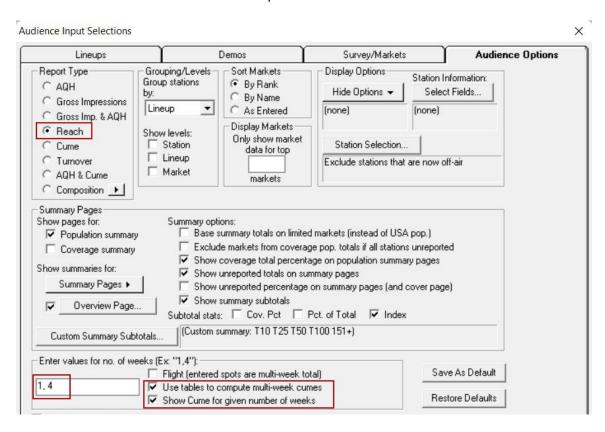


Did you know...

Affiliate System can show 1-week Cume and 4-week Cume results side-by-side within the Reach Audience 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. For the number of weeks, multiple week values can be entered separated by commas, such as 1, 4 to display results for 1-week and 4-weeks on the same report.



If the number of weeks is 1, the Cume column heading will say "Dayparts Cume" (as usual). However, when "Use tables to compute multi-week cumes" is checked, the heading will say "MultiWk Cume" if the number of weeks is 2 or more, to indicate that the cume value has been adjusted based on Nielsen's multi-week Cume factor.

