

Our Software

ACT 1 Systems' software has been making buying and selling national and local radio easier and more affordable since 1980, and is the tool of choice for analyzing **Nielsen Audio** radio audience data. ACT 1 offers built-in integration between all ACT 1 clients, allowing buyers (agencies/advertisers) and suppliers (radio networks, syndicators, group owners and others) to work together efficiently, including the seamless exchange of "lineups" (affiliate station lists, shows & networks) and proposals (schedules) that utilize those lineups for a radio buy.

With our software, you can:

- ✓ Create reports using **Nielsen Audio's Nationwide (DMA) or Metro (MSA) PPM and Diary** data using all audiences or ethnic audiences.
- ✓ **Create and exchange "lineups" (affiliate station lists, shows & networks)** corresponding to the radio programs being sold in proposals, allowing buyers and suppliers to match/validate audience results and avoid confusion. ACT 1 automatically validates these lineups against the latest Nielsen Audio "call letter" data.
- ✓ Show audience delivery based on actual or intended clearances by including clearance percentages in lineups.
- ✓ **Customize reports** with AQH, Cume, ratings, share, Reach & Frequency, Impressions, GRP, Turnover, TSL, etc.
- ✓ Get audience estimates **by stations, by markets** and by **combined market totals** (national totals and/or groups of markets such as Top 10). Suppliers can use ACT 1 to get this delivery for lineups individually and/or for multiple lineups combined (such as proposal's combined delivery). Buyers can use ACT 1 to merge and aggregate multiple lineups together (from different suppliers) to get the delivery of an entire buy.
- ✓ Conduct **research** with multi-market Rankers, Trends, Demo Compositions and Hourly Analysis.
- ✓ **Trend** and/or average surveys for multiple lineups and multiple markets.
- ✓ **Create, import and aggregate multi-week national proposals (schedules)** to meet advertiser goals. Suppliers can use ACT 1 to create or enhance their proposals to respond to RFPs in the buyer-desired "XML Proposal" format. Buyers can use ACT 1 to combine multiple proposals (from different suppliers) to plan their buys, get subtotals (by initiative/campaign, by spot length, by daypart, etc.) and aggregate proposals across different radio types (terrestrial traditional/custom/unwired, digital/streaming, satellite, RADAR, OmniTel, etc.). Proposals can be viewed in traditional Mon-Sun broadcast weeks' mode as well as Sun-Sat week's mode (for retail).
- ✓ Get **unlimited and free support and training** from ACT 1. We're always here to help!
- ✓ Allow **multiple users** from **multiple office locations** to share access to ACT 1 software simultaneously.

Our Clients

Our clients include Radio networks, Syndicators, Agencies, Advertisers, Group Owners, and others. See our www.act1systems.com web site for a current list of our clients.

Typical Workflow & Sample Reports

See the following pages for typical supplier and buyer workflow in ACT 1 and for a small sampling of ACT 1 reports.

Screen-Sharing Demonstrations

To see ACT 1 live, contact us at 818-347-6400 or rfite@act1systems.com to schedule a screen-sharing demonstration.

The Purpose of ACT 1 Software

ACT 1 makes it easier and more affordable to buy and sell national radio. Suppliers (networks, syndicators, group owners and others) use ACT 1 to sell commercial radio airtime on their shows, programs and networks. Buyers (agencies and advertisers) use ACT 1 to purchase that radio airtime to run their ads/spots, with the goal that their target audience will hear that spot and be inspired to purchase the advertiser's product or service.

Nielsen Audio (formerly Arbitron) collects data on people listening to radio and provides this data to ACT 1.

Suppliers and buyers use ACT 1 to look at Nielsen Audio data, and use historical radio listening data to estimate what future radio listening habits might be, to plan national radio buys and meet advertiser goals.

Most importantly, **ACT 1 creates standardization and currency.** If a supplier's proposal says they get a certain radio listening audience with Nielsen Audio data, the buyer can reproduce and validate the results at their end. This assists everyone with creating fair pricing.

Using ACT 1 for **research** is an extremely important aspect for some clients. This may involve checking station prestige/ranks ("How many of my stations fall within the Top 10 in their respective markets?") or to build the shows they plan to sell, using ACT 1 to research which stations to add/remove from their networks. ACT 1 is also used to determine how individual stations and/or networks perform over time ("Trend"), perform across different gender/age groups ("demos"), how they perform at different times of the day ("dayparts"), and for "post buy analysis" once new radio listening data is released that aligns with the actual spot airing.

ACT 1 is also unique in that it can aggregate all listening, across all markets, into **national totals** (with the option to also show individual station and market detail)... for an entire national buy.

How Does ACT 1 Factor into the Workflow for Buying National Radio?

Suppliers create station/affiliate lists ("lineups") for their shows and programs in ACT 1, which ACT 1 validates against the latest Nielsen Audio monthly "call letter" data. Suppliers then run ACT 1 reports on those lineups to produce national radio audience estimates for their shows, which they include in proposals they send to buyers.

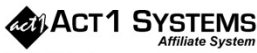
When a buyer makes a Request for Proposal ("RFP") to buy available radio airtime, suppliers will submit their lineups (in ACT 1 format) along with their proposals (in XML format) to the buyer. These unique XML format proposals can be created by suppliers using ACT 1's Planner application or traffic systems (such as Counterpoint).

Buyers import the supplier's **lineups** and **proposals** into ACT 1 software. Buyers then plan and evaluate the buy in ACT 1's **Planner** application (a multi-week "buy sheet" interface) and transfer those schedules from Planner to ACT 1's **Affiliate System** application for more precise (and extra) reports, such as Reach & Frequency, audience by format (rock vs. news/talk) or audience by market. Using ACT 1, Buyers aggregate all the lineups and proposals from all the suppliers, to get combined totals and subtotals for an entire buy to meet advertiser goals.

ACT 1 supports a variety of different buying methods, including upfronts, incremental, scatter, initiative/campaign-based buys, and standard Mon-Sun broadcast weeks' mode or optional Sun-Sat weeks' mode for retail buys.

Suppliers and buyers can regularly take advantage of ACT 1's unlimited and free support to help in many ways, such as to help prepare properly formatted proposals to meet RFP specs, help interpret report results or help come up with time-saving solutions for more efficient workflow. We're here to help!

Detail Pages



ACT 1 Systems

MARS: Red Planet Test Lineup (1/04/01)
MOON: Sample Lineup from the Moon (1/04/01)
PLUTO: Pluto Lineup Example (11/29/00)
 Includes all spill-in.

Audience Report Average Quarter Hour

Arbitron DMA Area
Spring Nationwide 2008

Includes all split-in.

				Women 21+		Men 25-54	
DMA Rank	Market/Station/Schedule	Book	Lineup	AQH	AQH Rtg.	AQH	AQH Rtg.
1 New York				Pop: 7,842,500		Pop: 4,372,500	
		NSp08		In-Tab: 8,381		In-Tab: 3,688	
	WAAA-FM	MF 6a-12m	MARS	4,600	0.1	5,800	0.1
	WEEE-AM	MF 10a-3p	MARS	33,300	0.4	29,000	0.7
	WPPP-FM	MF 3-7p	MARS	45,500	0.6	18,500	0.4
	WLL-FM	MF 6a-7p	MOON	6,600	0.1	2,800	0.1
	WSSS-AM	MF 6a-7p	MOON	6,600	0.1	50,500	1.2
	WHHH-AM	# MF 10a-3p	PLUTO	-	-	-	-
	Total		MARS	83,400	1.1	53,300	1.2
	Total		MOON	13,200	0.2	53,200	1.2
	Total		PLUTO	0	0.0	0	0.0
	TOTAL		-----	96,600	1.2	106,600	2.4
2 Los Angeles				Pop: 6,231,400		Pop: 3,862,000	
		NSp08		In-Tab: 5,702		In-Tab: 2,864	
	KAAA-FM	MF 3-7p	MARS	32,300	0.5	7,300	0.2
	KCCC-FM	# MF 6-10a	MARS	-	-	-	-
	KPPP-FM	MF 6a-7p	MOON	49,700	0.8	18,100	0.5
	KEEE-FM	SS 10a-7p	PLUTO	7,400	0.1	2,900	0.1
	Total		MARS	32,300	0.5	7,300	0.2
	Total		MOON	49,700	0.8	18,100	0.5
	Total		PLUTO	7,400	0.1	2,900	0.1
	TOTAL		-----	89,300	1.4	28,300	0.7

Summary Page (by Population)

Arbitron DMA Area
Spring Nationwide 2008
All Summary - Population

Audience Report Gross Impressions

DMA Market Ranks	Women 21+			Men 25-54		
	Gross Imp.	GRPs	% Tot	Gross Imp.	GRPs	% Tot
Various Unreported (Proportionally included in all totals below)	48,000			34,000		
Top 10	Pop: 34,345,300 (24.7% Cov)			Pop: 20,488,400 (25.4% Cov)		
	In-Tab: 31,132			In-Tab: 14,357		
	968,200	2.8	79.8	742,400	3.6	79.4
25+	Pop: 55,955,200 (20.3% Cov)			Pop: 31,602,300 (20.5% Cov)		
	In-Tab: 47,245			In-Tab: 19,969		
	195,800	0.3	16.1	166,000	0.5	17.7
Total United States	Pop: 111,771,100			Pop: 63,699,100		
	In-Tab: 89,302			In-Tab: 38,916		
	1,213,400	1.1	100.0	935,300	1.5	100.0
Coverage Pct.		56.1%			58.8%	

Overview Page (by Format)

Arbitron DMA Area
Spring Nationwide 2008
Overview - Coverage

Audience Report Cume

	Women 21+			Men 25-54		
	Dayparts	Cume	% of Tot	Dayparts	Cume	% of Tot
Total United States	Pop: 111,771,100			Pop: 63,699,100		
All Summary	Cov Pop: 27,488,000			Cov Pop: 15,670,800		
(Total for all Formats)	In-Tab: 35,342			In-Tab: 15,418		
	948,600	3.5	100.0	350,000	2.2	100.0
		24.6% Cov			24.6% Cov	
Adult Contmp.	Cov Pop: 18,237,000			Cov Pop: 10,381,200		
	In-Tab: 22,109			In-Tab: 9,630		
	853,600	4.7	90.0	267,400	2.6	76.4
		16.3% Cov			16.3% Cov	
Talk	Cov Pop: 12,845,900			Cov Pop: 7,432,600		
	In-Tab: 16,724			In-Tab: 7,332		
	96,900	0.8	10.2	83,100	1.1	23.7
		11.5% Cov			11.7% Cov	

Overview Page (by Lineup)

Arbitron DMA Area
Spring Nationwide 2008
Overview - Coverage

Audience Report Reach

	Men 25-54 -- 1 Week					
	Gross Imp.	GRPs	Net %Mkt Reach^	Rch^	Avg Freq^	% of Tot
Total United States	Pop: 63,699,100					
All Summary	Cov Pop: 36,174,700					
(Total 3 lineup summary)	In-Tab: 38,916					
	935,300	2.6	675,200	1.9	1.4	100.0
		56.8% Cov				
MOON (+)	Cov Pop: 17,365,900					
Sample Lineup from the Mo.. (1/04/01)	In-Tab: 16,355					
	539,300	3.1	386,400	2.2	1.4	57.2
		27.3% Cov				
MARS (+)	Cov Pop: 18,692,100					
Red Planet Test Lineup (1/04/01)	In-Tab: 17,621					
	278,600	1.5	206,900	1.1	1.3	30.6
		29.3% Cov				

Audience Report

The "Audience Report" in ACT 1's Affiliate System application is a true workhorse.

Suppliers will use this report to produce national radio audience estimates for their shows, to include on their proposals when responding to buyers.

Buyers will **transfer proposal schedules to this report** to validate supplier audience and evaluate individual stations, markets and national totals for an entire buy (such as Impressions, GRPs and Reach & Frequency). See pages 6-7 for details on proposal schedules.

Detail Pages (Stations & Markets)

These pages show station detail and market delivery (for individual lineups, as well as lineups combined).

Summary Pages (Market Groups)

These pages can show delivery by (customizable) market groupings, such as delivery in Top 10 or 151+.

Overview Page (National)

These pages show "bottom line" national totals, grouped by lineup or something else (like format). When transferring proposals schedules to this report, the Overview can also show each supplier's delivery.

Types of Reports

AQH, Gross Impressions, Reach & Frequency, Cume, Turnover, AQH & Cume, and (Demo) Composition.

Multiple Demographics

One or more demos can be analyzed at the same time. This is helpful when a buyer is looking at secondary demos, or when clients want to run demo compositions (to determine what percentage a sub-demo contributes to a larger demo).

Control Grouping

Group by lineup, station, format, owner, rep, state, county size, time zone, comm-status or Home DMA.

Spots & Flight

Assign spots manually, or use stored spots (either spots stored in a lineup or spots stored in a proposal). When transferring proposal schedules to this report, the flight is automatically set for you.

Print/Export Reports

Can be printed to paper-printers or PDFs (for email), or exported to a CSV text file for use in programs like Microsoft Excel & Word.

PLUTO: Pluto Lineup Example (11/29/00)
MARS: Red Planet Test Lineup (1/04/01)
MOON: Sample Lineup from the Moon (1/04/01)
 Includes unreported audience.
 Includes all spill-in.

Demo Summary Report Average Quarter Hour

Arbitron DMA Area
Spring Nationwide 2008
All Summary - Population

	Various		MSu 6a-12m		Total United States		
	AQH	Rtg.	AQH	Rtg.	Cov%	Population	In-Tab
Demographics							
Persons 12+	833,900	0.3	768,100	0.3	56.6	254,985,200	189,295
Teens 12-17	62,600	0.2	51,900	0.2	57.0	25,145,400	17,438
Persons 12-24	151,600	0.3	137,600	0.2	56.5	55,165,500	32,588
Persons 12-34	297,300	0.3	263,400	0.3	56.4	95,559,100	52,926
Persons 12-49	566,700	0.4	498,400	0.3	56.8	161,186,800	98,508
Persons 18+	771,100	0.3	716,000	0.3	56.6	229,839,800	171,857
Persons 18-24	88,800	0.3	85,500	0.3	56.0	30,020,100	15,150
Persons 18-34	234,700	0.3	211,000	0.3	56.2	70,413,700	35,488
Persons 18-49	504,300	0.4	446,000	0.3	56.7	136,041,400	81,070
Persons 18-54	583,600	0.4	517,000	0.3	56.7	157,193,500	100,374
Persons 25+	681,900	0.3	630,100	0.3	56.7	199,819,700	156,707
Persons 25-34	145,400	0.4	125,900	0.3	56.3	40,393,600	20,338
Persons 25-49	415,200	0.4	360,500	0.3	56.9	106,021,300	65,920
Persons 25-54	494,200	0.4	431,600	0.3	56.9	127,173,400	85,224
Persons 25-64	593,700	0.4	533,400	0.3	56.8	160,644,100	118,656
Persons 35+	536,400	0.3	504,500	0.3	56.8	159,426,100	136,369
Persons 35-44	186,200	0.4	157,900	0.4	57.4	42,953,000	27,664
Persons 35-54	348,500	0.4	306,000	0.4	57.1	86,779,800	64,886
Persons 35-49	82,700	0.4	76,600	0.3	57.1	22,674,700	17,918
Persons 50+	266,600	0.3	270,100	0.3	56.4	93,798,400	90,787
Boys 12-17	23,300	0.2	22,400	0.2	57.0	12,885,600	8,460
Men 12-24	61,400	0.2	62,300	0.2	56.4	28,388,400	16,263
Men 12-34	135,200	0.3	125,200	0.3	56.3	49,002,300	25,660
Men 12-49	286,100	0.4	252,500	0.3	56.7	81,728,800	46,434
Men 18+	399,000	0.4	369,400	0.3	56.5	111,847,000	78,868
Men 18-24	38,000	0.2	39,600	0.3	55.9	15,502,800	7,803
Men 18-34	112,200	0.3	103,400	0.3	56.0	36,116,700	17,200
Men 18-49	262,600	0.4	230,300	0.3	56.6	68,843,200	37,974
Men 18-54	304,000	0.4	267,700	0.3	56.6	79,201,900	46,719
Men 25+	360,800	0.4	329,200	0.3	56.6	96,344,200	71,065
Men 25-34	73,500	0.4	63,300	0.3	56.2	20,613,900	9,397
Men 25-49	224,600	0.4	189,800	0.4	56.8	53,340,400	30,171
Men 25-54	265,600	0.4	227,400	0.4	56.8	63,699,100	38,916
Men 25-64	320,100	0.4	283,800	0.4	56.7	79,837,600	54,519
Men 35+	287,400	0.4	265,400	0.4	56.7	75,730,300	61,668
Men 35-44	105,700	0.5	84,800	0.4	57.3	21,518,800	12,539
Men 35-54	191,700	0.4	163,900	0.4	57.1	43,085,200	29,519
Men 45-49	44,800	0.4	41,400	0.4	57.1	11,207,700	8,235
Men 50+	136,200	0.3	139,300	0.3	56.2	43,003,800	40,894
Men 50-54	41,400	0.4	36,700	0.4	56.6	10,358,700	8,745
Girls 12-17	39,000	0.3	29,700	0.2	57.0	12,259,800	8,978
Women 12-24	89,800	0.3	75,400	0.3	56.6	26,777,100	16,325
Women 12-34	162,200	0.3	137,400	0.3	56.5	46,556,800	27,266
Women 12-49	280,300	0.4	245,600	0.3	56.8	79,458,000	52,074
Women 18+	371,600	0.3	346,600	0.3	56.7	117,992,800	92,989
Women 18-24	51,100	0.4	45,800	0.3	56.2	14,517,300	7,347
Women 18-34	122,800	0.4	107,600	0.3	56.4	34,297,000	18,288
Women 18-49	241,600	0.4	215,600	0.3	56.8	67,198,200	43,096
Women 18-54	279,500	0.4	249,600	0.3	56.8	77,991,600	53,655
Women 25+	321,100	0.3	300,900	0.3	56.8	103,475,500	85,642
Women 25-34	71,900	0.4	61,900	0.3	56.4	19,779,700	10,941
Women 25-49	190,300	0.4	169,900	0.3	57.0	52,680,900	35,749
Women 25-54	228,400	0.4	204,100	0.3	56.9	63,474,300	46,308
Women 25-64	273,400	0.3	250,500	0.3	56.8	80,806,500	64,137
Women 35+	248,400	0.3	238,700	0.3	56.8	83,695,800	74,701
Women 35-44	80,800	0.4	72,500	0.3	57.4	21,434,200	15,125
Women 35-54	156,000	0.4	142,300	0.3	57.1	43,694,600	35,367
Women 45-49	37,400	0.3	34,700	0.3	57.1	11,467,000	9,683
Women 50+	130,200	0.3	130,100	0.3	56.6	50,794,600	49,893
Women 50-54	37,700	0.3	33,800	0.3	56.7	10,793,400	10,559

Arbitron DMA Area
Spring Nationwide 2008
All Summary - Population

Daypart Summary Report Average Quarter Hour

	Persons 12+		Women 21+		Men 25-54	
	AQH	Rtg.	AQH	Rtg.	AQH	Rtg.
Dayparts						
MF 6-10a	1,158,400	0.5	501,100	0.4	374,200	0.6
MF 10a-3p	1,058,100	0.4	468,700	0.4	326,900	0.5
MF 3-7p	950,600	0.4	389,500	0.3	286,600	0.4
MF 7p-12m	355,400	0.1	129,000	0.1	93,900	0.1
MF 12m-6a	125,600	0.0	46,300	0.0	42,100	0.1
MF 6a-3p	1,102,800	0.4	482,900	0.4	348,000	0.5
MF 6a-7p	1,056,200	0.4	454,400	0.4	329,200	0.5
MF 6-10a/MF 3-7p	1,054,300	0.4	445,400	0.4	330,400	0.5
MF 6a-12m	866,200	0.3	366,500	0.3	265,100	0.4
Sat 6-10a	594,300	0.2	251,600	0.2	170,000	0.3
Sat 10a-3p	874,000	0.3	375,600	0.3	225,200	0.4
Sat 3-7p	631,700	0.2	257,900	0.2	162,300	0.3
Sat 7p-12m	313,100	0.1	124,700	0.1	73,300	0.1
Sat 12m-6a	94,300	0.0	37,600	0.0	26,600	0.0
Sat 6a-12m	602,300	0.2	252,300	0.2	156,500	0.2
Sun 6-10a	422,200	0.2	177,700	0.2	115,400	0.2
Sun 10a-3p	599,500	0.2	258,300	0.2	149,300	0.2
Sun 3-7p	506,000	0.2	217,300	0.2	128,100	0.2
Sun 7p-12m	235,500	0.1	92,100	0.1	53,100	0.1
Sun 12m-6a	73,600	0.0	26,100	0.0	19,800	0.0
Sun 6a-12m	438,100	0.2	184,900	0.2	110,600	0.2
SS 6a-12m	522,800	0.2	219,800	0.2	133,600	0.2
MSu 6a-12m	768,100	0.3	324,900	0.3	227,400	0.4

Demo Summary Report

Suppliers often use this report when new survey data comes out or when creating a new lineup, to see national audience estimates for their shows across **many commonly-sold demos... on a single page.**

Types of Reports

AQH, Gross Impressions, Cume, and AQH & Cume, for Nationwide (DMA), or Metro (MSA) PPM & Diary.

Custom Demographics

Use predefined or custom lists of demos.

Schedules (Times & Spots)

Assign times and spots manually, or use stored times and spots (either from lineups or proposals).

Extra Schedules

Compare audience totals for stored schedules to extra schedules and/or extra dayparts side-by-side.

Print/Export Reports

Can be printed to paper-printers or PDFs (for email), or exported to a CSV text file for use in programs like Microsoft Excel & Word. **This CSV export can also be imported into traffic systems (like Counterpoint).**

Daypart Summary Report

Suppliers often use this report when new survey data comes out or when creating a new lineup, to see national audience estimates for their shows across **many commonly-sold dayparts... on a single page.**

Compare Demographics

Compare audience totals for different demographics across your dayparts side-by-side.

Types of Reports


AQH, Gross Impressions, Cume, and AQH & Cume, for Nationwide (DMA), or Metro (MSA) PPM & Diary.

Control Dayparts

Use predefined or custom lists of dayparts.

Print/Export Reports

Can be printed to paper-printers or PDFs (for email), or exported to a CSV text file for use in Excel & Word.



ACT1 SYSTEMS

Affiliate System

Network Ranker

Average Quarter Hour

ACT 1 Systems

MARS: Red Planet Test Lineup (1/04/01)

Schedule: Using stored schedules

Includes all spill-in.

Station ranks include spill-in stations.

Stations sorted by AQH rank.

Arbitron DMA Area

Spring Nationwide 2008

Women 18-49

MARS

Red Planet Test Lineup

Men 18-49

MARS

Red Planet Test Lineup

DMA Rank	Market	Station	Time	AQH	Mkt Rk	Station	Time	AQH	Mkt Rk
1	New York NSp08 68 Stns	In-Tab:	4,206			In-Tab:	3,598		
		WPPP-FM	MF 3-7p	34,000	7	WVFS-FM	MF 3-7p	19,900	15
		WEEE-AM	MF 10a-3p	6,800	27	WINS-AM	MF 10a-3p	21,800	17
		WAAA-FM	MF 6a-12m	3,500	36	WBAB-FM	MF 6a-12m	6,400	27
2	Los Angeles NSp08 54 Stns	In-Tab:	3,399			In-Tab:	3,054		
		KAAA-FM	MF 3-7p	28,400	4	KBIG-FM	MF 3-7p	7,800	29
		KCCC-FM	MF 6-10a	-		KHAY-FM	MF 6-10a	-	
3	Chicago NSp08 46 Stns	In-Tab:	1,549			In-Tab:	1,333		
		WTTT-FM	MF 10a-3p	16,400	8	WLIT-FM	MF 10a-3p	6,700	24
		WUUU-AM	MF 6-10a	3,500	30	WCPT-AM	MF 6-10a	3,200	30
4	Philadelphia [2 PPM+D] NSp08 78 Stns	In-Tab:	n/a			In-Tab:	n/a		
		WQQQ-AM	MF 7p-12m	-		WFAI-AM	MF 7p-12m	-	

Network Ranker Report


How many of my stations fall within the Top 10 in their respective markets? This report can answer that, and also shows each individual station's audience rank relative to all other stations in that market (based on the daypart used).

Multiple Lineups & Demos

Compare multiple lineups and demos side-by-side. This also clearly identifies markets where one lineup has stations and another lineup does not.

Types of Reports

AQH, Cume, and AQH Share, for Nationwide (DMA), or Metro (MSA) PPM & Diary.



ACT1 SYSTEMS

Affiliate System

Trend Report

Average Quarter Hour

Arbitron DMA Area

Persons 25-54

ACT 1 Systems

MARS: Red Planet Test Lineup (1/04/01)

Includes all spill-in.

		NSp08		NFa08		NSp09		Average	
DMA	Rank Market/Station/Schedule	AQH		AQH	%Chg	AQH	%Chg	AQH	Net %Chg
1 New York	Pop:	8,890,300		[2 PPM+D]		[2 PPM+D]		[2 PPM+D]	
	In-Tab:	8,100		8,828,200		8,828,200		8,848,900	
		8,100		3,887		3,710		5,232	
	WAAA-FM MF 6a-12m	10,000		7,500	-25.0	9,400	+25.3	9,000	-6.0
	WEEE-AM MF 10a-3p	39,400		41,000	+4.1	26,400	-35.6	35,600	-33.0
	WPPP-FM MF 3-7p	53,300		39,800	-25.3	38,500	-3.3	43,900	-27.8
	TOTAL	102,700		88,400	-13.9	74,300	-16.0	88,500	-27.7
2 Los Angeles	Pop:	7,643,400		[2 PPM+D]		[2 PPM+D]		[2 PPM+D]	
	In-Tab:	6,204		7,644,200		7,644,300		7,644,000	
		6,204		3,047		2,921		4,057	
	KAAA-FM MF 3-7p	35,000		37,900	+8.3	49,200	+29.8	40,700	+40.6
	KCCC-FM MF 6-10a	# -	# -	-	- x	3,600	- x	1,200	-
	TOTAL	35,000		37,900	+8.3	52,800	+39.3	41,900	+50.9

Trend Report

This report shows how audience delivery for multiple lineups varies across a span of multiple surveys.

Individual Books or Average

Shows change across individual books as well as the option to show the average for all (selected) books.

Types of Reports

AQH, Cume, and AQH Share, for Nationwide (DMA), or Metro (MSA) PPM & Diary.

Multiple Markets

This report shows audience on a station-by-station and market-by-market basis, along with different levels of multi-market and national summary estimates.

Multiple Demos

Multiple demos may be selected in this report.

Suppliers can use ACT 1's Planner application to create (or enhance) their national proposals to respond to RFPs in the buyer-desired "XML Proposal" format.

File Edit Help MRC									
Import Proposal		Manage Lineups...		Management Tools ▶ Manage Goals ▶ Management Categories <input type="checkbox"/> Scrollable		Display level: Daypart Sort report: Networks: Name Vehicles: Name Dayparts: Day/Time		Weeks: All Weeks May16'16 - Jun05'16 3 of 3 weeks [0-3-0]	
						Report Filter (unfiltered)		Columns ▶ Adj % <input type="checkbox"/> Hide off-rows <input type="checkbox"/> Hide off-weeks <input type="checkbox"/> Hide exclusions	
Jump ▶ <input type="text"/> <input type="button" value="OK"/> <input type="button" value="Cancel"/>								Show information: <input type="checkbox"/> Mix settings <input type="checkbox"/> Daypart name <input checked="" type="checkbox"/> Categories <input type="checkbox"/> Hyphen if 0 spots <input type="checkbox"/> Notes <input type="checkbox"/> Unrevised totals (if revisions)	

ACT 1 Systems, Inc.	J.	Was: 3	Agency Inc	Advertiser Name	Product Name	Mon 05/16/16 - Sun 06/05/16 (3 weeks)
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J. Footer: Shows info about the buy, and what a selected proposal rate or spots “was” prior to being adjusted.

Transferring Proposal Schedules to ACT 1 Audience Reports

Planner can quickly and easily “**Transfer**” supplier proposal schedules to other ACT 1 reports, **without** having to manually rebuild schedules. Clients have the flexibility to transfer the entire buy or any custom subset or portion of the buy (such as just one initiative/campaign or specific weeks of an upfront, just one supplier’s proposals, etc.).

PLANNER (Proposal Schedules)					Totals 3 weeks		(1) May16'16		(2) May23'16		(3) May30'16	
Rel#	Network/Vehicle/Daypart	Dpt Code	Spot Cost		Spots	GRPs	Spots	GRPs	Spots	GRPs	Spots	GRPs
buy*	BUY TOTAL				85	74.0	22	16.0	31	28.7	32	29.3
3.0*	The XYZ Network				44	49.4	11	9.6	17	20.3	16	19.5
3.0*	Wired Network				44	49.4	11	9.6	17	20.3	16	19.5
3.0*	MF 6-10a	AM	3400		9	13.5	1	1.5	4	6.0	4	6.0
3.0*	MF 10a-3p	MID	3300		5	9.5	1	1.9	2	3.8	2	3.8
3.0*	MF 3-7p	PM	3600		9	14.4	1	1.6	4	6.4	4	6.4
3.0*	MF 7p-12m	EVE	1100		16	8.0	6	3.0	5	2.5	5	2.5
3.0*	SS 6a-12m	WKND	1250		5	4.0	2	1.6	2	1.6	1	0.8
1.0*	Zoom Media				41	24.6	11	6.4	14	8.4	16	9.8
1.0*	Female Network				41	24.6	11	6.4	14	8.4	16	9.8
1.0*	MF 6-10a	AM	3200		10	7.0	2	1.4	4	2.8	4	2.8
1.0*	MF 10a-3p	MID	3100		6	4.8	2	1.6	2	1.6	2	1.6
1.0*	MF 3-7p	PM	3400		9	7.2	2	1.6	3	2.4	4	3.2
1.0*	MF 7p-12m	EVE	900		4	0.8	1	0.2	2	0.4	1	0.2
1.0*	SS 6a-12m	WKND	1100		12	4.8	4	1.6	3	1.2	5	2.0

Transfer Proposal
Schedules to ACT 1 reports!



REACH & FREQUENCY

Overview - Population	Women 18-49 -- 3 Weeks			
	Net Reach^	%Mkt Rch^	Avg Freq^	
All Summary	12,258,000	18.1	4.1	
The XYZ Network	6,413,500	9.5	5.3	
Zoom Media	7,131,600	10.5	2.3	

AUDIENCE BY MARKET GROUPS

Summary	Women 18-49	
DMA Market Ranks	Gross Imp.	GRPs
Top 10	13,624,400	61.7
Top 25	19,202,900	55.1
Top 50	26,956,300	57.3
Top 100	40,410,400	68.5
Top 150	47,386,700	72.9
151+	2,804,700	102.3

AUDIENCE BY MARKET

Demo: Women 18-49		(various spots)				
DMA Rank	Market	Gross Imp.	GRPs	Index	% Tot	LU Rk
TOTAL (U.S. POP)		50,214,000	74.2	100	100.0	
2	Los Angeles [PPM+D]	2,876,200	69.9	94	5.7	1
10	Houston [PPM]	2,015,200	130.3	176	4.0	2
1	New York [PPM+D]	1,833,300	38.9	52	3.7	3
5	Dallas-Ft. Worth [PPM+D]	1,810,800	106.0	143	3.6	4
8	Boston (Manche..[PPM+D]	1,531,500	108.1	146	3.0	5
7	Washington, DC ..[PPM+D]	1,415,800	90.9	123	2.8	6
4	Philadelphia [PPM+D]	1,408,400	82.2	111	2.8	7

AUDIENCE BY FORMAT

Overview	Women 18-49		
	Gross Imp.	% of GRPs	Tot
All Summary	50,191,400	74.1	100.0
AC	27,756,700	41.0	55.3
Black	880,800	1.3	1.8
CHR	3,641,700	5.4	7.3
Country	2,958,600	4.4	5.9
Hispanic	285,000	0.4	0.6
Oldies	3,458,600	5.1	6.9
Religion	1,492,100	2.2	3.0
Soft AC	9,676,400	14.3	19.3
Sports	42,000	0.1	0.1