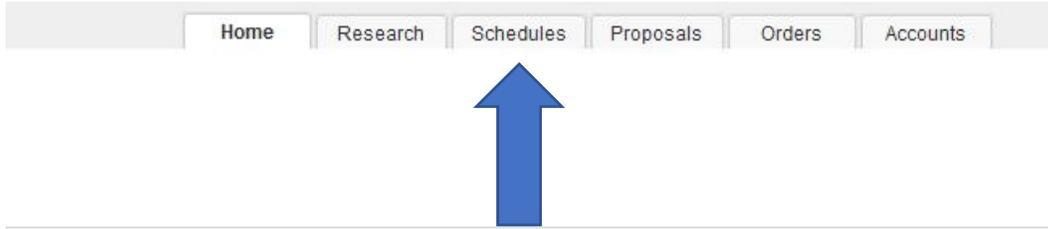


How to Calculate a Four Week Cume in Tapscan Web

After you have logged into the <https://answers.nielsen.com> portal, select TAPSCAN. You will be taken to the opening screen. Select the "Schedules" (or "Worksheets") tab.



Welcome to TAPSCAN 11.8

TAPSCAN™ 11 is packed with customer-requested enhancements, research reports and capabilities for schedules.

[Browser Support](#)

[Training and Feedback](#)

[MRC Accreditation](#)



Research Reports

- Your Nielsen Audio data and reports all in one place.
- Create sales friendly reports and graphs.
- Customize your header/footer text and logos on report PDFs.
- Apply same report parameters across different reports in a report group.
- Run multiple report groups in separate windows.
- Save your menu favorite lists for stations, dayparts and other report parameters.
- Save your report group parameters to reuse in the future.

Schedules

- Create and edit radio broadcast schedules grouped by flights in the default Station distribution layout.

You will be taken to an area labeled "Create New Schedule":

A screenshot of the 'Create New Schedule' form. At the top is a navigation bar with tabs for Home, Research, Schedules, Proposals, Orders, and Accounts. The form has three input fields: 'Name', 'Description', and '*Start Date'. Below the 'Start Date' field is an '*End Date' field. A calendar icon is next to the 'End Date' field. At the bottom of the form are two buttons: 'Create Schedule' and 'Clear Form'. A '*Required' label is at the bottom left of the form area.

Name the schedule. Then click on the calendar to the right to create the Start Date and End Date:

Home | Research | **Schedules** | Proposals | Orders | Accounts

Create New Schedule

Name <input type="text" value="Monthly Cume"/>	Description <input type="text"/>	*Start Date <input type="text"/>
		*End Date <input type="text"/>

*Required



Select four weeks (any four weeks will do). Click "OK."

Flight Calendar Help

Calendar Type: Start: Length (Weeks):

First Day of the Week: End: Hiatus (Weeks):

Current Month							
	M	T	W	Th	F	Sa	Su
Aug 2019							
wk1	29	30	31	1	2	3	4
wk2	5	6	7	8	9	10	11
wk3	12	13	14	15	16	17	18
wk4	19	20	21	22	23	24	25
Sep 2019							
wk1	26	27	28	29	30	31	1
wk2	2	3	4	5	6	7	8
wk3	9	10	11	12	13	14	15
wk4	16	17	18	19	20	21	22
wk5	23	24	25	26	27	28	29
Oct 2019							
wk1	30	1	2	3	4	5	6
wk2	7	8	9	10	11	12	13
wk3	14	15	16	17	18	19	20
wk4	21	22	23	24	25	26	27
Nov 2019							
wk1	28	29	30	31	1	2	3
wk2	4	5	6	7	8	9	10
wk3	11	12	13	14	15	16	17
wk4	18	19	20	21	22	23	24
Dec 2019							
wk1	25	26	27	28	29	30	1
wk2	2	3	4	5	6	7	8
wk3	9	10	11	12	13	14	15
wk4	16	17	18	19	20	21	22
wk5	23	24	25	26	27	28	29
Jan 2020							
wk1	30	31	1	2	3	4	5
wk2	6	7	8	9	10	11	12
wk3	13	14	15	16	17	18	19
wk4	20	21	22	23	24	25	26



Click "Create Schedule."



Home Research Schedules Proposals Orders Accounts

Create New Schedule

Name: Description:

*Start Date: *End Date:

Create Schedule

*Required

Select your Survey, Demographic and Geography. Then, click "Apply Changes."

TAPSCAN Home Proposals Schedules Proposals Orders Accounts

Schedule Name: **Monthly Cume**
Description:

Radio: NTR All Media

Station: SP12 53 P 12+ Start/End Date:

Demographic: Geography:

Apply Changes

Apply Changes to update the Schedule.

Survey and Demo Geography Apply Changes

Select your Station and All Four Weeks (move to right hand box). Then select "edit dayparts" and choose M-Su 6a-12m (the standard weekly daypart) or M-Su 5a-5a (the 24 hour daypart, which will give you the largest possible cume audience estimate). Number of spots is 1. When finished, click "OK."

Add Flight

Flight Name:

Stations Available	Selected
<input checked="" type="checkbox"/> Stations <input checked="" type="checkbox"/> WVEE-FM	<input checked="" type="checkbox"/> Station <input checked="" type="checkbox"/> WVEE-FM

Weeks Available	Selected
<input checked="" type="checkbox"/> 7/29/19	<input checked="" type="checkbox"/> 7/29/19
<input checked="" type="checkbox"/> 8/5/19	<input checked="" type="checkbox"/> 8/5/19
<input checked="" type="checkbox"/> 8/12/19	<input checked="" type="checkbox"/> 8/12/19
<input checked="" type="checkbox"/> 8/19/19	<input checked="" type="checkbox"/> 8/19/19

Dayparts: M-Su 5a-5a

Spots: Length: Unit Rate:

OK



Click on "Estimates."

Schedule Name: **Monthly Cume**
Description:

SP19 SD
P 12+

Market: RICHMOND
Start/End Date: 07/29/2019 - 08/25/2019

above to set report specs

Buttons: Delete Rows, Reset Values, Move Rows, Save, Save As, Export to Excel, View/Print as PDF, Actions, Layouts, **Estimates**, Station Filter

Month: Monthly Cume Description: Add Description

You will see a list of Available Estimates. Move the slide bar down and find "Schedule Cume Persons." Click on it and it will move to the "Selected" box to the right.

Select Estimates

Favorites: 0 Available: 25 Selected: 15

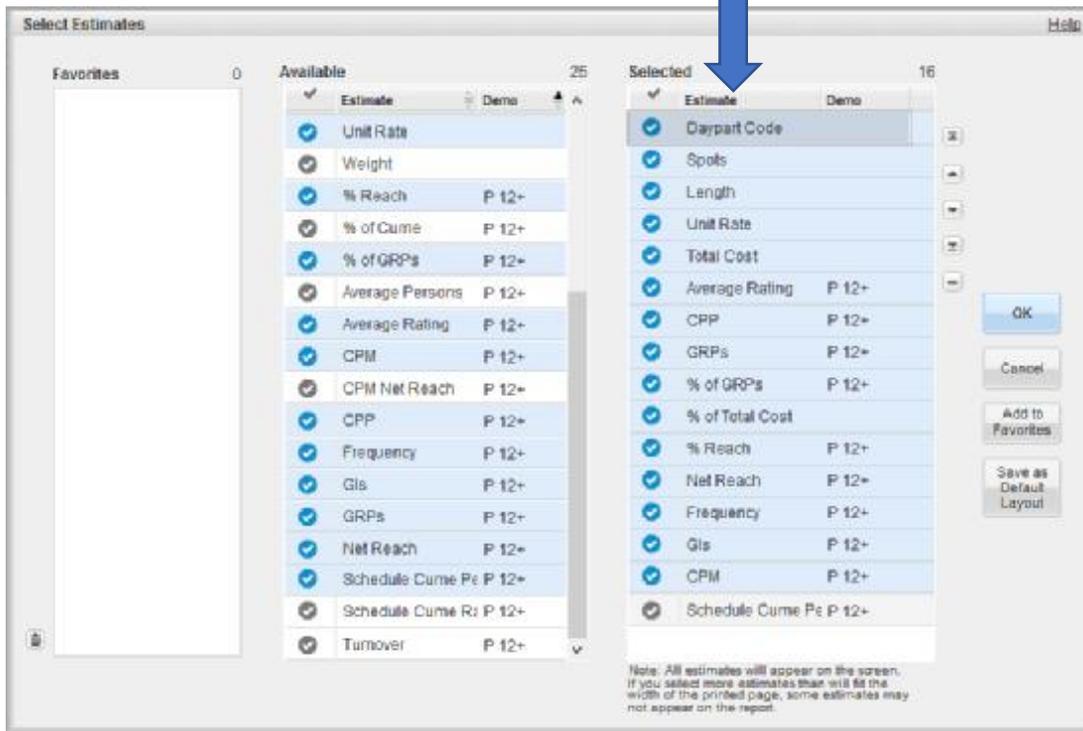
Available	Selected
<input checked="" type="checkbox"/> Unit Rate	<input checked="" type="checkbox"/> Daypart Code
<input checked="" type="checkbox"/> Weight	<input checked="" type="checkbox"/> Spots
<input checked="" type="checkbox"/> % Reach P 12+	<input checked="" type="checkbox"/> Length
<input checked="" type="checkbox"/> % of Cume P 12+	<input checked="" type="checkbox"/> Unit Rate
<input checked="" type="checkbox"/> % of GRPs P 12+	<input checked="" type="checkbox"/> Total Cost
<input checked="" type="checkbox"/> Average Persons P 12+	<input checked="" type="checkbox"/> Average Rating P 12+
<input checked="" type="checkbox"/> Average Rating P 12+	<input checked="" type="checkbox"/> CPP P 12+
<input checked="" type="checkbox"/> CPM P 12+	<input checked="" type="checkbox"/> GRPs P 12+
<input checked="" type="checkbox"/> CPM Net Reach P 12+	<input checked="" type="checkbox"/> % of GRPs P 12+
<input checked="" type="checkbox"/> CPP P 12+	<input checked="" type="checkbox"/> % of Total Cost
<input checked="" type="checkbox"/> Frequency P 12+	<input checked="" type="checkbox"/> % Reach P 12+
<input checked="" type="checkbox"/> GIs P 12+	<input checked="" type="checkbox"/> Net Reach P 12+
<input checked="" type="checkbox"/> GRPs P 12+	<input checked="" type="checkbox"/> Frequency P 12+
<input checked="" type="checkbox"/> Net Reach P 12+	<input checked="" type="checkbox"/> GIs P 12+
<input checked="" type="checkbox"/> Schedule Cume Pe P 12+	<input checked="" type="checkbox"/> CPM P 12+
<input checked="" type="checkbox"/> Schedule Cume R P 12+	
<input checked="" type="checkbox"/> Turnover P 12+	

Note: All estimates will appear on the screen. If you select more estimates than will fit the width of the printed page, some estimates may not appear on the report.

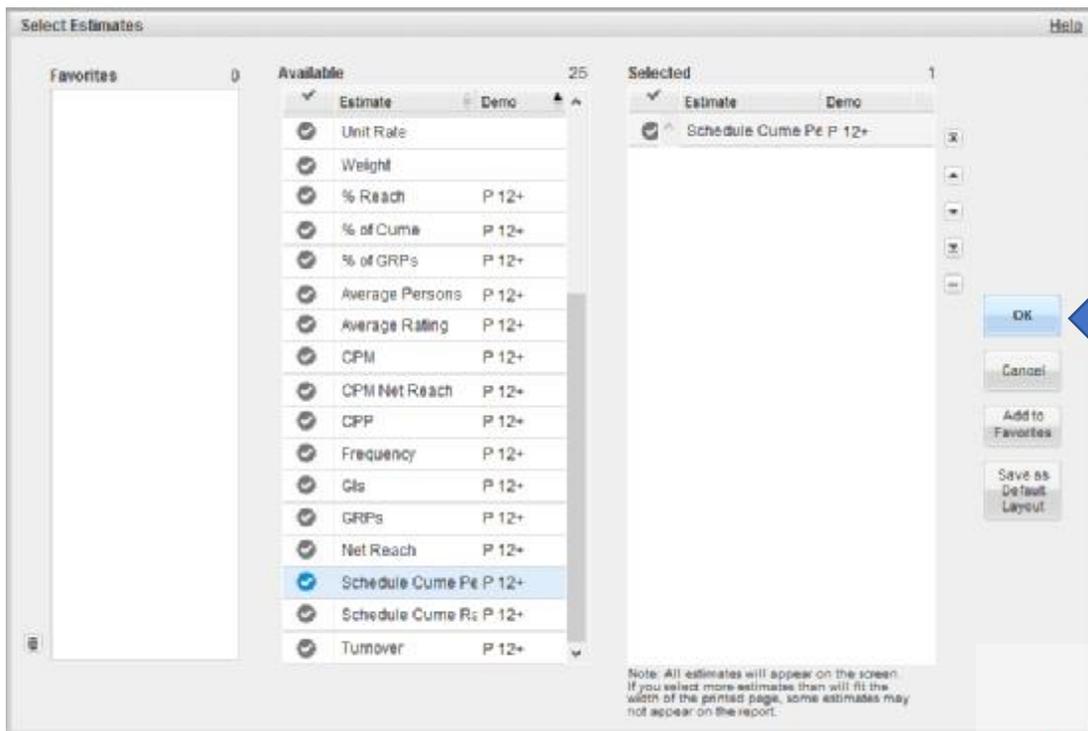
Move to the right.



Click on the first Selected Estimate, hold your shift key and select all estimates except "Schedule Cume Persons."



Click on the "-" button to the right and deselect all estimates except "Schedule Cume Persons." Click "OK."



Voila! You have a Four Week Cume Persons estimate. If you wish to see the one-week estimate, as well as the four-week estimate, you can unhide the rows.

TAPSCAN Home

Back to List Schedule Name: **Monthly Cume** Description:

Survey: SP19 SD Market: Demo: P 12+ Start/End Date:

Click the links above to set report specs

Expand/Collapse All Rows Delete Rows Reset Values Move Rows Save Save As Export to Excel View/Print as PDF Actions Layout

Schedule Name: Monthly Cume Description: Add Description

Move Row	Delete/Reset	On/Off	Daypart	Schedule Cume Persons
	<input type="checkbox"/>	★	Radio Total	204,200
	<input type="checkbox"/>	★	WCVE-FM	204,200
<input type="radio"/>	<input type="checkbox"/>	★	Flight A - 4 wks (07/29, 08/05, 08/12, 08/19)	204,200
	<input type="checkbox"/>	★	One Week Total	113,200
<input type="radio"/>	<input type="checkbox"/>	★	M-Su 5A-5A	113,200
		★	Add a Row	

At this point, you have the option of printing to PDF or sending the output to a spreadsheet.

IMPORTANT: 4 weeks is as far as you can go for a Cume Persons estimate!!
The model built into TAPSCAN will not increase the size of the Cume beyond four weeks (so NO 52-week Cume is possible).

