Television Audience Measurement Terms

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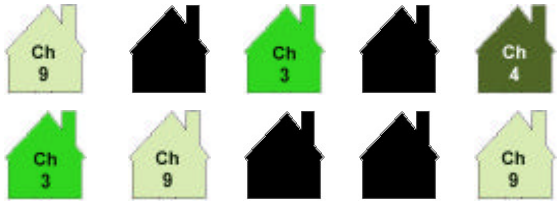
Universe Estimate (U.E.)

Total persons or homes in a given population,
e.g. TV households in Canada.

Rating %

The estimate of the size of television audience relative to the total universe, expressed as a percentage. The estimated percent of all TV households or persons tuned to a specific station.

In the example below, three of the 10 homes in the universe are tuned to channel 9. That translates to a 30 rating.



1	HUT	$\frac{6}{10}$	$\frac{\text{Households Using TV}}{\text{Total TV households}}$	= 60
2	Rating	$\frac{3}{10}$	$\frac{\text{Channel 9 households}}{\text{Total TV households}}$	= 30
3	Share	$\frac{3}{6}$	$\frac{\text{Channel 9 households}}{\text{Households Using TV}}$	= 50

Or Rating = Share x HUT

$$\text{Rating \%} = \frac{\text{Audience}}{\text{Universe Estimate}}$$

Share (of Audience)

The percent of Households Using Television (HUT) or Persons Viewing Television (PVT) which are tuned to a specific program or station at a specific time.

Using the example above, channel 9 is being viewed in three of the six homes using television. That means it has a 50 share of audience.

$$\text{Share} = \frac{\text{Rating}}{\text{HUT}}$$

Average Audience (AA)

The estimated average audience of a program during a time increment of its duration.

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Average Audience Projection / Impression/ (000)	The rating expressed in numeric rather than percent form.
Weighted Average	Calculated by multiplying each program's rating by its duration, summing these products and dividing the total by the sum of the duration. See also *Duration Averaging*.
Duration Averaging	Averaging programs together by weighting according to the length of each program
Coverage	The percent of TV households that could receive a program. It's the ***ability*** to view, not actual viewing.
Coverage Area Rating %	Average Audience in percent of homes able to receive an individual cable network or specialty channel.
Station Count	The number of stations transmitting the program.

$$\text{Coverage Area Rating \%} = \frac{\text{Average Audience \%}}{\text{Coverage Area Universe Estimate}}$$

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Audience Measurement and Abbreviations in Common Use

Average Hours of Viewing

HUT/PVT converted to the average hours of viewing per home or per person. The two measurements are simply different ways to express the same statistic.

Avg. Hours = Duration of the period x HUT%

For example,
the Mon-Sun 7-11pm duration is 7 days x 4 hours or 28 hours.

If we assume a 70% HUT…
28 Hours x .70 = 19.6 hours/week.

Average Hours:Minutes would be:
19 + (.6 x 60min.) = 19 hours 36 minutes.

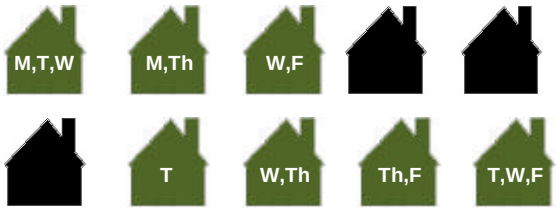
Gross Average Audience (GAA Rating)

The estimate which reflects the sum of all tuning and viewing minutes to a program. Tuning and viewing to the same minute of a program (or its repeat telecast) are counted each time.

Gross Rating Points (GRPs)

The sum of all ratings for all programs in a schedule. The illustration below shows reach and frequency.

Each home shows which days the set was in use during the time a commercial or spot aired. Since each home comprises 10% of the universe of 10 homes, each represents a 10 rating every time the spot airs. By adding these ratings we arrive at the total of 150 Gross Rating Points.



4 GRPs

Monday	= 20	Thursday	= 30 Rtg
Tuesday	= 30	Friday	= 30 Rtg
Wednesday	= 40	Total	= 150 GRPs

5 Reach $\frac{7}{10}$ $\frac{\text{Channel 9 households}}{\text{Total TV households}}$ = 70

6 Frequency $\frac{150}{70}$ $\frac{\text{GRPs}}{\text{Reach}}$ = .21

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Gross Impressions (IMP)

The GRPs expressed in numeric rather than percent form.

$$\text{Impressions} = \text{GRPs} \times \text{Universe}$$

Reach

The number of different or unduplicated homes/people that are exposed to a television program or commercial at least once across a stated period of time. Also called the cumulative (cume) or unduplicated audience. During the course of the schedule shown in the illustration above, seven different households were exposed to the commercial at least once. Since each home represents 10% of the universe, this makes the reach or cume 70%

Average Frequency

The average number of times a household or person viewed a given television program, station or commercial during a specific time period. In our example, the Gross Rating Points achieved (150) is divided by the percent of homes reached (70) to determine the frequency of 2.1.

Frequency Distribution

Number or percentage of households or persons that are exposed to a given program, station, or commercial on time, two times, three times etc.

Cost Per Thousand (CPM)

The cost to deliver 1,000 people or homes.

$$\text{CPM} = \frac{\text{Media Cost}}{\text{Impressions}} \times 1,000$$

Cost Per Rating Point (CPP)

The cost to deliver a single rating point.

$$\text{CPP} = \frac{\text{Average Unit Cost}}{\text{Rating \%}}$$

Or

$$\frac{\text{Total Schedule Cost}}{\text{GRPs}}$$