

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

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

Application Tips

- You can use the Affiliate System Audience Composition report to calculate the median of total listeners for multiple demographics:
 - Enter your lineup(s) on the Audience report **Lineups** tab.
 - On the **Demos** tab, enter a base demographic (i.e., Persons 12+) and then add the demos from which you want to derive the median (i.e., Persons 12-17, 12-24, 12-34, 12-44, 12-49, 12-54, 12-64).
 - On the **Audience Options** tab under ‘Report Type’, select the **Composition** radio button, choose **Comp%** from its submenu, and leave Index unchecked. In the ‘Summary Pages’ section, make sure **Overview Page** is selected.
 - Run the report and view the Overview page (last page).
 - To determine where the median occurs, look across the page for the first demo that goes over 50% comp. That demo and the one before it bookend the median. For example, if ‘Persons 12-44’ is 53% and ‘Persons 12-34’ is 44%, then ‘Persons 35-44’ would be the median demographic.
 - **NOTE:** You can take the number of total listeners for your base demographic (i.e., Persons 12+) and divide it by two to calculate the median of total listeners. This produces the same result when you look for demos that bookend this median audience.