

Glossary

Industry Terms

Affiliate

A station associated contractually with a network for the purpose of broadcasting network programs.

Audience Composition

The distribution of a station's audiences by demographic group.

Audience Duplication

The group of a station's audience that is also exposed to another station. A station's shared audience.

Availability (AVAIL)

A specific period of unsold air time that is available for sale to an advertiser.

Average Frequency

The average number of times an audience is exposed to a particular media vehicle.

Average Index

The number above or below 100 (100 representing average) indicating how much more/less efficient your media vehicle is compared to the average media vehicle. Based on average audience.

Average Issue Readership

A newspaper's average amount of readers for one issue, both primary and pass-along.

Average Half-Hour Persons

The average number of people who watch during a time period for at least five minutes during a thirty-minute period.

Average Rating

The Average Half-Hour Persons represented as a percentage of the population or base (universe). A percent of the universe that watches a particular show during any given half hour of the selected daypart for at least five minutes.

Average Share

The Average Half-Hour Persons represented as a percentage of the people using television during that time period. A percent of the universe of TV viewers that watches a particular show during any given half hour of the selected daypart for at least five minutes.

Audience Composition %

Percentage of a medium's total audience that fits the target criteria.

Barter/Trade

An agreement between a station and advertiser for the exchange of airtime in return for goods or services.

Base

A user-defined universe for which you can run reports. A base can be any selected qualitative category or set of categories. It is common to find a base of a particular demographic, such as Adults 18+, or of a geographical location.

Bonus Spot/Make Good

An additional radio or television commercial given to an advertiser at no cost, or a commercial being run at no charge because it did not run or ran out of its scheduled time.

Cable TV Penetration

The percentage of a Designated Market Area that is connected to cable TV systems.

Column Inch

A measure of space used for print advertising, generally a unit of space one column wide and one inch deep.

Co-op Advertising

An advertising campaign run where the cost is split between the advertiser and a manufacturer and/or distributor.

Composition

The percentage of a media vehicle or schedule's total audience that meets the selected target.

Cost Per Point (CPP)

The cost of achieving one rating point, which represents one percent of the demographic population.

Coverage

The percent of all people in the target group exposed to a media vehicle or schedule.

CPM (Cost Per Thousand) Effective Net Reach

The cost of reaching 1,000 persons of a specified target effectively (defined as 3 or more times).

CPM Impressions

The cost of delivering 1,000 gross impressions.

CPM Reach

The cost of delivering 1,000 of the media vehicle's audience within a defined target.

Cume Index

The number above or below 100 (100 representing average) indicating how much more/less efficient your media vehicle is compared to the average media vehicle. Based on Cume Audience.

Cume Persons

The number of different (unduplicated) people within a specific target that watch a station for at least five minutes during a specified period of time.

Cume Rating

The Cume Persons expressed as a percentage of the demographic population.

Daypart

A specific time period segment of a broadcast day.

Designated Market Area (DMA)

Nielsen Media Research's geographic definition of the TV markets broken into counties.

Direct Response Advertising

An advertising message that calls for quick action or commitment by the viewer/listener/reader directly to the advertiser.

Drive Time

A radio term referring to the time consumers commute back and forth to work. Typically defined as M–F, 6a-10a & M–F, 3p-7p.

Effective Frequency

Typically defined as the minimum of three exposures to achieve the advertising campaign goals.

Effective Reach

The percent of the target population that is exposed to the message three or more times.

Flighting

An advertising campaign schedule run over multiple weeks where the same number of spots are not run equally over all weeks.

Frequency

The average number of times the target population is exposed to a message.

Frequency Distribution

A scale representing the percent of target population exposed to a message at different levels, such as 2+, 3+, or 4+ times.

Fringe

A television term referring to the period of time surrounding the prime time broadcast hours.

Gross Rating Points (GRP)

The sum of all average rating points for all spots/insertions in a given schedule (average rating points x spots / insertions)

Gross Impressions

Total number of exposures for all spots/insertions in a given schedule (average persons x spot / insertion).

Households Using Television (HUTs)

The number of homes within a particular Designated Market Area watching television.

In-Tab

The number of actual people who participated and completed the study.

Market

The means by which Scarborough surveys are compiled and distributed on a market basis. This is usually a Designated Market Area as defined by Nielsen Market Research.

One Time Only (OTO)

A term referring to a schedule or spot that runs for one time only.

Penetration

A percent of a target population that has been exposed to a message.

Persons Using Television (PUTs)

The number of individual people viewing all television stations during a period of time.

Promo

A brief message "teasing" viewers about the network affiliate or another program to watch.

Reach

The number of different persons exposed to a specific media vehicle who meet the target criteria.

Reach %

The number of different persons, expressed as a percentage, exposed to a specific media vehicle or media schedule and who meet the target criteria.

Rotation

Spots which rotate throughout the various days during the duration of the schedule.

Run of Schedule (ROS)

A broadcast commercial for a time period that is not specified. It is up to media company to decide when to air the commercial.

Spot

A commercial. One unit of air time.

Sweeps

The four-week time period during which Nielsen Media Research conducts the actual surveying of TV viewing habits.

Target

A subset of the database, or more generally a subset of the base, against which you can run reports. You can think of a target definition as a filter made up of one or more qualifications.

Target Cume (1 Wk)

The number of different persons reached in a given week who fit the target criteria.

Target Cume % (1 Wk)

The number of different persons reached, expressed as a percentage, in a given week who fit the target criteria.

Target Average Persons

The average number of persons fitting the target criteria.

Target Average Rating

The average number of persons, expressed as a percentage, fitting the target criteria.

Total Adults

All respondents aged 18 or older, or the entire database. A Scarborough database is compiled from adult survey respondents aged 18 and older.

Viewers Per Household

The average number of persons viewing a broadcast per viewing household.

Industry Formulas

Average Composition

Demographic Audience divided by the Total Audience.

Average Share

Average Rating divided by HUTs or PUTs.

Average Rating

Average Half-Hour Persons divided by Population.

CPM Effective Net Reach

Total Cost divided by Effective Net Reach expressed in thousands (000s).

CPM Net Reach

Total Cost divided by Net Reach expressed in thousands (000s).

CPP (Cost Per Point)

Total Cost divided by Gross Rating Points (GRPs).

CPM (Cost Per Thousand)

Total Cost divided by Gross Impressions expressed in thousands (000s).

Cume Composition

Demographic Audience divided by Total Persons (18+ audience).

Cume Composition Index

Cume Rating divided by Total Demographic Population Percentage.

Cume Rating

Cume Persons divided by the Total Population of that same demographic.

Coverage

Demographic Audience divided by the Demographic Universe.

Frequency

Gross Rating Points (GRPs) divided by Reach; or Gross Impressions divided by Reach.

Gross Impressions

Average Persons multiplied by the Number of Spots.

GRPs (Gross Rating Points)

Reach multiplied by Frequency; or Average Rating multiplied by Spots (insertions).

Household Rating

Household Audience divided by the Household Universe.

HUTs

Household Rating divided by Share.

Index

Two percentages divided by each other; for example, the percent of a target against a variable divided by the percentage of the variable against the universe (base).

Percent of Cume

Reach divided by Cume.

Reach

Gross Rating Points (GRPs) divided by Frequency.

Scarborough Readers Per Copy

Newspaper Average Issue Audience divided by Circulation.