



WELCOME TO MUSICLINK

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INSTALL MUSICLINK:

1. Double click the SETUPML5.EXE file
2. Select the default "NEXT" each time.
3. At the last screen, check the box to "LAUNCH THE PROGRAM NOW"
4. Click FINISH

MusicLink will open but you will not be able to view any reports until you import data.

IMPORT DATA:

1. Double click the XXXX.EXE file
2. Select the default "NEXT" each time.
3. At the last screen, check the box to "LAUNCH THE PROGRAM NOW"
4. When MusicLink opens it will ask if you want to install "2048 data file", click Yes
5. When it's done importing you can exit that screen.

To view your data click on AMT REPORTS and select a report to view.

OVERVIEW:

MusicLink is the most powerful music test analysis tool ever created! With this new software, you will be able to easily manipulate your data into a variety of custom reports that is impossible to do with other music tests that only provide hardcopy printouts. There are hundreds of reports at your fingertips, since each report can be recalculated by every demo in your test. Plus, MusicLink's reports are easier than ever before to access and view.



Reports include:

- Sample Summary
- Average Score
- Rankers
- Familiar Only
- Mismatch
- Compatibility
- Net Positive
- Song Performance
- Song By Song Condensed
- Song By Song Complete
- Tracking
- Perceptual

You will also find Filtering. This feature may be used within any of the reports to manipulate your data any way you like. Filtering works like a funnel. You can set the parameters to discover what your target audience really wants to hear. For instance, you can identify only those songs that have a Score of 75+, Burn less than 20%, and Unfamiliarity less than 10% . . . by any demo group desired. Then you can change your Filtering parameters until you have just enough songs to fill a rotation category.

In addition, MusicLink's time saving tagging features has been revised allowing up to seven categories to be designated. And, the program provides a counter for each tag at the bottom of each page to keep track of the tagging totals. Songs can then be sorted by any of the various tags created.

REPORT DESCRIPTIONS:

SAMPLE SUMMARY

Who was at your test and how many within each cell.

AVERAGE SCORE

Average or "mean" score – of all the songs tested for each demo or group.

RANKERS

Sort by Burn, Unfamiliar or Score. Alphabetical by Artist or Title. You can reverse the order of columns, ascending or descending, through the Custom Sort command.



FAMILIAR ONLY

Eliminates those respondents who are unfamiliar with every song and then recalculates with only those who are familiar. This shows a song's true potential. Sort by Change (regardless of demo) to quickly identify those songs with the greatest potential for more exposure.

MISMATCH

Songs your core audience would not expect to hear on their favorite station. In this report, station fans is the only demo that really applies.

COMPATIBILITY

Identifies songs that will attract a secondary demo while still appealing to your core audience. Pick two cells for comparison, such as your Fans vs. your Non-Fans.

NET POSITIVE

Pure mathematical difference between negative and positive scoring responses. Unlike the standard Paragon scoring formula, Net Positive treats "Tired" as a negative response. Serves as a passion index.

SONG PERFORMANCE

This comprehensive report shows an "at-a-glance" look at each song's performance, based on the raw number of votes in each scoring category. For example, the raw number of "Favorite" votes can be compared to "Hate." Also, the song's test position in the session, along with the Total Score and Familiar Score are provided. While other features of MusicLink show an in depth look, this is a quick summarization of the most information at once. When you need an overview, Song Performance is the place to go.

SONG BY SONG CONDENSED

Shows the percentage of each song by Score, Burn, Unfamiliar, Mismatch, and Column Rank. Provides a detailed look at each song, broken out by the demographic and station listenership groups of most importance to your station. Perhaps the most powerful report in MusicLink. Virtually all of the most valuable information including score, burn, unfamiliar, rank, and mismatch are displayed for each of the demos and banner points with complete color coding for easy reference. Having all the pertinent information displayed in one report eliminates the time consuming need to flip from report to report to make evaluations. In addition, with the MusicLink tagging feature, categories and subcategories can be designated for each song tested and a counter at the bottom of each page keeps track of the totals.



SONG BY SONG COMPLETE

Provides an in-depth analysis on a song-by-song basis by providing the individual demo and group score, rank, and mismatch for each song plus the raw number of votes in each scoring category. This report provides additional information when used in conjunction with the **Condensed Song-By-Song** report.

TRACKING

Tracking test results for up to 3 tests . . . the current test and 2 previous tests.

PERCEPTUAL

Summary: This report displays the results of the perceptual questionnaire if tack-on questions were utilized in conjunction with the music test. This report will provide the summary results for total respondents.

Cross Tabs: This report displays the results of the perceptual questionnaire if tack-on questions were utilized in conjunction with the music test. Shows cross tab results by all demos.

COLOR CODING:

Paragon's unique color-coding feature allows you to instantly spot the hits and avoid the stiffs. Think of the three colors as being similar to traffic signals:

- **GREEN MEANS GO!** These songs are the best testing songs in the study. The green color-coding instantly identifies the powers for each demo or group.
- **BLACK MEANS CAUTION!** These songs are generally safe and will make up the bulk of the study and of your on-air library. The higher the test score within this color code, the better the song will perform with the target audience. Songs scoring in the black become marginal when the scores fall below the mean score and will require additional evaluation by the Program Director. High burn and unfamiliarity for each song will automatically cause the color code to change to red immediately flagging problems.



- RED MEANS STOP! Generally, red means the song may be unsuitable for airplay. Songs scoring in the red may have low test scores, high burn or high unfamiliarity within the target audience. Some of these songs may be suitable for airplay, but require further investigation through other reports. If a red song has high burn, but has a high test score, it may be suitable for airplay in a slower rotational category. Red color coding cause by high unfamiliarity may still be safe to play with a check of the Familiar Only report that may show those who know the song, like it. This can help programmers spot additional tracks to play and freshen the library. Generally, red color-coded songs with low-test scores scoring in the red should be avoided.

VIEW OPTIONS:

On your screen you have the option of Print Preview mode or Non-Preview mode. The difference is what you are able to see on your screen versus what you are able to print out, much like the print preview mode you might use in Microsoft Word or other Windows based programs.

When you are in Print Preview you will see page numbers on the bottom left of your screen, i.e., 1 of 8. (these represent physical pages). You are on the first of eight pages; the scroll bar on your left will only go to the bottom of the current page. You will be able to see what the entire printed page would look like.

In Non-Print Preview the numbers on the bottom left will be more like 1 of 25. (these represent screen pages). The scroll bar on the right will go through the whole report. You might see only part of the page so you will also need to manipulate the scroll bar on the bottom of your screen that goes from right to left.

So dig in, pull up some data and see just how closely you will be “linked” with your audience.



TAGGING INSTRUCTIONS:

This new feature allows you to tag songs, individual or groups, throughout MusicLink. Tags will remain visible in reports until you remove them. If you choose to save your reports, the tags will also be saved. We hope this will be a useful tool.

To Tag Groups:

- Open a Report in MusicLink and select a demo.
- Right click on any song.
- Click on **Tag Maintenance** to label your tags (optional).
- Labels can be up to 30 characters.
- You can tag in groups by selecting **Tag All**, **Tag All Below** or **Tag All Above**.
- You can remove tags by selecting **unTag All**, **unTag All Below** or **unTag All Above**.
- Click Exit.



**You can also get to Tag Maintenance under the File Menu, or by clicking on the icon resembling a tack.



To Tag Individual Songs:

- Open a Report in MusicLink and select a demo.
- Right click on any song.
- Click on the tag you wish to apply.
- To label tags do so in Tag Maintenance before applying to a song.
- To remove a single tag you can right click on any song and select **Remove Tag**.
- To remove all tags you can right click on any song and go into **Tag Maintenance**.
- Click **Remove All Tags**.

Paragon MusicLink V3.0 (12/19/2002) - [Rank Order Report (TOTAL RESP.)]

File Edit AMT Reports Call Out Reports EKG Reports Internet Window Help

Sort by: Score Zoom: 75 Preview Mode Demo: TOTAL RESP.

Paragon Auditorium Music Test

RANK ORDER BY SCORE

March 1995 WKDQ / Evansville
DEMO: TOTAL RESP.

	ARTIST	TITLE	BURN%	UNF%	SCORE
1	1. BROOKS, GARTH	THE DANCE	66.67	33.33	91.67
1	2. BROOKS & DUNN	BRAND NEW MAN	59.26	37.04	88.89
1	3. BROOKS, GARTH	THE RIVER	55.56	37.04	87.04
1	4. BROOKS, GARTH	UNANSWERED PRAYERS	55.56	37.04	85.19
2	5. JACKSON, ALAN	DON'T ROCK THE JUKEBOX	33.33	66.67	83.33
	6. WYNONNA	NO ONE ELSE ON EARTH	44.44	44.44	83.33
	7. BROOKS, GARTH	THE THUNDER ROLLS	48.15	37.04	83.33
	8. TRITON	RE'S A QUARTER (CALL SOMEONE)	48.15	37.04	83.33
	9. BROOKS, GARTH	VIDEO	55.56	29.63	83.33
	10. COMPTON	DASHY WOMEN	55.56	29.63	83.33
1	11. BROOKS, GARTH	FRIENDS IN LOW PLACES	62.96	18.52	82.41
1	12. BROOKS, GARTH	HAT SHE'S DOIN' NOW	33.33	59.26	81.48
	13. TILLER	AYBE IT WAS MEMPHIS	33.33	59.26	81.48
	14. ALAN	YOU'RE GONNA PLAY IN TEXAS	40.74	44.44	81.48
	15. STRONG	CROSS MY HEART	48.15	29.63	81.48

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1-Garth, 2-Alan,



FILTER INSTRUCTIONS:

We have updated our Filter option in MusicLink! You now have the option to use drop down menus to select your criteria for filtering. Once you have created a filter it will remain so you can back in later and add or remove from it without starting from the beginning. On each report the filter you've created will be visible at the top along with the Demo for easier quick reference.

This feature may be used within any of the reports to manipulate your data any way you like. Filtering works like a funnel. You can set the parameters to discover what your target audience really wants to hear. For instance, you can identify only those songs that have a Score of 75+, Burn less than 20%, and Unfamiliarity less than 10% . . . by any demo group desired. Then you can change your Filtering parameters until you have just enough songs to fill a rotation category. This is a very useful tool and is one of *THE COOLEST THINGS* on MusicLink.

Filtering Functions

Open the report you would like to filter. Go to the File menu at the top left and then select "Filter Rows" or use the icon which is first from the left, directly under the File menu.

The will open your filtering box:

Column	Condition	Value	Logical

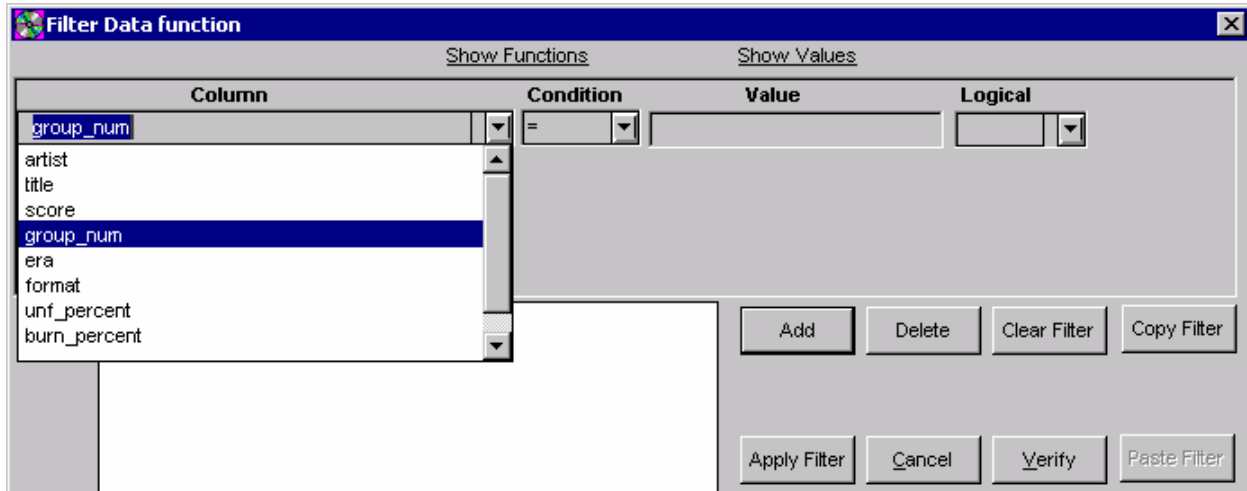
Filter:

Add Delete Clear Filter Copy Filter

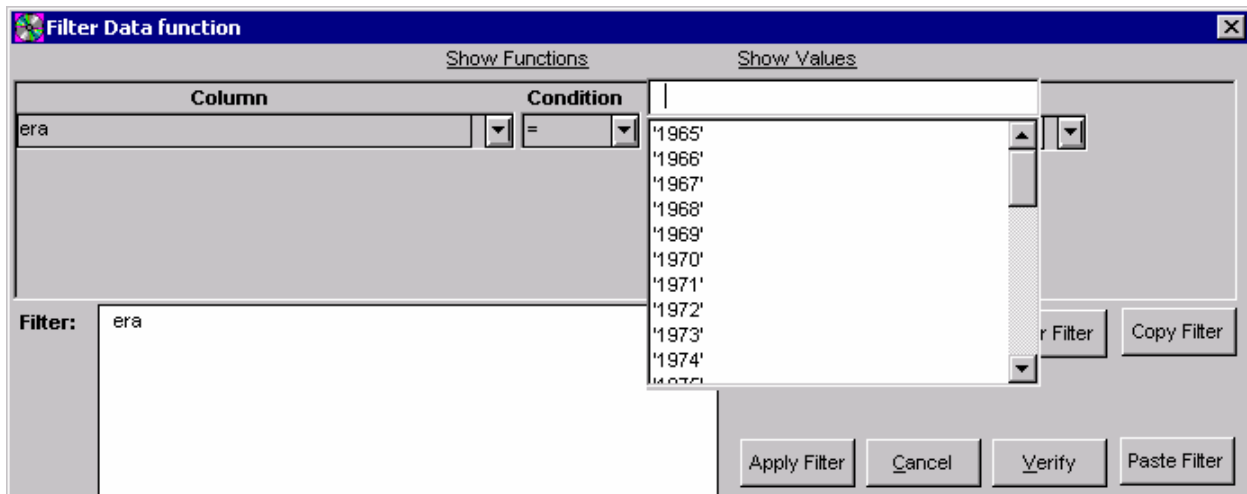
Apply Filter Cancel Verify Paste Filter



Select your preferred filtering variables by clicking on the down arrows on each box:



Once you have entered your criteria in the Column and Condition box, you can click on “Show Values” to give you a list of valid choices for what you’ve selected. You can also type in your value if you choose.





To add a new filter row, click the Logical drop down menu and select "And"

Paragon MusicLink V3.0 (12/19/2002)

File Edit AMT Reports Call Out Reports EKG Reports Internet Window Help

Rank Order Report (Total Resp)

Exit Sort by: Score Zoom: 75 Preview Mode Demo: Total Resp

Paragon Auditorium Music Test

RANK ORDER BY SCORE

Filter Data function

Column	Condition	Value	Logical
era	=	'1966'	AND

Filter: era = '1966'

Add Delete Clear Filter Copy Filter

Apply Filter Cancel Verify Paste Filter

12. OSBORNE, GZT	OVER THE MOUNTAIN	2.75	12.75	13.27
13. U2	NEW YEAR'S DAY	0.87	6.96	72.96
14. BOSTON	FEELIN' SATISFIED	1.74	17.39	72.87

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This will give you a new filter row.

Filter Data function [X]

Show Functions Show Values

Column	Condition	Value	Logical
era	=	'1966'	AND

Filter: era = '1966'

Add Delete Clear Filter Copy Filter

Apply Filter Cancel Verify Paste Filter

Once you are satisfied with your filter, you can verify it by clicking on the “Verify” box. If you get an “Expression is ok” message, close the box and click on the “Apply Filter” box to view your filtered data. If you go back into Filtering your filter will still be there. Add on to it or click Clear Filter and start again.

Filter Data function [X]

Show Functions Show Values

Column	Condition	Value	Logical
score	<	48.81	AND
era	<	'1970'	

Filter: score < 48.81 AND era < '1970'

Add Delete Clear Filter Copy Filter

Apply Filter Cancel Verify Paste Filter



New Filtering Features

Copy Filter – You can now copy a filter from one report and paste into another. Once you've created a filter string, click on the "Copy Filter" box. Now, open a new report, go to File, Filter Rows, and click on the "Paste Filter" box. It is very important to remember that some reports use n counts to calculate data, and some use percentages. You cannot, for example, create a filter using percentage and then copy the same filter into a report calculating by n count.

Clear Filter- Click this box to refresh your filter field.

Delete- This function will delete the last filter row.

Add- This function will give you a new filter row.