

Did you know...?

You may call ACT 1 Systems at (818) 347-6400 for unlimited free **phone training** during our regular business hours from 7:30am – 5:00pm Pacific Time. Call us as often as you need to get answers to your questions, no matter how complex or trivial. You may also send an **e-mail** to ACT 1 Systems any time for regular assistance.

You can contact Alexis (x10) at adoria@act1systems.com, Eric (x11) at eric@act1systems.com, or David (x16) at ddavidson@act1systems.com.

Application Tips

- For stations with more than one Metro home market designation, you can easily see these designations by using Lineup Manager. From the “Reports” menu, select “Station Search”; then click on the “Spill Search” tab, enter the station call letters in the top left text field, and press <Enter>. The market with an “H” to its left is the home market. (Note: the home market designation for DMA Nationwide may be different than for Metro.)
- **QUESTION:** I see ‘In-Tab’ on various ACT 1 reports – what do those numbers mean? **ANSWER:** In Diary Markets, In-Tabs are useable diaries Nielsen Audio (formerly Arbitron) receives for a ratings period. Generally, not all diaries are returned, and some are returned with errors. The ones that *are* completed correctly and can be used are called ‘In-Tab’ diaries. In PPM Markets, In-Tabs include the number of metered PPM panelists who wear their PPM meters for a time sufficient to be In-Tab on a given day. Basically, In-Tabs are the number of respondents actually included in a report’s selected geography and demographic, and therefore represent the sample size from which a report’s estimates are derived.
- For clients with access to Station Analysis, it has the ability to show multi-week reports. The ‘No. of Weeks’ and ‘Flight’ settings are found by selecting the “Station Analysis Options” tab and then clicking on the “Select Column” button on the right side of that dialog beneath the ‘Report Columns’ heading.