

Did you know...

ACT 1's Network Ranker report can quickly show what percentage of an *individual* lineup's audience comes from stations ranked in the Top 10 of their respective markets, without needing a proposal schedule.

Note: Users can also see the percentage of an entire proposal's audience (combining schedules of multiple lineups) using Planner's transfer feature to a Network Ranker report.

A. Enter the desired lineups in the Lineups tab of the Input window. Enter stored time or desired override times. In this example, we are using the stored times for the PLUTO lineup (as this is how it will be sold), and using a broad daypart (MSu 6a-12m) for the MOON lineup, as it does not have stored times. Enter 1 spot for each lineup (this is effectively the same audience as AQH, and allows for the GI report type in step C below).

Network Ranker Input Selections

Lineups				
Lineup Code	Full Name	Override Exact Time (*)	Override Spots (#)	
MOON	Sample Lineup from the Moon	MSu 6a-12m	1	A.
PLUTO	Pluto Lineup Example		1	

Demos

Selected Demos

Sort by: Age

Women 25-54

B. →

B. Enter the desired demo or buy demo.

C. Select the **AQH & Gross Impressions** report type and desired GI Columns (including **GRP % of Tot**).

Network Ranker Options

Report Type & Columns

AQH Cume AQH & Cume

AQH & Gross Impressions C.

AQH/Cume columns:

AQH/Cume

AQH/Cume Rating

AQH Share

Rank for Cume

GI Columns

Spots

Repeats

Net Adj. Pct

Gross Imp

GRP % of Tot

Unique Stations

Report Sort

Sort markets by:

Rank Name

As Entered

Sort stations by:

Sort AQH rank

D. →

Display Options

Station Selection...

Station information Select Field (none)

Exclude stations that are now off-air

Combine all lineups into one column

Compress multiple unreported stations

Hide schedule column

Show Populations

Include markets without data

D. Uncheck the **Combine all lineups...** checkbox, to keep each lineup separate in its own column.

E. Check these options.

F. Check these options.

G. The report will show what percent of each lineup's audience is coming from stations ranked in the top 10 of their respective markets. In this example, ~71% for the MOON lineup (using MSu 6a-12m) and ~68% for the PLUTO lineup (using stored times).

Rank Totals

Show Rank Totals E.

Market & Summary pages

Summary pages only

Hide station detail (only show market rank totals)

Include spill-in stations in rank total counts

Show station summaries for each rank total

Custom Rank Totals (Standard fixed rank summary)

Summary Page

Show summary page

Show summary subtotals F. ←

Show summary only (no market data)

DMA Market Ranks	Women 25-54									
	MOON Sample Lineup from the Moon MSu 6a-12m					PLUTO Pluto Lineup Example (stored times)				
	AQH	Gross Imp.	GRPs	GRP %Tot	Unique Stns	AQH	Gross Imp.	GRPs	GRP %Tot	Unique Stns
Total United States	31,400	31,500	0.1	100.0	26	28,400	28,400	0.1	100.0	39
Stn Rk 1 - 10	9	22,300	0.0	70.8	8	11	19,200	0.1	67.7	9
Stn Rk 11 - 20	11	300	0.0	1.0	4	18	3,800	0.0	13.4	12
Stn Rk 21+	86	8,900	0.0	28.2	19	49	5,400	0.0	18.9	24
Stn Unranked	4	0	0.0	0.0	4	8	0	0.0	0.0	8

G. →