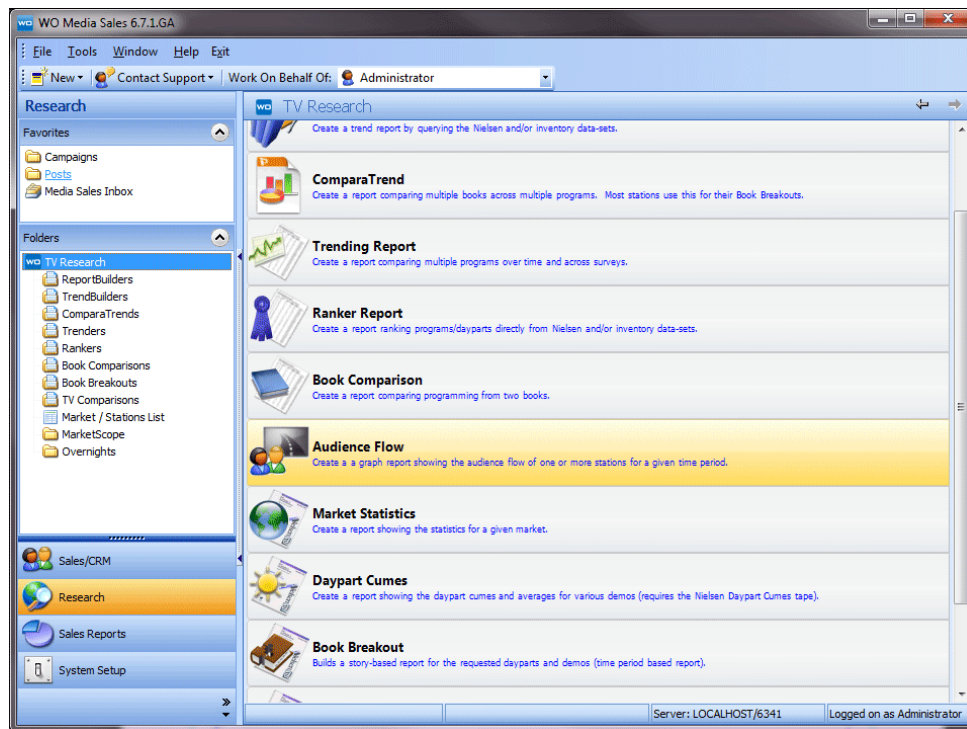
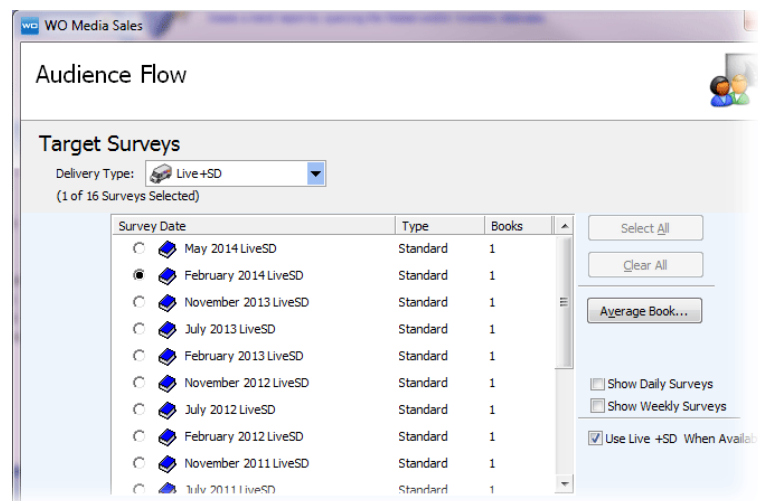


## Audience Flow

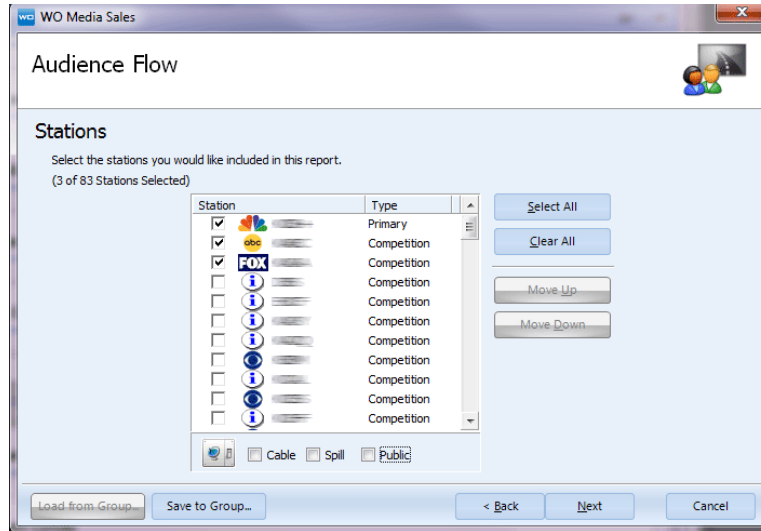
**Audience Flow** can give you a quick visual of where the audience is moving, for instance, during your Late News. Click the **Research** bar in the navigation pane; you may have to scroll down a little to find **Audience Flow**.



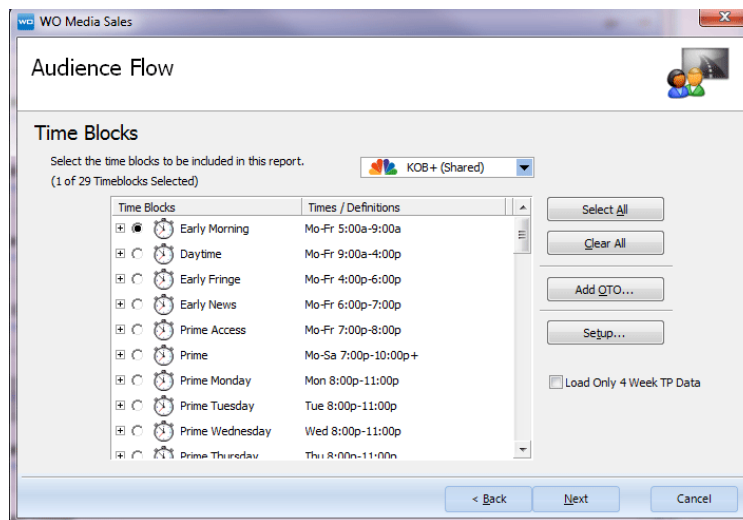
First, choose the survey you want to use. Notice that the Delivery Type can be filtered (at the top), and you can choose **Overnights**, a **Weekly Average**, and even create an average book.



Choose your station and any competitors you need to see. (As in most screens of this type, you can save your choices to a group. The “Move Up/ Move Down” however, only affects the legend in the final **Audience Flow** screen.)

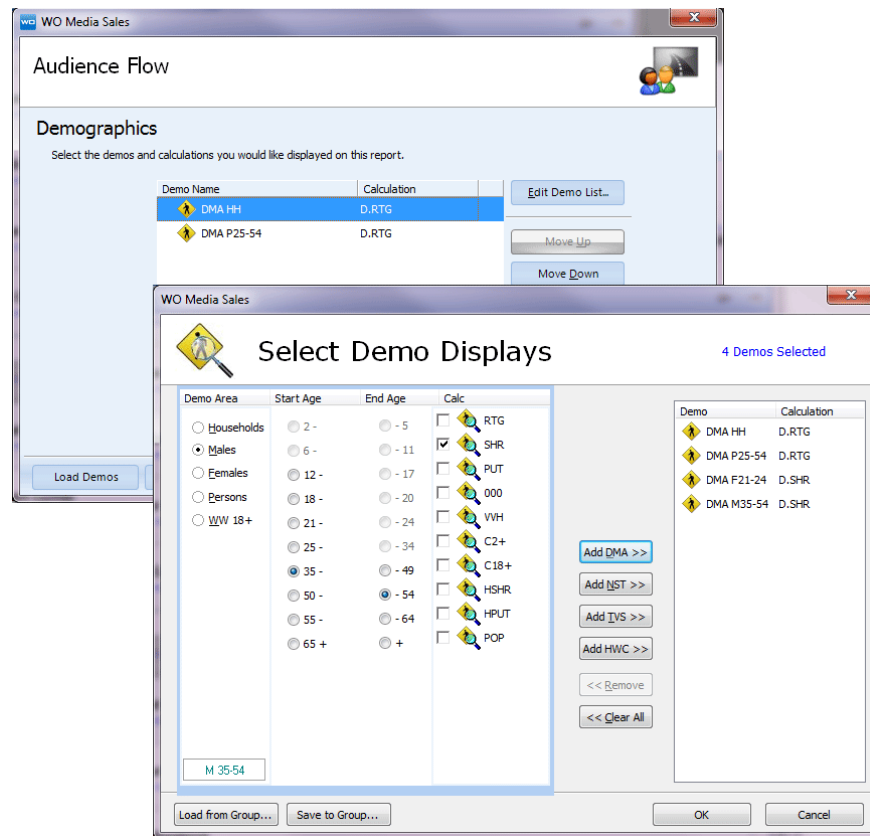


Now choose the time period you need to see. **You are not limited by the Time Blocks you see listed!** If you look to the choices you have, you'll see both **Add OTO** and **Setup**. An **OTO** (One Time Only) block will be available only for this one report. If you click **Setup** instead, you can add a timeblock which will be available for any future reports.

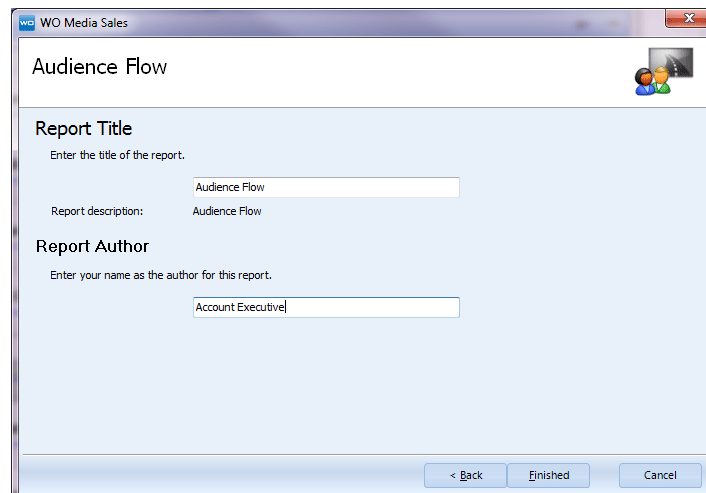


For complete details— everything you always wanted to know about **Research Time Blocks** and creating/defining them- please see the Quick Tip in *WO Media Sales* entitled, “Campaigns - Competitive Avails.”

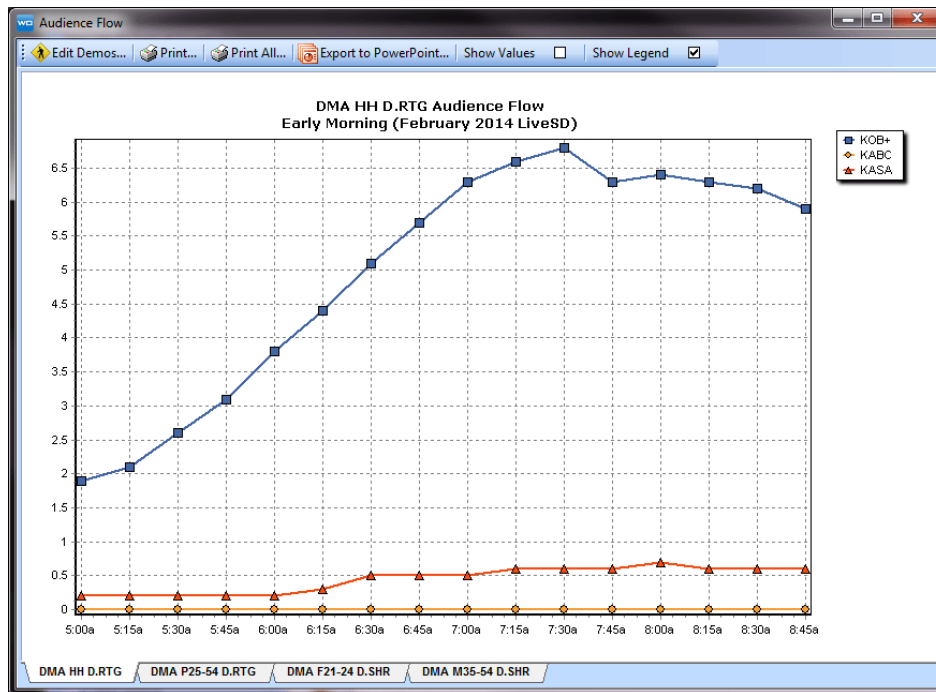
Choose as many demos as you like (they'll display as tabs at the bottom of your report), and note that you have the expanded selections available in most research modules.



Title the report, add your name, and that's it!



- Notice Show Values is not checked in the example below. Checking it will give you the rating at every node (every quarter-hour for each station) on the chart.
- You can't save an **Audience Flow** report!



- **Print** will give you a Print Preview of the demo you currently have displayed with all the normal options: **Export, Send To**, etc.
- **Print All** gives you NO Print Preview! It sends charts of all demos straight to the printer.

Always let us know if you need assistance with any aspect of *WO Media Sales* – we are happy to help!

*WO Media Sales Support:*

415.675.6775 Option 2, 1

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