

### 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](http://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](mailto: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

DMA Rank Market/Station/Schedule	Book Lineup	Women 21+		Men 25-54	
		Pop:	AQH Rtg.	Pop:	AQH Rtg.
<b>1 New York</b>	<b>NSp08</b>	<b>Pop:</b> 7,842,500	<b>8,381</b>	<b>Pop:</b> 4,372,500	<b>3,688</b>
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
WLLL-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	-	-	-	-
<b>Total</b>	<b>MARS</b>	<b>83,400</b>	<b>1.1</b>	<b>53,300</b>	<b>1.2</b>
<b>Total</b>	<b>MOON</b>	<b>13,200</b>	<b>0.2</b>	<b>53,200</b>	<b>1.2</b>
<b>Total</b>	<b>PLUTO</b>	<b>0</b>	<b>0.0</b>	<b>0</b>	<b>0.0</b>
<b>TOTAL</b>	<b>-----</b>	<b>96,600</b>	<b>1.2</b>	<b>106,600</b>	<b>2.4</b>
<b>2 Los Angeles</b>	<b>NSp08</b>	<b>Pop:</b> 6,231,400	<b>5,702</b>	<b>Pop:</b> 3,862,000	<b>2,864</b>
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
<b>Total</b>	<b>MARS</b>	<b>32,300</b>	<b>0.5</b>	<b>7,300</b>	<b>0.2</b>
<b>Total</b>	<b>MOON</b>	<b>49,700</b>	<b>0.8</b>	<b>18,100</b>	<b>0.5</b>
<b>Total</b>	<b>PLUTO</b>	<b>7,400</b>	<b>0.1</b>	<b>2,900</b>	<b>0.1</b>
<b>TOTAL</b>	<b>-----</b>	<b>89,300</b>	<b>1.4</b>	<b>28,300</b>	<b>0.7</b>

## 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		
<b>Top 10</b>	<b>Pop:</b> 34,345,300 (24.7% Cov)			<b>Pop:</b> 20,488,400 (25.4% Cov)		
	<b>In-Tab:</b> 31,132			<b>In-Tab:</b> 14,357		
	968,200	2.8	79.8	742,400	3.6	79.4
<b>25+</b>	<b>Pop:</b> 55,955,200 (20.3% Cov)			<b>Pop:</b> 31,602,300 (20.5% Cov)		
	<b>In-Tab:</b> 47,245			<b>In-Tab:</b> 19,969		
	195,800	0.3	16.1	166,000	0.5	17.7
<b>Total United States</b>	<b>Pop:</b> 111,771,100			<b>Pop:</b> 63,699,100		
	<b>In-Tab:</b> 89,302			<b>In-Tab:</b> 38,916		
	1,213,400	1.1	100.0	935,300	1.5	100.0
<b>Coverage Pct.</b>		<b>56.1%</b>			<b>56.8%</b>	

## 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
<b>Total United States</b>	<b>Pop:</b> 111,771,100			<b>Pop:</b> 63,699,100		
<b>All Summary (Total for all Formats)</b>	<b>Cov Pop:</b> 27,488,000			<b>Cov Pop:</b> 15,670,800		
	<b>In-Tab:</b> 35,342			<b>In-Tab:</b> 15,418		
	948,600	3.5	100.0	350,000	2.2	100.0
		24.6% Cov			24.6% Cov	
<b>Adult Contmp.</b>	<b>Cov Pop:</b> 18,237,000			<b>Cov Pop:</b> 10,381,200		
	<b>In-Tab:</b> 22,109			<b>In-Tab:</b> 9,630		
	853,600	4.7	90.0	267,400	2.6	76.4
		16.3% Cov			16.3% Cov	
<b>Talk</b>	<b>Cov Pop:</b> 12,845,900			<b>Cov Pop:</b> 7,432,600		
	<b>In-Tab:</b> 16,724			<b>In-Tab:</b> 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^	% Tot
<b>Total United States</b>	<b>Pop:</b> 63,699,100					
<b>All Summary (Total 3 lineup summary)</b>	<b>Cov Pop:</b> 36,174,700					
	<b>In-Tab:</b> 38,916					
	935,300	2.6	675,200	1.9	1.4	100.0
		56.8% Cov				
<b>MOON (+)</b>	<b>Cov Pop:</b> 17,365,900					
<b>Sample Lineup from the Mo. (1/04/01)</b>	<b>In-Tab:</b> 16,355					
	539,300	3.1	386,400	2.2	1.4	57.2
		27.3% Cov				
<b>MARS (+)</b>	<b>Cov Pop:</b> 18,692,100					
<b>Red Planet Test Lineup (1/04/01)</b>	<b>In-Tab:</b> 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
<b>Demographics</b>							
<b>Persons 12+</b>	<b>833,900</b>	<b>0.3</b>	<b>768,100</b>	<b>0.3</b>	<b>56.6</b>	<b>254,985,200</b>	<b>189,295</b>
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
<b>Persons 18+</b>	<b>771,100</b>	<b>0.3</b>	<b>716,000</b>	<b>0.3</b>	<b>56.6</b>	<b>229,839,800</b>	<b>171,857</b>
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
<b>Persons 25+</b>	<b>681,900</b>	<b>0.3</b>	<b>630,100</b>	<b>0.3</b>	<b>56.7</b>	<b>199,819,700</b>	<b>156,707</b>
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
<b>Persons 35+</b>	<b>536,400</b>	<b>0.3</b>	<b>504,500</b>	<b>0.3</b>	<b>56.8</b>	<b>159,426,100</b>	<b>136,369</b>
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
<b>Boys 12-17</b>	<b>23,300</b>	<b>0.2</b>	<b>22,400</b>	<b>0.2</b>	<b>57.0</b>	<b>12,885,600</b>	<b>8,460</b>
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
<b>Men 18+</b>	<b>399,000</b>	<b>0.4</b>	<b>369,400</b>	<b>0.3</b>	<b>56.5</b>	<b>111,847,000</b>	<b>78,868</b>
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
<b>Men 25+</b>	<b>360,800</b>	<b>0.4</b>	<b>329,200</b>	<b>0.3</b>	<b>56.6</b>	<b>96,344,200</b>	<b>71,065</b>
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
<b>Men 35+</b>	<b>287,400</b>	<b>0.4</b>	<b>265,400</b>	<b>0.4</b>	<b>56.7</b>	<b>75,730,300</b>	<b>61,668</b>
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
<b>Men 50+</b>	<b>136,200</b>	<b>0.3</b>	<b>139,300</b>	<b>0.3</b>	<b>56.2</b>	<b>43,003,800</b>	<b>40,894</b>
Men 50-54	41,400	0.4	36,700	0.4	56.6	10,358,700	8,745
<b>Girls 12-17</b>	<b>39,000</b>	<b>0.3</b>	<b>29,700</b>	<b>0.2</b>	<b>57.0</b>	<b>12,259,800</b>	<b>8,978</b>
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
<b>Women 18+</b>	<b>371,600</b>	<b>0.3</b>	<b>346,600</b>	<b>0.3</b>	<b>56.7</b>	<b>117,992,800</b>	<b>92,989</b>
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
<b>Women 25+</b>	<b>321,100</b>	<b>0.3</b>	<b>300,900</b>	<b>0.3</b>	<b>56.8</b>	<b>103,475,500</b>	<b>85,642</b>
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
<b>Women 35+</b>	<b>248,400</b>	<b>0.3</b>	<b>238,700</b>	<b>0.3</b>	<b>56.8</b>	<b>83,695,800</b>	<b>74,701</b>
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
<b>Women 50+</b>	<b>130,200</b>	<b>0.3</b>	<b>130,100</b>	<b>0.3</b>	<b>56.6</b>	<b>50,794,600</b>	<b>49,893</b>
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.
<b>Dayparts</b>						
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.



**ACT 1 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						Men 18-49		
						MARS						MARS		
						Red Planet Test Lineup						Red Planet Test Lineup		
DMA Rank	Market	Station	Time	AQH	Mkt Rk	Station	Time	AQH	Mkt Rk	Station	Time	AQH	Mkt Rk	
<b>1 New York</b>						<b>In-Tab: 4,206</b>						<b>In-Tab: 3,598</b>		
	NSp08 68 Stns	WPPP-FM	MF 3-7p	34,000	7	WVFS-FM	MF 3-7p	19,900	15	WVFS-FM	MF 3-7p	19,900	15	
		WEEE-AM	MF 10a-3p	6,800	27	WINS-AM	MF 10a-3p	21,600	17	WINS-AM	MF 10a-3p	21,600	17	
		WAAA-FM	MF 6a-12m	3,500	36	WEAB-FM	MF 6a-12m	6,400	27	WEAB-FM	MF 6a-12m	6,400	27	
<b>2 Los Angeles</b>						<b>In-Tab: 3,399</b>						<b>In-Tab: 3,054</b>		
	NSp08 54 Stns	KAAA-FM	MF 3-7p	28,400	4	KBIG-FM	MF 3-7p	7,800	29	KBIG-FM	MF 3-7p	7,800	29	
		KCCC-FM	MF 6-10a	-	-	KHAY-FM	MF 6-10a	-	-	KHAY-FM	MF 6-10a	-	-	
<b>3 Chicago</b>						<b>In-Tab: 1,549</b>						<b>In-Tab: 1,333</b>		
	NSp08 46 Stns	WTTT-FM	MF 10a-3p	16,400	8	WLIT-FM	MF 10a-3p	6,700	24	WLIT-FM	MF 10a-3p	6,700	24	
		WUUU-AM	MF 6-10a	3,500	30	WCPT-AM	MF 6-10a	3,200	30	WCPT-AM	MF 6-10a	3,200	30	
<b>4 Philadelphia [2PPM+D]</b>						<b>In-Tab: n/a</b>						<b>In-Tab: n/a</b>		
	NSp08 78 Stns	WQQQ-AM	MF 7p-12m	-	-	WFAL-AM	MF 7p-12m	-	-	WFAL-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	
				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	
				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	#	#	-	-	3,600	-	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.



## MULTI-WEEK PROPOSALS/SCHEDULES & “BUY SHEETS” (THE ACT 1 PLANNER INTERFACE)

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.

Buyers can use ACT 1’s Planner application as a “Buy Sheet” to combine multiple proposals (from different suppliers) to plan their buys, meet advertiser goals, and aggregate proposals across different radio types.

File Edit Help MRC										A.									
<div><div><div>new</div><div>open</div><div>save as</div><div>print</div><div>preview</div><div>copy</div><div>export</div><div>zoom out</div><div>transfer</div></div><div><div>Import Proposal</div><div>Manage Lineups...</div><div>Manage Goals</div><div>Manage Categories</div><div>Display level: Daypart</div><div>Sort report: Networks: Name Vehicles: Name Dayparts: Day/Time</div><div>Weeks: All Weeks May16'16 - Jun05'16 3 of 3 weeks [0-3-0]</div><div>Report Filter (unfiltered)</div><div>Columns Adj %<div><div>Hide off-rows</div><div>Hide off-weeks</div><div>Hide exclusions</div></div></div><div>Show information:<div><div>Mix settings</div><div>Categories</div><div>Notes</div><div>Unrevised totals (if revisions)</div></div><div><div>Daypart name</div><div>Hyphen if 0 spots</div></div></div></div></div>										B.									
F.										G.									
Totals for all 3 weeks										(1) May16'16			(2) May23'16			(3) May30'16			
Spots Gross Imp(000) GRPs Cost CPP CPM										Spots GRPs Cost			Spots GRPs Cost			Spots GRPs Cost			
71 60,657 90.0 149,200 1658 2.46										18 25.2 37,500			24 29.4 46,900			29 35.3 64,800			
BUY Goals										25.0 38,000			30.0 47,000			35.0 65,000			
# Dif										0.2 -500			-0.6 -100			0.3 -200			
Actual Goal										9 12.7 15,750			13 14.5 17,925			17 18.5 24,675			
# Dif										8.3 12,540			9.9 15,510			11.6 21,450			
Actual Goal										4 7.8 11,150			4 8.0 13,625			4 8.6 18,575			
# Dif										8.3 12,540			9.9 15,510			11.6 21,450			
Actual Goal										-0.5 -1,390			-1.9 -1,885			-2.9 -2,875			
# Dif										4.8 10,600			7 6.8 15,350			8 8.2 21,550			
Actual Goal										8.5 12,920			10.2 15,980			11.9 22,100			
# Dif										-3.7 -2,320			-3.4 -630			-3.7 -650			
Categories																			
Vehicle Categories																			
Music										13 21.0 32,000			17 23.4 39,200			21 28.5 56,000			
RADAR										9 15.9 15,200			7 12.4 12,200			7 12.4 12,200			
Sports										5 4.3 5,500			7 6.0 7,700			8 6.8 8,800			
Proposal Classifications																			
Traditional										13 19.3 17,000			17 20.9 16,700			21 24.3 18,500			
Custom										5 4.3 5,500			7 6.0 7,700			8 6.8 8,800			
Unwired										- 1.7 15,000			- 2.5 22,500			- 4.3 37,500			
Spot Lengths																			
Live (Any Length)										5 8.7 9,000			3 5.2 6,000			3 5.2 6,000			
% Total										34% 24%			18% 13%			15% 9%			
60s+30s (Not Live)										9 13.2 26,700			11 15.7 36,400			12 18.3 52,500			
% Total										52% 71%			53% 78%			52% 81%			
15s+10s (Not Live)										4 3.4 1,800			10 8.5 4,500			14 11.9 6,300			
% Total										13% 5%			29% 10%			34% 10%			
Other Subtotals																			
All Freebies										6 8.9 0			8 9.7 0			10 11.4 0			
D2 Network [Custom]																			
The David Show										5 4.3 5,500			7 6.0 7,700			8 6.8 8,800			
Cat: Sports										5 4.3 5,500			7 6.0 7,700			8 6.8 8,800			
SS 6a-12m D2SHOW WKND 30 1100										5 4.3 5,500			7 6.0 7,700			8 6.8 8,800			
The XYZ Network [Traditional]																			
Male Network										4 3.4 1,800			10 8.5 4,500			14 11.9 6,300			
Cat: Music										4 3.4 1,800			10 8.5 4,500			14 11.9 6,300			
MF 6-10a X-AM-10 AM 10 900										2 1.7 1,800			5 4.3 4,500			7 6.0 6,300			
MF 6-10a X-AM-15 AM 15 0										2 1.7 0			5 4.3 0			7 6.0 0			
Zoom Media - ALL																			
Zoom Media [Traditional]																			
Traditional Network										9 17.6 30,200			7 14.9 34,700			7 16.6 49,700			
Cat: Music, RADAR										9 15.9 15,200			7 12.4 12,200			7 12.4 12,200			
MF 6-10a-Live Read ZOOM-AM AM 30L 3000										9 15.9 15,200			7 12.4 12,200			7 12.4 12,200			
MF 6-10a-Live Read ZOOM-AM AM 60L 0										3 5.1 9,000			2 3.4 6,000			2 3.4 6,000			
MF 6-10a-Live Read ZOOM-AM AM 60L 0										2 3.6 0			1 1.8 0			1 1.8 0			
MF 3-7p ZOOM-PM PM 30 3100										2 3.6 6,200			2 3.6 6,200			2 3.6 6,200			
MF 3-7p ZOOM-PM PM 60 0										2 3.6 0			2 3.6 0			2 3.6 0			
Zoom Media [Unwired]																			
Unwired Network										0 1.7 15,000			0 2.5 22,500			0 4.3 37,500			
Cat: Music										- 1.7 15,000			- 2.5 22,500			- 4.3 37,500			
MSU 6a-12m ZOOM-UW (Mix) 30 15000										x1.00 1.7 15,000			x1.50 2.5 22,500			x2.50 4.3 37,500			
J.																			
Was: 3										Agency Inc			Advertiser Name			Product Name			
													Mon 05/16/16 - Sun 06/05/16 (3 weeks)						

- A. **Header:** Import proposal(s), set goals, set week groups. **Transfer proposal schedules to ACT 1 audience reports.**
- B. **Buy Total:** The sum of all imported and included suppliers, vehicles/properties and dayparts.
- C. **Buy Goals:** Total delivery and delivery by daypart, comparing the “actual” delivery against defined “goal” delivery.
- D. **Categories:** Delivery by type of proposal, by type of property, by spot length, by live/voice read, by cost, etc.
- E. **Supplier Proposal(s):** Rates and multi-week schedules of imported supplier proposals.
- F. **Totals for X Weeks:** The sum of all weeks being shown (either all proposed weeks or custom-defined week groups).
- G. **Individual Weeks:** The spots, audience and cost of individual weeks proposed. This section scrolls horizontally.
- H. **Other Features:** Proposal version #, status (hold/order), initiatives/campaigns, classifications, and many options.
- 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