

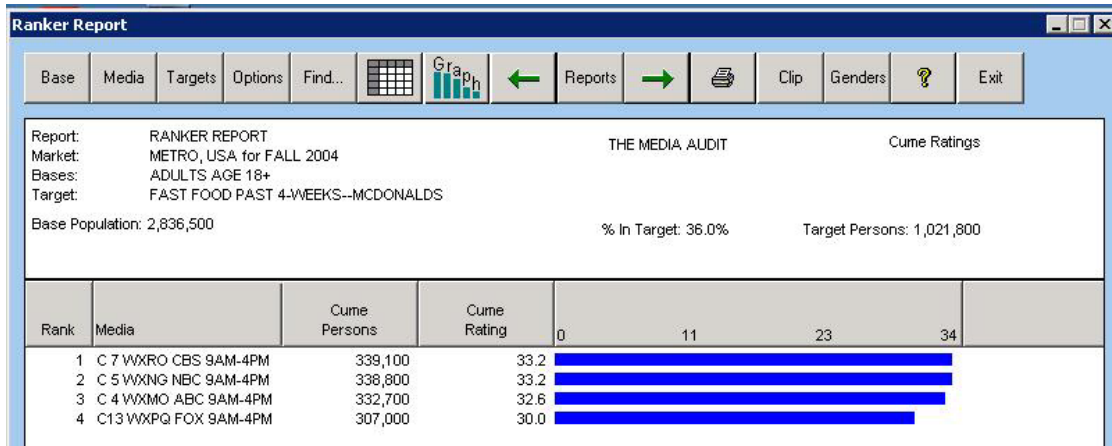
# Ranker—how to create a report

## What is a Ranker Report?

A Ranker Report ranks media by rating or index against a single target. You can rank media by cume rating, most often rating, cume index, or most often index.

## How to Create a Ranker Report

1. Click on Ranker from the main menu. The report will open up a Media Selection window for you to select your media. To select multiple media in a row, click and drag the mouse through your selections. To select non-adjacent media, hold down the CTRL key while making selections. Click OK once all media have been highlighted.
2. Once you have selected your media, the Target Selections window will open for you to select your target. Select one target. Click OK to confirm. The default report (see below) with bars to the side will appear.
3. To change the ranking criteria, click Reports or use the left and right arrows to scroll between different reports.
4. For radio clients with Arbitron clearance, Arbitron adjusted ratings can be displayed for different dayparts using cume and AQH (average quarter hour) measurements.
5. Click on any of the buttons on the toolbar to make changes to your report.



Below is an example of the pull down menu under “Reports”. To change the ranking criteria, use this pull down menu or use the left and right arrow buttons on the toolbar to scroll through the different reports. The reports will appear in the same order as the pull down menu.

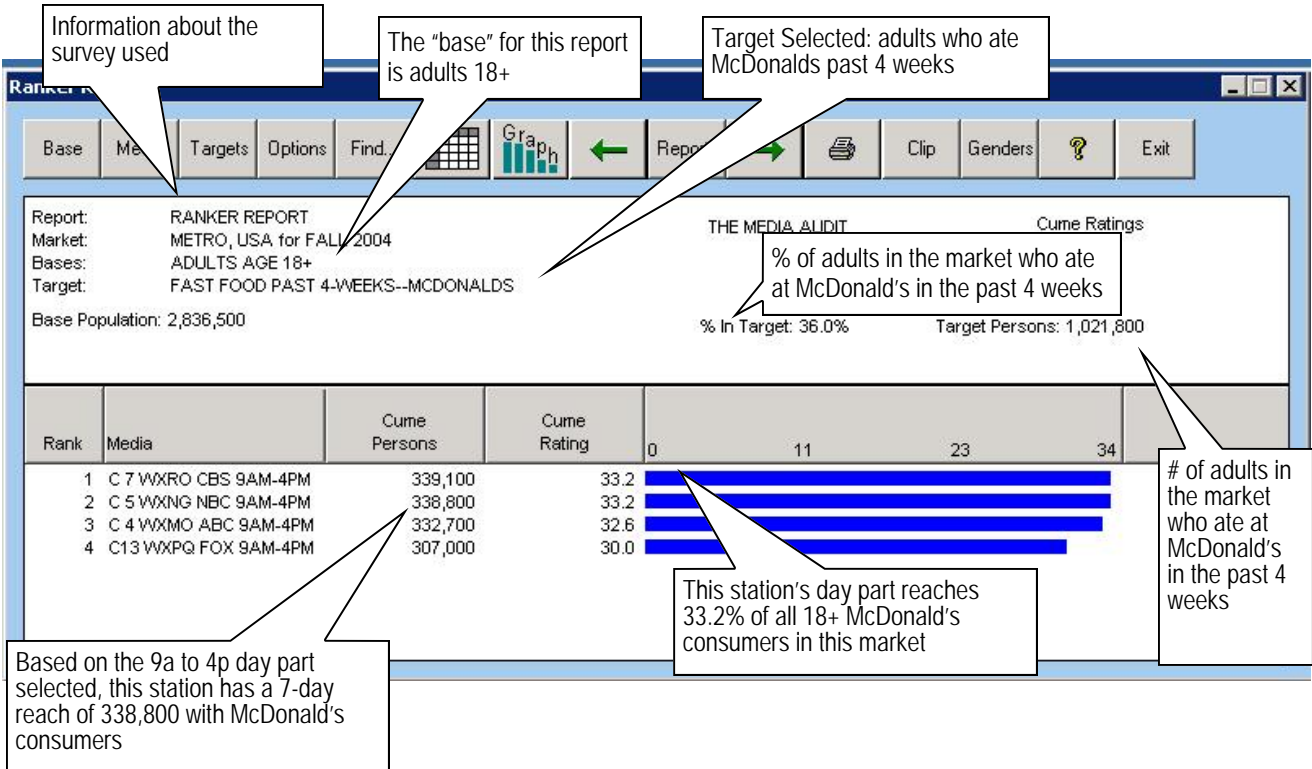


Arbitron subscribers with proper clearance will have the option of selecting Arbitron adjusted ratings using Cume and AQH measurements. Adjusted ratings are available for radio only. These selections will not appear for non-radio media or stations who do not subscribe to Arbitron. To learn more about creating Arbitron adjusted reports, refer to the section of this manual that explains Utilities/ Arbitron Options

# Ranker—how to read a report

## How to Read a Ranker Report

It is helpful to become familiar with the cume and most often definitions by medium, found in the Key Definitions section of this software manual. Using the example below, the user created a ranker for local TV stations using a broad TV day part. The target selected was adults 18+ who had eaten at McDonald's in the past 4 weeks. The base for the report is adults 18+. Here is how to read the report:



# Ranker Report—how to create a media plan/buy report

## What is a Media Plan/Buy Report?

The Media Plan/Buy Report can be found as a Report Option under Ranker Reports. The report enables you to display a single-page Ranker Report (single target, multiple media) that includes all of the following: cume and most often persons, cume and most often index, and a conversion ratio for the media selected in the ranker. The Media Plan/Buy Report consolidates the first four Ranker Reports into one concise report.



The Media Plan/Buy Report incorporates all of the metrics in the first four Ranker Reports listed in this menu, with the addition of a conversion ratio for the media selected



## What is a Conversion Ratio?

The Media Audit measures media audiences quantitatively in two different ways; cume and most often. Refer to the Key Definition Section of this report for definitions for each media. A conversion ratio is defined as the % of a media's cume audience that is also in the media's most often audience. A conversion ratio measures how well a medium "converts" its total audience to loyal listeners, readers, viewers, users, etc. For a radio station, a conversion ratio of 70, for example, means that 70% of the station's 7-day cume audience also listens to the station more often than any other station. The higher the conversion ratio, the more loyal and more frequent its audience is exposed to the medium. For a daily newspaper, a conversion ratio of 60 would mean that 60% of the newspaper's 5-weekday cume audience has also read yesterday's newspaper. Over time if the conversion ratio grows for each of these media, they are increasing the loyalty of their audience. The below report is a sample of a Media Plan/Buy Report :

Ranker Report

Report: RANKER REPORT THE MEDIA AUDIT

Market: METRO, USA for FALL 2004

Bases: ADULTS AGE 18+

Target: YOUNG WITH MONEY--AGE 18-35/\$100,000+ INCOME

Base Population: 2,836,500

Media Plan/Buy Report

The target audience selected is young affluent adults

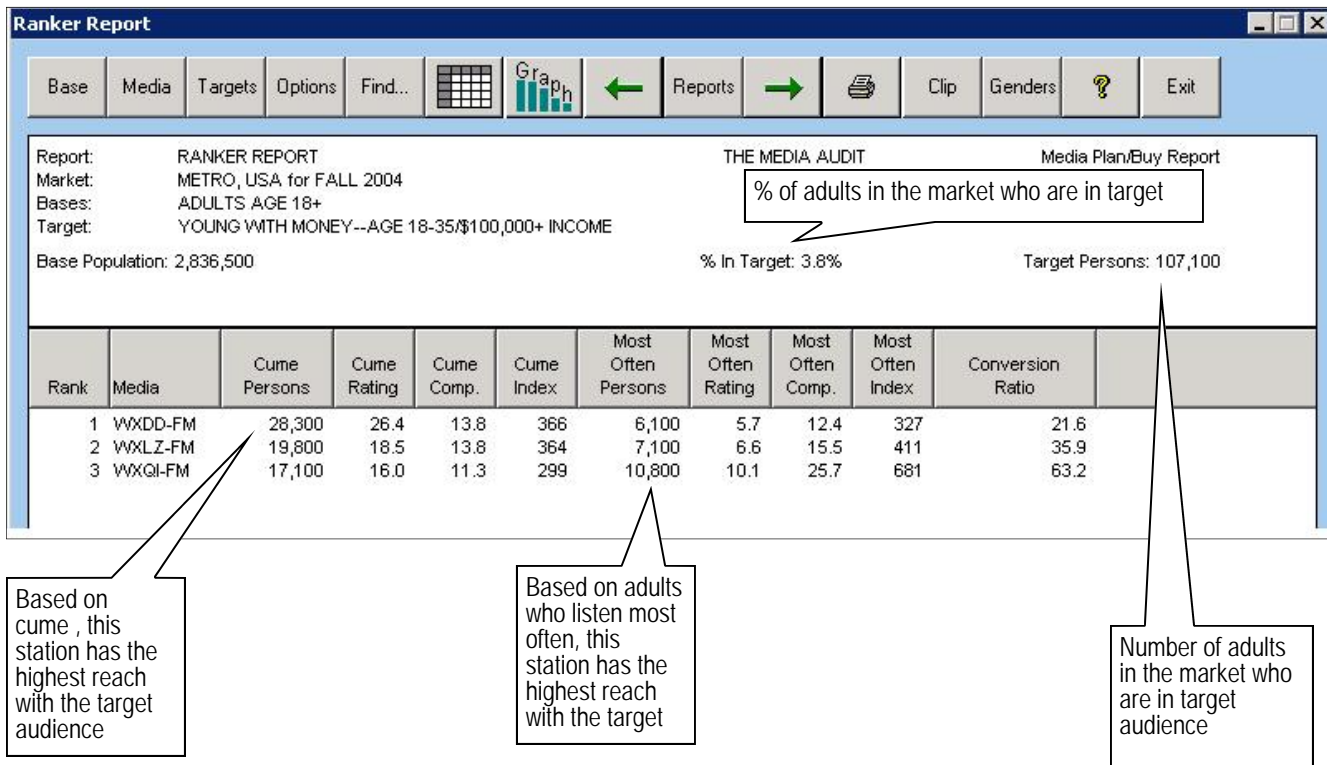
Rank	Media	Cume Persons	Cume Rating	Cume Comp.	Cume Index	Most Often Persons	Most Often Rating	Most Often Comp.	Most Often Index	Conversion Ratio
1	WXDD-FM	28,300	26.4	13.8	366	6,100	5.7	12.4	327	21.6
2	WXLZ-FM	19,800	18.5	13.8	364	7,100	6.6	15.5	411	35.9
3	WXQL-FM	17,100	16.0	11.3	299	10,800	10.1	25.7	681	63.2

Of the three stations, station #3 reaches fewer people in the target audience (on a cume basis only) but has the highest conversion ratio with the target audience. 63.2% of the station's 17,100 cume listeners who are in the target audience are also most often listeners. (10,800 most often listeners ÷ 17,100 cume listeners = 63.2). See next page on how to read the rest of the report.

# Ranker Report—how to read a media plan/buy report

## How to Read a Media Plan/Buy Report

Using the example from the previous page, here is how to read the report:



### Cume Persons

The number of different persons in the target audience who are in the media's cume audience.

### Cume Rating

The % of persons in the target audience who are in the media's cume audience.

### Cume Composition

The % of the media's cume audience who falls in the target audience.

### Cume Index

A comparison of the media's cume composition to the market composition. Usually calculated by dividing the media comp % by the market % and multiplying by 100. In this example, the station with the highest cume index is station WXDD-FM. By dividing .138 by .038 X 100, you get a 366 cume index.

### Most Often Persons, Rating and Composition

Same as above definitions, only using Most Often media measurements. Refer to the Key Definitions Section of this report for definitions of cume and most often measurements by media type.