XTrends is already radio's favorite ratings tool.

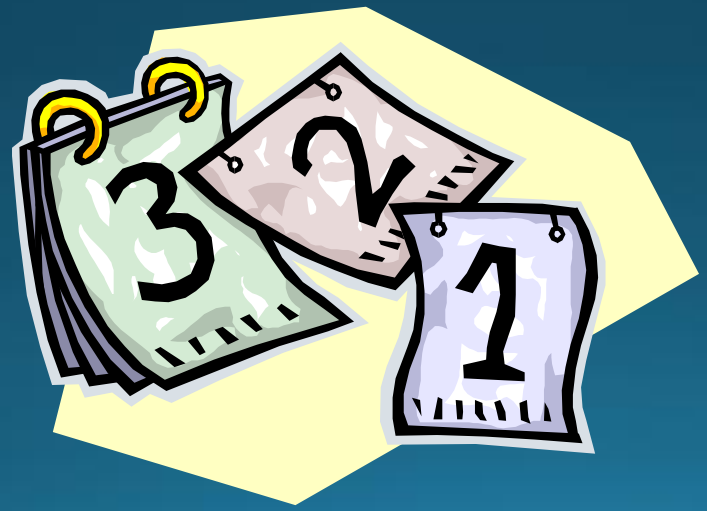
Here's something new and truly

noteworthy…

"We took a hit in the last weekly. Was that when the morning show was on vacation?"

"Look at that ratings spike. Was that during that freak snowstorm?"

"Our TSL is up. When did we implement that music test?"



Introducing

XNotes!

Exclusively for XTrends*

*Must be an active XTrends subscriber

XNotes annotate your ratings data with the events that impact the data.

While reviewing your standard XTrends reports, XNotes remind you whenever there's a noteworthy event.

Overview: Pencil icons make it easy to see which stations have XNotes, and for which surveys:

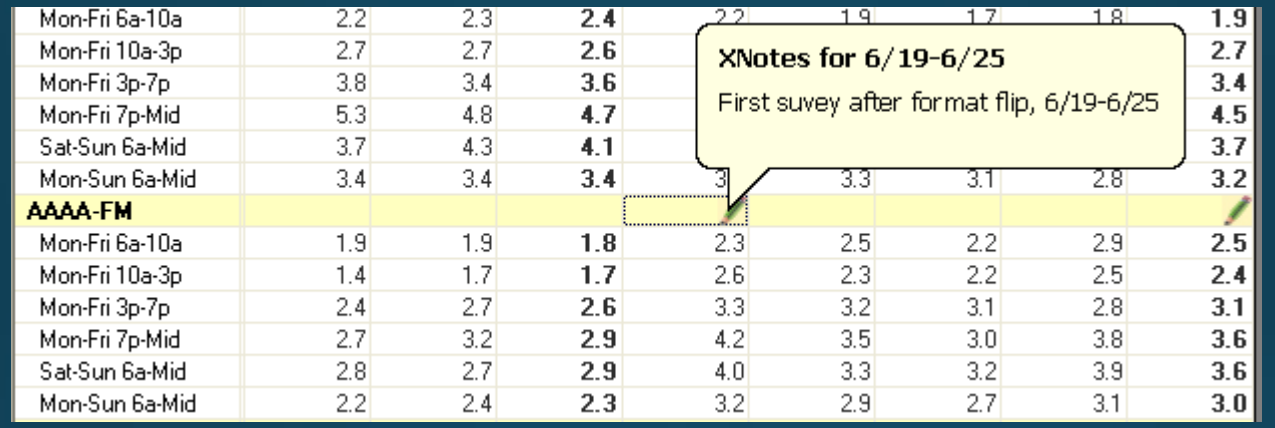
	December 2013		Holiday 2013					
	Book	rnk	Wk 1	rnk	Wk 2	rnk	Wk 3	rnk
AAAA-AM								
Persons 12+	**155**	9	218	6	207	9	194	4
Persons 25-54	**81**	11	119	7	112	9	83	6
Men 25-54	**33**	12t	50	9	44	9	38	7

Trender : Estimates are bold in any data cell that has an XNote:

Books | **Weeklies**

#	Station Name	Format	Hol 2013 Week 1	rnk	Hol 2013 Week 2	rnk	Hol 2013 Week 3	rnk
1	AAAA-FM	(UAC)	203	3	218	2	228	1
2	AAAA-AM	Adult Contemporary	**230**	1	234	1	221	2
3	AAAB-FM	(N/T)	222	2	211	3	191	3

Pass your cursor over the icon and you'll get a pop-up display of the note:

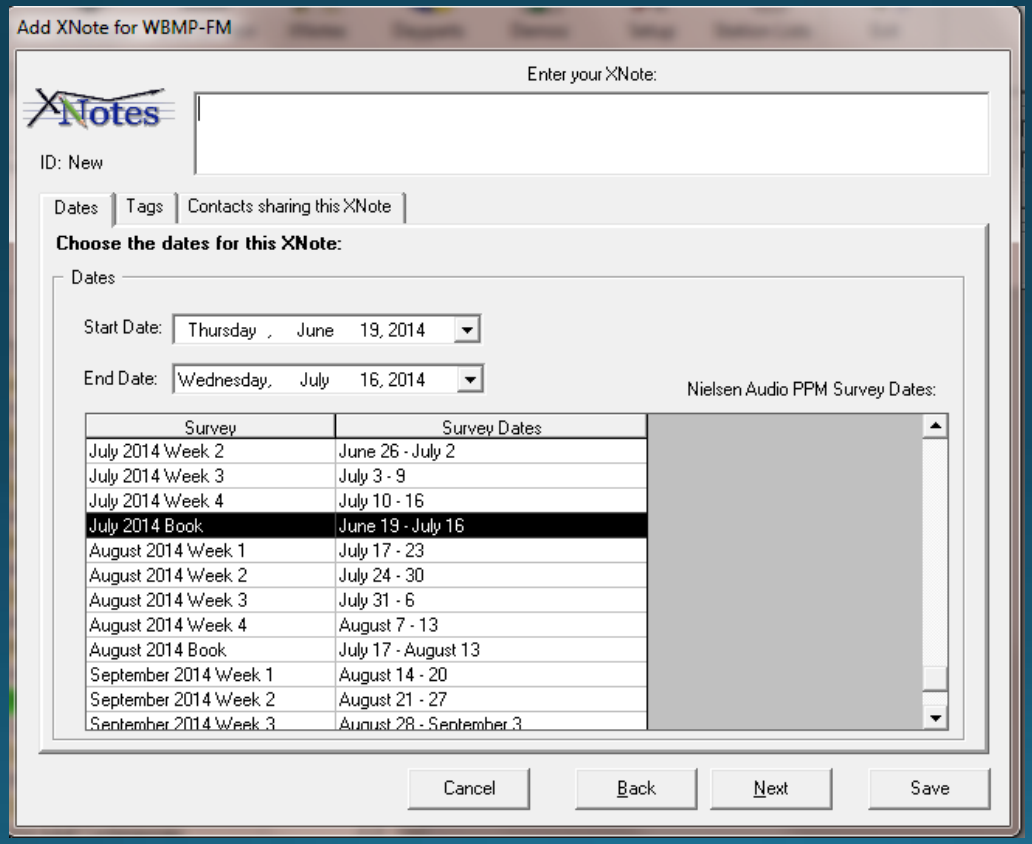


Mon-Fri 6a-10a	2.2	2.3	**2.4**	2.2	1.9	1.7	1.8	**1.9**
Mon-Fri 10a-3p	2.7	2.7	**2.6**					**2.7**
Mon-Fri 3p-7p	3.8	3.4	**3.6**					**3.4**
Mon-Fri 7p-Mid	5.3	4.8	**4.7**					**4.5**
Sat-Sun 6a-Mid	3.7	4.3	**4.1**					**3.7**
Mon-Sun 6a-Mid	3.4	3.4	**3.4**	3	3.3	3.1	2.8	**3.2**
AAAA-FM								
Mon-Fri 6a-10a	1.9	1.9	**1.8**	2.3	2.5	2.2	2.9	**2.5**
Mon-Fri 10a-3p	1.4	1.7	**1.7**	2.6	2.3	2.2	2.5	**2.4**
Mon-Fri 3p-7p	2.4	2.7	**2.6**	3.3	3.2	3.1	2.8	**3.1**
Mon-Fri 7p-Mid	2.7	3.2	**2.9**	4.2	3.5	3.0	3.8	**3.6**
Sat-Sun 6a-Mid	2.8	2.7	**2.9**	4.0	3.3	3.2	3.9	**3.6**
Mon-Sun 6a-Mid	2.2	2.4	**2.3**	3.2	2.9	2.7	3.1	**3.0**

You're already keeping a log of these events.
Now see this info where it matters most -

INSIDE your ratings, INSIDE XTrends!

XNotes can be created for any station, for any time period, past or future, from the main menu or while you're in a report!



Your XNotes can be **shared** (i.e. with colleagues, managers, format captains) so they'll better understand what happened in your market when they review ratings in XTrends.

Plus you can use our mobile app (iOS or Android) or web app

to create XNotes anytime, anywhere!

XTrends is already the easiest, fastest way to review ratings data.

XNotes makes XTrends even more valuable
by reminding you of market & station events
that impact your ratings:

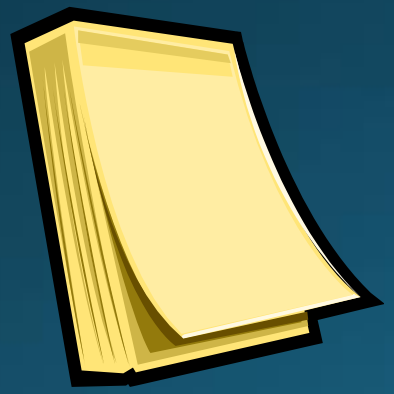
- Weather events
- Sports events
- Special programming
- Format changes
- Promotional campaigns
- Ticket giveaways
- Personnel changes

INSIDE your ratings data!

Learn more about how XNotes can assist your ratings analysis!

Email: support@cstoneresearch.com

Phone: 888-882-4480



XTrends now has XNotes.

Make a note of it!