

XTrends is already radio's favorite ratings tool.

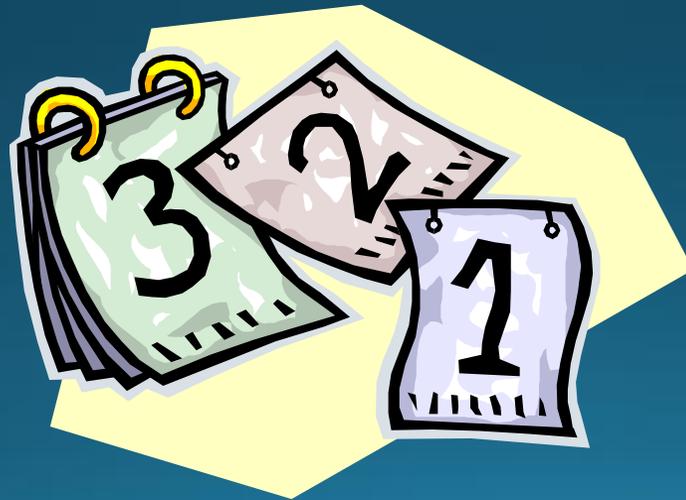


Here's something new and truly  
*noteworthy...*

“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
<b>AAAA-AM</b>								
Persons 12+	<b>155</b>	9	218	6	207	9	194	4
Persons 25-54	<b>81</b>	11	119	7	112	9	83	6
Men 25-54	<b>33</b>	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	<b>1</b>	
2	AAAA-AM	Adult Contemporary	<b>230</b>	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
<b>AAAA-FM</b>								
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

**XNotes for 6/19-6/25**  
First suvey after format flip, 6/19-6/25

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!

Add XNote for WBMP-FM

Enter your XNote:

XNotes

ID: New

Dates | Tags | Contacts sharing this XNote

**Choose the dates for this XNote:**

Dates

Start Date: Thursday, June 19, 2014

End Date: Wednesday, July 16, 2014

Nielsen Audio PPM Survey Dates:

Survey	Survey Dates
July 2014 Week 2	June 26 - July 2
July 2014 Week 3	July 3 - 9
July 2014 Week 4	July 10 - 16
July 2014 Book	June 19 - July 16
August 2014 Week 1	July 17 - 23
August 2014 Week 2	July 24 - 30
August 2014 Week 3	July 31 - 6
August 2014 Week 4	August 7 - 13
August 2014 Book	July 17 - August 13
September 2014 Week 1	August 14 - 20
September 2014 Week 2	August 21 - 27
September 2014 Week 3	August 28 - September 3

Cancel Back Next Save

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@cstonerresearch.com](mailto:support@cstonerresearch.com)

Phone: 888-882-4480



**XTrends now has XNotes.**

*Make a note of it!*