

NIELSEN RADIO ADVISOR

HOW TO GUIDE

REACH & FREQUENCY REPORTS



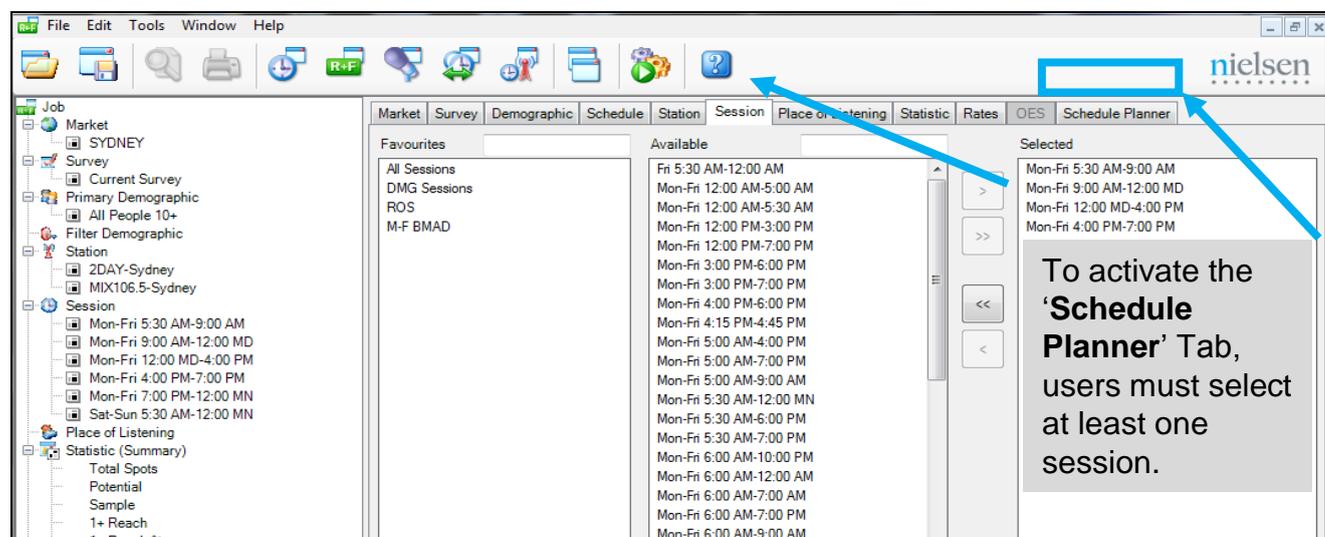
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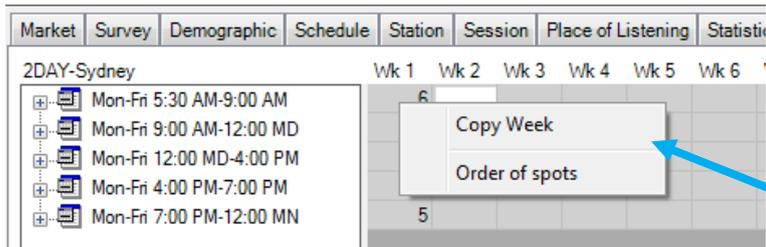
REACH & FREQUENCY

Reach & Frequency users have the flexibility of creating their own demographics, sessions, and can make multiple selections from all criteria. The individual tabs allows the user to navigate through the software.

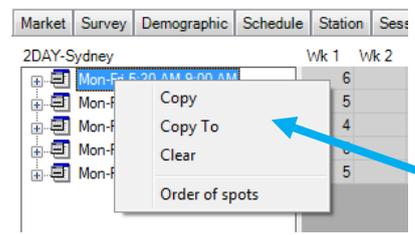


Reach & Frequency Copy & Paste Weeks:-

Reach & Frequency 'Copy & Paste Weeks' allows the user to copy a schedule from one station to another, or to 'Copy & Paste Weeks' from 1 to 52 weeks.



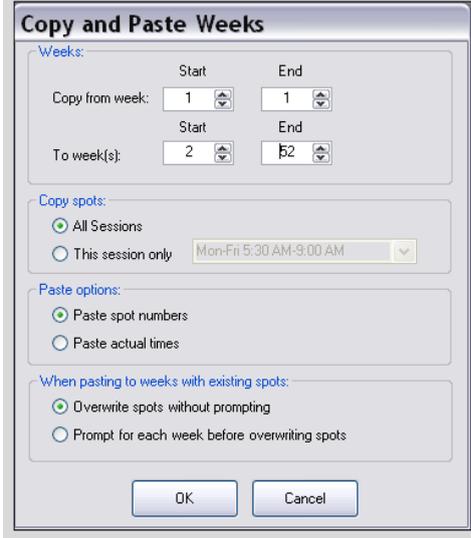
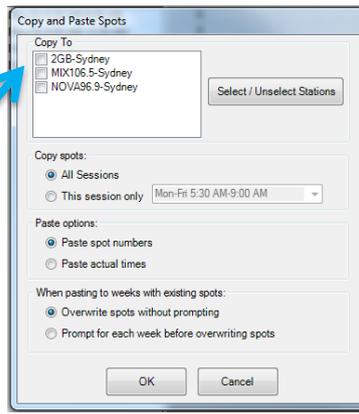
To 'Copy & Paste Weeks', enter the number of spots required, then **right-click** any where in the grey area of the desired week. **Note:** spots must be place in the first week for R&F to run.



To copy a schedule from one station to another **right-click** on any session and the copy box will appear

The below box will appear allowing the user to copy 1 to 52 weeks.

Copy to – allows the user to copy the schedule to one or more Radio Stations by ticking the desired station box in the list.

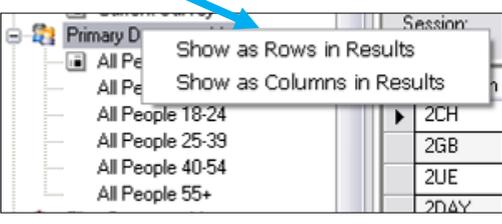


RESULTS TABLE

This is the default Results table view.

Station	Sample	Potential (000's)	Average Audience (000's)	Cume (000's)	T.S.L.	Share %
2CH	2,679	3,824	27	296	10.95	6.1
2GB	2,679	3,824	53	496	12.57	12.9
2UE	2,679	3,824	32	376	10.10	7.1
2DAY	2,679	3,824	51	860	7.06	11.4
MIX106.5	2,679	3,824	27	494	6.37	6.1
2MMM	2,679	3,824	29	499	7.30	6.4
NOVA96.9	2,679	3,824	38	702	6.32	9.5
vega 95.3	2,679	3,824	17	319	6.27	3.8
WSFM	2,679	3,824	38	512	8.52	6.5
ABC702	2,679	3,824	40	614	7.49	9.8
2RN	2,679	3,824	100	179	6.40	2.3
NEWSR	2,679	3,824	9	215	4.98	2.9
2JJ	2,679	3,824	20	298	8.07	4.5
ABCFM	2,679	3,824	10	176	7.01	2.3
O-AM	2,679	3,824	6	118	6.09	1.4
O-FM	2,679	3,824	39	624	7.30	8.7

To manipulate the **Results Table**, users can **right-click** on the relevant job criteria in the job tree.



A box will appear with the options of **'Show as Rows in Results'** or **'Show as Columns in Results'**

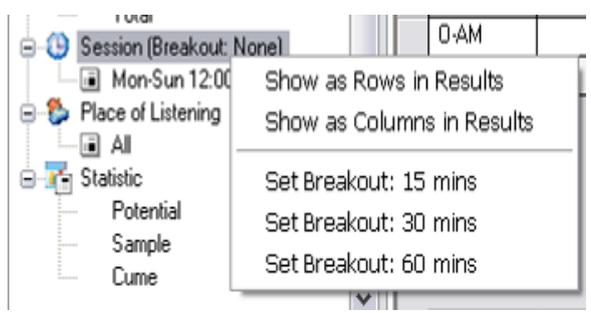
Primary Demographic data will appear in the **'Row'**

Station data will appear in the **'Column'**

Primary Demogr	2CH-Sydney	2GB-Sydney	2UE-Sydney	2DAY-Sydney	MIX106.5-Sydney	2MMM-Sydney	NOVA96.9-Sydney	ve
All People 10+	3,806	3,806	3,806	3,806	3,806	3,806	3,806	3,806
All People 10-17	445	445	445	445	445	445	445	445
All People 18-24	448	448	448	448	448	448	448	448
All People 25-39	997	997	997	997	997	997	997	997
All People 40-54	921	921	921	921	921	921	921	921
All People 55+	995	995	995	995	995	995	995	995

Station	Sample	Potential (000's)	Cume (000's)
2CH	713	905	45
2JJ	713	905	38
ABCFM	713	905	40
O-AM	713	905	40
2RN	713	905	52
NEWSR	713	905	62
NOVA96.9	713	905	114
vega 95.3	713	905	86
MIX106.5	713	905	117
2UE	713	905	116

This is an example of a report with multi-demographics, multi-statistics & multi-stations. User can also **double-click** on the **'Tree View'** to select a different demographic.



'Session Breakout' – in the **'Tree View'** users have the option of breaking out the data by 15, 30 or 60 minutes. **Right-click** on **'Session'** to active the **'Breakout'** function. **Note:** Users can select only one session for this option.

RESULTS TABLE

Reach & Frequency - Summary View

The screenshot shows the Nielsen software interface. The 'Statistic' column in the main table is highlighted, and a context menu is open, listing options: 'Detailed Report', 'By Spot', 'By Session', 'Frequency Distribution', 'Average Frequency', '3+ Reach', '3+ Reach %', and 'Maximum Reach'. A blue box highlights the 'Statistic' column and the context menu. A text box to the right explains the report styles available.

In 'Reach & Frequency', there are 4 report styles; Summary, Detailed Report, Spot, Session & Frequency Distribution. To activate right-click on 'Statistic' and select desired option.

R&F Detailed Report

Spot	Week	Day	Start Time	Station	Total Spots	Potential (000's)	Sample	1+ Reach (000's)	1+ Reach %	Average Frequency
1	1	Sunday	07:15	MIX 94.5-Perth	1	1625	1994	18	1.1	
2	1	Sunday	08:30	MIX 94.5-Perth	2	1625	1994	42	2.6	
3	1	Sunday	14:00	MIX 94.5-Perth	3	1625	1994	66	4.1	
4	1	Sunday	16:45	MIX 94.5-Perth	4	1625	1994	76	4.7	
5	1	Sunday	18:30	MIX 94.5-Perth	5	1625	1994	83	5.1	
6	1	Sunday	22:30	MIX 94.5-Perth	6	1625	1994	85	5.2	
7	1	Monday	06:30	MIX 94.5-Perth	7	1625	1994	102	6.3	
8	1	Monday	11:45	MIX 94.5-Perth	8	1625	1994	124	7.6	
9	1	Monday	13:15	MIX 94.5-Perth	9	1625	1994	133	8.2	
10	1	Monday	16:30	MIX 94.5-Perth	10	1625	1994	148	9.1	
11	1	Monday	23:30	MIX 94.5-Perth	11	1625	1994	150	9.2	
12	1	Tuesday	06:00	MIX 94.5-Perth	12	1625	1994	158	9.7	
13	1	Tuesday	09:30	MIX 94.5-Perth	13	1625	1994	172	10.6	
14	1	Tuesday	13:00	MIX 94.5-Perth	14	1625	1994	180	11.1	
15	1	Tuesday	15:15	MIX 94.5-Perth	15	1625	1994	190	11.7	
16	1	Tuesday	18:45	MIX 94.5-Perth	16	1625	1994	194	12	
17	1	Tuesday	22:30	MIX 94.5-Perth	17	1625	1994	196	12.1	
18	1	Wednesday	07:00	MIX 94.5-Perth	18	1625	1994	211	13	
19	1	Wednesday	08:30	MIX 94.5-Perth	19	1625	1994	219	13.5	
20	1	Wednesday	12:45	MIX 94.5-Perth	20	1625	1994	223	13.7	
21	1	Wednesday	15:15	MIX 94.5-Perth	21	1625	1994	231	14.2	
22	1	Wednesday	18:15	MIX 94.5-Perth	22	1625	1994	236	14.5	
23	1	Wednesday	21:15	MIX 94.5-Perth	23	1625	1994	238	14.6	
24	1	Thursday	06:00	MIX 94.5-Perth	24	1625	1994	240	14.8	

R&F - Spot View

Station	Week	Spot Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total Spots	
6IX	1	06:00	1				1	1		3	
		06:45							1	1	
		08:00								1	1
		08:45	1		1						1
		09:15						1			1
		09:30								1	1
		10:00					1				1
		10:45			1						1
		12:15		1					1		2
		12:45								1	1
		13:15					1				1
		13:45	1	1	1						3
		14:15						1	1		2
		15:15								1	1
		15:45						1			1
		16:15				1					1
16:45					1				1		
17:15	1								1		
17:45	1								1		
18:00			1						1		
18:30						1			1		
19:15				1				1	1		
20:30			1					1	1		
21:00					1				1		
21:15						1			1		

R&F - Session View

Station	Week	Session	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total Sp
6IX	1	Mon-Sun 5:30 AM-12:00 MN	6	5	6	6	6	5	6	6
		Week 1 Total	6	5	6	6	6	5	6	6
		Week 1 Station Total	6	5	6	6	6	5	6	6
NOVA93.7	1	Mon-Sun 5:30 AM-12:00 MN	6	6	5	6	6	5	6	6
		Week 1 Total	6	6	5	6	6	5	6	6
		Week 1 Station Total	6	6	5	6	6	5	6	6
MIX 94.5	1	Mon-Sun 5:30 AM-12:00 MN	6	5	6	6	5	6	6	6
		Week 1 Total	6	5	6	6	5	6	6	6
		Week 1 Station Total	6	5	6	6	5	6	6	6
6PR	1	Mon-Sun 5:30 AM-12:00 MN	6	6	5	6	6	5	6	6
		Week 1 Total	6	6	5	6	6	5	6	6
		Week 1 Station Total	6	6	5	6	6	5	6	6
Schedule Total			24	22	22	24	23	21	24	

R&F - Frequency Distribution

Station	Type	1+	2+	3+	4+	5+	6+	7+	8+	9+	10+	11+	12+	13+	14+	15+
MIX 94.5	Effective (000's)	306	187	130	96	73	56	44	35	28	23	18	15	12	10	8
	Effective (%)	18.8	11.5	8	5.9	4.5	3.5	2.7	2.2	1.7	1.4	1.1	0.9	0.8	0.6	0.5
6IX	Effective (000's)	105	70	53	42	35	29	25	21	19	16	14	13	11	10	9
	Effective (%)	6.5	4.3	3.3	2.6	2.1	1.8	1.5	1.3	1.1	1	0.9	0.8	0.7	0.6	0.5
NOVA93.7	Effective (000's)	338	193	125	86	61	45	33	25	19	14	11	8	6	5	4
	Effective (%)	20.8	11.9	7.7	5.3	3.8	2.7	2	1.5	1.1	0.9	0.7	0.5	0.4	0.3	0.2
6PR	Effective (000's)	154	103	79	63	52	44	37	32	28	24	21	19	17	15	13
	Effective (%)	9.5	6.4	4.8	3.9	3.2	2.7	2.3	2	1.7	1.5	1.3	1.2	1	0.9	0.8
All	Effective (000's)	788	536	403	313	249	200	163	133	110	91	76	63	53	44	37
	Effective (%)	47.3	33	24.8	19.3	15.3	12.3	10	8.2	6.8	5.6	4.7	3.9	3.3	2.7	2.3
MIX 94.5	Exclusive (000's)	119	57	34	23	16	12	9	7	5	4	3	3	2	2	2
	Exclusive (%)	7.3	3.5	2.1	1.4	1	0.7	0.6	0.4	0.3	0.3	0.2	0.2	0.1	0.1	0.1
6IX	Exclusive (000's)	35	17	11	7	6	4	4	3	2	2	1	1	1	1	1
	Exclusive (%)	2.2	1	0.7	0.5	0.3	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
NOVA93.7	Exclusive (000's)	145	67	39	25	17	12	8	6	4	3	2	2	1	1	1
	Exclusive (%)	8.9	4.1	2.4	1.5	1	0.7	0.5	0.4	0.3	0.2	0.2	0.1	0.1	0.1	0.1
6PR	Exclusive (000's)	51	25	16	11	9	6	5	4	4	3	3	2	2	2	1.9
	Exclusive (%)	3.1	1.5	1	0.7	0.5	0.4	0.3	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.2
All	Exclusive (000's)	233	133	89	65	49	37	29	23	19	15	13	10	9	7	3.7
	Exclusive (%)	14.3	8.2	5.5	4	3	2.3	1.8	1.4	1.2	0.9	0.8	0.6	0.5	0.4	0.3

ABOUT NIELSEN RADIO ADVISOR

Radio Advisor is Nielsen's purpose built analysis tool specifically designed for quick, easy and flexible analysis of radio audience survey data.

It enables any user to conduct their own analysis using a variety of pre-set standard demographics and sessions, or users can create and save their own demographics and sessions by building custom reports.

Analysis requirements can also be preset so that all Data can be easily and quickly generated as soon as new radio audience surveys are released.

Nielsen Radio Advisor 'How To Guides' are a series of simple instructions to enable you to maximize your understanding of radio audiences and get you closer to the data you way you want to use it.

Radio Advisor How To Guides are all available through:

<http://nielsen.com/UAE-RAM/radioadvisor>

Available guides are:

Tips for Getting Started

Session Ranking and Demographics

Reach and Frequency

Create Charts

Definitions of Measures and Terms in Radio Advisor

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ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.

THE SCIENCE BEHIND WHAT'S NEXT™