

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.

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Application Tips

- The Research program can display Exclusive Cume and Percent Exclusive Cume for individual stations in a limited set of dayparts. **Exclusive Cume** is an estimate of the total number of different people (within a given survey, market, geography and demo) who have listened exclusively to that station at any time during a given daypart. As such, it serves as a measure of listener loyalty. **Pct. Exclusive Cume** measures what portion of a station's cume audience is delivered by "exclusive" listeners. Nielsen Audio only publishes Exclusive Cume estimates for the following dayparts: (i) MF 6a-10a, (ii) MF 10a-3p, (iii) MF 3p-7p, (iv) MF 7p-12m, (v) MSu 6a-12m.
- The Affiliate System Lineup Analysis report and the Research Ranker and Trend reports can all show TSL (Time Spent Listening) for each station and for the lineup total, depending on the report. The TSL statistic may be shown as hours per day or hours per week, also depending on the report. *(Please see pages 2-103 to 2-113 and 4-5 to 4-35 in the Software Guide for more detailed information.)*
- The Placement Report in Affiliate System can show total spots nationally per lineup, as well as a grand total of all spots across all lineups nationally. This report can be reduced to just this information (i.e., only one page) by unchecking "show schedule times" and unchecking all boxes under "spot totals" for stations/markets (both in the Placement Options tab). You could print this single page and include it with your Audience Report.