Did you know...?

You can always send us an e-mail for regular assistance. Please contact Alexis at adoria@act1systems.com or Eric at erosenberg@act1systems.com. You may also call us at (818) 347-6400 during business hours (Alexis x10, Eric x11).

Application Tips

If you are using all markets, you can either include spill-in or not include spill-in. But if you choose selected markets, you have two additional options: [1] include spill-in into any market, but only from stations that are home to one of the selected markets, or [2] include spill-in only into the selected markets, but from stations in any market.

Suppose we have a lineup that includes WABC-AM and WOGL-FM:

• WABC-AM is home to the New York market and has spill-in audience reported in Philadelphia.

• WOGL-FM is home to the Philadelphia market and has spill-in audience reported in New York.

Next, suppose that we use this lineup in an Audience report where we limit the markets such that New York is selected, but Philadelphia is not.

[1] We check the box that says to include "Spill only from limited markets (to any market)." In New York, we will see WABC-AM's home audience, but we will not see WOGL-FM's spill-in audience there (because WOGL-FM is not from one of the limited markets). In Philadelphia, we will see WABC-AM's spill-in audience (even though Philadelphia was not selected), but we will not see WOGL-FM there even though it is home to Philadelphia, because we are not including Philadelphia stations.

[2] We check the box that says to include "Spill only to limited markets (from any market)." In New York, we will see WABC-AM's home audience and we will see WOGL-FM's spill-in audience (even though WOGL-FM is home to a unselected market). We will not see Philadelphia reported at all.