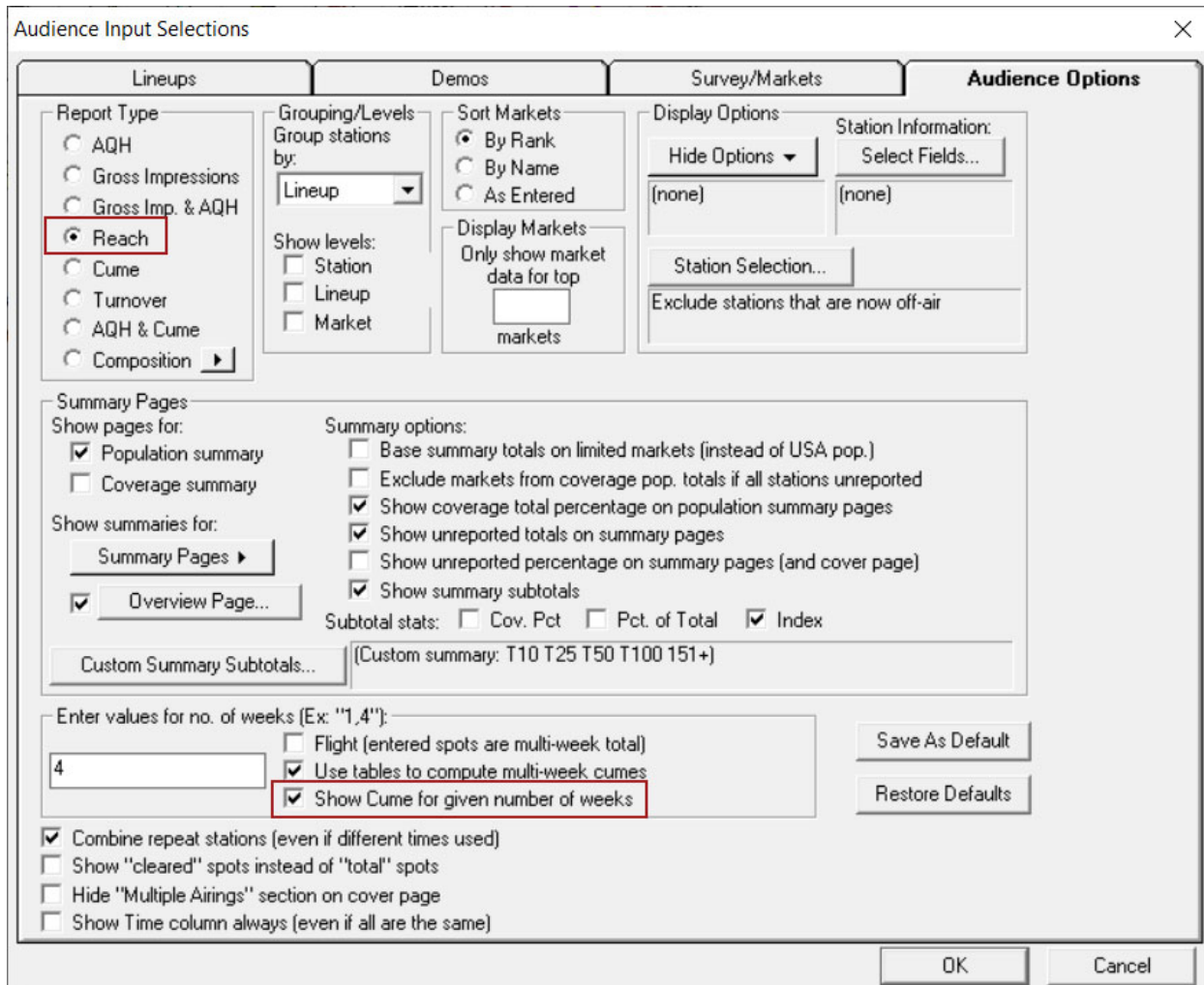


Did you know...

Affiliate System has a multi-week Cume option for Audience/Reach report.

When running a Reach Audience report, the Report Options dialog will enable a checkbox (near the entry of weeks) called **"Show Cume for given number of weeks"**. If this box is checked, then a Cume column will be inserted after the Reach column. If the number of weeks is 1, the Cume column heading will say "Dayparts Cume" (as usual). However, if the number of weeks is 2 or more, the heading will say "MultiWk Cume", to indicate that the cume value has been adjusted based on Nielsen's multi-week Cume factor.



Overview - Population		Persons 25-54 -- 4 Weeks				
		Gross Imp.	GRPs	Net Reach ^A	MultiWk Cume	%Mkt Rch ^A Avg Freq ^A
Total United States		Pop:	127,684,200			
PLUTO (+)	Stored Schedules (7 spots per ..	In-Tab:	55,184			
Pluto Lineup Example (2/16/16)			1,551,900	689,200	1,331,500	0.5 2.3
			53.6% Cov			