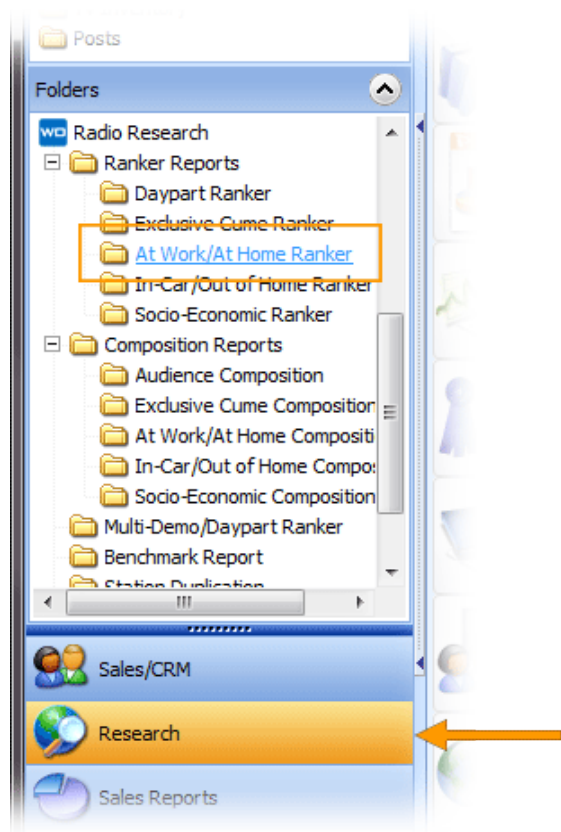


At Work/At Home Ranker Report

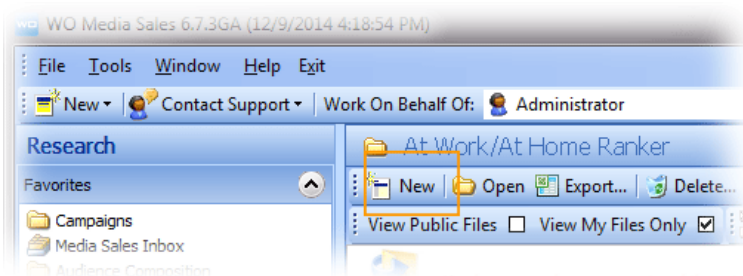
Create Listening Location Ranker Reports comparing audiences among stations in *WO Media Sales*. **At Work** reports are created when you use RMR Nielsen Audio data. **At Home** reports are created when you use PPM Nielsen Audio data. You can apply multiple demos and dayparts, choose all or selected stations and print or export the report to Excel.

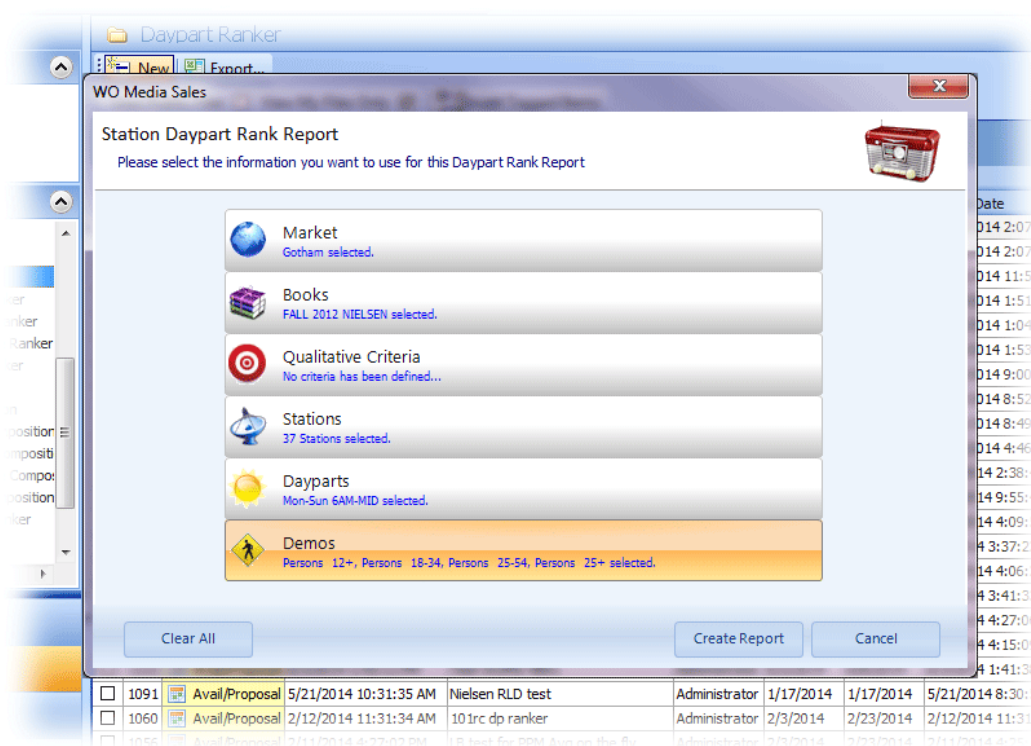
Under Radio Research click the **Research** button and then choose **At Work/At Home Ranker**.



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

Click the **New** button at the top of the **At Work/At Home Ranker** screen. You will see the At Work Rank Report setup screen because this example uses RMR Nielsen Audio Data for the Gotham market.





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.

If you want to **Clear All** of the report specifications, just click the button to clear out your current selections. Please note, you can select multiple dayparts and demos here, but can only view, print and export one daypart/demo combination at a time.

Please note this report can only be run on the 5 dayparts below (you can select more than one).

- a. Mon-Sun 6AM-MID
- b. Mon-Fri 6AM-10AM+Mon-Fri 3PM-7PM
- c. Mon-Fri 10AM-3PM
- d. Mon-Fri 7PM-MID
- e. Sat-Sun 10AM-7PM

Once the report is set the way you like, click **Create Report**.

The following screen will appear. Click **Save** and name the report now.

New Rank Report

File | Save | Print | Excel

Daypart Ranker

Persons 12+ | Mon-Sun 6AM-MID | Metro Survey Area(MSA) | FALL 2012 NIELSEN

Rank	Sort	Avg Persons	Avg Rtg	Share	Cum Persons	Cum Rtg	TSL (HH:MM)	Daypart: Mon-Sun 6AM-MID
1	GAAL-FM	14,200	1.6	12.1	164,000	18.2	10:55	
2	GAAG-FM	8,100	0.9	6.9	135,600	15.0	7:32	
3	GAAR-FM	8,100	0.9	6.9	165,500	18.4	6:10	
4	GAAL-FM	7,600	0.8	6.5	132,600	14.7	7:13	
5	GAO-FM	7,300	0.8	6.2	125,300	13.9	7:20	
6	GAAR-FM	5,900	0.7	5.0	120,200	13.3	6:11	
7	GAAM-FM	5,600	0.6	4.8	149,300	16.6	4:44	
8	GAAL-FM	5,000	0.6	4.3	94,100	10.4	6:42	
9	GAAD-FM	4,400	0.5	3.8	72,500	8.0	7:39	
10	GAAL-FM	4,200	0.5	3.6	79,400	8.8	6:40	

Audience Composition: GAAL-FM -- Mon-Sun 6AM-MID

Avg Pers	P12+	12-17	18-24	25-34	35-44	45-49	50-54	55-64	65+
Men(Males)	6,400	100	400	900	1,200	300	1,000	1,600	1,000
Women(Females)	7,800	200	600	700	1,500	1,200	1,000	1,700	1,000
Persons(Adults)	14,200	300	1,000	1,600	2,700	1,600	1,900	3,200	2,000

Market Information

Market: Gotham
 Survey Period: FALL 2012 NIELSEN
 Selected Demo: Persons 12+ MSA
 Stations: All Stations
 Population: 901,200
 Sample Size: 2,154

Display Options

☒ Display Audience Composition Table
☒ Display Cum Persons
☒ Display Average Persons
☒ Display Cum Rating
☒ Display Average Rating
☒ Display TSL (HH:MM)
☒ Display Share
☒ Display Graph

☐ Hide Stations With Zeros (based on Sort estimate)

Filtering
 View All Stations

Click **OK** to save the At Work/At Home Ranker.

WO Media Sales

Save Report

Report Name

New Rank Report

Report description: New Rank Report

Security Options

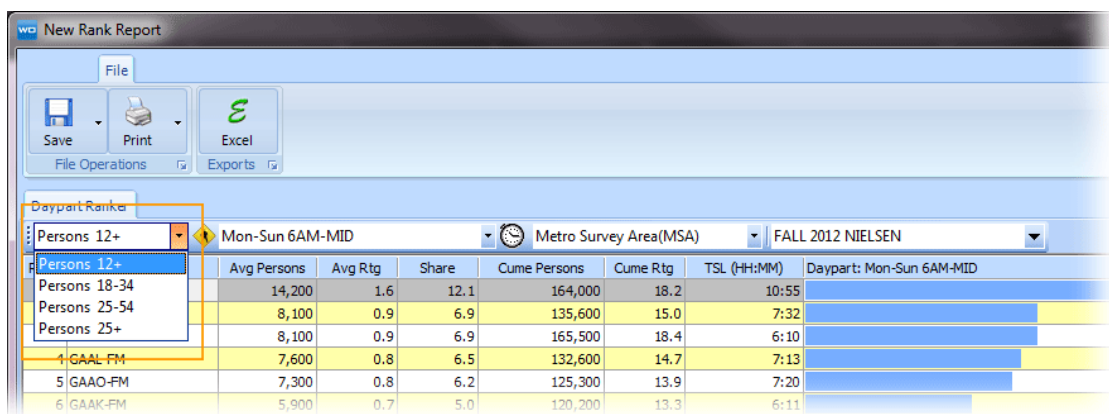
☒ Private File - no one can see this file but me.
☐ Public File - everyone at my station can see this file.

Use Public Area Of: WBHK-FM

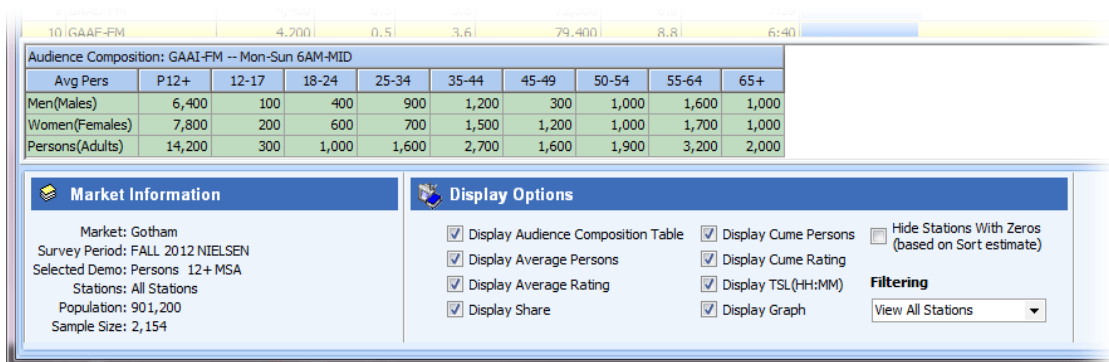
☐ Make file Read Only for all users except myself.

OK Cancel

Looking at the At Work/At Home Ranker screen, notice you can switch between multiple report specs (if selected) by clicking on the drop-down arrows of each.



Let's look at the bottom of the At Work/At Home Ranker 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.



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

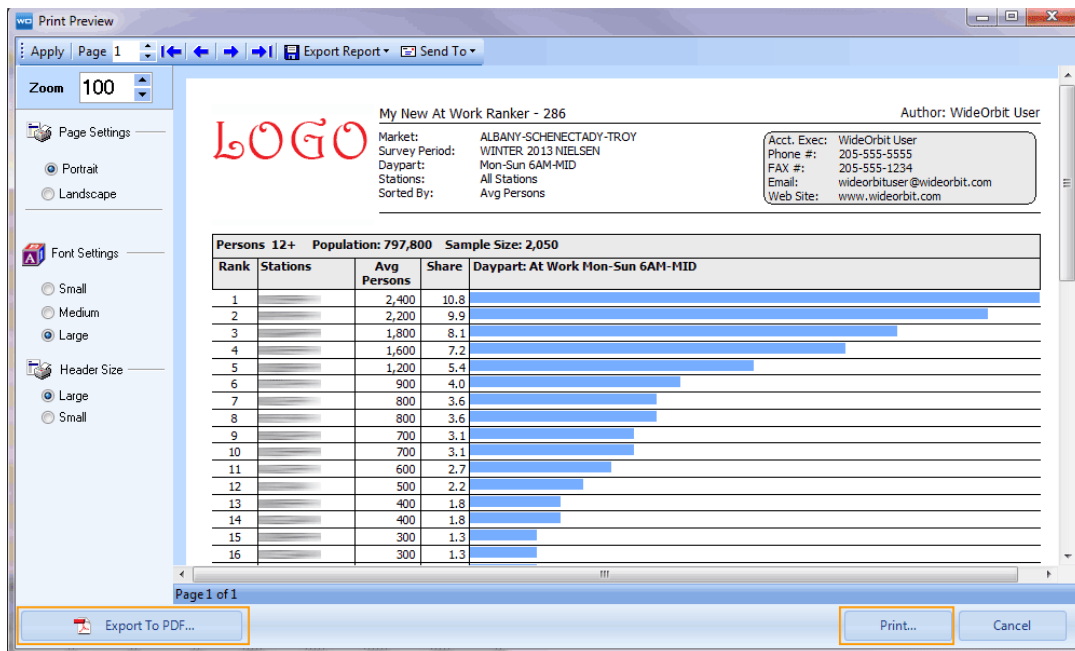
If you want to hide the table and/or graph, you can uncheck the option under **Display Options**.

You can also **Hide Stations With Zeros** by selecting that option and filter your report by showing top number of stations.

Once your report is set the way you like it, click **Print**.

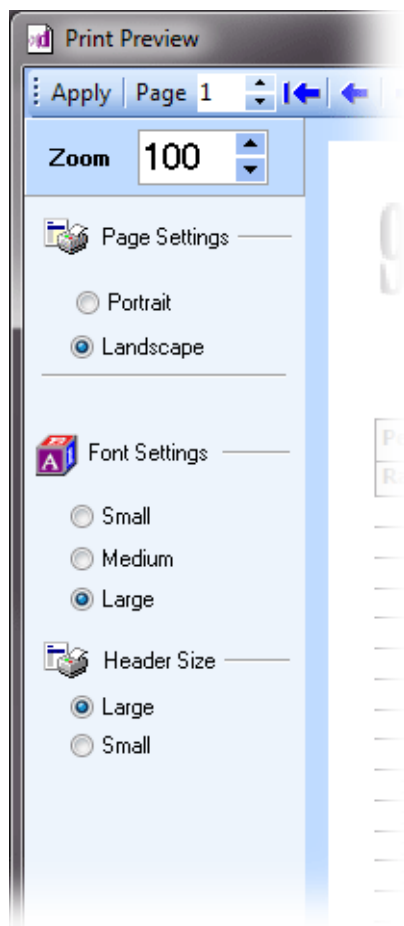
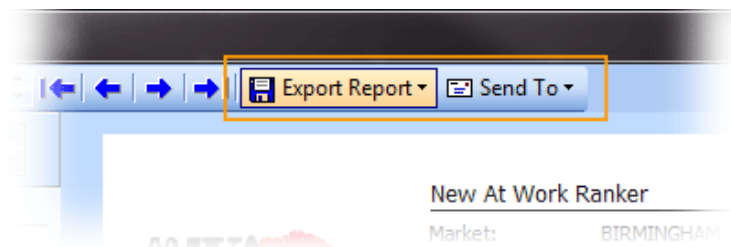
This screen will appear. Make any necessary selections or edits to the screen.

Click **Print** to go to the Print Preview or **Cancel** to go back to the At Work/At Home Cume Ranker screen.

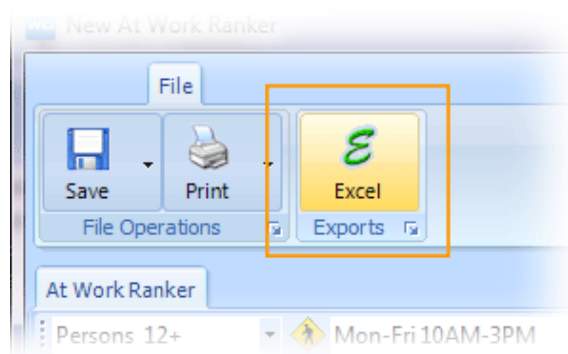


At this time, you can print to a local or network printer by clicking the **Print** button, Print with Acrobat by clicking the **Export to PDF** button in the lower left-hand corner.

You can also select **Export Report** or **Send To** (email) the report as another file type by choosing the options at the top of the screen.



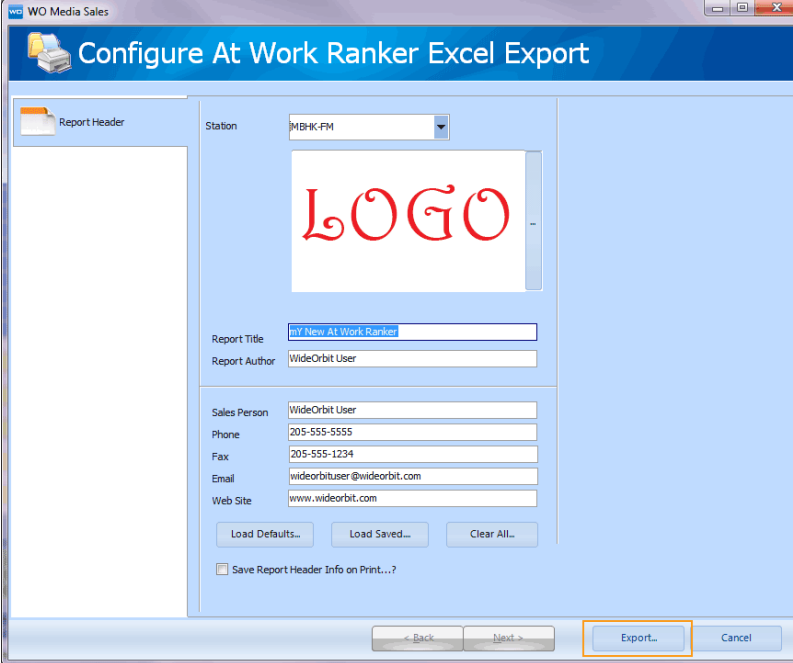
You can also change the orientation of the report and/or change the font and header settings of the report using the options found in the left panel.



You can also Export the At Work/At Home Ranker 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 your file, and give the Excel report a name.

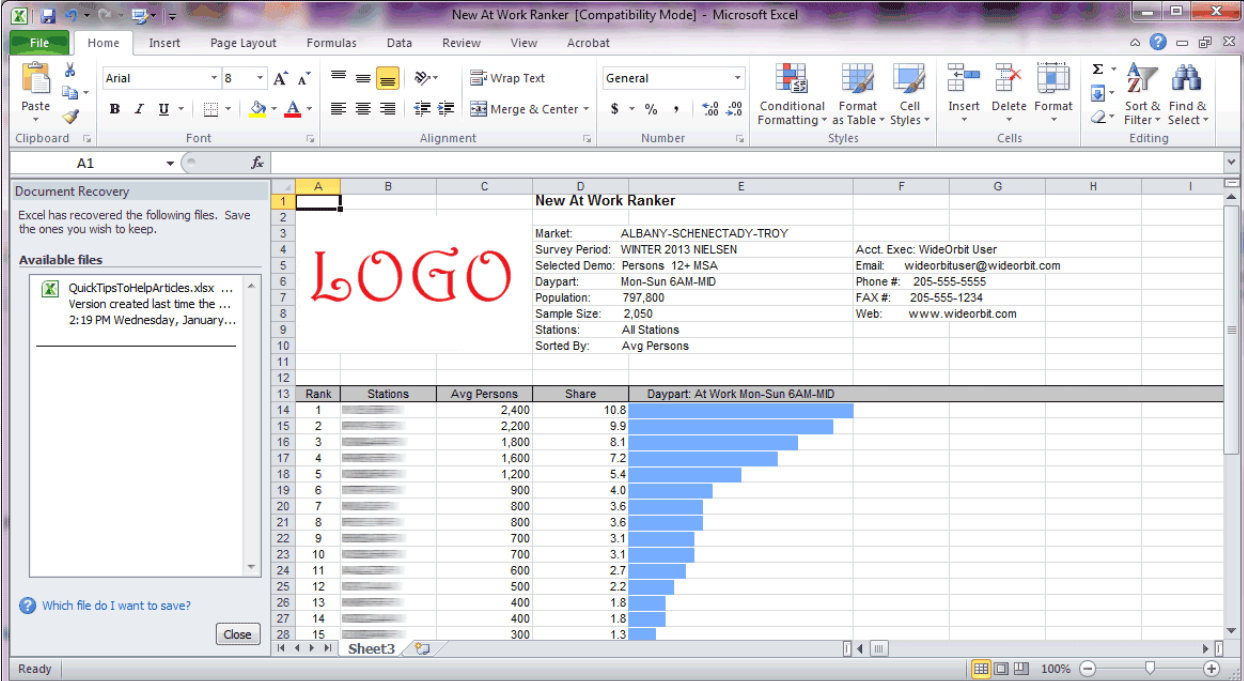
After clicking **Save**, the following dialog will appear.



The dialog box is titled "WO Media Sales" and "Configure At Work Ranker Excel Export". It contains the following fields and buttons:

- Report Header:** A large empty text area on the left.
- Station:** A dropdown menu showing "MBHK-FM".
- Report Title:** A text box containing "my New At Work Ranker".
- Report Author:** A text box containing "WideOrbit User".
- Sales Person:** A text box containing "WideOrbit User".
- Phone:** A text box containing "205-555-5555".
- Fax:** A text box containing "205-555-1234".
- Email:** A text box containing "wideorbituser@wideorbit.com".
- Web Site:** A text box containing "www.wideorbit.com".
- Buttons:** "Load Defaults...", "Load Saved...", "Clear All...", "Export...", and "Cancel".
- Checkbox:** "Save Report Header Info on Print...?"

If everything looks correct, click the **Export** button. Excel will open and load the At Home/At Work Ranker report. Print from Excel if desired.



The screenshot shows Microsoft Excel with the "New At Work Ranker" report loaded. The report includes a logo, market information, and a table of station rankings.

Market Information:

- Market: ALBANY-SCHENECTADY-TROY
- Survey Period: WINTER 2013 NIELSEN
- Selected Demo: Persons 12+ MSA
- Daypart: Mon-Sun 6AM-MID
- Population: 797,800
- Sample Size: 2,050
- Stations: All Stations
- Sorted By: Avg Persons

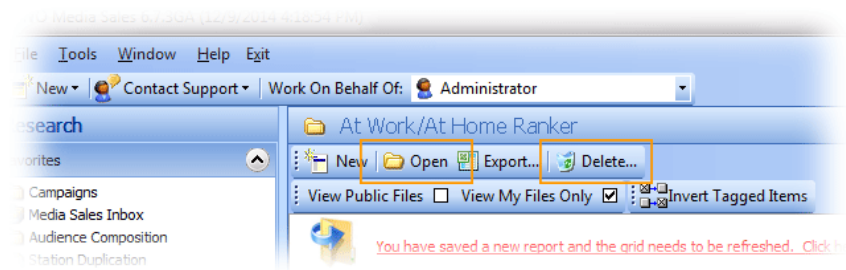
Account Information:

- Acct. Exec: WideOrbit User
- Email: wideorbituser@wideorbit.com
- Phone #: 205-555-5555
- FAX #: 205-555-1234
- Web: www.wideorbit.com

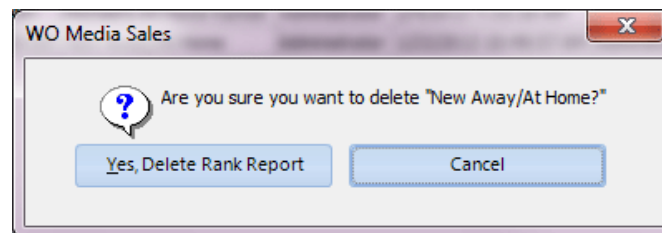
Table: Rank Stations Avg Persons Share Daypart: At Work Mon-Sun 6AM-MID

Rank	Stations	Avg Persons	Share
1		2,400	10.8
2		2,200	9.9
3		1,800	8.1
4		1,600	7.2
5		1,200	5.4
6		900	4.0
7		800	3.6
8		800	3.6
9		700	3.1
10		700	3.1
11		600	2.7
12		500	2.2
13		400	1.8
14		400	1.8
15		300	1.3

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 you can call or email Support.

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