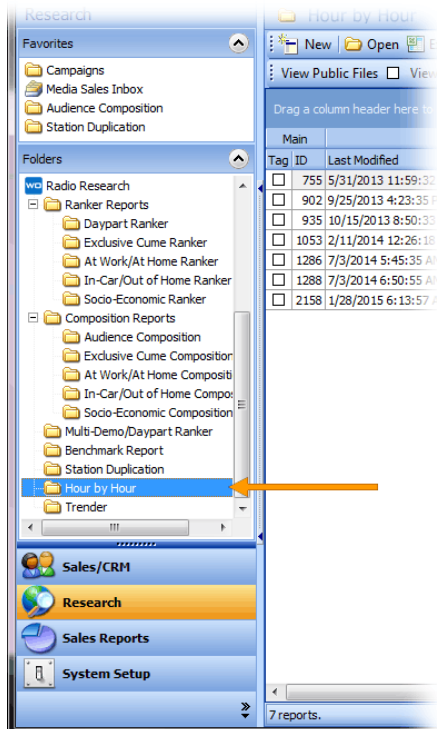


Hour by Hour Report

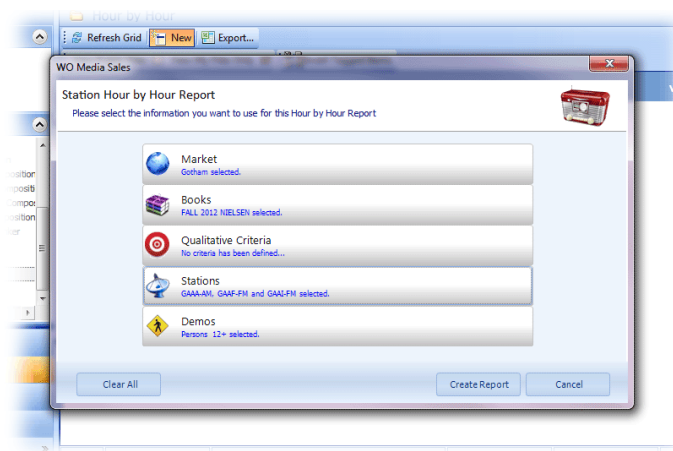
Create Hourly Reports for your station in *WO Media Sales*. You can apply single or multiple stations and/or demos, and print or export the report to Excel.

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



Caution: You may see different options under **Radio Research**. The list depends on what type of radio data is available for your station.

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.



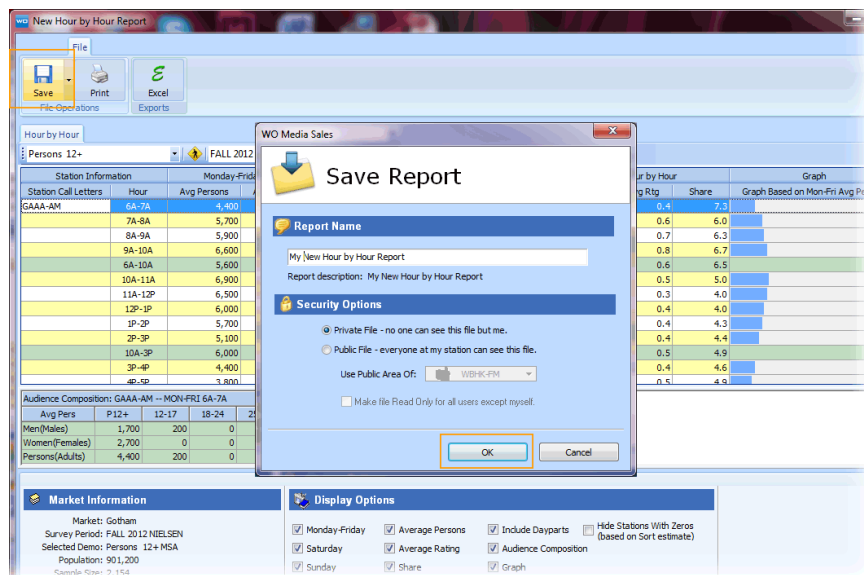


Caution: If this is your first time running this report in WO Media Sales, the options above may appear grayed out. If so, just click on each report specification and make your desired selections. The system will remember your last used report specs.

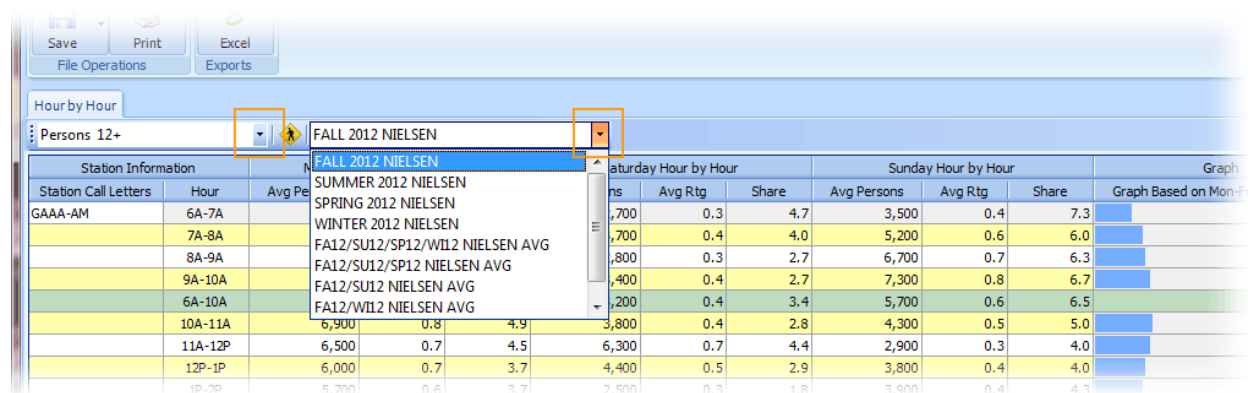


Tip: You can select multiple demos here, but can only view, print and export one demo at a time.

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.



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.



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**.

	4P-5P	3,800	0.4	2.2	2,700	0.3	2.5	4,100	0.5	4.9
	5P-6P	2,600	0.3	1.9	600	0.1	0.6	2,700	0.3	3.4
Audience Composition: GAAA-AM -- MON-FRI 6A-7A										
	Avg Pers	P12+	12-17	18-24	25-34	35-44	45-49	50-54	55-64	65+
Men(Males)	1,700	200	0	600	0	0	0	0	400	500
Women(Females)	2,700	0	0	600	0	200	100	800	1,000	
Persons(Adults)	4,400	200	0	1,200	0	200	100	1,200	1,500	

Market Information

Market: Gotham

Survey Period: FALL 2012 NIELSEN

Selected Demo: Persons 12+ MSA

Population: 901,200

Sample Size: 2,154

Display Options

☒ Monday-Friday
 ☒ Saturday
 ☒ Sunday

☒ Average Persons
 ☒ Average Rating
 ☒ Share

☒ Include Dayparts
 ☒ Audience Composition
 ☒ Graph

☐ Hide Stations With Zeros (based on Sort estimate)



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.

WO Media Sales

Configure Hour by Hour Report

Report Header

Comment

Cover Page

Station: GAAA-AM

Report Title: My New Hour by Hour Report

Report Author: WideOrbit User

Sales Person: WideOrbit User

Phone:

Fax:

Email: user@wideorbit.com

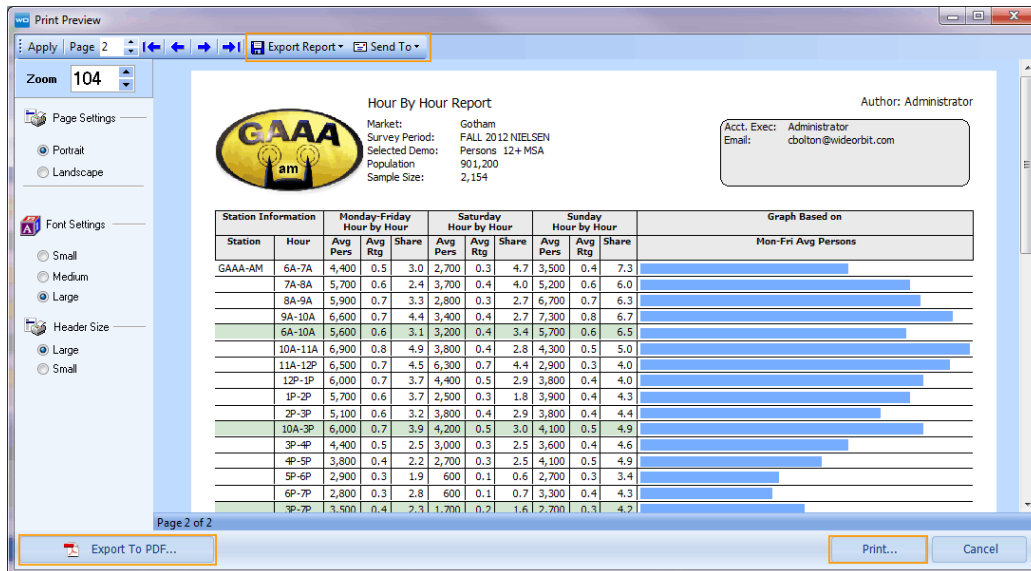
Web Site:

Load Defaults... Load Saved... Clear All...

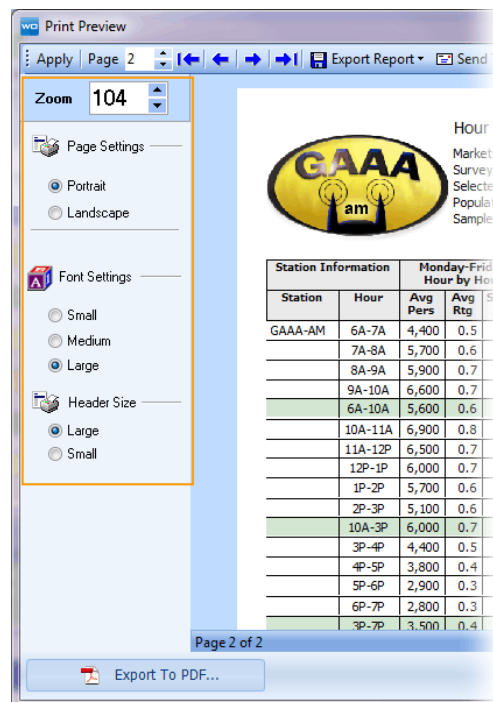
Save Report Header Info on Print...

Print... Cancel

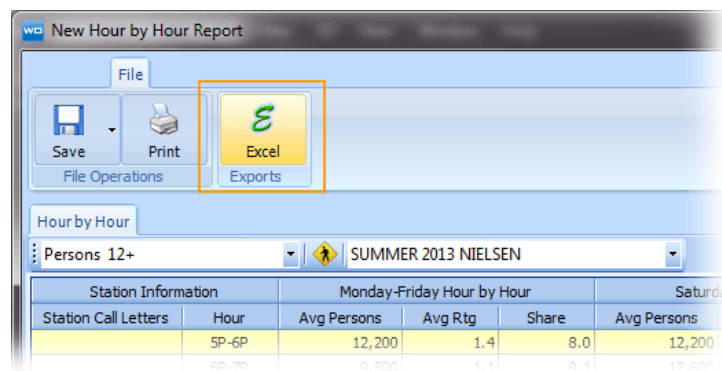
At this time, you can print to a local or network printer by clicking the **Print** button, **Export To PDF** by clicking the button in the lower left-hand corner, or you can **Export Report** or **Send To** (email) the report as another file type by choosing the options at the top of the screen.



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.

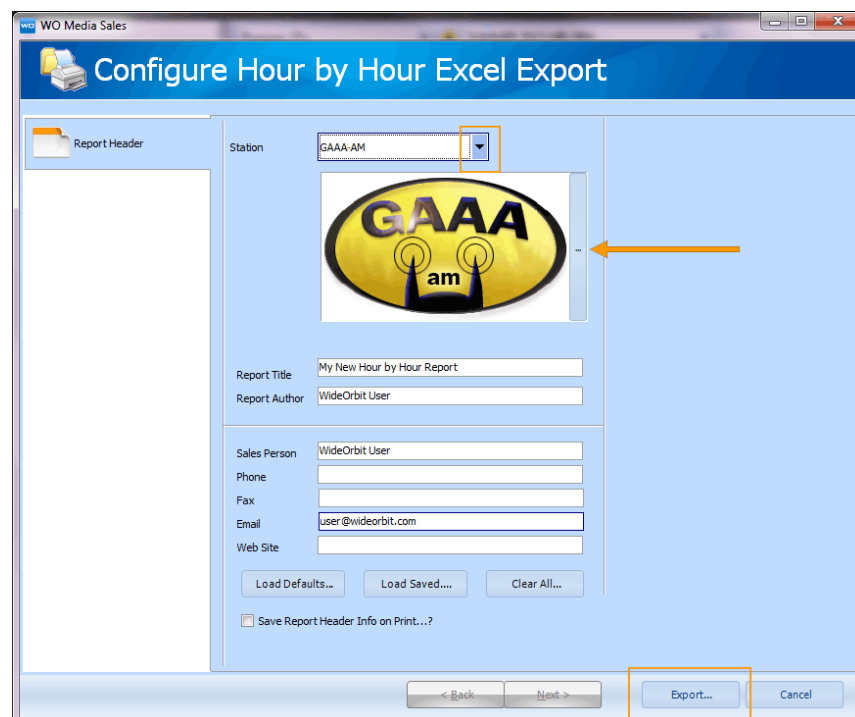


You can also **Export** the **Hour by Hour** to Excel by choosing the **Excel** button in the *WO Media Sales* ribbon.



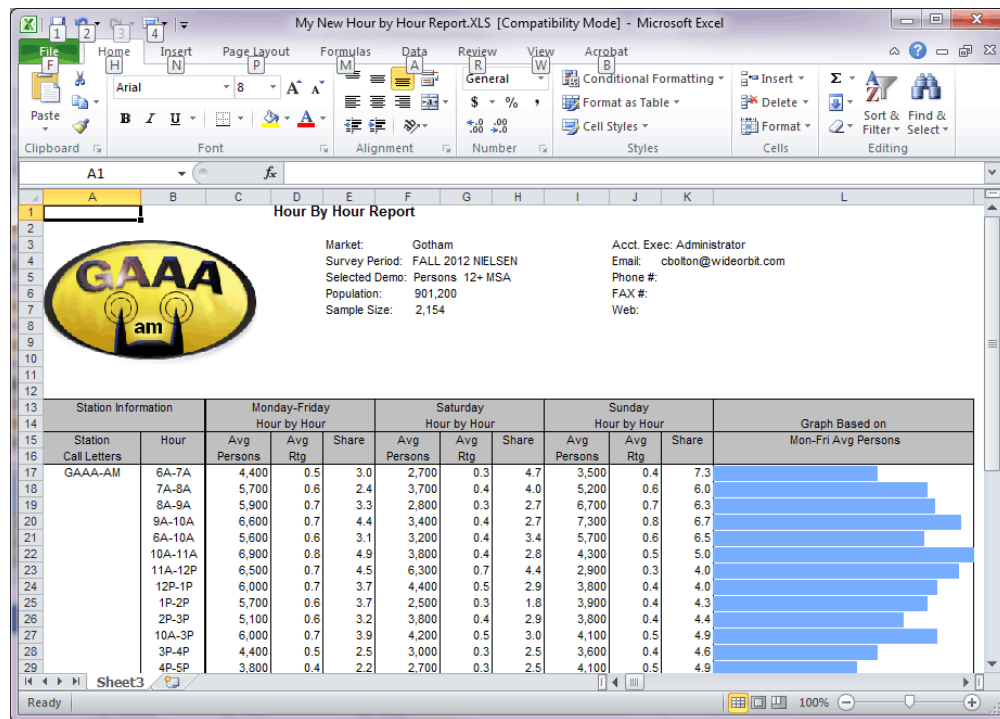
A window will come up showing your last saved location. Select where you want to save the file, and give the Excel report a name.

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.

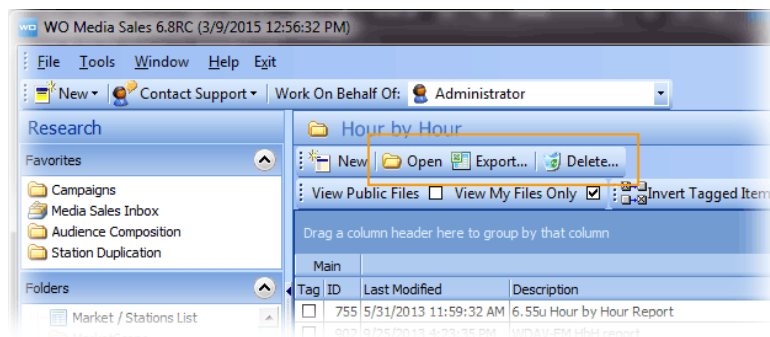


Excel will open and load your **Hour by Hour** report.

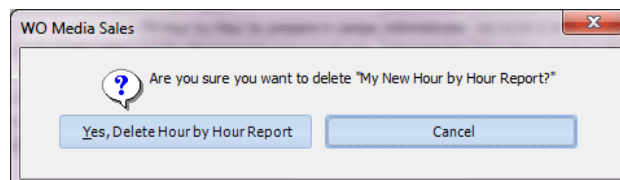
Now, you can **Print** from Excel if you would like.



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