

Did you know...?

You can 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 can also send an **e-mail** to ACT 1 Systems any time for regular assistance.

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Application Tips

You can run the equivalent of a “Spill-Out” report using an Audience Report in Affiliate System. To see the markets into which the stations in your lineups spill, do the following:

- 1) Run a regular Audience AQH Report.
- 2) On the Survey/Markets tab of the Audience Input Selections dialog, select a single “Home” market from the Available Markets list and then select the radio button next to “Spill only from limited markets (to any market)”.
- (Optional) On the Audience Options tab, click on the ‘Select Fields’ button and add ‘Home DMA’ to the ‘Fields selected’ column. Click ‘OK’ to exit the dialog.
- 3) Click ‘OK’ to run the report and then click ‘Yes’ on the dialog that appears (asking if you want to change the summary page totals to use the limited markets population).
- 4) Click on the ‘Preview’ icon (or go to File→Print Preview) to view the report as it will look when printed.
- 5) Stations with an asterisk (*) shown next to the call letters are the stations that have spilled out of the “Home” market selected in step #2 above.

You can run this report with one lineup or multiple lineups entered on the Lineups tab. Note that this technique also works for an Audience Trend report, but doesn’t provide any additional information about the spill-out.