

GES RAJAR Analyser - Quick Tutorial

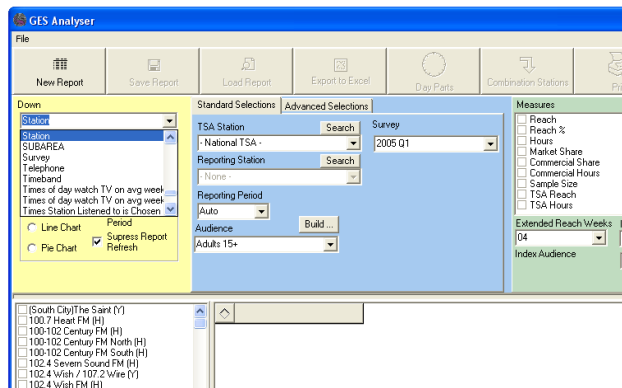
The program consists of one main screen, from which all analysis can be done, and there are only three pieces of information that you need to get started:

1. Station/Survey/Audience selection
2. Question
3. Measure

Here are three quick ways to get you started using the software:

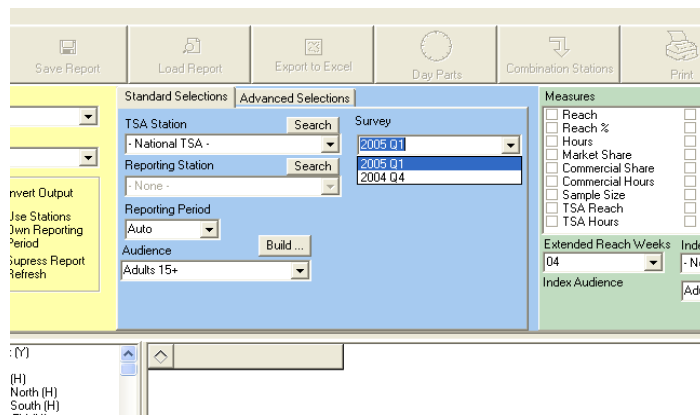
Multiple station/single survey/ measures - population, reach and hours

1. Choose 'Station' from the list of Questions in the 'Down' option from 'Questions' (yellow box)



2. Tick the Stations/Groups you would like to analyse

3. Choose a 'Survey' in the blue box (for trial purposes only: Q1 2005 or Q4 2004, it will give you full results for a Yearly Reporting Station - further surveys included on purchase)



4. Tick the 'Measures' - for example - population, reach and hours

The screenshot shows a software interface with a top toolbar containing icons for 'Export to Excel', 'Day Parts', 'Combination Stations', 'Print', 'Export to HTML', and 'Refresh Report'. Below the toolbar is a 'Measures' section with a list of checkboxes. The 'Measures' list includes: Reach (checked), Reach % (checked), Hours (checked), Market Share, Commercial Share, Commercial Hours, Sample Size, TSA Reach, TSA Hours, Impacts, Population (checked), Average Hours, TSA Average Hours, Unique Reach, Unique Reach %, TSA Profile, Index Reach, Index Hours, Index Impacts, and Extended Reach. Below the 'Measures' list are dropdown menus for 'Extended Reach Weeks' (set to 04) and 'Index Audience' (set to Adults 15+). At the bottom of the screenshot is a table with the following data:

| Station | Reach | Hours | TSA Population |
|------------|---------|----------|-------------------|
| Mid FM (Q) | 93.87 | 945.30 | 371.41 |
| | 29.39 | 201.83 | 166.20 |
| Q) | 21.91 | 196.22 | 136.75 |
| | 9956.61 | 89366.07 | 48861.78 |

5. Press 'Refresh Report'

Single station/ multiple survey/ measures - population, reach and hours

1. Choose 'Survey' from the list of Questions in the 'Down' option from 'Questions' (yellow box)
2. Tick the Survey you would like to analyse (for trial purposes only: Q1 2005 or Q4 2004)
3. Choose a 'Reporting station' in the blue box (choose a TSA station as well if you wish to filter within a TSA)
4. Tick the 'Measures' - for example - population, reach and hours
5. Press 'Refresh Report' (unless you remove the 'Suppress Report Refresh' in the yellow box and it'll update with every button press)

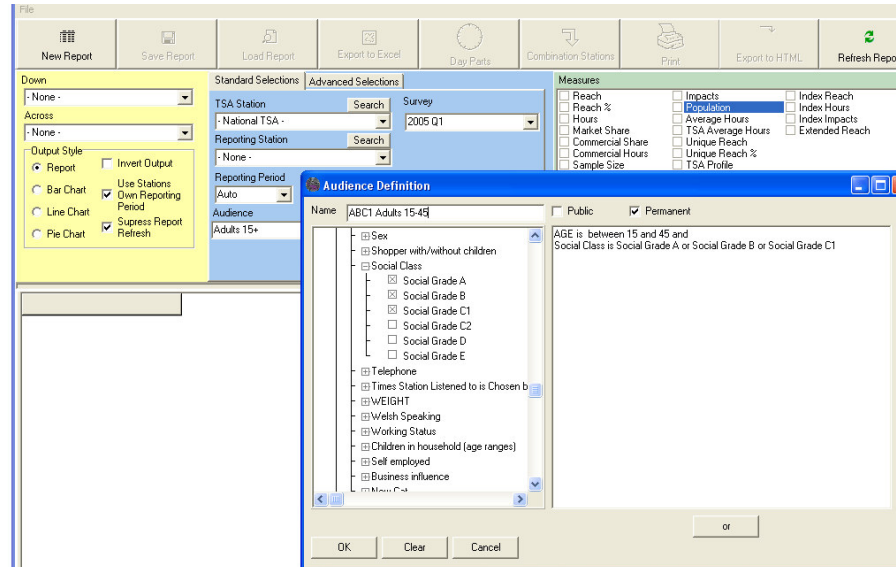
Cross tab: Multiple station/Multiple survey/ measures

1. Choose 'Station' from the list of Questions in the 'Down' option from 'Questions' (yellow box)
2. Tick the Stations/Groups you would like to analyse
3. Choose 'Survey' from the list of Questions in the 'Down' option from 'Questions' (yellow box)
4. Tick the Stations/Groups you would like to analyse

5. Tick the 'Measures' - for example - reach

6. Press 'Refresh Report'

Have a go at building your own audiences:



Then have a look at the Advanced Selection and start experimenting with some default day parts that have been included, and filtering on stations with 'Listens to' and 'Not Listens to'.

Happy Analysing!



FAQ's

Q. How can I find a station?

A. Using the 'Search' facility always located next to a station list, type in the letters or numbers that you know.

Q. How do I save a list of stations to use again?

A. Choose the 'Stations' option from the down box (yellow) and tick all required. Then press 'Save Set', and enter a name which you will remember. You can then 'Load Set' at any time you have the stations option chosen.

Q. How do I define my own day parts?

A. Click on the main menu option 'Day Parts', 'Add' a new 'Group' name – a group can hold any number of day parts, so for example you could analyse various breakfast show scenarios within the same group. Then 'Add' a day part to it, with an appropriate definition as the name (do not label as 1 etc). Then on the grid highlight and drag across the time bands you require.