

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.

Overview - Population													
		Persons 25-54 -- 1 Week					Persons 25-54 -- 4 Weeks						
		Gross Imp.	GRPs	Net Reach^	Dayparts Cume	%Mkt Rch^	Avg Freq^	Gross Imp.	GRPs	Net Reach^	MultiWk Cume	%Mkt Rch^	Avg Freq^
Total United States		Pop: 128,583,800					Pop: 128,583,800						
PLUTO (+)		939,000	0.7	398,600	758,600	0.3	2.4	3,755,900	2.9	1,006,700	1,478,100	0.8	3.7
Pluto Lineup Example (2/16/16)		57.7% Cov					57.7% Cov						

You can contact ACT 1 Systems at **(818) 347-6400** (x10 for Rob, x16 for David) for **unlimited free phone or screen-sharing training** during our regular business hours from 8:00am–5:00pm Pacific Time. Call us as often as you need to get answers to your questions, no matter how complex or trivial. You can also send an e-mail to Rob (rfite@act1systems.com) or David (ddavidson@act1systems.com) any time.