

Terms & Definitions

Universe Estimate

The estimated population against which media audiences are calculated.

Minimum Sample Size

Minimum expected panel size of the reporting panel for a defined demographic within a defined geographic area based on Universe Estimates. The reporting panel is 90% of the full panel.

Average Audience

The sum of people watching a program/timeband per minute, divided by the duration of that program/timeband expressed as an absolute number for that demographic.

Target Audience Rating Point (TARP)

The average viewing audience for a demographic, usually expressed as a percentage.

Share

The average viewing audience for a specific program or channel, expressed as a percentage of the total TV viewing audience.

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Reach

The number or percentage of different people who have seen 'x' minute(s) of a program or timeband. Industry standard bases Program Reach on 5 consecutive minutes viewed.

Effective Frequency

The number of exposures (1+, 2+, 3+ etc) deemed necessary for an advertising message to produce an effect.

i.e. For the target market to take the desired action, or for the ad to cause the desired response.

Effective Reach

The number or percentage of the target audience who are reached at, or above, the Effective Frequency level.

e.g. If the Effective Frequency is set at 3 and 55% of the target have seen the advertising campaign 3 or more times, then the Effective Reach is 55%.

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Live

Viewing of television programming at the time of broadcast.

As Live

Viewing of recorded television programming on the same research day, at least 60 seconds after the time of the original broadcast (a research day is 2am to 2am).

Overnight

The aggregate of Live and As Live viewing. Overnight files are released on the morning of the day after broadcast.

Time Shift to 7

Viewing of recorded television programming up to seven days after broadcast.

Playback to 7

Viewing to a television program at a time later than the original time of broadcast, up to seven days after broadcast. This is measured as the addition of 'As Live' and 'Time shift to 7'.

Consolidated 7

The aggregate of Live, As Live and Time Shift viewing, up to seven days after broadcast. Consolidated files are released seven days after the overnight files.

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Time Shift 8-28

Viewing of recorded television programming between 8 – 28 days after the original time of broadcast.

Time Shift to 28

Viewing of recorded television programming up to 28 days after broadcast.

Playback to 28

Viewing to a television program at a time later than the original time of broadcast, up to 28 days after broadcast. This is measured as the addition of 'As Live' and 'Time shift to 28'.

Consolidated 28

The aggregate of Live, As Live and Time Shift to 28 viewing, up to 28 days after broadcast. Consolidated files are released 21 days after Consolidated 7 files and 28 days after the overnight files.

Total Grocery Shopper

As of 1st January 2017, the new 'Total Grocery Shopper' demographic will sit alongside the Main Grocery Buyer demographic and with its broader definition will account for all of the grocery shoppers within the home.

Main Grocery Buyers are also commonly referred to as Grocery Buyers, MGBs and GBs. The new 'Total Grocery Shopper' variable may be referred to as Total Shoppers, Shoppers or SH. The Total Grocery Shopper attribute has a floating universe estimate.