RAD	2/3/2020 1:30 PM	RAD File	1,553 KB
N001194V.RAE	2/3/2020 1:35 PM	RAE File	5 KB
N001202E.RAD	8/12/2020 3:08 PM	RAD File	1,313 KB
N001202E.RAD2	9/16/2020 5:28 PM	RAD2 File	1,588 KB
N001202V.RAE	8/12/2020 3:15 PM	RAE File	4 KB
N001202V.RAE2	9/16/2020 6:13 PM	RAE2 File	7 KB
N003194E.RAD	2/21/2020 12:14 PM	RAD File	1,510 KB

4. Toggle between NSp20 as Published or NFa19/Sp20 Averages

Lineup Manager, Affiliate System & Research all have a File menu > Setup Options window with a new “COVID Impacted NSp20 Data Option” button. Clicking this button pulls up a window, which includes information about the feature (including disclosing the Nielsen guidance statement), as well as the ability to toggle between NSp20 as published or NFa19/Sp20 averages. This can be set per workstation. So one user can run reports on NSp20 at the same time as another user is running reports on NFa19/Sp20 averages. Each user is free to toggle back-and-forth as often as needed.



5. Additional Disclosures for NFa19/Sp20 Averages

When choosing the book (in the input dialogs), users will only see “Spr20” as the choice (and will not see Fal19/Spr20 in the list). This is a technical limitation, but only applies to the input (where users select the book). When the user selects “Spr20” in the input, the software will look at the toggle setting (from above) to see what data to use in reports.

Audience Input Selections

Lineups Demos Survey/Markets

Area: ☒ DMA ☐ Metro

Book: Primary book: Spr20 (latest) Spr20 Fal19

Ethnic: ☒ All ☐ Black ☐ Hispanic

Ethnic Method...

When averages are used, the “NFa19/Sp20” label will appear in the software header bar and as the book label.

Location: (Summary pages ready) 1. New York [PPM+D]

Sort markets: ☒ By Rank ☐ By Name ☐ As Entered

Show totals for: ☐ Station ☒ Lineup ☒ Markets

Report Type: Reach

DMA: NFa19/Sp20

Sample Lineup from the Moon (2/16/16) Schedule: MF 6-10a (5 spots)

Men 25-54 -- 1 Week

DMA Rank	Market/Station	Wkly Spots	Book	Pop:	Gross Imp.	GRPs	Net %Mkt Reach^	Rch^	Avg Freq^
1	New York [PPM+D]	10	Nfa19/Sp20	4,244,400	90,600	2,091	62,400	1.5	1.5
TOTAL		10							

When averages are being used, the “NFa19/Sp20” label will appear in the top of reports (along with the normal inverted question mark symbol, indicating the source data is not MRC accredited), and disclosure information will be included on any cover pages under Source Data Notes (including the Nielsen guidance statement).



Audience Report Reach

Nielsen Audio DMA Area
NFa19/Sp20[?] Cover Page

Selected Lineups

Code	Name	Date	Schedule Time	Spots	Unreported
MOON	Sample Lineup from the Moon	2/16/16	MF 6-10a	5	Yes

Notes:
Schedule run for 1 week.

Markets

Using all markets

Notes:
- All spill-in allowed

Source Data Notes

Nielsen Audio has issued the following guidance statement, which concerns use of the Spring Nationwide 2020 survey:
"Given the anomalous nature of audience behavior during the COVID-19 Public Health Emergency, it is Nielsen's position that future buying and planning decisions for periods that fall outside the COVID crisis should not be made with COVID impacted audience estimates."
This report replaces Spring 2020 Nationwide data with the ACT 1-computed average of Fall 2019 and Spring Nationwide 2020 data (labeled as NFa19/Sp20). This method is approved by Nielsen Audio and the Media Ratings Council (MRC).

As normal, the report footer will include disclosure information on the inverted question mark flag.

⚠ Nielsen Audio Nationwide data is not MRC Accredited

6. Additional Disclosures of NSp20 as Published

When NSp20 is being used as published (and no averages are being used), disclosure information will be included on any cover pages under Source Data Notes (including the Nielsen guidance statement).



ACT 1 Systems, Inc.

Audience Report Reach

Nielsen Audio DMA Area
Spring Nationwide 2020[ç]
Cover Page

Selected Lineups

Code	Name	Date	Schedule Time	Spots	Unreported
MOON	Sample Lineup from the Moon	2/16/16	MF 6-10a	5	Yes
Notes: Schedule run for 1 week.					

Markets

Using all markets

Notes:
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Source Data Notes

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7. Trend Report with NFa19 and NFa19/Sp20 Averages

For the Trend report, when the toggle is set to use NFa19/Sp20 averages, clients might make survey choices where they could see one column for NFa19 and another column for NFa19/Sp20, and they will be able to create an on-the-fly average of these columns (even though NFa19 is represented more than once). After investigation, it was determined to be too complicated to add logic to prevent the on-the-fly averaging for this specific situation, and get the feature released to clients in a reasonable timeframe. Therefore, we advise clients to avoid using the Trend report to average NFa19 estimates with NFa19/Sp20 estimates, since there is overlap between them (which is noted in our revised ACT 1 Methodology Guide).

DMA Rank Market/Station	NFa19[ç]		NFa19/Sp20[ç]		Average	
	AQH	PPM+D	AQH	%Chg	AQH	Net %Chg
1 New York	4,244,400	2,083	4,244,400		4,244,400	
Pop: In-Tab:	2,083		2,091		2,087	
TOTAL	24,300		18,100	-25.5	21,200	-25.5

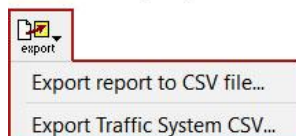
Comment included in the ACT 1 Methodology Guide regarding this:

We advise clients to avoid using the Trend report to average NFa19 estimates with NFa19/Sp20 estimates, since there is overlap between them.

8. Exporting NFa19/Sp20 Averages from Demo Summary to Traffic Systems for Proposals

Using this new feature with normal (existing) workflow, (a) networks can use the NFa19/Sp20 averages in the Demo Summary report for export to traffic systems (like Counterpoint) to make proposals that utilize the averages, and (b) agencies can transfer proposals from Planner to Affiliate System to validate proposal audience that utilize the averages.

Demo Summary Report



DemRep1.CSV		Traffic_DemRep1.csv		
	A	B		C
1	Nielsen Audio DMA Area		1	ROWTYPE VALUE IMP
2	NFa19/Sp20[ç]		2	Survey NFa19/Sp20 DMA
3	Cover Page		3	LineupCod MOON
4	Selected Lineups		4	LineupNan Sample Lineup from the
5		Code	5	ACT1code MOON
6		MOON	6	ACT1stored

9. Other Considerations

- Intabs and reported audience estimates will be averaged as normal. The two-survey NFa19/Sp20 averages are computed for each individual demographic cell for every station across both consecutive Nationwide surveys. Note: These pre-produced averaged estimates may be slightly different from the on-the-fly averages produced from a two-book Trend report, because the rounding is done at different times.
- For the NFa19/Sp20 averages, we only keep stations that were reported in NSp20. This is a technical limitation. If a station is reported only in NFa19 and not in NSp20, it will not appear as a reported station in the NFa19/Sp20 averages. If a station is reported only in NSp20 and not in NFa19, there are 2 reasons this can happen, and we treat them separately: (a) The station failed to meet MRS in NFa19: we treat its NFa19 audience as 0 and average it with NSp20, or (b) The station did not exist in NFa19: In this case, we just use its NSp20 audience as is (no average is computed). Note: This is how we handle PPM 3-month averages as well.
- Unreported audience is not averaged for NFa19/Sp20. It is based only on NSp20. This is a technical limitation.
- Populations are not averaged for NFa19/Sp20. The NSp20 populations are used (although they should be nearly identical to the NFa19 populations, since they only change in the Fall). This is a technical limitation.

10. Additional Disclosures & Documentation in the ACT 1 Methodology Guide

Additional information has been added to the ACT 1 Methodology Guide. See the follow page(s) for details.



Special Nationwide Averaging for COVID-19 Impacted Data

The Spring 2020 Nationwide survey was impacted by the COVID-19 pandemic, causing audience numbers to drop significantly relative to the prior Fall 2019 Nationwide survey.

When the Spring 2020 Nationwide estimates were released, Nielsen Audio issued a guidance statement, as follows:

“Given the anomalous nature of audience behavior during the COVID-19 Public Health Emergency, it is Nielsen’s position that future buying and planning decisions for periods that fall outside the COVID crisis should not be made with COVID impacted audience estimates.”

This created a situation where ACT 1 clients needed audience data to use for future buying and planning purposes, but neither Fall 2019 nor Spring 2020 Nationwide seemed suitable to all parties. Several clients proposed that an average of Fall 2019 and Spring 2020 could be acceptable for this purpose, but averaged Nationwide data was not readily accessible from either Nielsen or ACT 1.

In response to this need by clients, and after receiving approval from Nielsen and the MRC, ACT 1 quickly developed a one-time “solution” that gave clients access to an average of Fall 2019 and Spring 2020 Nationwide data, without removing their access to Spring 2020. This was implemented by creating a workstation-level option to toggle between two options:

1. If the option to use average data is off (default), then whenever the user selects Spring 2020 Nationwide, that’s what they will use (i.e. normal behavior).
2. If the option to use average data is on, then whenever the user selects Spring 2020 Nationwide, they will actually use the average, which will be labeled “NFa19/Sp20”.

This option was made available with a re-release of the v10.2 software in September 2020, a few weeks after the Spring 2020 Nationwide data was first released.

Whether or not the option is in effect, the report cover pages show Nielsen’s guidance statement whenever the Spring 2020 Nationwide survey is selected.

The two-survey average of Fall 2019 and Spring 2020 Nationwide data was produced using essentially the same methods ACT 1 uses to produce the PPM 3-month averages. The main differences are:

- For Nationwide, only stations that were surveyed in Spring 2020 were included in the average.
- Nationwide includes ZCode estimates in addition to estimates for individual stations.
- Unreported audience is not averaged. It is based only on Spring 2020.
- Populations are not averaged. The Spring 2020 populations are used (although they should be nearly identical to the Fall 2019 populations, since they only change in the Fall).
- The two-survey averages are computed for each individual demographic cell for every station across both consecutive Nationwide surveys. These averaged estimates may be slightly different than the averages produced with the two-book Trend report, because the rounding is done at different times.
- We advise clients to avoid using the Trend report to average NFa19 estimates with NFa19/Sp20 estimates, since there is overlap between them.