

## Did you know...

Affiliate System can export 2-decimal ratings (instead of 1-decimal ratings) for more precise national ratings and CPP in proposals. This option is available when exporting national (summary-level) ratings from any Affiliate System report, including Demo Summary Traffic System CSV exports.

By utilizing this option, networks can export extra precision out of ACT 1 (for import into their traffic systems), which they can use to compute better estimates in their XML proposals submitted to agencies. XMLs with 2-decimal ratings can be imported into agency order systems and Planner for extra precision in ratings (and CPP), which also allows agencies to see better GRP/ CPP matching between XML proposals and Affiliate System results.

In the example below, you will see a comparison of Affiliate System results (left side) against two versions of the same proposal (right side). One proposal is using 1-decimal ratings and the other is using 2-decimal ratings. In this case:

- Affiliate System “All Summary” results in an GRP of **72.3**.
- When exporting 1-decimal ratings out of ACT 1 to create a proposal, this results in **72.8** GRPs and 3187 CPP. As you can see, the net effect is a difference of **0.5** GRPs (which also impacts CPP).
- However, when exporting 2-decimal ratings out of ACT 1 to create the same proposal, this results in a closer match of **72.48** GRPs (less than a **0.2** GRP difference). This, in turn, creates a more precise estimate of 3201 CPP.

### Affiliate System Results

Overview - Population	Men 18-49	
	Gross Imp.	GRPs
Total United States	Pop: 70,258,600	
<b>All Summary</b> (Total 5 lineup summary)	50,805,700	<b>72.3</b>
D2SHOW2.1 (+) MF 6-10a (20 spots)	16,829,300	24.0
D2SHOW2.2 (+) MF 10a-3p (12 spots)	10,255,600	14.6
D2SHOW2.3 (+) MF 3-7p (20 spots)	16,260,000	23.1
D2SHOW2.4 (+) MF 7p-12m (8 spots)	2,265,000	3.2
D2SHOW2.5 (+) SS 6a-12m (12 spots)	5,195,800	7.4

### Proposal with 1-Decimal Ratings

Network/Vehicle/Daypart	Spot Cost	Totals for all 4 weeks			
		Spots	Gross Imp(000)	GRPs	CPP
<b>TOTAL BUY</b>		72	50,805	<b>72.8</b>	<b>3187</b>
<b>D2 Network</b>					
<i>The David Show</i>					
MF 6-10a	3500	20	16,830	24.0	2917
MF 10a-3p	3500	12	10,255	14.4	2917
MF 3-7p	4000	20	16,260	24.0	3333
MF 7p-12m	2000	8	2,265	3.2	5000
SS 6a-12m	2000	12	5,195	7.2	3333

### Proposal with 2-Decimal Ratings

Network/Vehicle/Daypart	Spot Cost	Totals for all 4 weeks			
		Spots	Gross Imp(000)	GRPs	CPP
<b>TOTAL BUY</b>		72	50,805	<b>72.48</b>	<b>3201</b>
<b>D2 Network</b>					
<i>The David Show</i>					
MF 6-10a	3500	20	16,830	24.00	2917
MF 10a-3p	3500	12	10,255	14.64	2889
MF 3-7p	4000	20	16,260	23.20	3448
MF 7p-12m	2000	8	2,265	3.20	5000
SS 6a-12m	2000	12	5,195	7.44	3226

To enable this feature in Affiliate System, go to the File menu and choose **Setup Options**. This window has a “Decimals for exported summary ratings” line item, which can be changed from 1 to 2 decimals.

*Note: This option is only available when exporting national (summary-level) ratings. 2-decimal ratings are not available in Affiliate System for display on-screen or when printing, or at the station/market levels.*

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](mailto:rfite@act1systems.com)) or David ([ddavidson@act1systems.com](mailto:ddavidson@act1systems.com)) any time.