



# Market Monitor

## Third-Party User Guide

V1.02



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# About This Document

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## Disclaimer

Compiled with due care by WMC Global, this guide is subject to change without notice. WMC Global has endeavored to ensure that the material herein is correct and current at publication but takes no responsibility for errors, omissions, or defects.

The statements and recommendations in this guide are believed to be accurate and reliable but are presented without express or implied warranty.

## Version History

Version	Date	Details
1.0	July 2015	Version 1.0 is the first release of the user guide following the Market Monitor launch.
1.01	July 15, 2015	Version 1.01 includes revised screenshots and minor text edits based on interface updates. In addition, users can now download individual audit notices as PDFs, as described in the new subsection Downloading an Audit Notice.
1.02	September 10, 2015	Version 1.02 includes many updates, including clickable URLs, new enforcement statuses, information regarding attaching files to audit notices, a new keyword field available on audit notices, and new automated email management options.

# Introduction

We, at WMC Global, developed Market Monitor to help you better manage compliance of your programs and associated ads and service messages. Here, you can access audit notices, view notifications, and communicate with the WMC Global Support Team.

## Overview

Replacing PSMS Industry Monitor, Market Monitor offers many of the same features in a dynamic, easy-to-use interface with improved functionality. Market Monitor contains a dashboard displaying a list of audit notices associated with your company. On this page, you've many options to search through your audit notices. On the Notification tab, you see Market Monitor broadcast messages.

## Purpose

We've developed this user guide to help you use Market Monitor. For more information about the audit and enforcement processes, contact the WMC Global Support Team via email at [us.support@wmcglobal.com](mailto:us.support@wmcglobal.com) or by phone at +1 855 272 8182, Monday through Friday, from 9:00 A.M. and 5:00 P.M. EST.

Section 1 explains Market Monitor account details; Section 2 describes the dashboard; Section 3 describes notifications; Section 4 explains automated email messages; and Section 5 supplies contact details for the WMC Global Support Team.

# 1. Account Details

In this section, we explain how to access your Market Monitor account.

## Attaining an Account

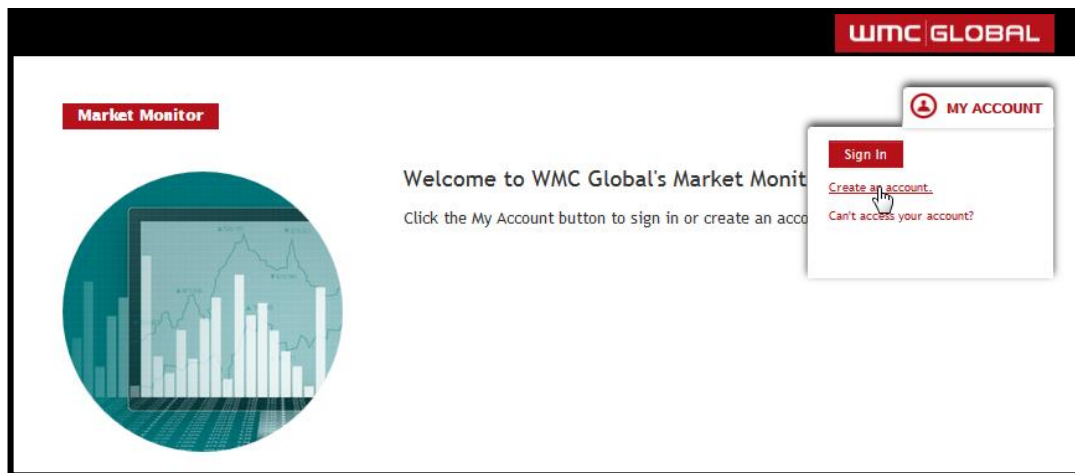
If you had an account in PSMS Industry Monitor, we've set up an account for you in Market Monitor already. You should've received an email message from [noreply@wmcglobal.com](mailto:noreply@wmcglobal.com) with instructions to update your password.<sup>1</sup>

## Creating a New Account

If you're a new user, you must create a new account. Complete the following steps.

1. Open a browser window.
2. Enter [usportal.wmcglobal.com/ims](http://usportal.wmcglobal.com/ims) in the address bar or the search field.
3. Click MY ACCOUNT, in the top right corner of the homepage, which loads the dropdown menu containing several options.
4. Click the **Create an account.** link, as shown in Exhibit 1.

### Exhibit 1: MY ACCOUNT Options



<sup>1</sup> If you've yet to receive an email message with your Market Monitor account details, contact the WMC Global Support Team via email at [us.support@wmcglobal.com](mailto:us.support@wmcglobal.com) or by phone at +1 855 272 8182, Monday through Friday, from 9:00 A.M. and 5:00 P.M. EST.

5. Enter your details<sup>2</sup> on the Create an Account page, as shown in Exhibit 2.

## Exhibit 2: Create an Account Page

**WMC GLOBAL**

Market Monitor MY ACCOUNT

### Create An Account

Fields outlined in blue are required

**Email:**

**Confirm Email:**

**Password:**

**Confirm Password:**

---

### Registrant Information

**First Name:**

**Last Name:**

**Company:**

**Job Title:**

**Phone:**

---

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I Agree to the Terms and Conditions and the Privacy Policy

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6. Check the "I Agree to the Terms and Conditions and the Privacy Policy" box at the bottom of the page, after you've read them.
7. Click the **Submit** button.

<sup>2</sup> You must complete fields outlined in blue.

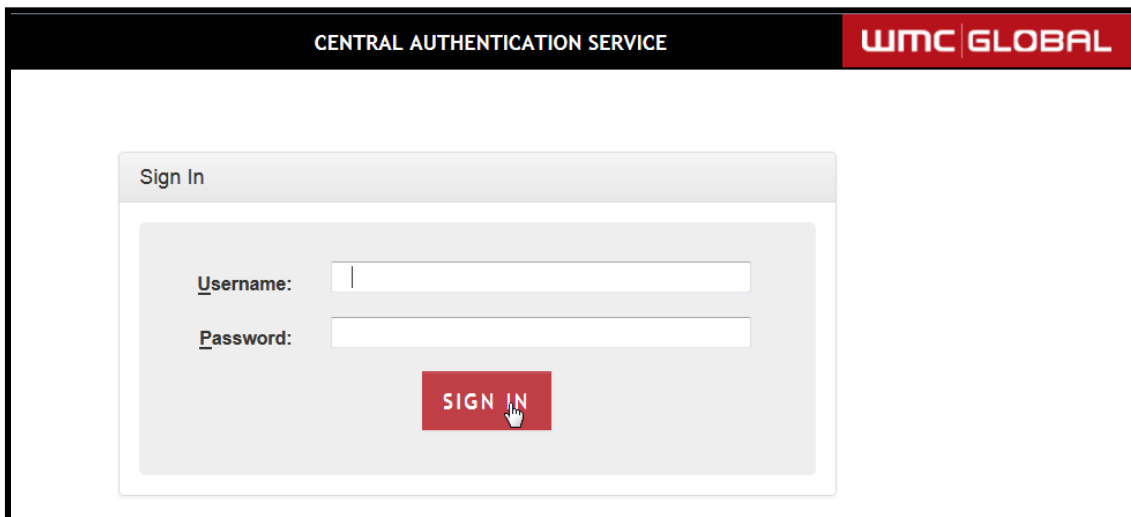
After you've submitted your registrant information, you receive an email message. Click the link in the email message to confirm your email address. You also receive an email message when your account is activated.

## Signing In

To sign into Market Monitor after you've received your account details, complete the following steps.

1. Open a browser window.
2. Enter [usportal.wmcglobal.com/ims](https://usportal.wmcglobal.com/ims) in the address bar or the search field.
3. Click MY ACCOUNT in the top right corner of the homepage.
4. Click the **Sign In** button (see Exhibit 1) on the dropdown menu, which sends you to the Sign In page displayed in Exhibit 3.

### Exhibit 3: Sign In Page



The screenshot shows a web page titled "Sign In" within a "CENTRAL AUTHENTICATION SERVICE" header. The "WMC GLOBAL" logo is visible in the top right corner. The sign-in form includes a "Username:" label followed by a text input field, a "Password:" label followed by a text input field, and a red "SIGN IN" button with a mouse cursor hovering over it.

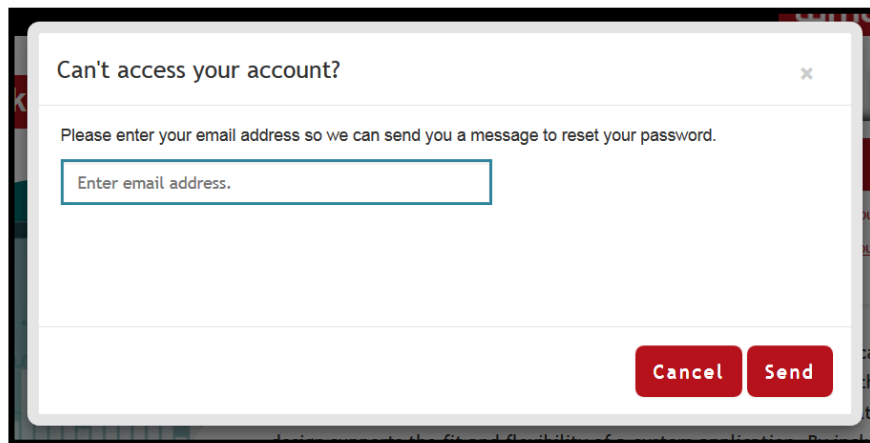
5. Enter your username (i.e., your email address) and password.
6. Click the **Sign In** button.

## Updating Your Password

Should you forget your password or decide to change it, you must update your password by performing the following steps.

1. Click MY ACCOUNT.
2. Select the **Can't access your account?** link.
3. Enter your email address in the “Can't access your account?” window, as shown in Exhibit 4.

### Exhibit 4: Can't Access Your Account Window



Can't access your account? x

Please enter your email address so we can send you a message to reset your password.

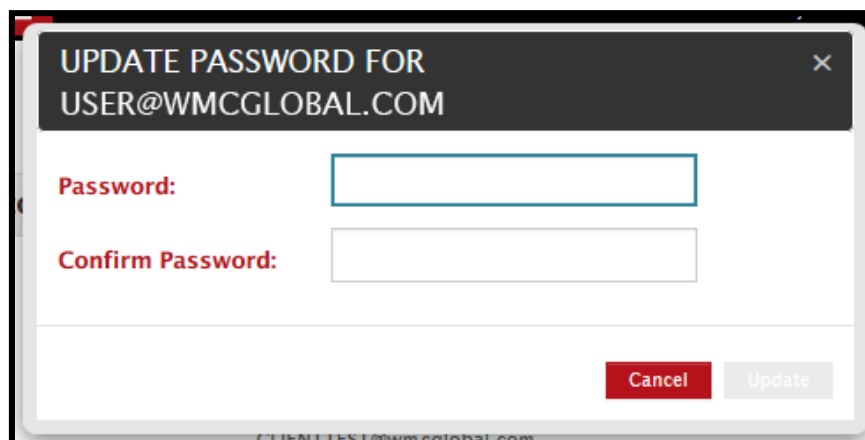
Enter email address.

Cancel Send

4. Click the **Send** button.

You receive an automated email message with a link to reset your password. Click the link, and you're redirected to the Update Your Password window, as shown in Exhibit 5.

### Exhibit 5: Update Your Password Window



UPDATE PASSWORD FOR USER@WMCGLOBAL.COM x

Password:

Confirm Password:

Cancel Update



To update your password, perform the following steps.

1. Enter your new password<sup>3</sup> in the Password field.
2. Re-enter your new password<sup>4</sup> in the Confirm Password field.
3. Click the **Update** button.

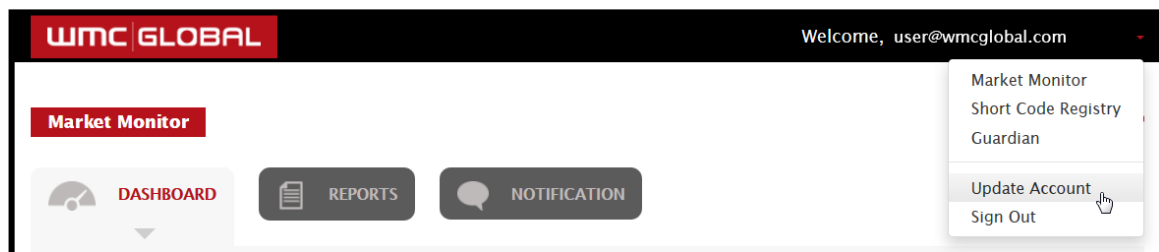
After your password has been updated, you see an onscreen message indicating that you've reset it successfully. Click MY ACCOUNT, and sign in with your new password.

## Updating Your Account

To update your account, complete the following steps.

1. Sign into Market Monitor at [usportal.wmcglobal.com/ims](https://usportal.wmcglobal.com/ims).
2. Click the red arrow to the right of your email address, loading the dropdown menu.
3. Select Update Account, as shown in Exhibit 6.

### Exhibit 6: Update Your Account Option



<sup>3</sup> Your password must contain one lowercase letter, one uppercase letter, and one non-alphanumeric character (i.e., a number or a symbol).

<sup>4</sup> Your passwords must match. Otherwise, the **Update** button remains inactive, and you're unable to update your password.

4. Update the fields<sup>5</sup> as necessary on the Update Your Account page, as shown in Exhibit 7.

### Exhibit 7: Update Your Account Page

**WMC GLOBAL** Welcome, user@wmcglobal.com

**Market Monitor**

### Update Your Account

Fields outlined in blue are required

#### Login Information

**Email:** user@wmcglobal.com

**Password:** Update the Account Password

#### Registrant Information

**First Name:** User

**Last Name:**

**Company:** WMC Global

**Job Title:** Client

**Phone:** 0123456789

#### Address Information

**Address 1:** Address 1

**Address 2:** Address 2

**Country:** Select a country.

**State, Province and Region:** Select a state.

**City:** City

**Zip Code or Post Code:** Zip Code

**Cancel** **Update**

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5. Click the **Update** button to save your changes.

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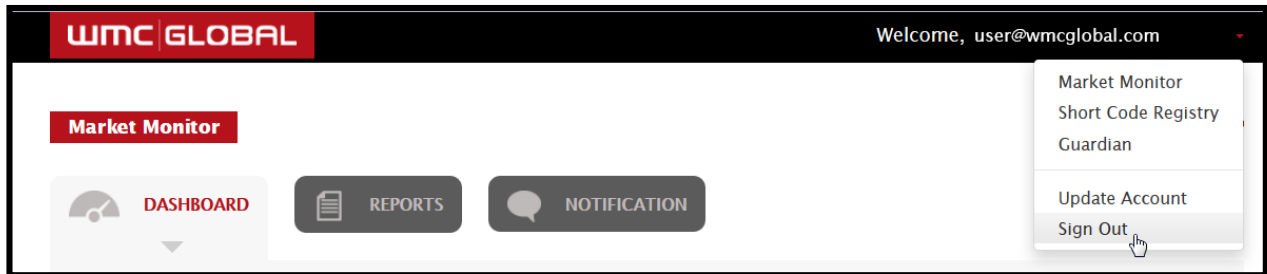
<sup>5</sup> Remember, fields outlined in blue are required.

## Signing Out

To sign out of your account, take the following steps.

1. Click the red arrow to the right of your email address, loading the dropdown menu, as shown in Exhibit 8.

### Exhibit 8: Sign-Out Method



2. Select Sign Out.

## 2. Dashboard Tab

When you sign in, the Dashboard loads, displaying a quick overview of your audit results. Exhibit 9 displays the dashboard.

Exhibit 9: Dashboard

The screenshot shows the WMC Global Market Monitor Dashboard. At the top, there is a navigation bar with 'WMC GLOBAL' and a user welcome message 'Welcome, user@wmcglobal.com'. Below this, there are tabs for 'Market Monitor', 'DASHBOARD', 'REPORTS', and 'NOTIFICATION'. A search area includes a text input for 'Enter Form ID or Program ID', a dropdown for 'Enforcement Status' (set to 'Open'), and a 'Sort by' dropdown (set to 'Notice Date'). There are also date pickers for 'From' and 'To' (YYYY-MM-DD) and 'Clear' and 'Search' buttons. A 'Remove Filter' button is located to the right of the search area. The main content is a table with the following data:

Feedback	Form ID	Enforcement Status	Audit Type	Program ID	Severity	Notice Date	Cure Date
Unread	MM-0171	Open	Advertisement	11111	0	2015-07-08	2015-07-08
Unread	MM-0172	Open	Advertisement	66666	0	2015-07-08	2015-07-08
Unread	MM-0152	Open	AT_TEST_NEW	98766	1	2015-07-07	2015-07-09
Unread	MM-0170	Open	Advertisement	11111	0	2015-07-06	2015-07-06
Unread	MM-0159	Open	Advertisement	11111	0	2015-07-06	2015-07-06
Unread	MM-0168	Open	Advertisement	22222	0	2015-07-06	2015-07-06
Unread	MM-0156	Open	Customer Exper	66666	0	2015-07-02	2015-07-02
Unread	MM-0160	Open	Sprint AT	12345	0	2015-07-02	2015-07-02
Unread	MM-0161	Open	Advertisement	11111	0	2015-07-02	2015-07-02
Unread	MM-0164	Open	Advertisement	66666	0	2015-07-02	2015-07-02
Unread	MM-0117	Open	Advertisement	11111	0	2015-07-01	2015-07-10
Unread	MM-0154	Open	Customer Exper	213452	0	2015-07-01	2015-07-02
Unread	MM-0128	Open	Customer Exper	66666	0	2015-06-30	2015-06-30
Unread	MM-0148	Open	[Te\$t] @ & "Te	11111	0	2015-06-30	2015-07-01
Unread	MM-0144	Open	Advertisement	919191	0	2015-06-29	2015-06-29
Unread	MM-0145	Open	Advertisement	919191	0	2015-06-29	2015-06-29
Unread	MM-0111	Open	Advertisement	12345	0	2015-06-29	2015-06-30
Unread	MM-0141	Open	Advertisement	11111	0	2015-06-28	2015-06-28
Unread	MM-0113	Open	Advertisement	776688	0	2015-06-27	2015-06-27
Unread	MM-0134	Open	6 12 2015 AT	11111	4	2015-06-27	2015-07-03
Unread	MM-0135	Open	Customer Exper	66666	1	2015-06-27	2015-06-27
Unread	MM-0136	Open	Advertisement	11111	0	2015-06-27	2015-06-27
Unread	CT-0019	Open	Message Flow	Seed Path 2	2	2015-06-27	2015-06-29
Unread	MM-0137	Open	Advertisement	11111	0	2015-06-27	2015-06-27
Unread	MM-0139	Open	Advertisement	22222	0	2015-06-27	2015-06-27

At the bottom of the table, there is a pagination control: 'Go to page: 1 Show rows: 25 1-25 of 58'. The WMC GLOBAL logo and '© 2015. All Rights Reserved' are visible at the bottom of the dashboard.

Here, you can review the entire list, using the page navigation at the bottom, or you can use the search features to locate specific audit notices or groups of audit notices.

In addition, you can customize the number of rows (in increments of 25) that display in the table at a given time. A Form ID in red typeface with “Unread” in the Feedback column indicates you’ve no comments on the audit notice or you’ve unread comments on the audit notice. Form IDs are classified as “Unread” until a user enters a comment. More about the table appears later in this section.

## Using Search and Filter Features

On the top half of the Dashboard, shown in Exhibit 9, you’ve several options to search for audit notices.

### *Search by Form ID or by Program ID*

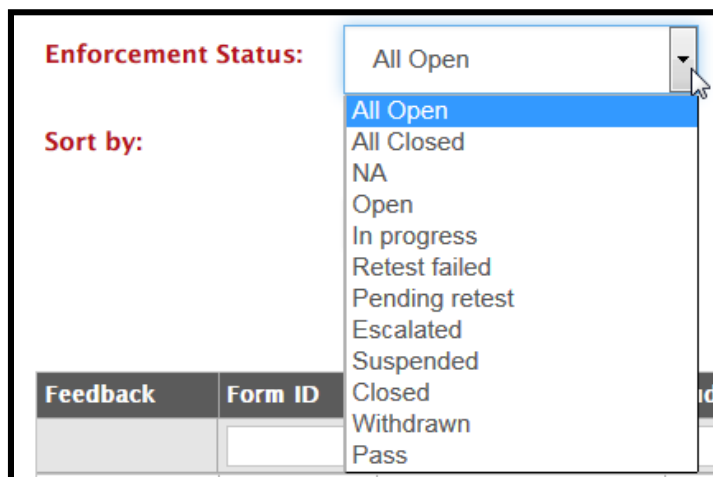
Currently, the Search field is limited to searching the Form ID and the Program ID. To perform a search, complete the following steps.

1. Enter a Form ID or a Program ID in the Search field.
2. Click the **Search** button.
3. Click the **Clear** button to clear your search.

### *Search by Enforcement Status*

You can also search the audit results by choosing an enforcement status from the dropdown menu, as shown in Exhibit 10.

### **Exhibit 10: Search by Enforcement Status**



To return to the results that displayed on sign-in, you must refresh the page.

Exhibit 11 defines each enforcement status.

### Exhibit 11: Enforcement Status Definitions

Status	Definition
All Open	All open audits, including those that have been escalated, load
All Closed	All closed audits load
NA	Enforcement status is inapplicable to the audit
Open	Audit remains unresolved
In Progress	Correction or corrections to the noncompliant ad, messaging, or both are underway
Retest Failed	Proposed correction or corrections to the noncompliant ad, messaging, or both are insufficient to resolve the audit
Pending Retest	Audit has been identified for retest that has yet to be performed
Escalated	Audit has been escalated for carrier review
Suspended	Carrier has suspended the program or the short code
Closed	Audit has been resolved
Withdrawn	Audit no longer applies or was issued in error
Passed	Audit passed

### *Search by Notice Date or by Cure Date*

In addition, you can sort the audits by Notice Date or by Cure Date<sup>6</sup> by entering a date range in the relevant fields.

To sort by Notice Date or by Cure Date, complete the following steps.

1. Choose the date type from the (Sort by) dropdown menu.
2. Enter beginning and ending dates in the From and To fields.
3. Click the **Search** button to search for audits with your selected date range, as shown in Exhibit 12.

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<sup>6</sup> The Notice Date is the date on which the audit was issued, and the Cure Date is the date by which the audit must be resolved.

## Exhibit 12: Search by Notice Date or by Cure Date

Sort by: Notice Date  
 Notice Date  
 Cure Date

From: YYYY-MM-DD To: YYYY-MM-DD

To return to the results that displayed on sign-in, you must refresh the page.

## Understanding the Results Table

On the bottom half of the Dashboard, below the search features, a list of your audit notices is displayed in table format, as shown in Exhibit 13.

## Exhibit 13: Results Table

Feedback	Form ID	Enforcement Status	Audit Type	Program ID	Severity	Notice Date	Cure Date
Unread	MM-0111	Open	Advertisement	12345	0	2015-06-29	2015-06-30
Unread	MM-0104	Open	Advertisement	98766	0	2015-06-19	2015-06-26
Unread	MM-0134	Open	6_12_2015 AT	11111	4	2015-06-27	2015-07-03
Unread	MM-0140	Open	Advertisement	11111	0	2015-06-27	2015-06-27
Unread	MM-0135	Open	Customer Experience	66666	1	2015-06-27	2015-06-27
Unread	MM-0119	Open	Advertisement	75555	0	2015-06-23	2015-06-23
Unread	MM-0141	Open	Advertisement	11111	0	2015-06-28	2015-06-28
Unread	MM-0112	Open	Customer Experience	66666	0	2015-06-22	2015-06-22
Unread	MM-0136	Open	Advertisement	11111	0	2015-06-27	2015-06-27
Unread	MM-0121	Open	6_12_2015 AT	75555	0	2015-06-23	2015-06-23

Remove Filter

Go to page: 1 Show rows: 25 1-10 of 43

Red-shaded rows indicate that no comments appear on the audit notice or that you've yet to review the most recent comment on the audit notice. An audit notice retains its "Unread" status until someone enters a comment. Exhibit 14 describes each column in the results table.

## Exhibit 14: Results Table Column Descriptions

Column	Description
<b>Feedback<sup>7</sup></b>	Status of comments associated with the audit notice
<b>Form ID</b>	Unique number associated with the audit notice
<b>Enforcement Status<sup>8</sup></b>	Current status of the audit
<b>Audit Type</b>	Category of the audit subject (e.g., Standard Rate Advertising, Standard Rate Customer Experience, Standard Rate Message Flow)
<b>Program ID</b>	Program name or short code associated with the audit
<b>Severity</b>	Number assigned to the audit reflecting the gravity of the most serious violation cited on the audit.
<b>Notice Date</b>	Date on which the audit was issued
<b>Cure Date</b>	Date by which the audit must be resolved

### *Filter the Results Table*

In addition to using the search fields, you can filter your results by simply entering your search term in the blank field above each column. After applying one filter, you can apply another. You can sort the results in each column, too.

### *Remove Filters from the Results Table*

To remove the filters you applied to the results table, click the **Remove Filter** button (see Exhibits 9 and 13). The list of audit notices displayed on sign-in appears.

## Viewing Audit Notices

Now that you've filtered your results, you might want to view individual audit notices. To do so, click the red linked Form ID of the audit notice you wish to view. Exhibit 15 displays an example link.

---

<sup>7</sup> "Unread" is the default status in the Feedback column, indicating either no comments appear or unread comments appear in the highlighted audit notice or audit notices. An audit notice retains its Unread status until someone leaves a comment. The "Read" status indicates that you've read the comments associated with an audit notice.

<sup>8</sup> Exhibit 11 on page 11 defines the individual enforcement statuses.



**Exhibit 15: Form ID Link**

Feedback	Form ID	Enforcement Status	Audit Type	Program ID	Severity	Notice Date	Cure Date
Unread	MM-0111	Open	Advertisement	12345	0	2015-06-29	2015-06-30
Unread	MM-0132	Open	Advertisement	11111	0	2015-06-26	2015-06-26
Unread	MM-0104	Open	Advertisement	98766	0	2015-06-19	2015-06-26

When you click the Form ID, the audit notice loads in a separate browser tab. Exhibit 16 displays an example of an audit notice.

Exhibit 16: Audit Notice Example

The screenshot displays the WMC Global Audit Notice interface. At the top left is the WMC GLOBAL logo. Below it is the 'AUDIT NOTICE' header with a printer icon. A 'Provide Feedback' section includes a dropdown menu with 'Select Comment' and a 'Submit' button. The 'Audit Results' section features a table with the following data:

Company	Audit Result	Overall Severity	Enforcement Status	Cure Date
Sprint	Fail	1	Open	2015-08-31
U.S. Cellular	Fail	1	Open	2015-08-31

The 'Summary Details' section contains the following information:

- Form ID: MM-0358
- Acquisition Date: 2015-08-24
- Profile Details: End User, Mobile Messenger
- Notice Date: 2015-08-24
- Market: Mobile, Premium Rate
- ID: Shortcode, 82015
- Call-to-Action: Landing Page
- Language: English
- Source: Consent
- Location: Test

The 'Network Path' section lists the following paths:

- Sprint → Mobile Messenger → OpenMarket
- U.S. Cellular → Mobile Messenger → Texmo

The 'Compliance Details: Standard Rate Advertisement' section shows a screenshot of a mobile advertisement with the URL <http://www.bbc.com/news> and the Sprint logo at the bottom.

Here, you can review the audit notice, and you can enter a comment on the audit notice itself. In addition, WMC Global administrators now have the option to add an applicable keyword to a keyword field during the audit process.

When included, the keyword will appear between the Location field and the network path, as shown in Exhibit 17.

### Exhibit 17. Audit Notice with Keyword Field

The screenshot shows a form with the following fields and values:

Call-to-Action:	Landing Page
Language:	English
Source:	Online
Location:	<a href="http://google.com">http://google.com</a>
Keyword:	Keyword
Network Path	<ul style="list-style-type: none"> <li>• NA → Sample Carrier → Sample Company 1 → Sample Company 2</li> </ul>

Exhibit 18 describes briefly the general contents of an audit notice.

### Exhibit 18: Audit Notice Field Descriptions

Audit Notice Field	Description
<b>Audit Results Section</b>	
<b>Company</b>	Client or clients associated with the audit
<b>Audit Result</b>	Result of the audit
<b>Overall Severity</b>	Number assigned to the audit reflecting the gravity of the most serious infringement cited on the audit
<b>Enforcement Status</b>	Current status of the audit
<b>Cure Date</b>	Date by which the audit must be resolved
<b>Summary Details Section</b>	
<b>Form ID</b>	Unique number associated with the audit notice
<b>Profile Details</b>	Username and companies associated with the audit
<b>Market</b>	Market where the ad, the service message or messages, or both were intercepted
<b>ID</b>	Short code or mobile program name associated with the audit
<b>Call-to-Action</b>	Location of the call-to-action
<b>Language</b>	Language (e.g., English, Spanish) employed in the ad or in the service message or messages

<b>Audit Notice Field</b>	<b>Description</b>
<b>Source</b>	Medium (e.g., online, print) where the ad or service message was intercepted originally
<b>Location</b>	URL or name of the medium (e.g., magazine) where the ad or service message was acquired
<b>Keyword<sup>9</sup></b>	Word or words associated with the program
<b>Network Path</b>	Hierarchy of companies associated with the audit
<b>Acquisition Date</b>	Date on which the ad or service message was intercepted
<b>Notice Date</b>	Date on which the audit was issued
<b>Compliance Details Section</b>	
<b>Audit Type<sup>10</sup></b>	Category of the audit subject (e.g., Standard Rate Advertising, Standard Rate Customer Experience, Standard Rate Message Flow)
<b>Audit Standard</b>	Infringement of the rules specific to the carrier
<b>Severity</b>	Number assigned to the infringement reflecting its gravity
<b>Action Required</b>	Step or steps required to bring the ad, the service message or messages, or both into compliance
<b>History Log Section</b>	
<b>Date</b>	Date on which the comment was entered
<b>Username</b>	Name of the user who entered the comment
<b>Notes</b>	Observations, remarks, or queries regarding the audit notice

<sup>9</sup> The keyword field appears on the audit notice only when one or more keywords are associated with the audit notice.

<sup>10</sup> The audit type follows the colon in the Compliance Details section header of the audit notice. For example, an audit for a standard rate advertisement would be displayed as “Compliance Details: Standard Rate Advertisement.”

## Entering a Comment

Options to enter a comment appear at both the top and the bottom of each audit notice. You can choose from a list of predefined comments, as shown in Exhibit 19.

### Exhibit 19: Predefined Comments List

The screenshot shows a form titled 'Provide Feedback:'. It features a dropdown menu currently set to 'Other'. A dropdown menu is open, displaying a list of predefined comments: 'Select Comment', 'I made updates; please review.', 'Please contact me; I require assistance.', 'Service has been fixed; please retest.', 'Service has been discontinued; please close ticket.', 'Service has been suspended.', 'Service has been suspended; please retest when service is live again.', 'Notice has been reviewed; further discussion is required.', and 'Other'. Below the dropdown menu, there is a text area with '2000 left' characters remaining. To the right of the dropdown menu is a red 'Submit' button. Below the text area is a 'File:' label and a red 'Upload File' button.

Alternatively, you can choose “Other” from the predefined comments list, and a comment box appears, as shown in Exhibit 20, where you can enter your own comments (up to 2,000 characters).

### Exhibit 20: Comment Box Detail

The screenshot shows the same 'Provide Feedback:' form. The dropdown menu is now set to 'Other'. A new dropdown menu labeled 'Audit Result For:' is visible, with the text 'Select a Company'. Below this is a large text area for entering a comment, with a cursor inside. Below the text area, it says '2000 left'. To the right of the text area is a red 'Submit' button. Below the text area is a 'File:' label and a red 'Upload File' button.

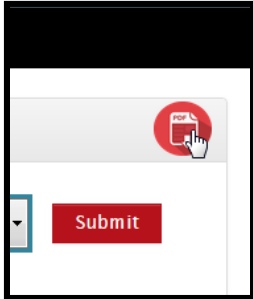
After making a selection from the dropdown menu, a new field (Audit Result For) appears where you can choose for which client<sup>11</sup> you'd like to enter comments. If you've comments for multiple companies, you must enter them separately for each company. Note that selecting a company will make comments visible to all companies in the client's network path. Additionally, you can upload a file or files when you choose *any* comment from the list. File types supported include PDF, DOCX, PNG, and JPEG. Currently, video files are unsupported.

<sup>11</sup> Only the company or companies with which you are associated will appear. The list includes the companies sponsoring the audit.

## Downloading an Audit Notice

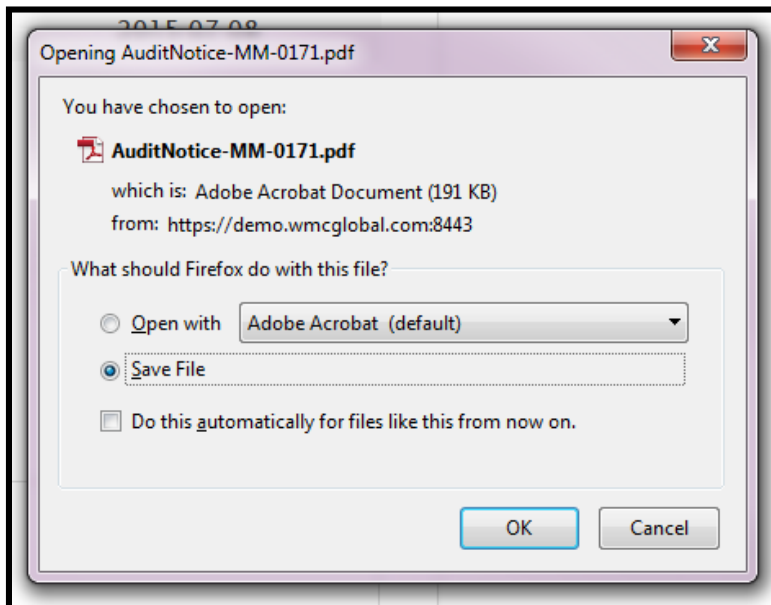
You have the option to download an audit notice as a PDF to view, print, or save by clicking the red PDF button in the top right corner of the audit notice, as shown in Exhibit 21.

### Exhibit 21: Download Audit Notice PDF Detail



After clicking the button, a PDF window loads, as shown in Exhibit 22.

### Exhibit 22: PDF Window

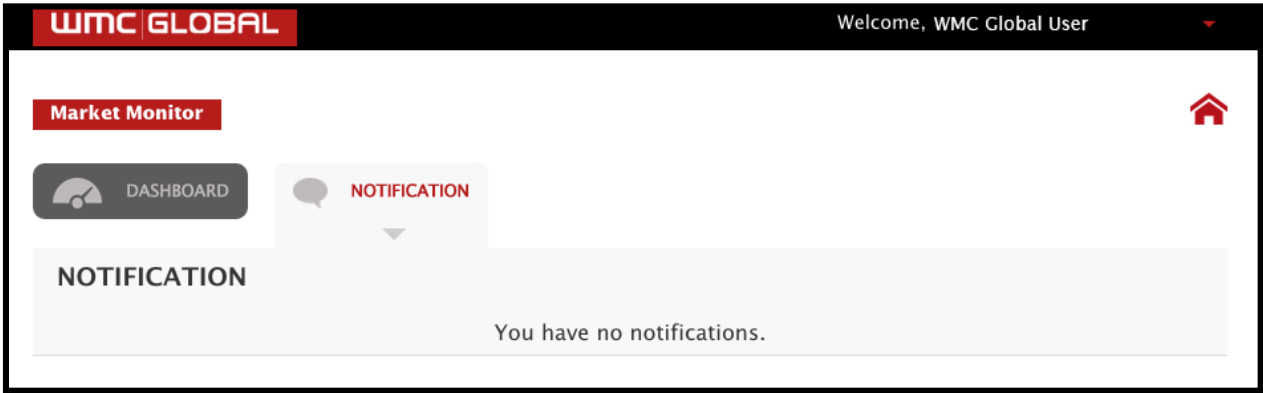


You can open the file to view and print it, or you can save it for your records.

### 3. Notification Tab

The Notification tab displays notifications, or broadcast messages, from the Market Monitor administrator. As shown in Exhibit 23, “You have no notifications.” appears when no notifications are present.

**Exhibit 23: Notification Tab**



## 4. Automated Email Messages

To ensure you always have access to the most up-to-date information, Market Monitor sends email messages automatically for actions associated with your account, including 1) account activation, 2) audit notification, 3) password update, 4) enforcement status change, and 5) feedback status change.

Should you receive an automated email message, remember to avoid replying to the email. Contact us at [us.support@wmcglobal.com](mailto:us.support@wmcglobal.com) instead.



## 5. Support

The WMC Global Support Team is only a phone call or email message away. Should you have questions or require assistance, contact them via email at [us.support@wmcglobal.com](mailto:us.support@wmcglobal.com) or by phone at +1 855 272 8182, Monday through Friday, from 9:00 A.M. and 5:00 P.M. EST.