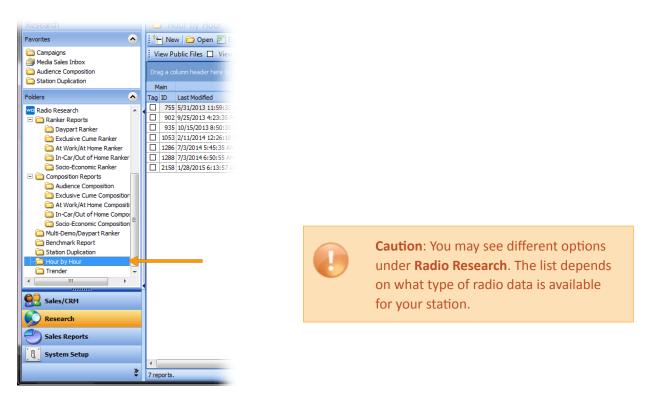


Hour by Hour Report

Create Hourly Reports for your station in *WO Media Sales*. You can apply single or multiple stations and/or demos, and print or export the report to Excel.

Click Research, then Radio Research, and choose Hour by Hour.



Click **New** and you will see the setup screen. If you want to **Clear All** of the report specifications, just click the button to clear out your current selections.

Station Hour by H Please select the info	lour Report armation you want to use for this Hour by Hour Report	
	Market Gotham selected.	
	FALL 2012 NELSEN selected.	
G	Qualitative Criteria No criteria has been defined	
4	Stations GAAA-AM, GAAF-FM and GAAL-FM selected.	
	Demos Persons 12+ selected.	
Clear All	Create Report	Cancel

Caution: If this is your first time running this report in WO Media Sales, the options above may appear grayed out. If so, just click on each report specification and make your desired selections. The system will remember your last used report specs.

1

Tip: You can select multiple demos here, but can only view, print and export one demo at a time.

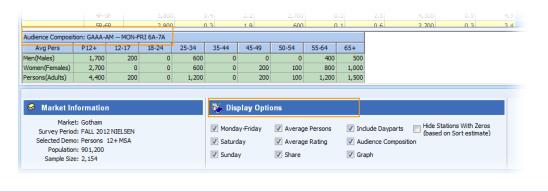
Once the report is set the way you like, click **Create Report**. The following screen will appear. Click **Save** and name the report now. Click **OK** to save the **Hour by Hour** Report.

we New Hour by Hou	ur Report					
File						
Save Print						
Hour by Hour			WO Media Sales	η		
Persons 12+		🔹 🐟 FALL 2012		1		
Station Inform	mation	Monday-Frida	Save Report	ur by Hour		Graph
Station Call Letters	Hour	Avg Persons /		rg Rtg	Share	Graph Based on Mon-Fri Avg Per
GAAA-AM	6A-7A 7A-8A	4,400 5,700		0.4	7.3	
	8A-9A	5,900	🤗 Report Name	0.7	6.3	
	9A-10A	6,600	My New Hour by Hour Report	0.8	6.7	
	6A-10A	5,600	Report description: My New Hour by Hour Report	0.6	6.5	
	10A-11A 11A-12P	6,900	Report descriptions my new hour by hour Report	0.5	5.0 4.0	
	12P-1P	6,000	🔒 Security Options	0.4	4.0	
	1P-2P	5,700	Private File - no one can see this file but me.	0.4	4.3	
	2P-3P	5,100	Public File - everyone at my station can see this file.	0.4	4.4	
	10A-3P 3P-4P	6,000 4,400	Public Pile * everyone at my stadon can see this me.	0.5	4.9 4.6	
	4p.sp	3,800	Use Public Area Of: 🛛 👘 WBHK-FM 👻	0.4	4.0	
Audience Composition	1: GAAA-AM N	ION-FRI 6A-7A	Make file Read Only for all users except myself.			
Avg Pers I	P12+ 12-	17 18-24 2	index no rieda ony for an and o except nysen.			
Men(Males)	1,700	200 0				
Women(Females) Persons(Adults)	2,700	0 0	OK Cancel			
🔗 Market Info			🐉 Display Options			
Market: (Survey Period: F		CEN		tions With Zer		
Selected Demo: 1			Ø Saturday Ø Average Rating Ø Audience Composition	on Sort estimat	te)	
Population: 9 Sample Size: 1			Sunday Share Graph			

Looking at the **Hour by Hour** screen, notice you can switch between multiple report specs (if selected) by clicking on the drop-down arrows of each.

- W													
Save Print	Exce	el											
File Operations	Export	s											
Hour by Hour	_						_						
Persons 12+		- 🚯	FALL 2012	NIELSEN			-						
Station Inform	ation	N	L	NIELSEN		_	aturd	ay Hour by Ho	ur	Sunda	ay Hour by Hou	r	Graph
Station Call Letters	Hour	Avg Pe		2012 NIELS			ns	Avg Rtg	Share	Avg Persons	Avg Rtg	Share	Graph Based on Mon
GAAA-AM	6A-7A			012 NIELSEN 012 NIELSE			,700	0.3	4.7	3,500	0.4	7.3	
	7A-8A				N 2 NIELSEN AVG	Ξ	,700	0.4	4.0	5,200	0.6	6.0	
	8A-9A			2/SP12/WI			,800	0.3	2.7	6,700	0.7	6.3	
	9A-10A			2 NIELSEN			,400	0.4	2.7	7,300	0.8	6.7	
	6A-10A			2 NIELSEN		-	,200	0.4	3.4	5,700	0.6	6.5	
	10A-11A		6,900	0.8	4.9		3,800	0.4	2.8	4,300	0.5	5.0	
	11A-12P		6,500	0.7	4.5		6,300	0.7	4.4	2,900	0.3	4.0	
	12P-1P		6,000	0.7	3.7		4,400	0.5	2.9	3,800	0.4	4.0	
	1P-2P		5,700	0.6	3.7		2,500	0.3		3,900	0.4	4.3	

At the bottom of the **Hour by Hour** screen, the **Audience Composition** is a grid that provides valuable information broken out by each demo cell taken from the broad base demo you selected. If you want to edit your **Hour by Hour** display or don't want to see a particular estimate, you can uncheck items under **Display Options**.



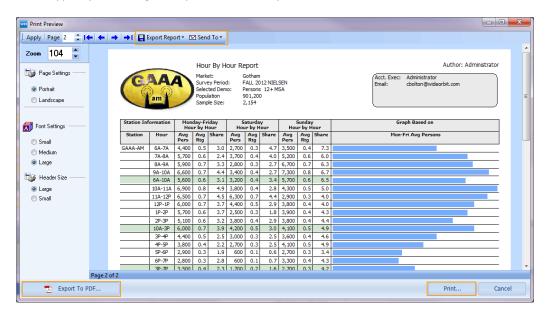


Tip: Audience Composition is another report available under Radio Research.

Once your report is set the way you like it, click **Print**. This screen will appear. Choose your station from the drop-down **Station** menu. Add a station logo if you have one, by clicking on the elipsis(...) button and navigating to its location on your local machine or network. Click **Print** to go to the Print Preview or **Cancel** to go back to the **Hour by Hour** screen.

we WO Media Sales		
Configur	e Hour	by Hour Report
Report Header	Station	GAAA-AM
Comment		
	Report Title Report Author	My New Hour by Hour Report WideOrbit User
	Sales Person Phone Fax Email	WideOrbit User
	Web Site Load Defau	Show Shading Show Shading Clear All Print Header on First Page Only? t Header Info on Print?
		<back next=""> Print Cancel</back>

At this time, you can print to a local or network printer by clicking the **Print** button, **Export To PDF** by clicking the button in the lower left-hand corner, or you can **Export Report** or **Send To** (email) the report as another file type by choosing the options at the top of the screen.



You can also change the orientation of the report and/or change the font and header settings of the report using the options found in the left panel.

Print Preview						
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Zoom 104 🛟						
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🔘 Medium			7A-8A	5,700	0.6	Ļ
Large			8A-9A	5,900	0.7	Ĺ
			9A-10A	6,600	0.7	t
Tiggie Header Size ———			6A-10A	5,600	0.6	Γ
Large			10A-11A	6,900	0.8	Ĺ
🔘 Small			11A-12P	6,500	0.7	Ĺ
0 0 11 11			12P-1P	6,000	0.7	Γ
			1P-2P	5,700	0.6	Γ
			2P-3P	5,100	0.6	Γ
			10A-3P	6,000	0.7	
			3P-4P	4,400	0.5	
			4P-5P	3,800	0.4	
			5P-6P	2,900	0.3	
			6P-7P	2,800	0.3	
			3P-7P	3,500	0.4	Γ
	Page 2	of 2				
🔁 Export To PE	DF					
-						

You can also **Export** the **Hour by Hour** to Excel by choosing the **Excel** button in the *WO Media Sales* ribbon.

New Hour by Hou	r Report			-	
File	ε				
Save Print File Operations	Exce				
Hour by Hour	Export				
Persons 12+		🝷 🚸 SUMME	R 2013 NIELS	EN	•
Station Inform	ation	Monday-F	riday Hour by I	Hour	Saturo
Station Call Letters	Hour	Avg Persons	Avg Rtg	Share	Avg Persons
	5P-6P	12,200	1.4	8.0	12,200

A window will come up showing your last saved location. Select where you want to save the file, and give the Excel report a name.

After clicking **Save**, this dialog will appear. Select your station from the drop-down menu, upload your station logo by clicking the elipsis(...) button and navigating to the location it is saved. Finish filling out the information you wish to display and when everything looks correct, click the **Export** button.

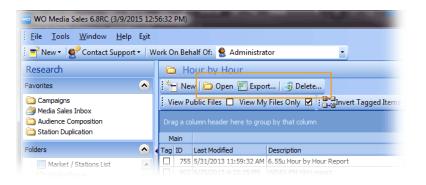
Configure H	our by Hour Excel Export
	n CAAA-AM
Phor Fax Email Web	
	< Back Net > Export Cancel

Excel will open and load your **Hour by Hour** report.

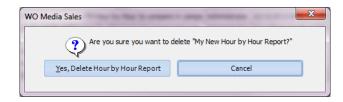
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4	CO M					eriod: FALL					cbolton@wi	deorbit.com			
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7	(\mathbf{O})	(\mathbf{O})	Sec. 1		Sample Si					Web:					
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12	Station Infor	mation	Mon	day Frida	N/		aturday			Sunday					
12 13 14	Station Inform	mation		iday-Frida ur by Hour			Saturday ur by Hou	r		Sunday ur by Hour		Gra	aph Based on		
12 13 14 15	Station	mation Hour	Ho Avg	Avg		Hou Avg	ur by Hou Avg	r Share	Ho Avg	ur by Hou Avg	Share		aph Based on Fri Avg Persons		
12 13 14			Ho	ur by Hour		Ho	ur by Hou		Но	ur by Hou					
12 13 14 15 16 17 18	Station Call Letters	Hour 6A-7A 7A-8A	Hot Avg Persons 4,400 5,700	Avg Rtg 0.5 0.6	Share 3.0 2.4	Hot Avg Persons 2,700 3,700	ur by Hou Avg Rtg 0.3 0.4	Share 4.7 4.0	Ho Avg Persons 3,500 5,200	ur by Hour Avg Rtg 0.4 0.6	Share 7.3 6.0				
12 13 14 15 16 17 18 19	Station Call Letters	Hour 6A-7A 7A-8A 8A-9A	Hot Avg Persons 4,400 5,700 5,900	ur by Hour Avg Rtg 0.5 0.6 0.7	Share 3.0 2.4 3.3	Hot Avg Persons 2,700 3,700 2,800	ur by Hour Avg Rtg 0.3 0.4 0.3	Share 4.7 4.0 2.7	Ho Avg Persons 3,500 5,200 6,700	ur by Hour Avg Rtg 0.4 0.6 0.7	Share 7.3 6.0 6.3				
12 13 14 15 16 17 18	Station Call Letters	Hour 6A-7A 7A-8A	Hot Avg Persons 4,400 5,700	Avg Rtg 0.5 0.6	Share 3.0 2.4	Hot Avg Persons 2,700 3,700	ur by Hou Avg Rtg 0.3 0.4	Share 4.7 4.0	Ho Avg Persons 3,500 5,200	ur by Hour Avg Rtg 0.4 0.6	Share 7.3 6.0				
12 13 14 15 16 17 18 19 20 21 21 22	Station Call Letters	Hour 6A-7A 7A-8A 8A-9A 9A-10A 6A-10A 10A-11A	Hot Persons 4,400 5,700 5,900 6,600 5,600 6,900	ur by Hour Avg Rtg 0.5 0.6 0.7 0.7 0.6 0.8	Share 3.0 2.4 3.3 4.4 3.1 4.9	Hot Persons 2,700 3,700 2,800 3,400 3,200 3,800	ur by Hour Avg Rtg 0.3 0.4 0.3 0.4 0.4 0.4 0.4 0.4	Share 4.7 4.0 2.7 2.7 3.4 2.8	Ho Persons 3,500 5,200 6,700 7,300 5,700 4,300	ur by Hour Avg Rtg 0.4 0.6 0.7 0.8 0.6 0.5	Share 7.3 6.0 6.3 6.7 6.5 5.0				
12 13 14 15 16 17 18 19 20 21 22 23	Station Call Letters	Hour 6A-7A 7A-8A 8A-9A 9A-10A 6A-10A 10A-11A 11A-12P	Ho Avg Persons 4,400 5,700 5,900 6,600 5,600 6,900 6,500	ur by Hour Avg Rtg 0.5 0.6 0.7 0.7 0.6 0.8 0.8 0.7	Share 3.0 2.4 3.3 4.4 3.1 4.9 4.5	Hot Avg Persons 2,700 3,700 2,800 3,400 3,200 3,800 6,300	ur by Hou Avg Rtg 0.3 0.4 0.3 0.4 0.4 0.4 0.4 0.4 0.4 0.7	Share 4.7 4.0 2.7 2.7 3.4 2.8 4.4	Ho Avg Persons 3,500 5,200 6,700 7,300 5,700 4,300 2,900	ur by Hour Avg Rtg 0.4 0.6 0.7 0.8 0.6 0.5 0.3	Share 7.3 6.0 6.3 6.7 6.5 5.0 4.0				
12 13 14 15 16 17 18 19 20 21 21 22	Station Call Letters	Hour 6A-7A 7A-8A 8A-9A 9A-10A 6A-10A 10A-11A	Hot Persons 4,400 5,700 5,900 6,600 5,600 6,900	ur by Hour Avg Rtg 0.5 0.6 0.7 0.7 0.6 0.8	Share 3.0 2.4 3.3 4.4 3.1 4.9	Hot Persons 2,700 3,700 2,800 3,400 3,200 3,800	ur by Hour Avg Rtg 0.3 0.4 0.3 0.4 0.4 0.4 0.4 0.4	Share 4.7 4.0 2.7 2.7 3.4 2.8	Ho Persons 3,500 5,200 6,700 7,300 5,700 4,300	ur by Hour Avg Rtg 0.4 0.6 0.7 0.8 0.6 0.5	Share 7.3 6.0 6.3 6.7 6.5 5.0				
12 13 14 15 16 17 18 19 20 21 22 23 24 25 26	Station Call Letters	Hour 6A-7A 7A-8A 8A-9A 9A-10A 6A-10A 10A-11A 11A-12P 12P-1P 1P-2P 2P-3P	Hot Avg Persons 4,400 5,700 5,900 6,600 5,600 6,500 6,500 6,000 5,700 5,100	ur by Hour Avg Rtg 0.5 0.6 0.7 0.7 0.6 0.8 0.7 0.7 0.6 0.6	Share 3.0 2.4 3.3 4.4 3.1 4.9 4.5 3.7 3.7 3.7 3.2	Avg Persons 2,700 3,700 2,800 3,400 3,200 3,800 6,300 4,400 2,500 3,800	ur by Hou Avg Rtg 0.3 0.4 0.3 0.4 0.4 0.4 0.4 0.4 0.4 0.7 0.5 0.3 0.4	Share 4.7 4.0 2.7 2.7 3.4 2.8 4.4 2.9 1.8 2.9	Ho Avg Persons 3,500 5,200 6,700 7,300 5,700 4,300 2,900 3,800 3,900 3,800	ur by Houn Avg Rtg 0.4 0.6 0.7 0.8 0.6 0.5 0.3 0.4 0.4 0.4	Share 7.3 6.0 6.3 6.7 6.5 5.0 4.0 4.3 4.4				
12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27	Station Call Letters	Hour 6A-7A 7A-8A 8A-9A 9A-10A 6A-10A 10A-11A 11A-12P 12P-1P 12P-2P 2P-3P 10A-3P	Hot Avg Persons 4,400 5,700 6,600 5,600 6,900 6,500 6,000 5,700 5,100 6,000	ur by Hour Avg Rtg 0.5 0.6 0.7 0.7 0.6 0.8 0.7 0.7 0.7 0.7 0.6 0.6 0.6 0.6	Share 3.0 2.4 3.3 4.4 3.1 4.9 4.5 3.7 3.7 3.7 3.7 3.2 3.9	Hot Avg Persons 2,700 3,700 2,800 3,400 3,200 3,800 6,300 4,400 2,500 3,800 4,200	ur by Hou Avg Rtg 0.3 0.4 0.4 0.4 0.4 0.4 0.4 0.4 0.5 0.3 0.4 0.5	Share 4.7 4.0 2.7 2.7 3.4 2.8 4.4 4.9 2.9 1.8 2.9 3.0	Ho Avg Persons 5,200 6,700 7,300 5,700 4,300 2,900 3,800 3,800 4,100	ur by Houn Avg Rtg 0.4 0.6 0.7 0.8 0.6 0.5 0.5 0.5 0.5 0.5 0.4 0.4 0.4 0.4 0.4	Share 7.3 6.0 6.3 6.7 6.5 5.0 4.0 4.3 4.4 4.9				
12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	Station Call Letters GAAA-AM	Hour 6A-7A 7A-8A 8A-9A 9A-10A 6A-10A 10A-11A 11A-12P 12P-1P 12P-3P 10A-3P 3P-4P 3P-4P 3P-5P	Hot Avg Persons 4,400 5,700 5,900 6,600 5,600 6,500 6,500 6,000 5,700 5,100	ur by Hour Avg Rtg 0.5 0.6 0.7 0.7 0.6 0.8 0.7 0.7 0.6 0.6	Share 3.0 2.4 3.3 4.4 3.1 4.9 4.5 3.7 3.7 3.7 3.2	Avg Persons 2,700 3,700 2,800 3,400 3,200 3,800 6,300 4,400 2,500 3,800	ur by Hou Avg Rtg 0.3 0.4 0.3 0.4 0.4 0.4 0.4 0.4 0.4 0.7 0.5 0.3 0.4	Share 4.7 4.0 2.7 2.7 3.4 2.8 4.4 2.9 1.8 2.9	Ho Avg Persons 3,500 5,200 6,700 7,300 5,700 4,300 2,900 3,800 3,800 3,800 4,100 3,600 4,100	ur by Houn Avg Rtg 0.4 0.6 0.7 0.8 0.6 0.5 0.3 0.4 0.4 0.4 0.4 0.5 0.4 0.5	Share 7.3 6.0 6.3 6.7 6.5 5.0 4.0 4.3 4.4				
12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	Station Call Letters GAAA-AM	Hour 6A-7A 7A-8A 8A-9A 9A-10A 6A-10A 10A-11A 11A-12P 12P-1P 12P-3P 10A-3P 3P-4P 3P-4P 3P-5P	Hot Avg Persons 4,400 5,700 5,900 6,600 6,900 6,900 6,900 6,000 5,700 5,100 5,100 6,000 4,400	ur by Hour Avg Rtg 0.5 0.6 0.7 0.7 0.7 0.6 0.8 0.7 0.7 0.6 0.6 0.6 0.6 0.7 0.5	Share 3.0 2.4 3.3 4.4 3.1 4.9 4.5 3.7 3.7 3.7 3.2 3.9 2.5	Hot Avg Persons 2,700 3,700 2,800 3,400 3,800 6,300 4,400 2,500 3,800 4,200 3,800 3,000	ur by Hou Avg Rtg 0.3 0.4 0.4 0.4 0.4 0.4 0.4 0.4 0.4 0.7 0.5 0.3 0.4 0.5 0.3	Share 4.7 4.0 2.7 2.7 3.4 2.8 4.4 2.9 1.8 2.9 3.0 2.5	Ho Avg Persons 3,500 5,200 6,700 7,300 5,700 4,300 2,900 3,800 3,800 3,800 4,100 3,600 4,100	ur by Houn Avg Rtg 0.4 0.6 0.7 0.8 0.6 0.5 0.3 0.4 0.4 0.4 0.4 0.5 0.4	Share 7.3 6.0 6.3 6.7 6.5 5.0 4.0 4.3 4.4 4.9 4.6		Fri Avg Persons		

Now, you can **Print** from Excel if you would like.

Once a report is saved, you can double-click to load it or highlight the report and click **Open**. Any old or unwanted reports can be removed from the list by selecting the report(s) and clicking the **Delete** button.



There is a confirmation window when you delete items in WO Media Sales.



If you have questions or concerns, please call or email support.

WO Media Sales Support: 415.675.6775 Option 2, 1 sales-support@wideorbit.com