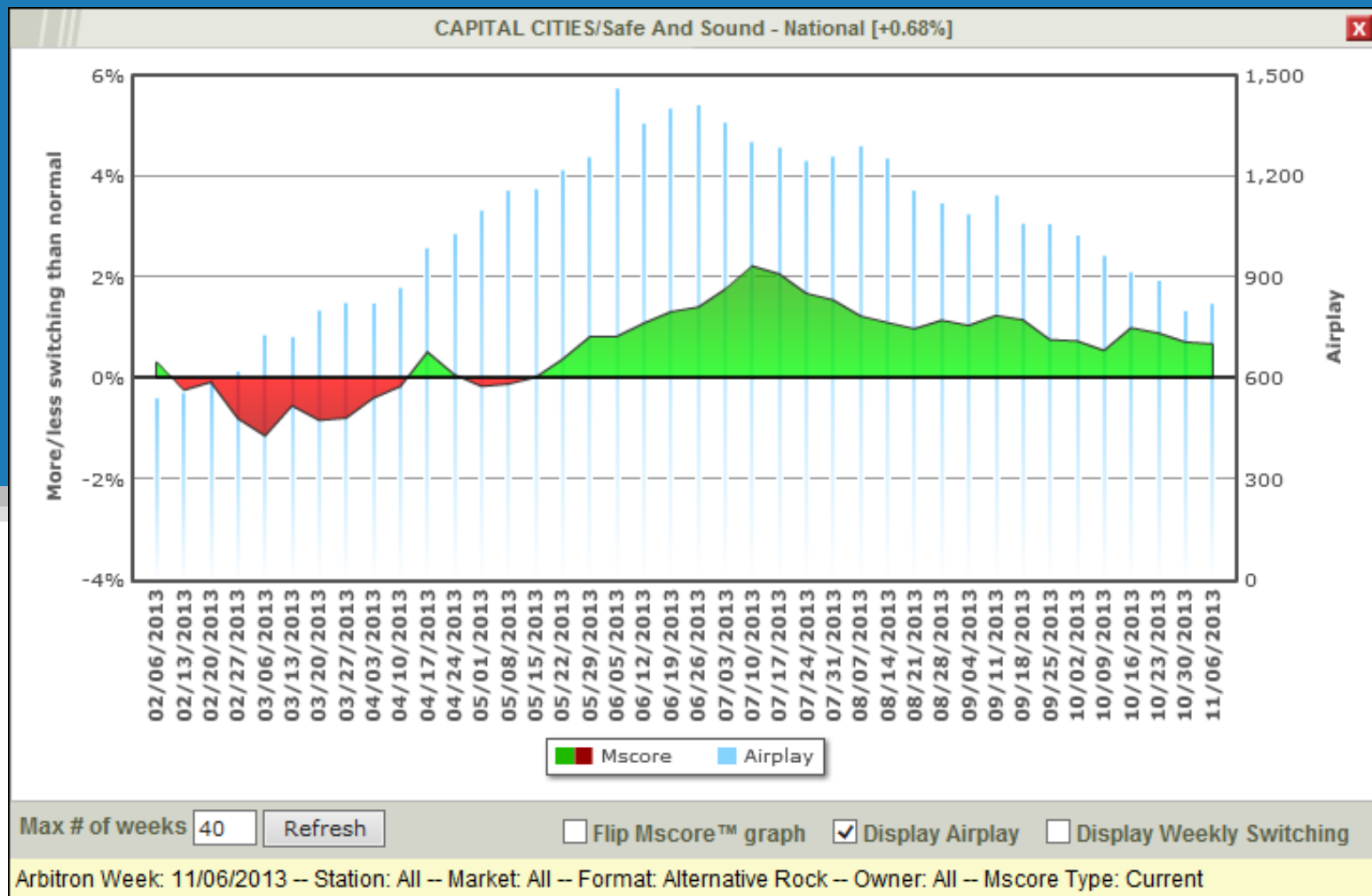


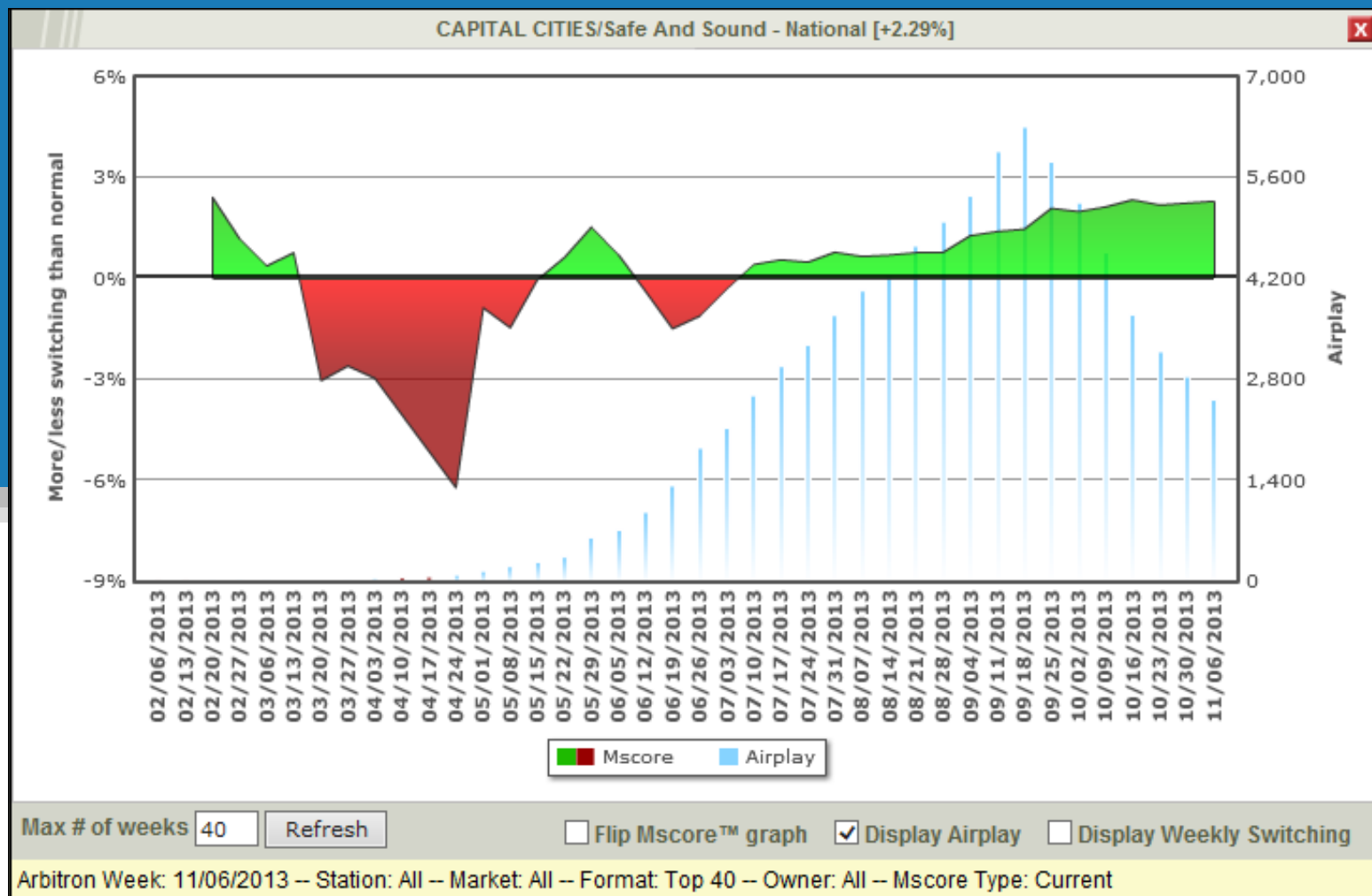
The Anatomy of the Year's Top Songs.

Media Monitors Mscore Revealed

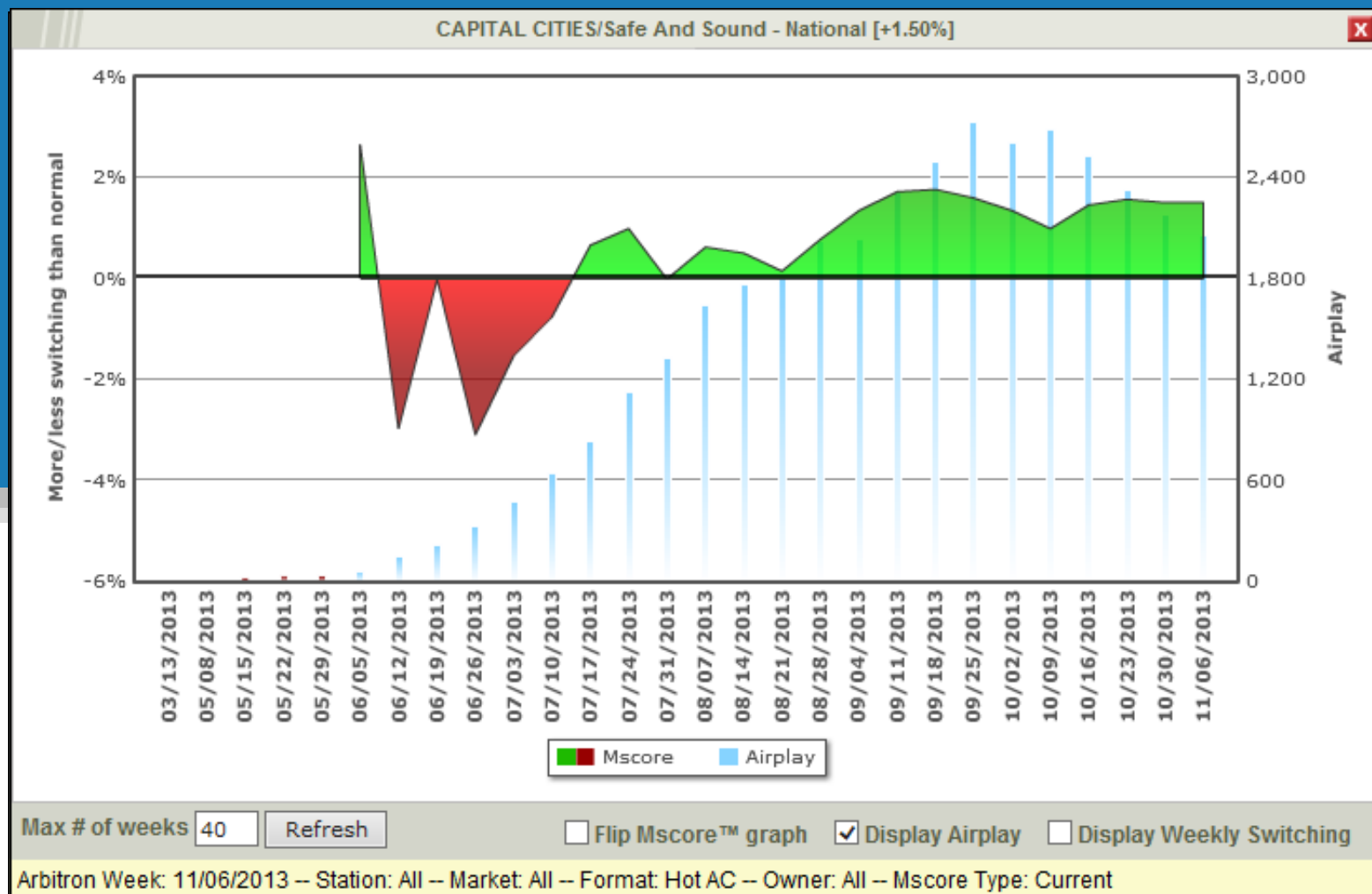
Capital Cities / Safe And Sound



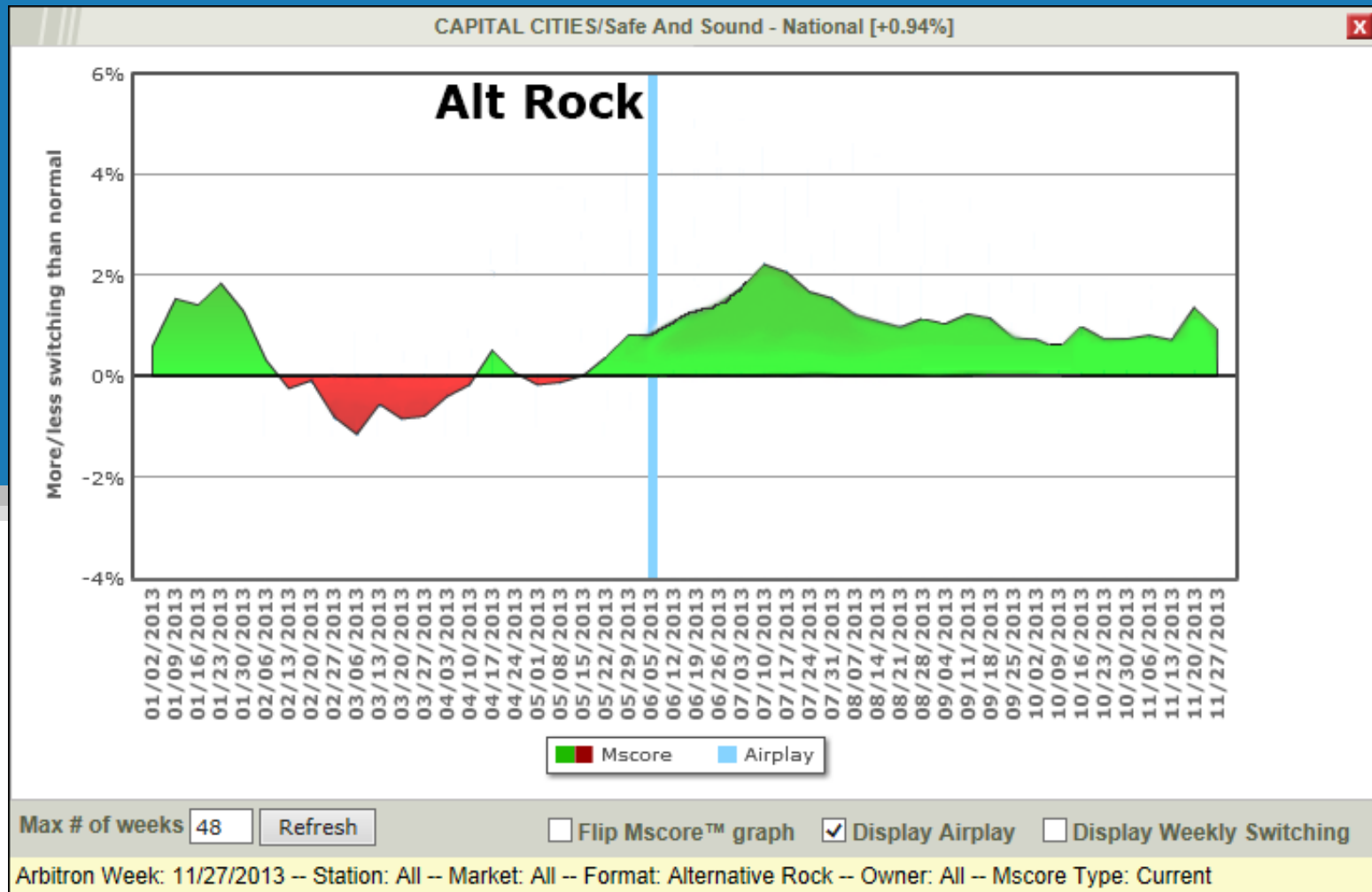
Capital Cities / Safe And Sound



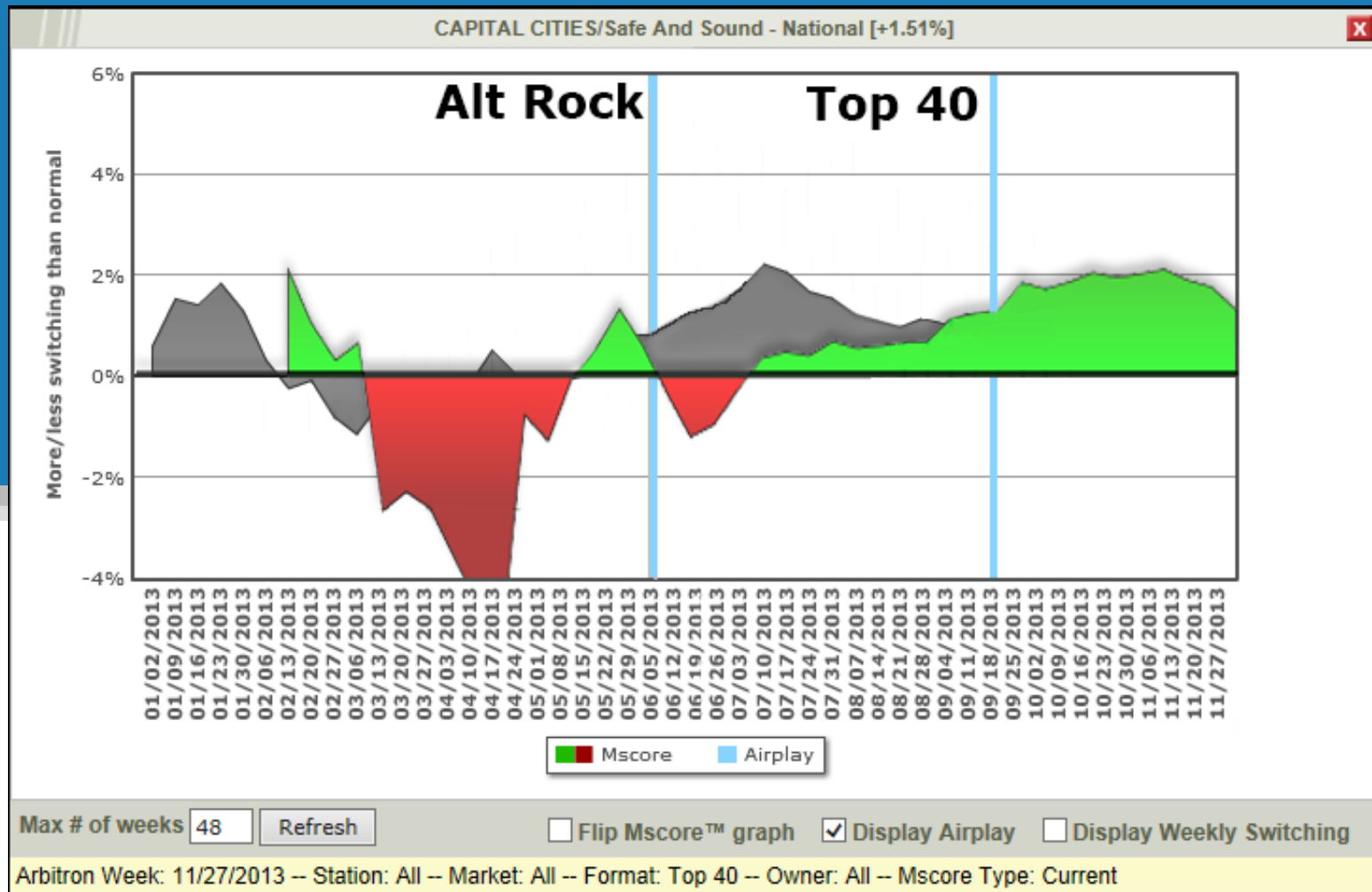
Capital Cities / Safe And Sound



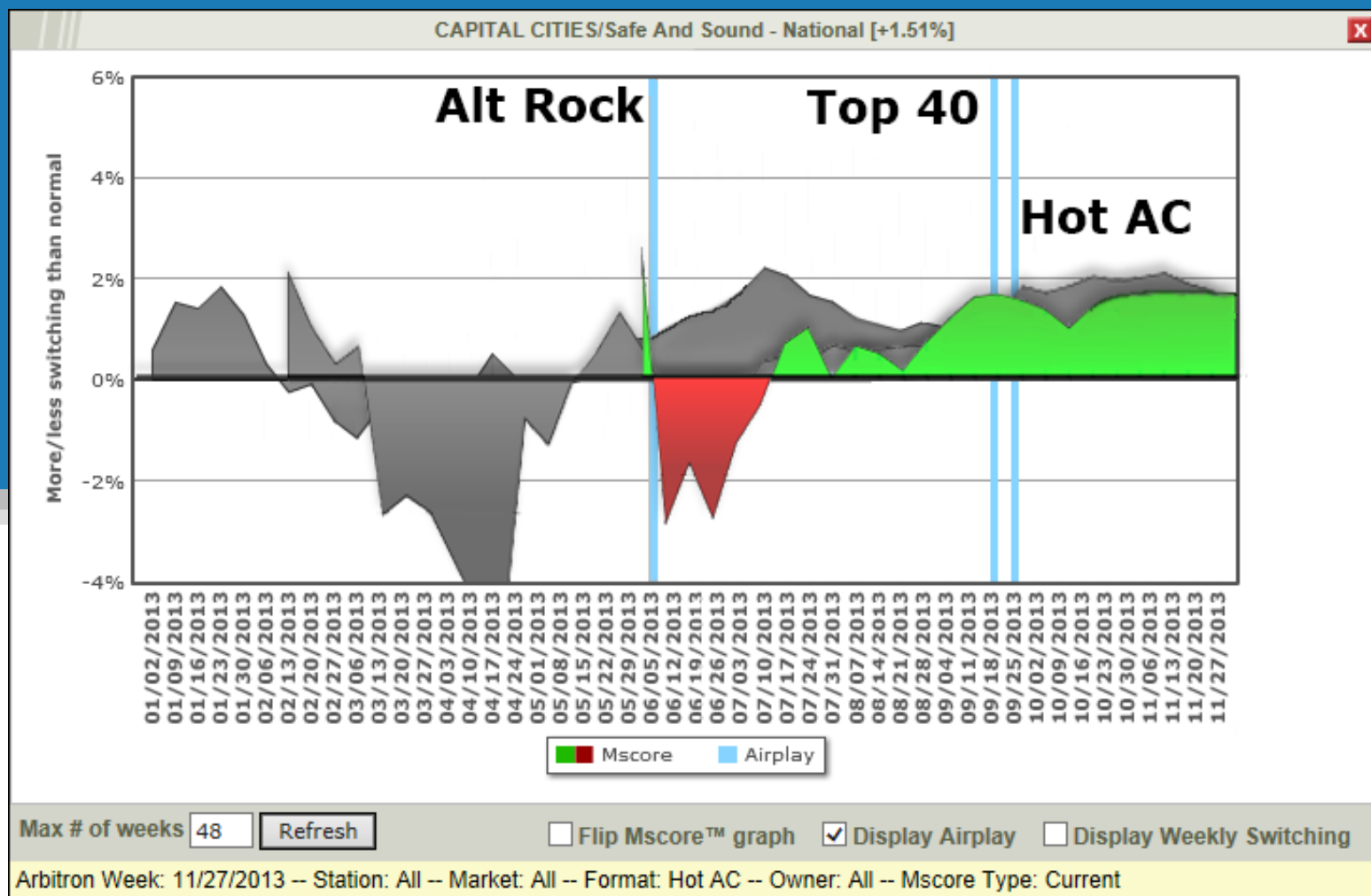
Capital Cities / Safe And Sound



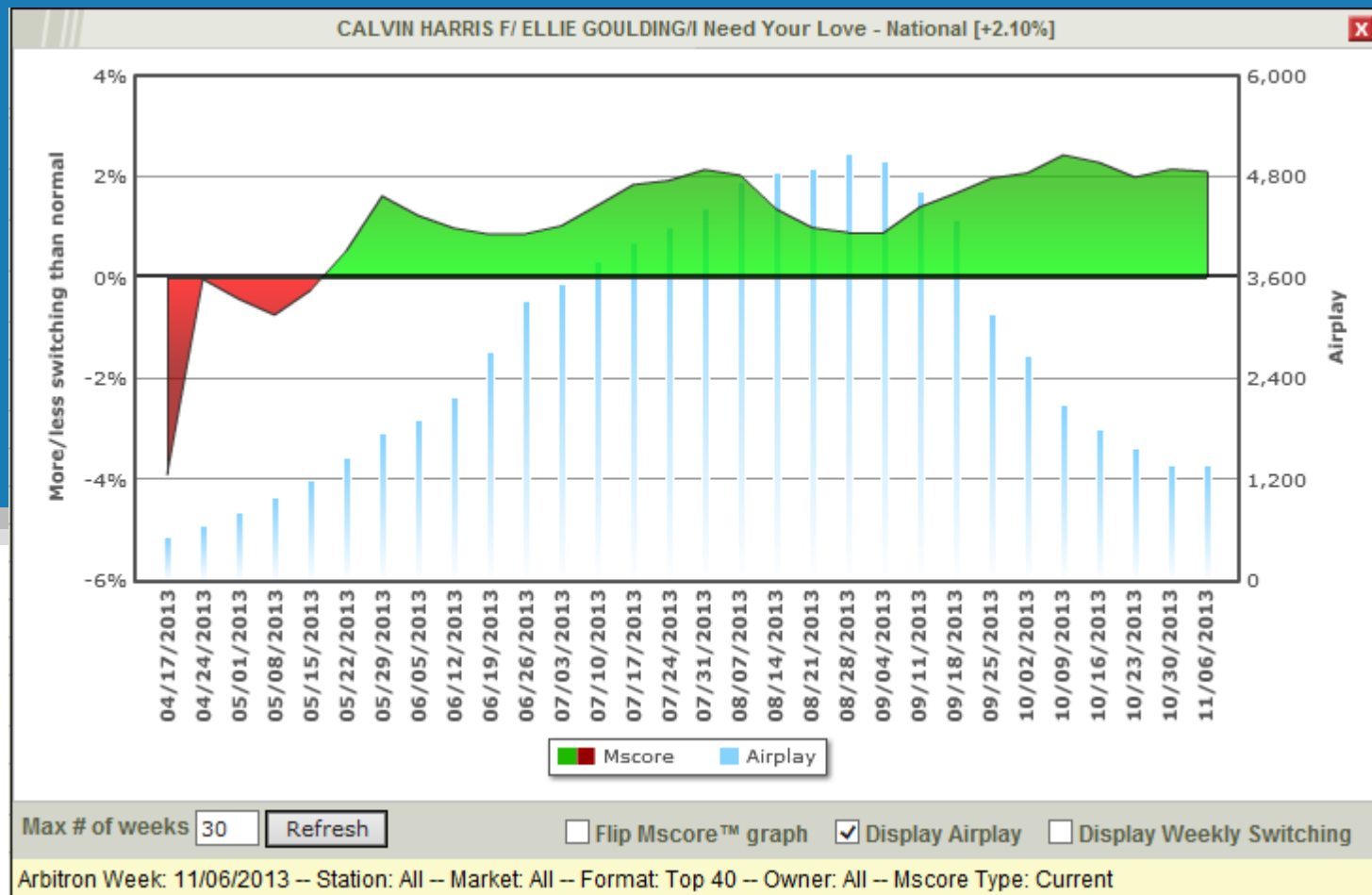
Capital Cities / Safe And Sound



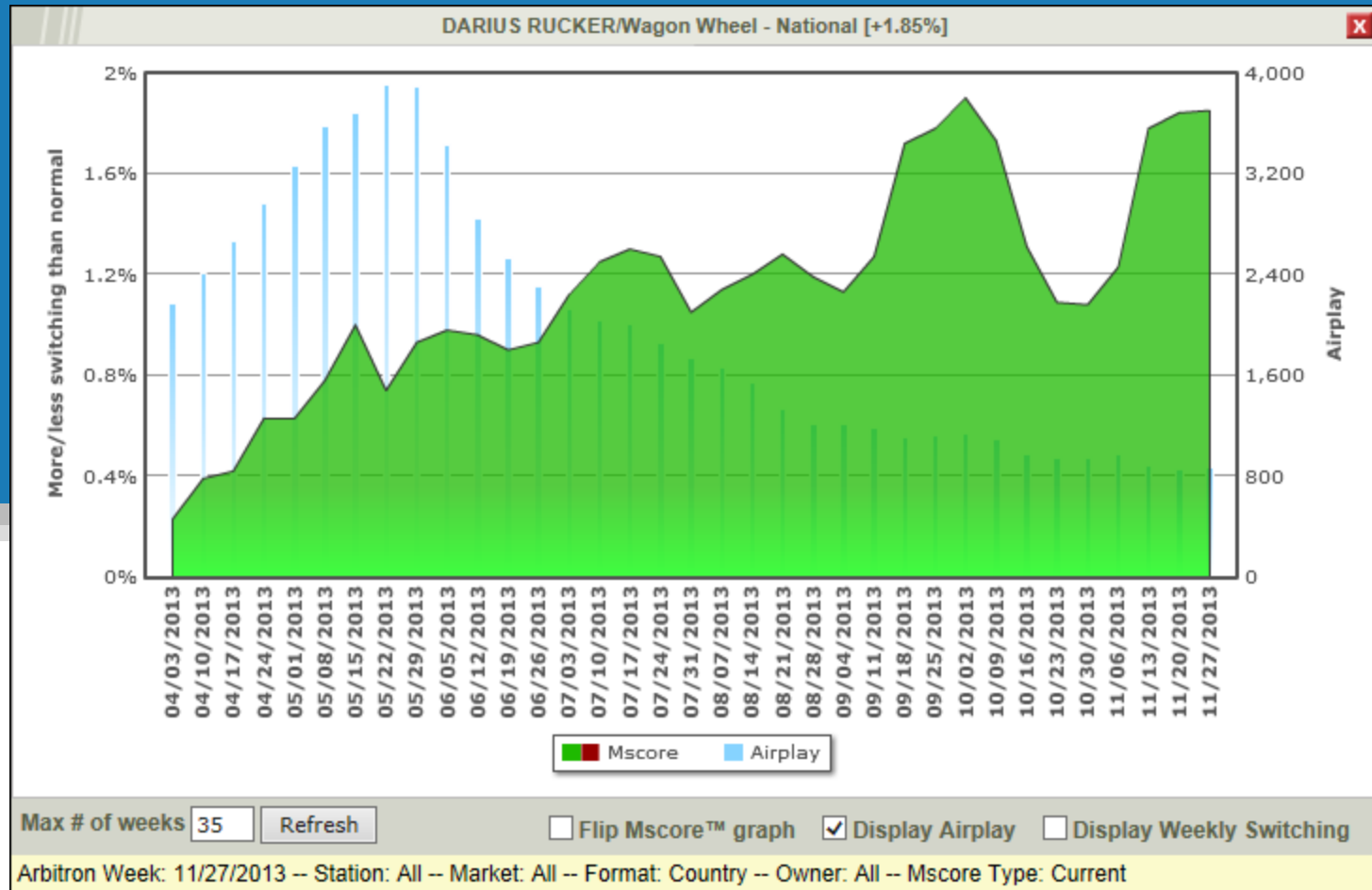
Capital Cities / Safe And Sound



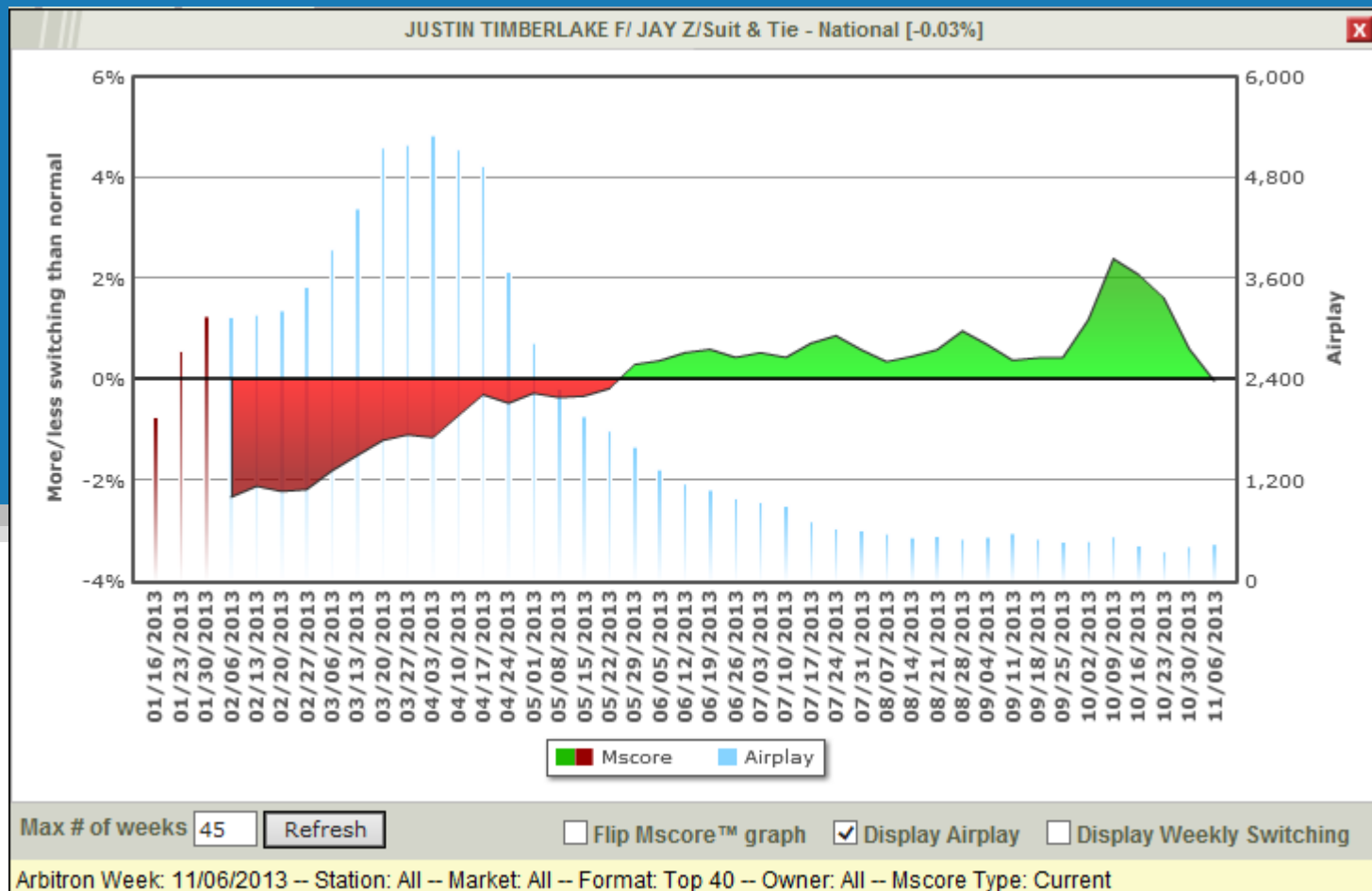
Calvin Harris Ellie Goulding / I Need Your Love



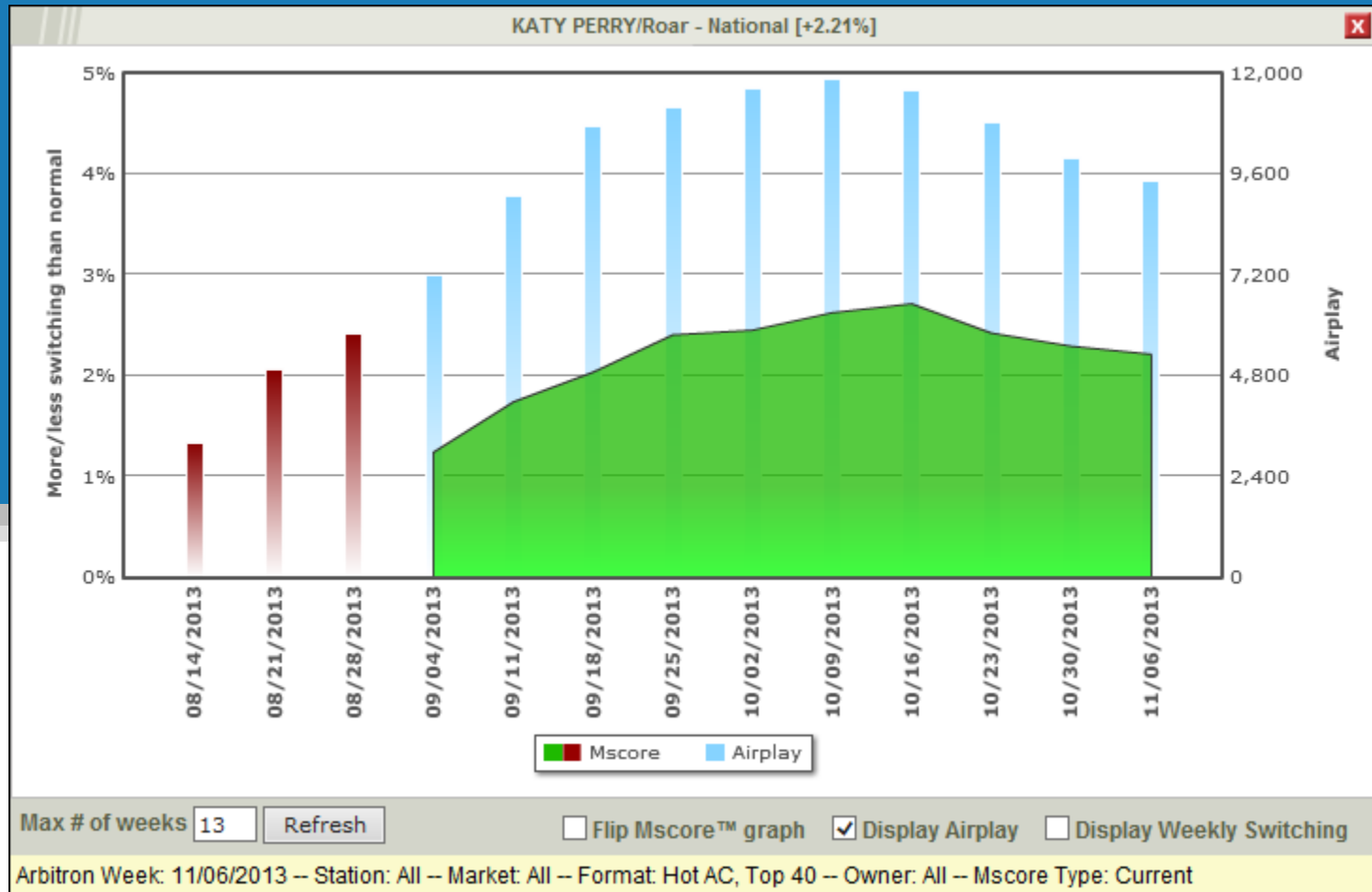
Darius Rucker / Wagon Wheel



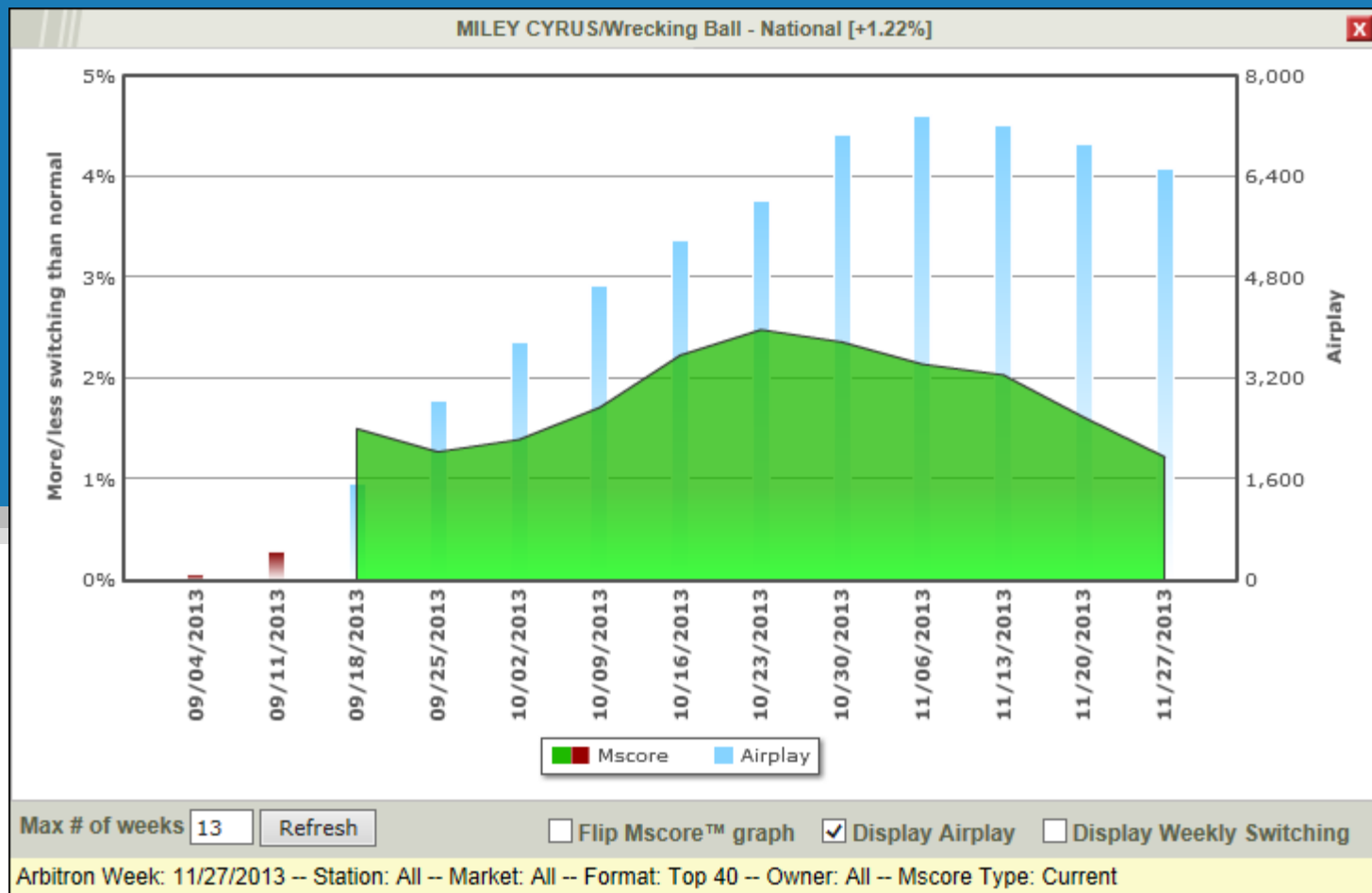
Justin Timberlake featuring Jay Z / Suit & Tie



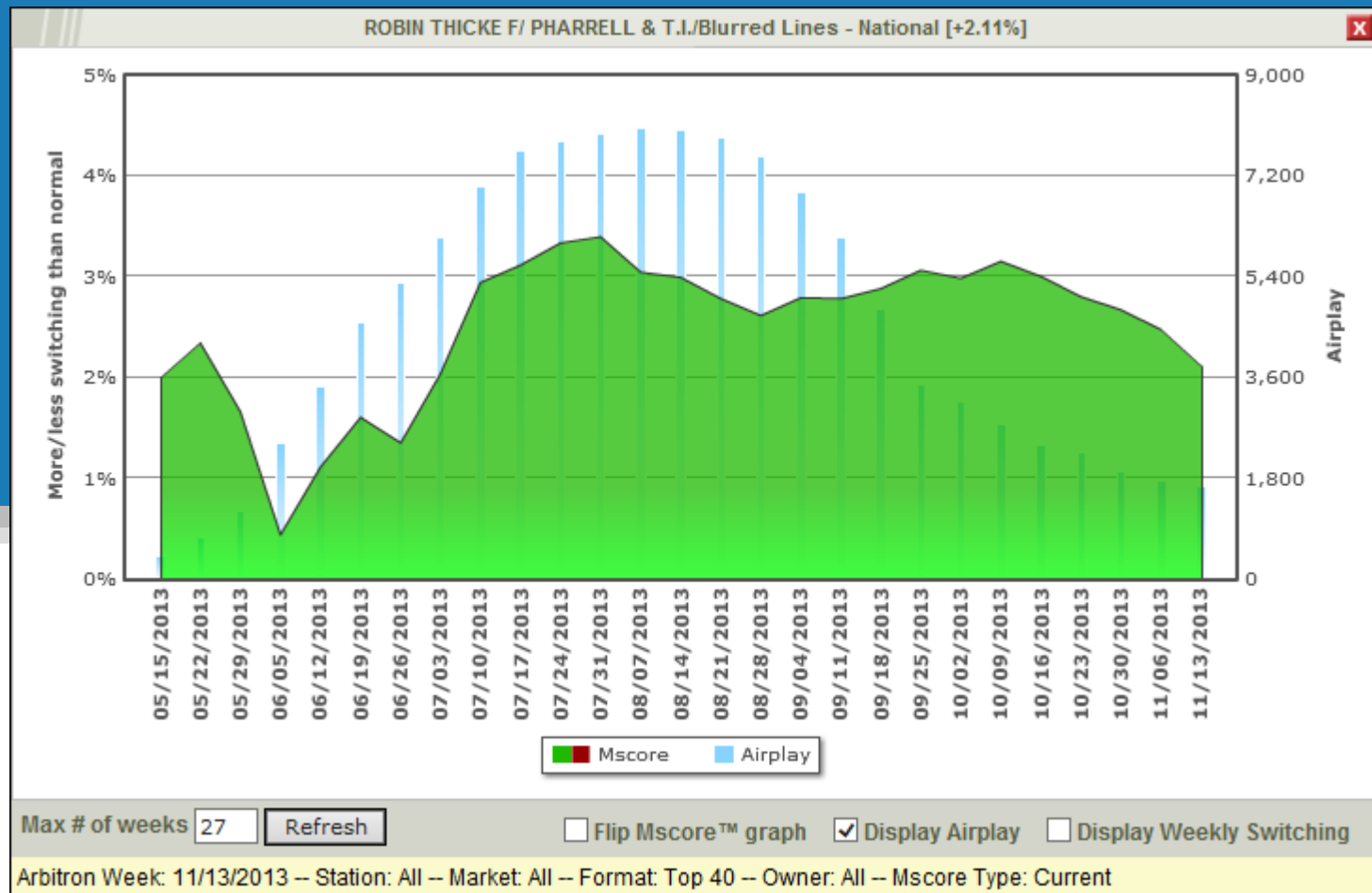
Katy Perry / Roar National



Miley Cyrus / Wrecking Ball



Robin Thicke featuring Pharrell / Blurred Lines



Mscore – Current – Gold - Custom

The image displays three overlapping screenshots of the Mscore software interface, illustrating the progression from a standard 'Current' calculation to a fully customized 'Custom' calculation.

Left Screenshot (Current):

- Media Selection: WISN-AM/Milwaukee
- PPM Week: 11.07.2013 to 11.13.2013
- Min Song Airplay (Week): 11
- Mscore Calculation Type: Current
- Moving Average: 4 weeks
- A week qualifies if it has 6 spins minimum
- Buttons: Go, Save as

Middle Screenshot (Gold):

- Media Selection: WISN-AM/Milwaukee
- PPM Week: 11.07.2013 to 11.13.2013
- Min Song Airplay (Week): 11
- Mscore Calculation Type: Gold
- Moving Average: 13 weeks
- A week qualifies if it has 1 spin minimum
- Buttons: Go, Save as

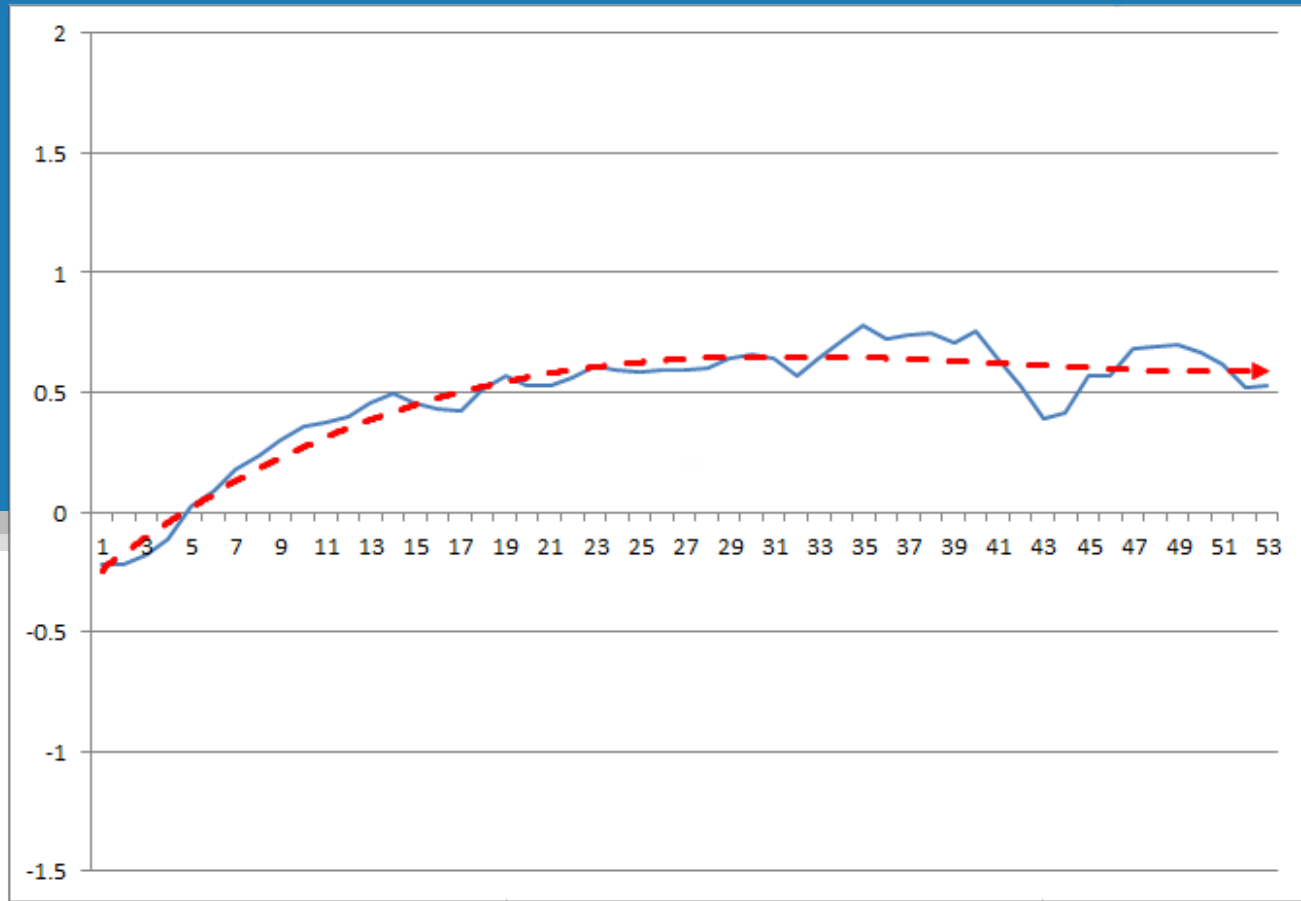
Right Screenshot (Custom):

- Media Selection: WISN-AM/Milwaukee
- PPM Week: 11.07.2013 to 11.13.2013
- Min Song Airplay (Week): 11
- Mscore Calculation Type: Custom
- Moving Average: [] weeks
- A week qualifies if...
- It has [] spins minimum
- and
- ☐ Less than 50% overnight
- and
- ☐ Switching does not exceed ± [] %
- Buttons: Go, Save as template...

All Songs – All Formats – Mscore Averages

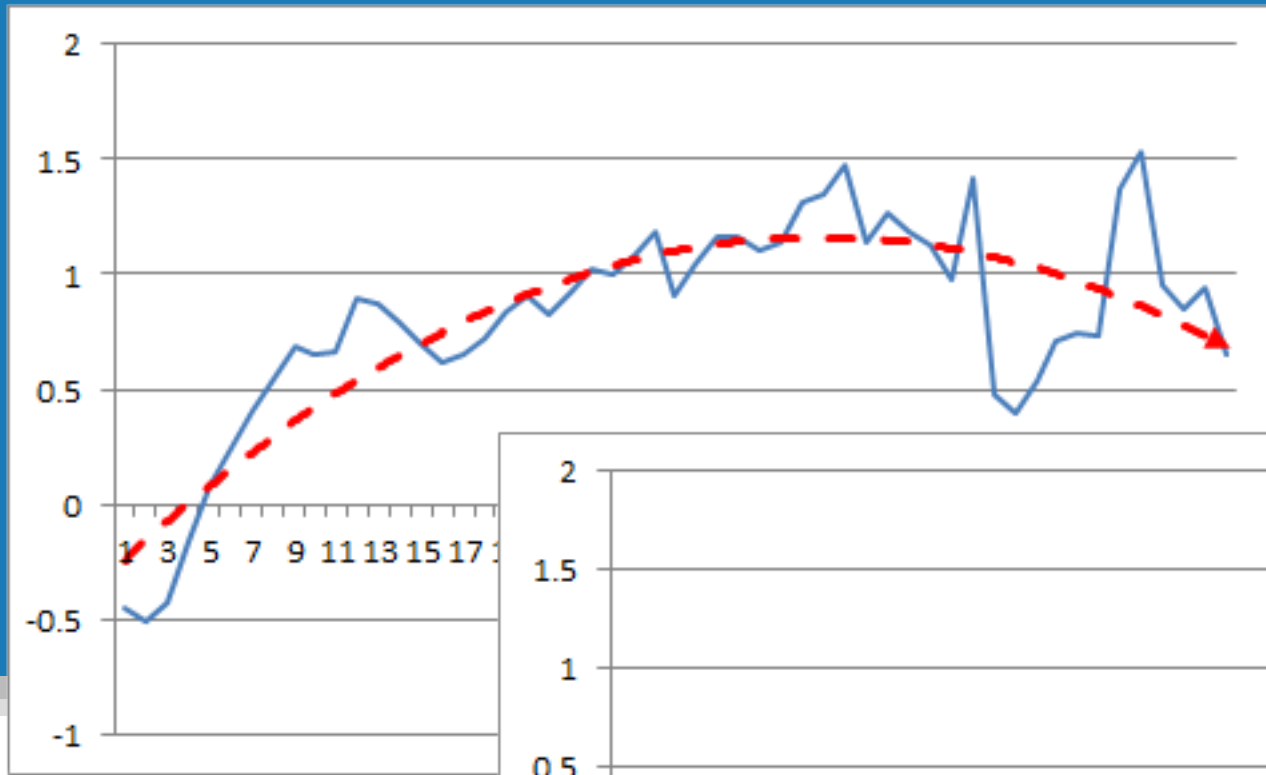
776 songs

All Songs – All Formats – Mscore Averages

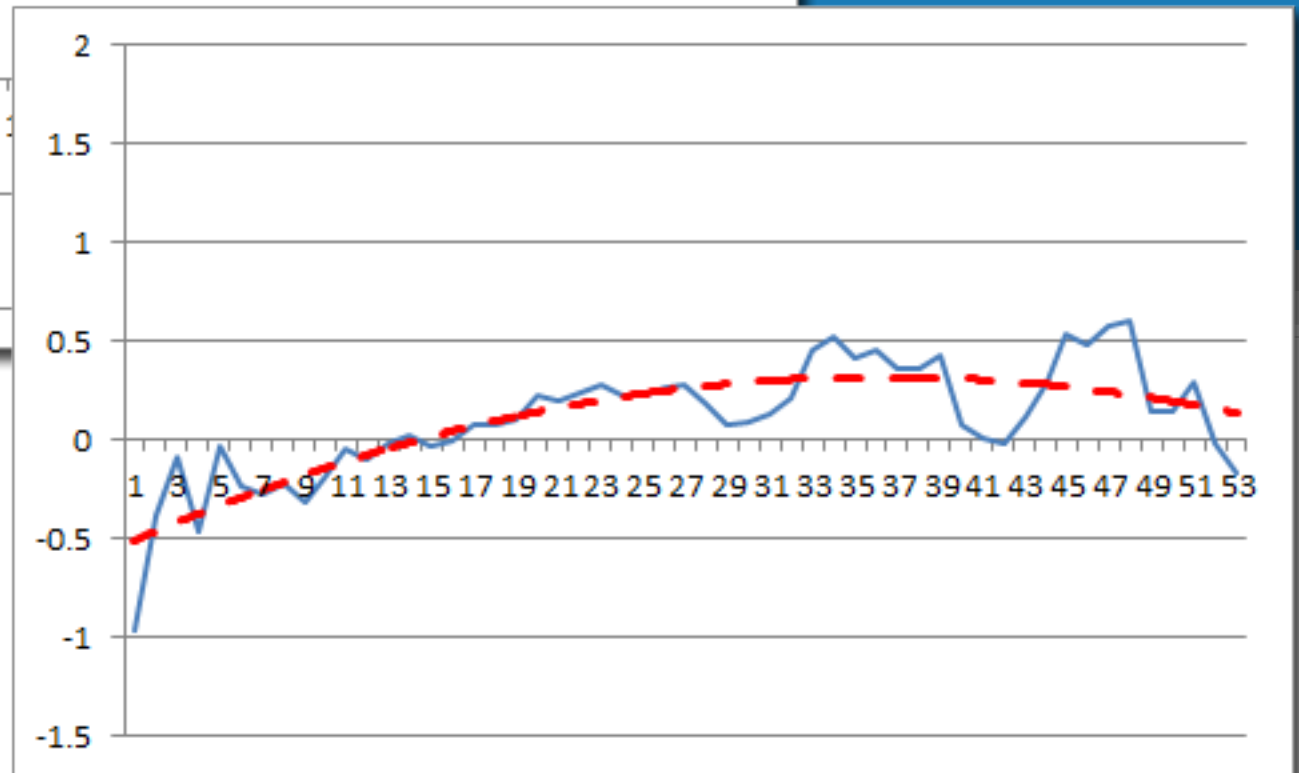


776 songs

Urban

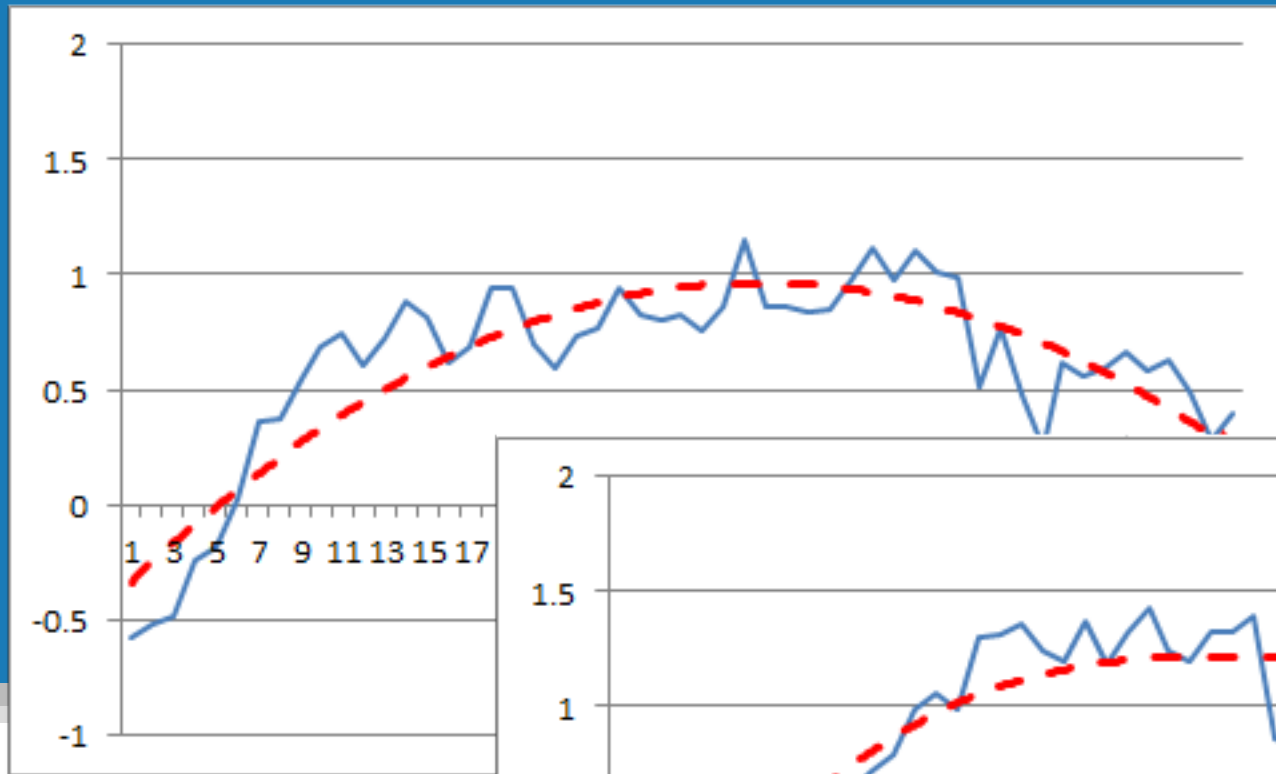


Urban AC

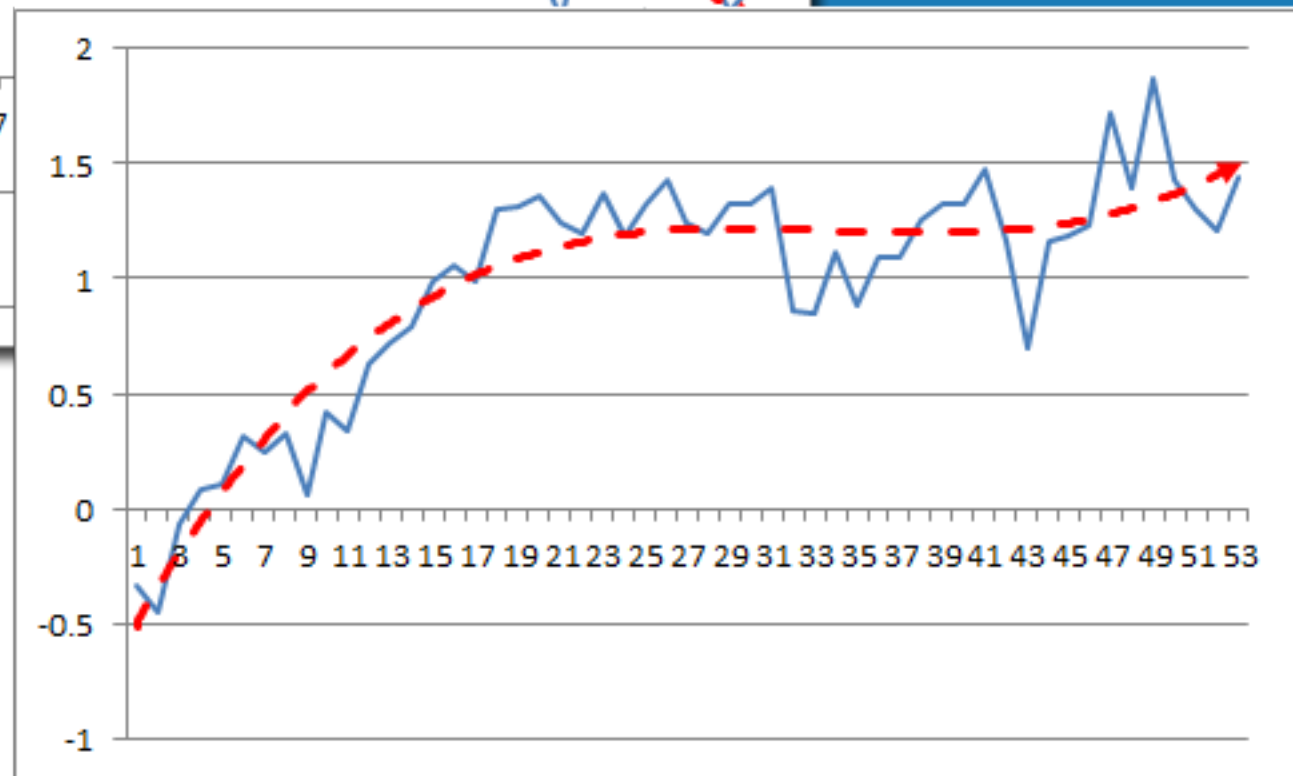


26 songs

Top 40

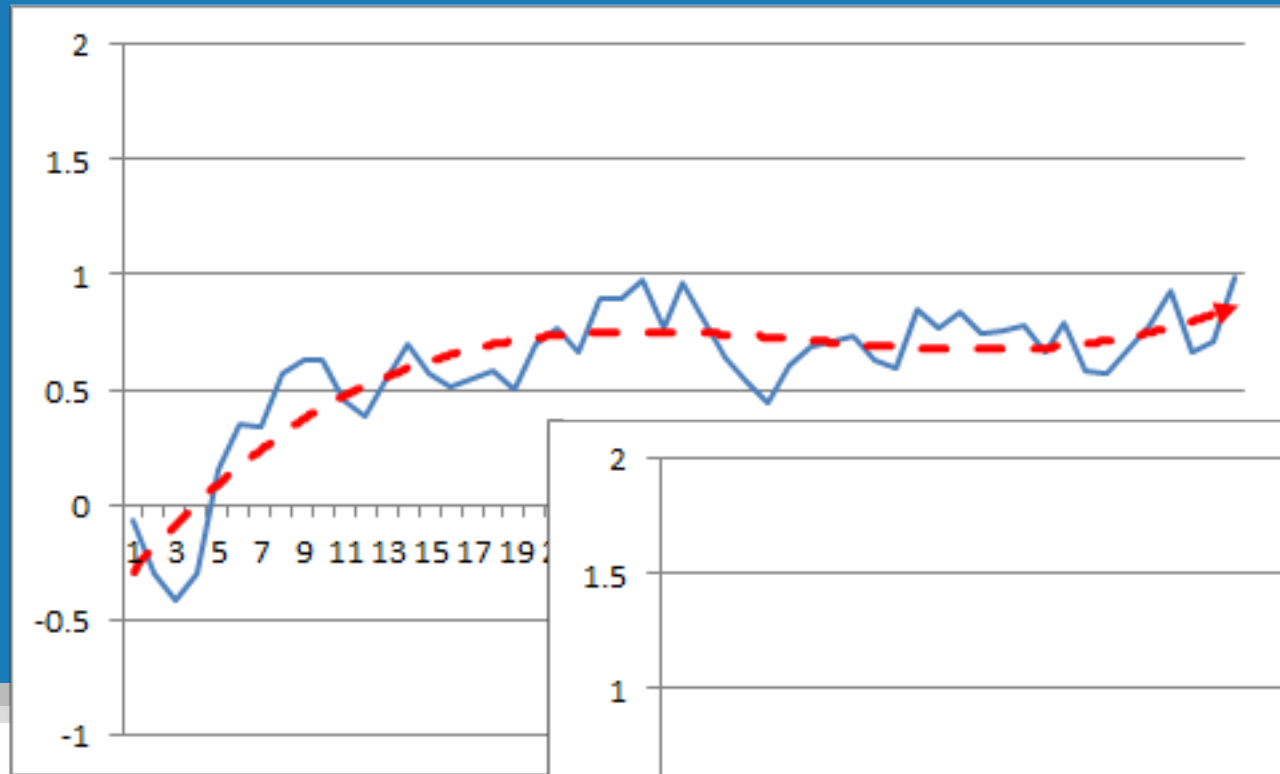


Rhythmic CHR

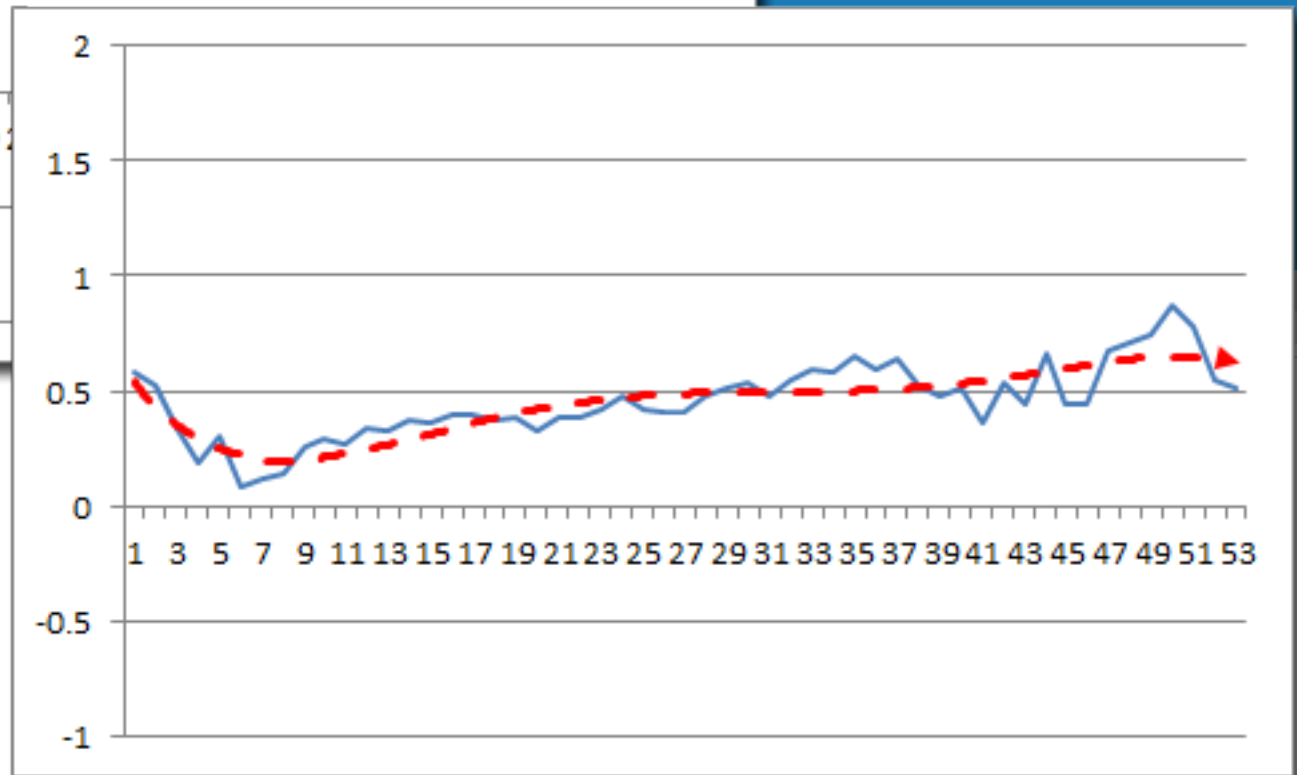


48 songs

Spanish Contemporary

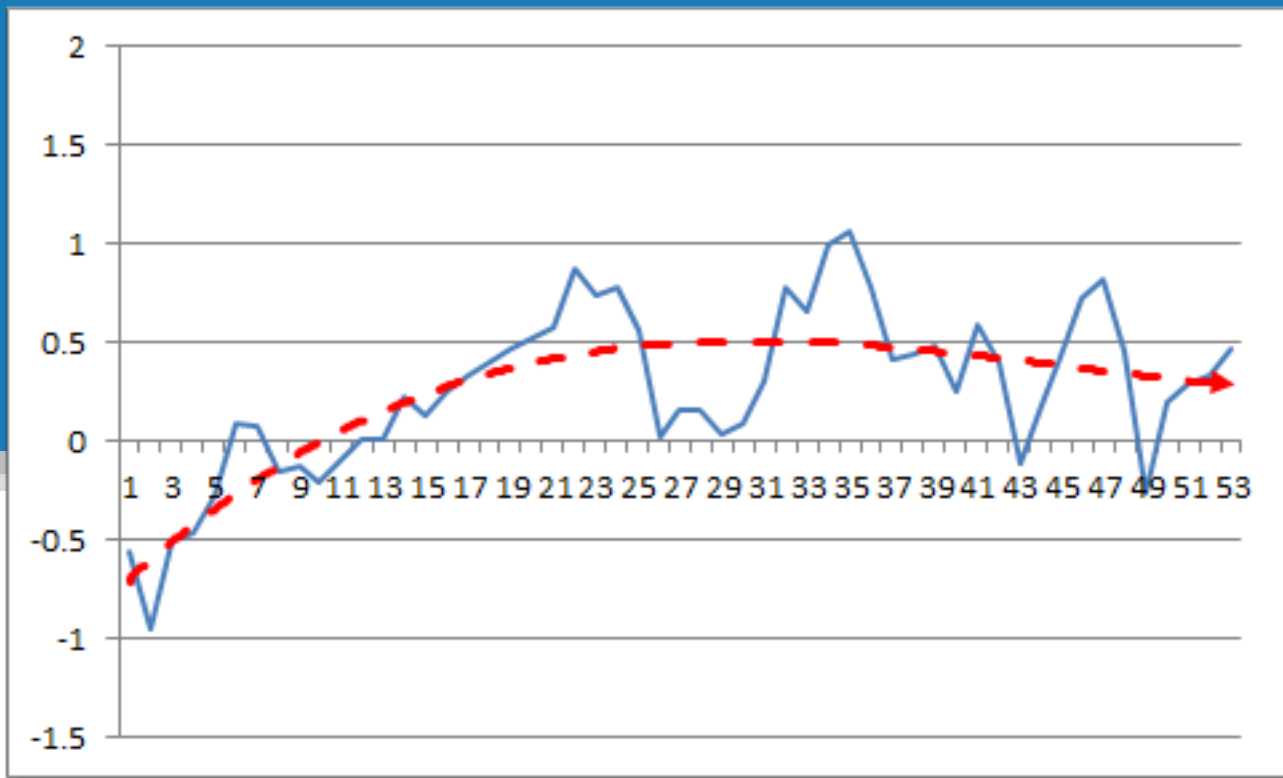


Regional Mexican



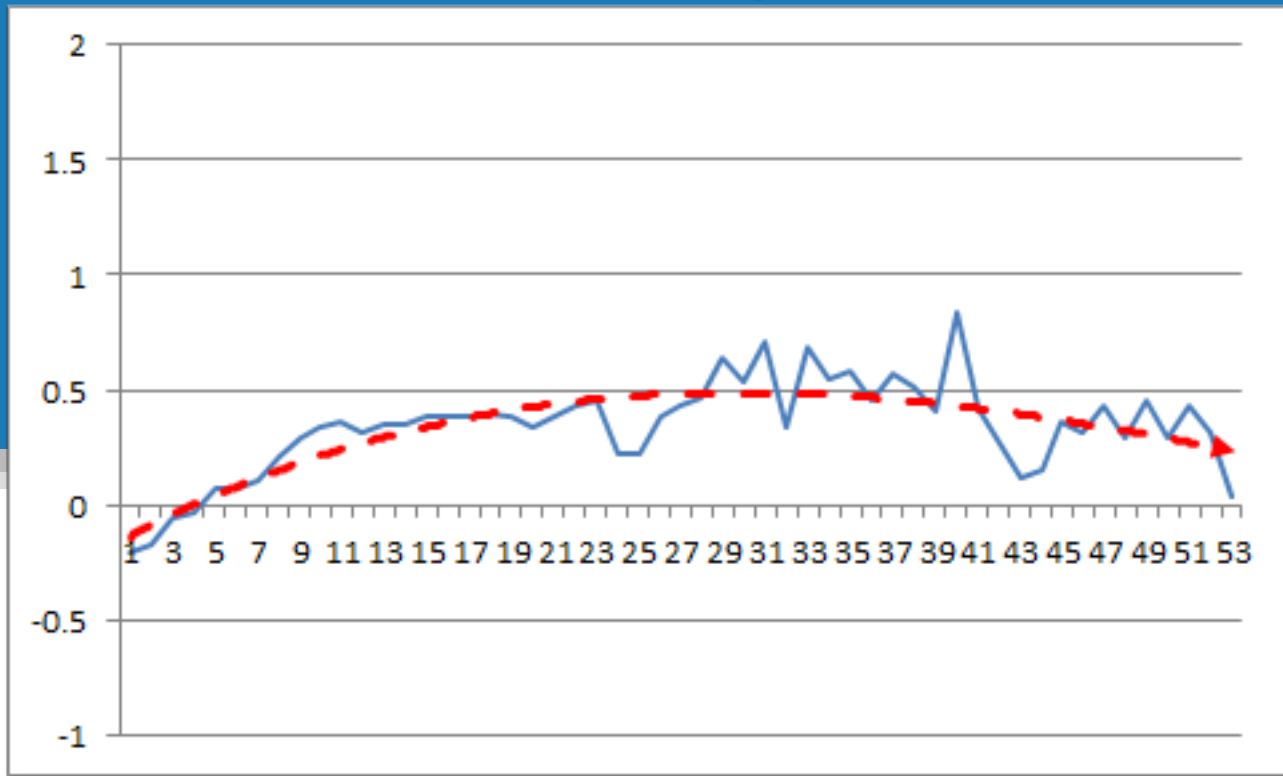
91 songs

Hot AC



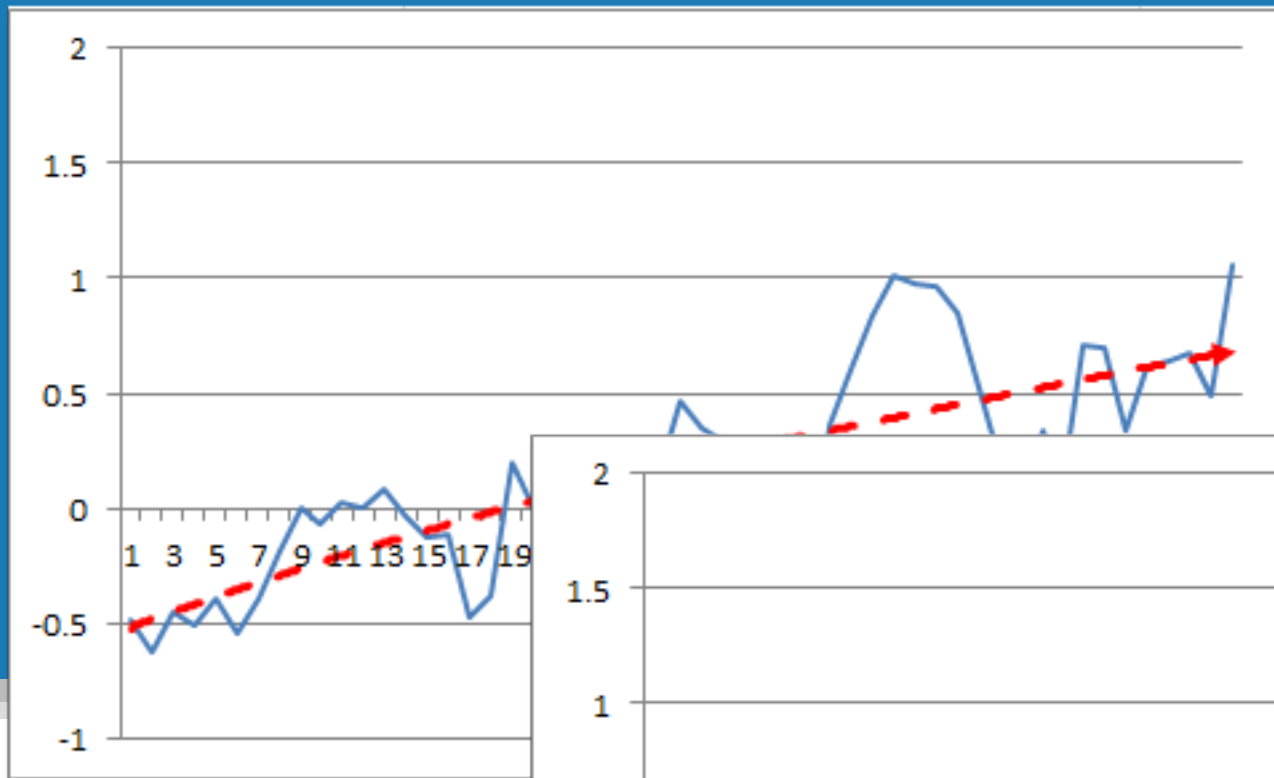
41 songs

Country

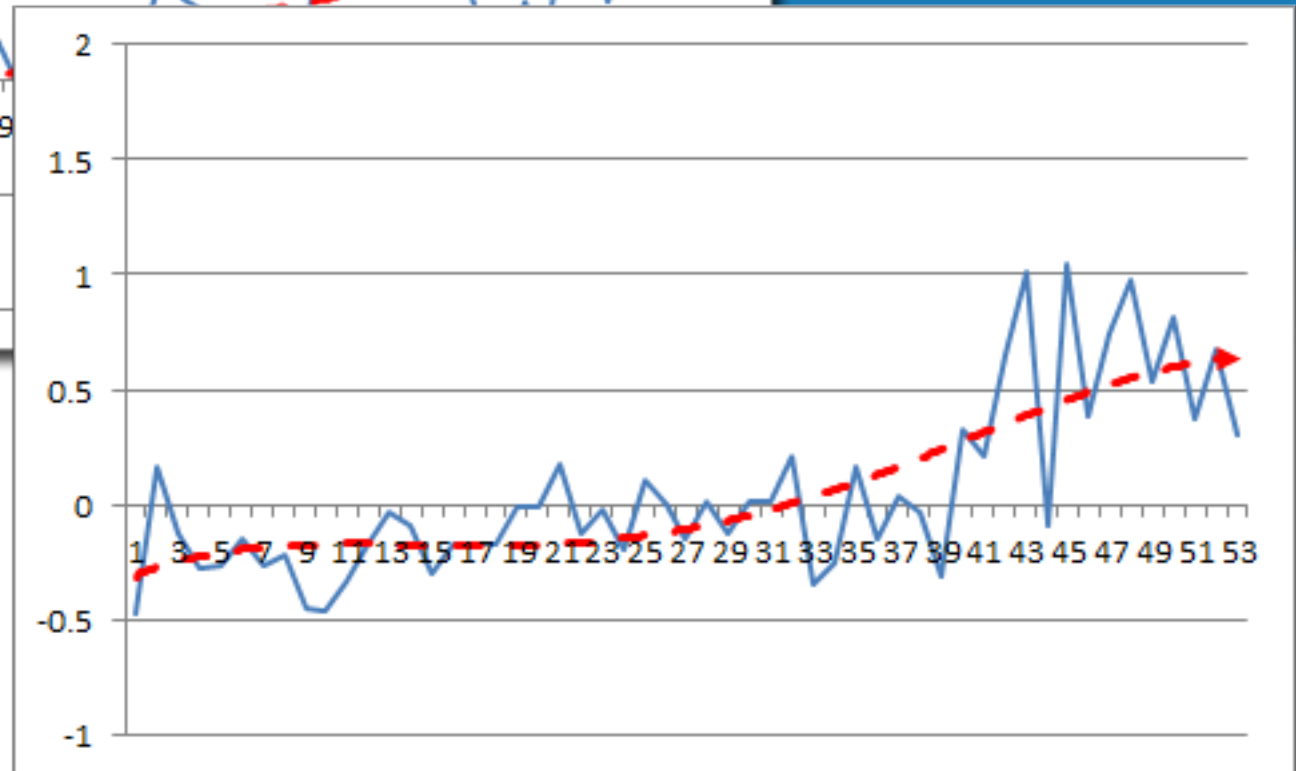


136 songs

Alternative Rock

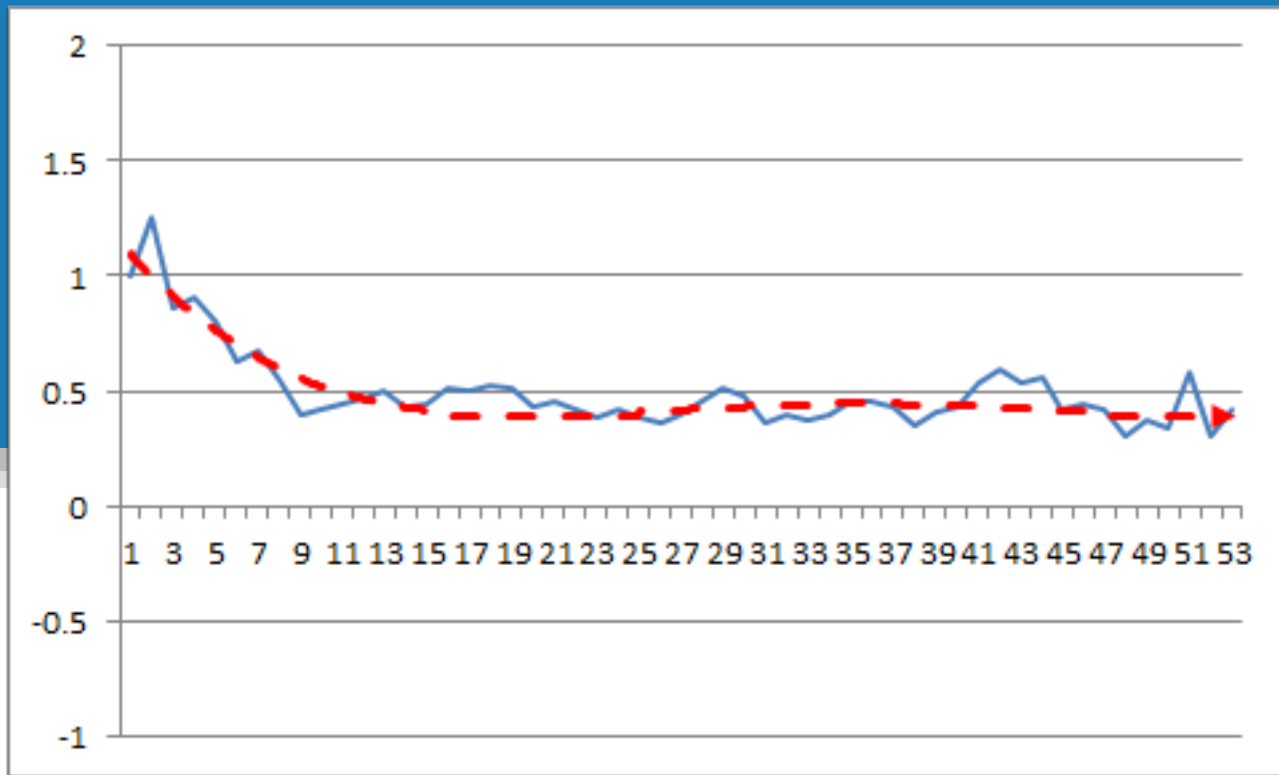


Active Rock



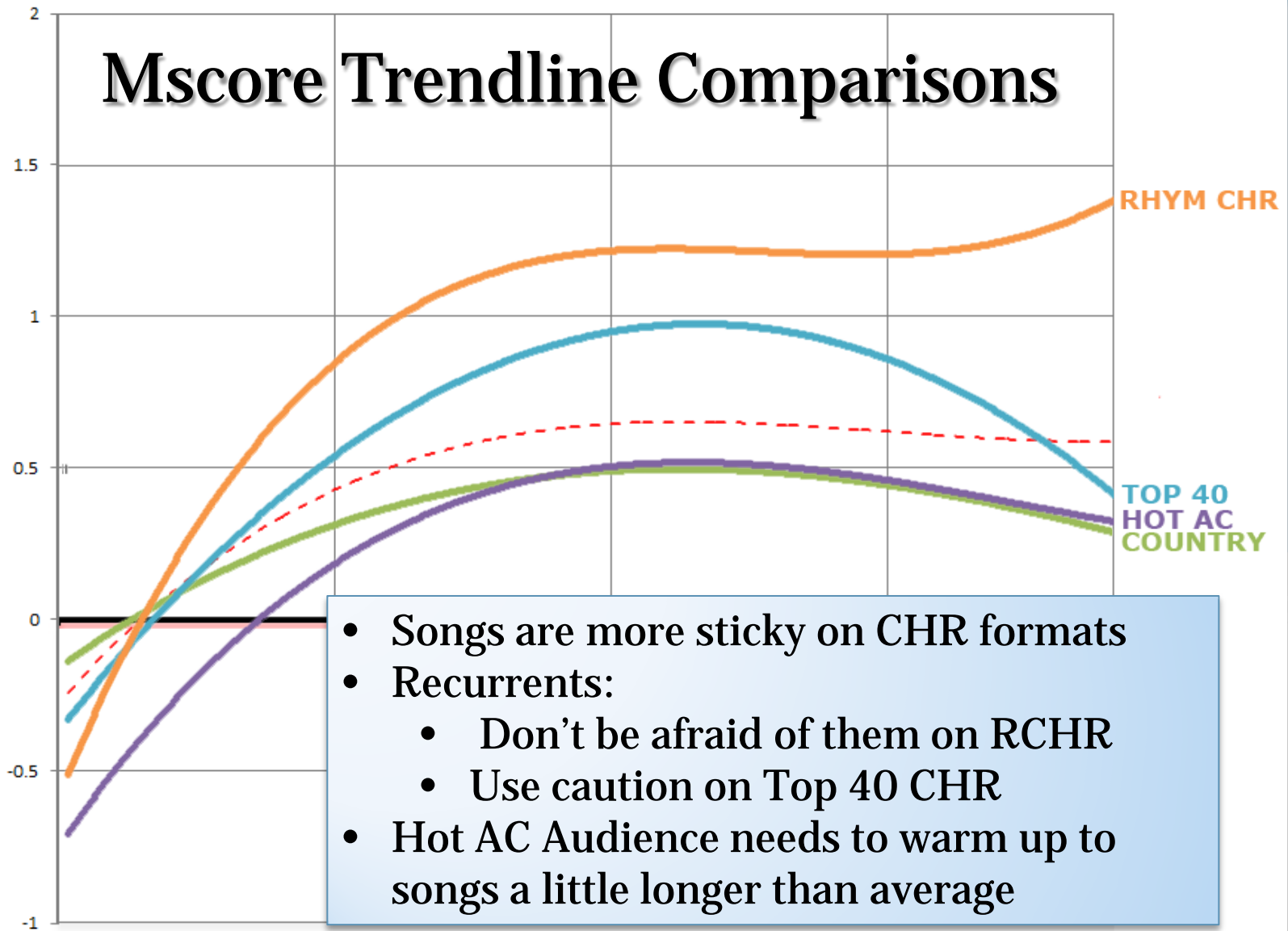
29 songs

Christian AC

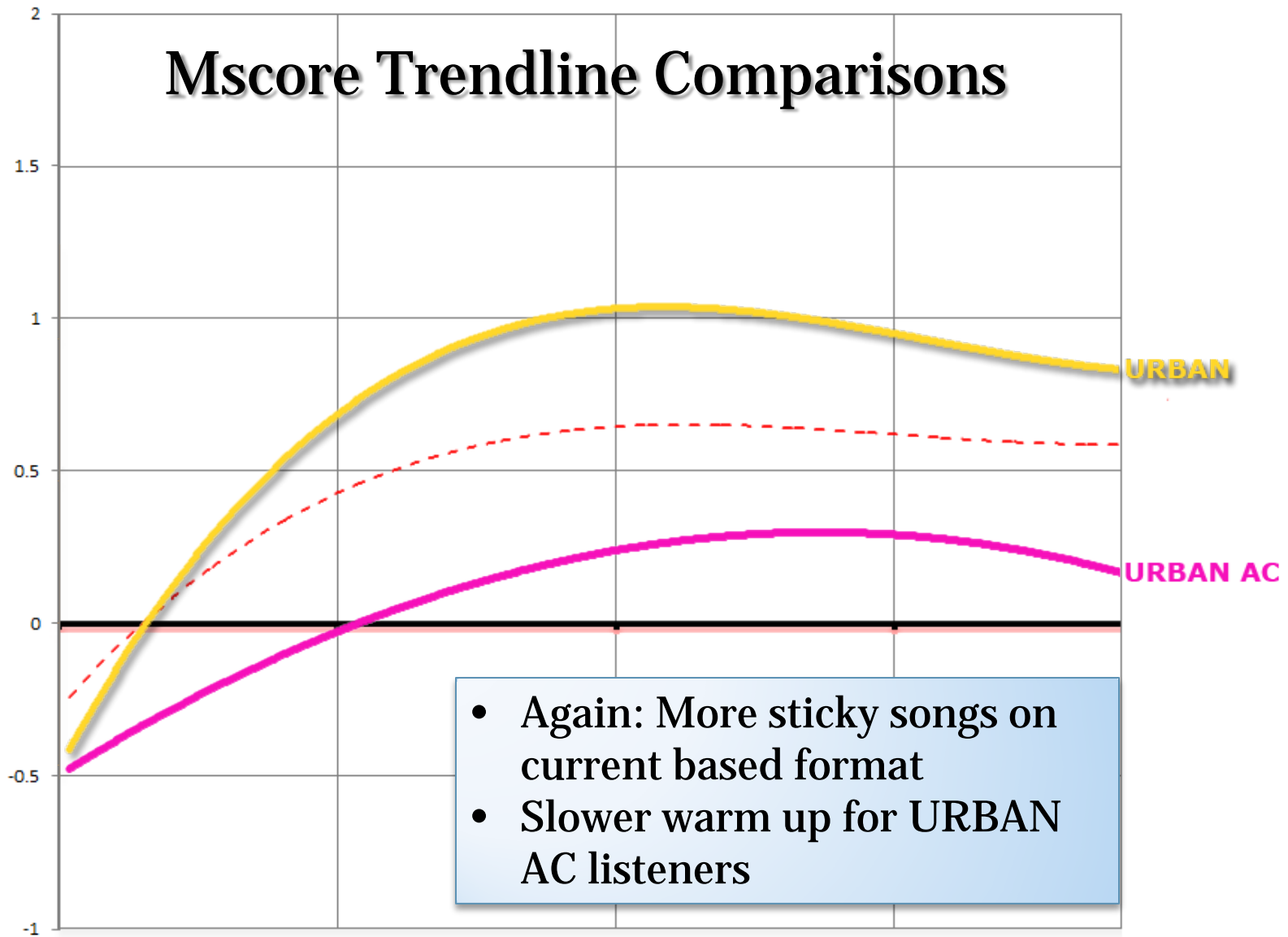


42 songs

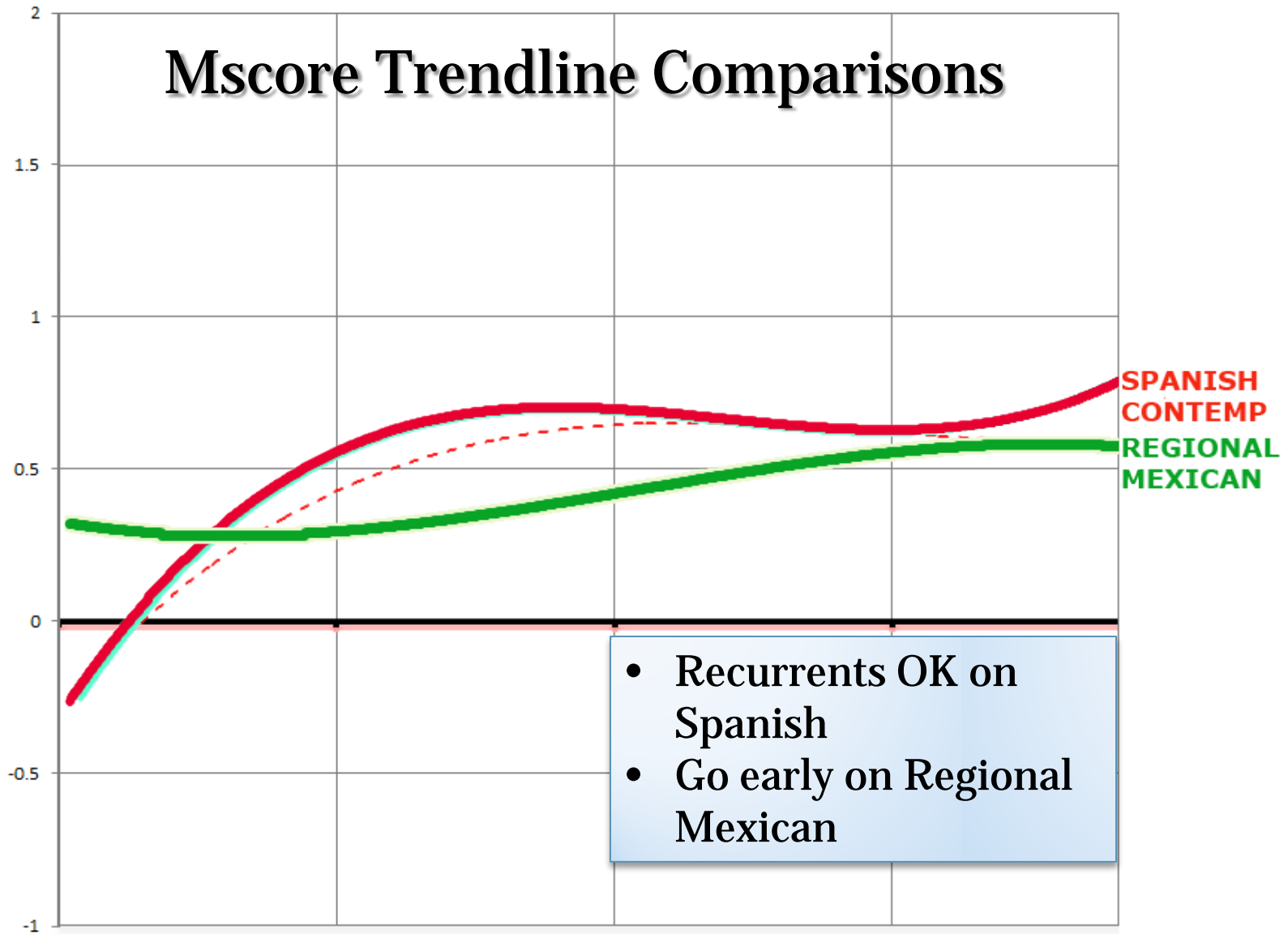
Mscore Trendline Comparisons



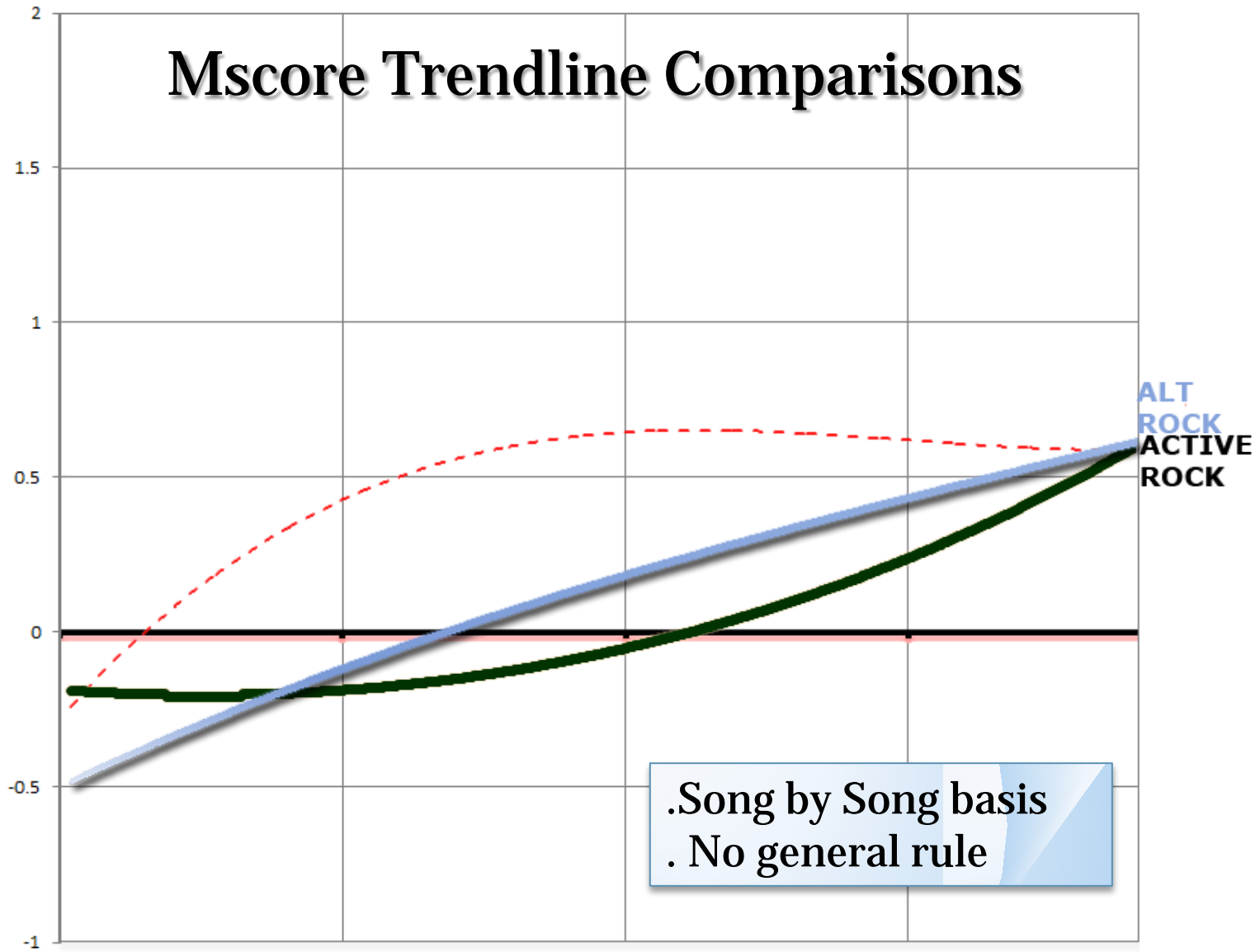
Mscore Trendline Comparisons



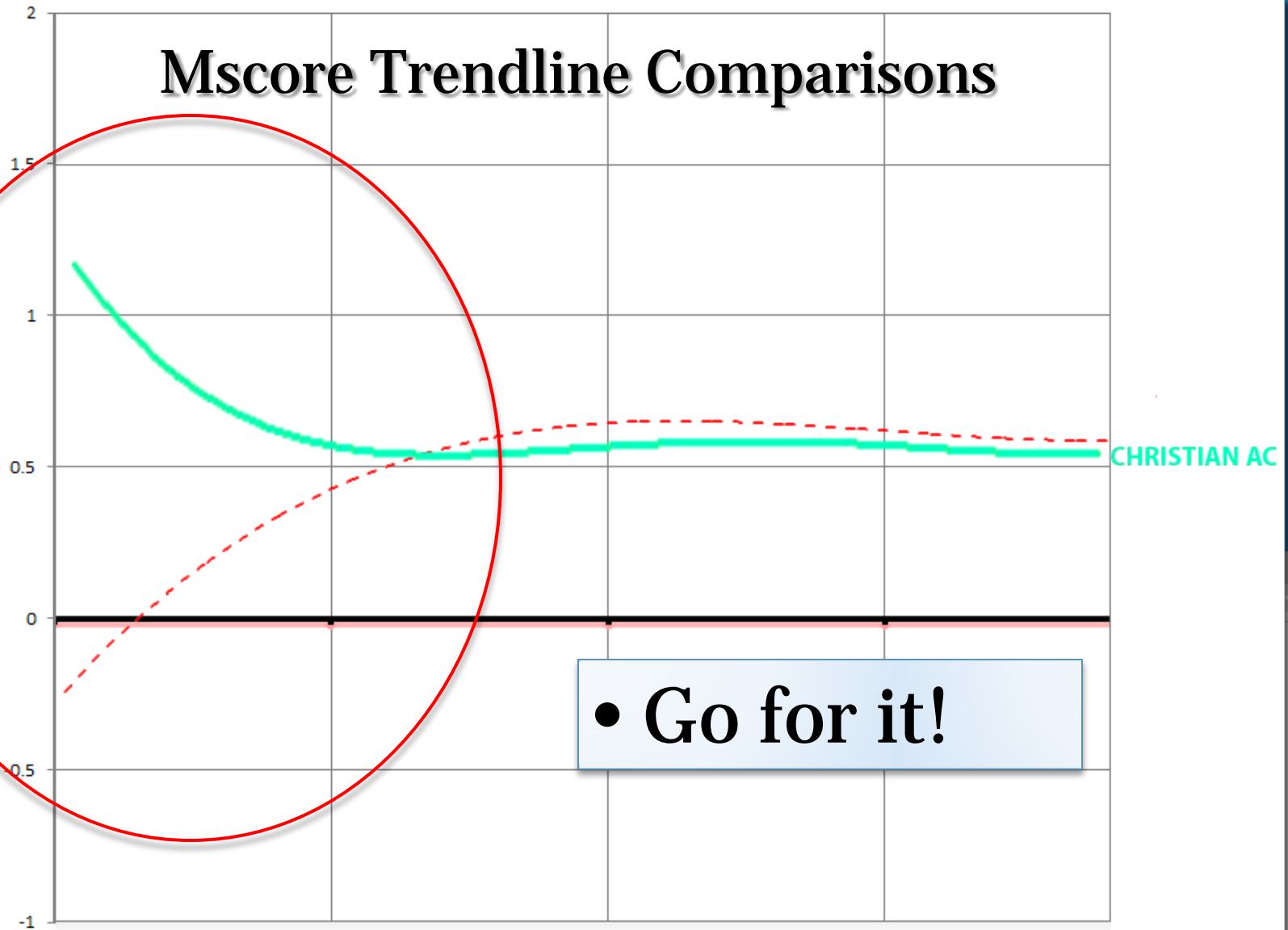
Mscore Trendline Comparisons



Mscore Trendline Comparisons

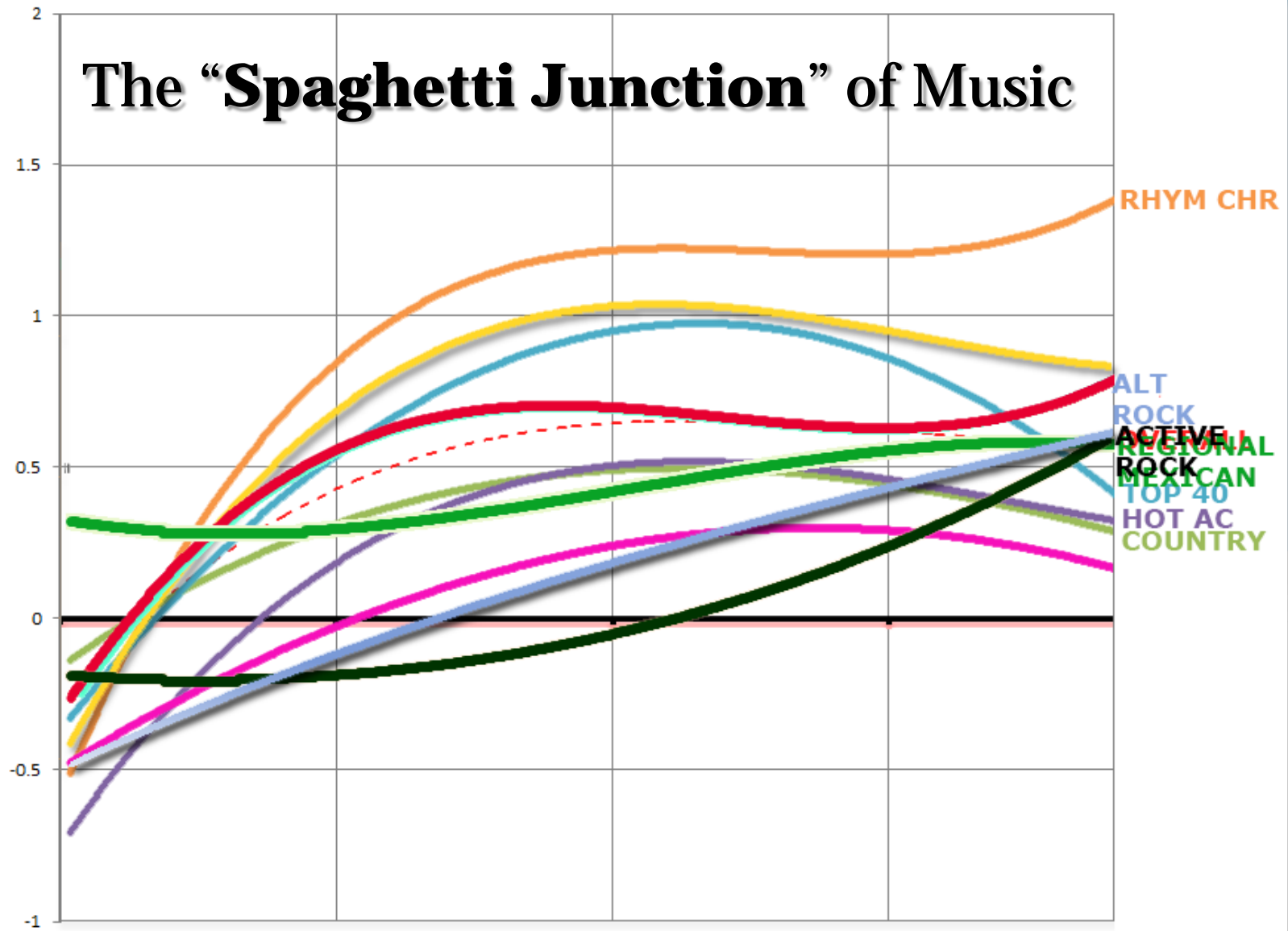


Mscore Trendline Comparisons



• Go for it!

The “Spaghetti Junction” of Music



Thank You.