

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 rfile@act1systems.com, Eric (x11) at rosenberg@act1systems.com, or David (x16) at ddavidson@act1systems.com.

Application Tips

ACT 1 allows you to create lineups containing repeat stations (aggregating results) or create lineups containing non-repeated stations that utilize multi-segment dayparts (averaging results). It's up to you to decide which method of building a lineup is appropriate for what you're doing. Here is a brief overview.

Lineups Containing Repeated Stations (Aggregated Results)

If a station is repeated in a lineup, ACT 1 will **sum together** the AQH audience results from each occurrence of the station. If spots are applied to this lineup, the spots will be applied to **each** occurrence of the station, because Affiliate System assigns spots to **each line item** in the lineup (or in this case, to each repetition of a station).

Lineups Containing Non-Repeated Stations with Multi-Segment Dayparts (Averaged Results)

Rather than repeat a station, you enter the station once in the lineup with a multi-segment daypart, using a "/" or "+" or ";" symbol between dayparts. ACT 1 will produce a **weighted average** audience across the multi-segment dayparts. If you were to apply spots to this lineup, the spots will only get applied to this station **once** (because the station only exists once in this lineup).

Example of Repeated Station versus Non-Repeated Station with a Multi-Segment Daypart

WAAA-FM Station Repeated Twice in Lineup

Station	Daypart	AQH	Spots	Gross Imp.
WAAA-FM	MF 6a10a	28,300	6	169,700
WAAA-FM	MF 3p7p	24,200	6	145,500
Market totals:*		52,500	12	315,200

WAAA-FM Used Once in Lineup (with Multi-Segment Daypart)

Station	Daypart	AQH	Spots	Gross Imp.
WAAA-FM	MF 6a10a/MF 3p7p	26,300	6	157,600
Market totals:		26,300	6	157,600

**All reports will sum AQH audience for repeat stations, except the Station Analysis report (which treats repeated stations in a lineup as if they were entered as a multi-segment daypart, averaging AQH across dayparts rather than summing AQH).*

Using Dayparts with Less than All Five Weekdays

Nielsen does not provide ACT 1 with individual weekday data. If you input a daypart using less than all 5 weekdays, ACT 1 will use the Mon-Fri week data. For example, if you repeated a station twice in a lineup (once for Mon-Thu 6a10a and once for Fri 3p7p), or if you used a station once in a lineup with a multi-segment daypart (Mon-Thu 6a10a/Fri 3p7p), you would get the **same** results as the examples shown above, because ACT 1 uses the Mon-Fri data for both Mon-Thu and Fri dayparts. This is important to note for certain cases to avoid unintentionally duplicating audience in an undesired way. For example:

WAAA-FM Station Repeated Twice in Lineup

Station	Daypart	AQH	Spots	Gross Imp.
WAAA-FM	MTh 2p3p	15,300	6	91,900
WAAA-FM	Fri 1p2p	17,200	6	102,900
Market totals:		32,500	12	194,800

WAAA-FM Used Once in Lineup (with Multi-Segment Daypart)

Station	Daypart	AQH	Spots	Gross Imp.
WAAA-FM	MTh 2p3p/Fri 1p2p	15,700	6	94,100
Market totals:		15,700	6	94,100

In this example, repeating the station twice in the lineup nearly doubles the Mon-Fri audience for the station, since spots are being applied to a Mon-Fri audience **twice** (once to MTh 2p3p, and once to Fri 1p2p). If it is not your intention to sum these audiences, you can instead use the multi-segment dayparts to get a weighted average audience across multiple dayparts.

Identifying Repeat Stations in Lineups

You can easily identify stations in your lineups that appear multiple times by using the MSL report in Affiliate System. On the MSL Report Options tab, de-select the "Exclude repeat stations" checkbox under Processing Options. When you run the report, you will see x2, x3, etc. next to duplicate stations.