



# eTAM Data Types

Main Data Types Explained

# Daypart-Based Reports

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# Rating Absolute (for Single Day Analysis)

Average Minute Rating in Absolute Values

$$\frac{\sum_{n \in V} (w_n \cdot t_n)}{D}$$

28th March 2022 on Channel 1 (1 Day)

Time Slot	WEIGHT	MINUTES WATCHED	$w_n \cdot t_n$	RATING ABSOLUTE
03:00 - 03:59				
04:00 - 04:59				
05:00 - 05:59				
06:00 - 06:59				
07:00 - 07:59				
08:00 - 08:59				
09:00 - 09:59				
10:00 - 10:59	900	10:00:00 - 10:14:59 (15 minutes)	$900 \cdot 15 = 13,500$	$(13,500 + 11,000 + 45,000 + 28,000)$ <hr/> 60 = <b>1,625</b>
11:00 - 11:59	1,100	10:08:00 - 10:17:59 (10 minutes)	$1,100 \cdot 10 = 11,000$	
12:00 - 12:59	1,000	10:05:00 - 10:49:59 (45 minutes)	$1,000 \cdot 45 = 45,000$	
13:00 - 13:59	800	10:25:00 - 10:59:59 (35 minutes)	$800 \cdot 35 = 28,000$	
14:00 - 14:59				
15:00 - 15:59				
16:00 - 16:59				
17:00 - 17:59				
18:00 - 18:59				
19:00 - 19:59				
20:00 - 20:59				
21:00 - 21:59				
22:00 - 22:59				
23:00 - 23:59				
24:00 - 24:59				
25:00 - 25:59				
26:00 - 26:59				

# Rating Absolute (for Multi-Day Analysis)

Average Minute Rating in Absolute Values

$$\frac{\sum_{n \in V} (w_n \cdot t_n)}{D}$$

**NOTE:**

In case multiple channels are selected, the denominator has to include the analysed duration for each channel.

**Example:** two channels selected over two days, analysing 1 hour time band would mean considering a denominator equal to 60 \* 4.

28th & 29th March 2022 on Channel 1 (2 Days)

03:00 - 03:59
04:00 - 04:59
05:00 - 05:59
06:00 - 06:59
07:00 - 07:59
08:00 - 08:59
09:00 - 09:59
10:00 - 10:59
11:00 - 11:59
12:00 - 12:59
13:00 - 13:59
14:00 - 14:59
15:00 - 15:59
16:00 - 16:59
17:00 - 17:59
18:00 - 18:59
19:00 - 19:59
20:00 - 20:59
21:00 - 21:59
22:00 - 22:59
23:00 - 23:59
24:00 - 24:59
25:00 - 25:59
26:00 - 26:59

	WEIGHT	MINUTES WATCHED	$w_n \cdot t_n$
28th March 2022	900	10:00:00 - 10:14:59 (15 minutes)	900 * 15 = 13,500
	1,100	10:08:00 - 10:17:59 (10 minutes)	1,100 * 10 = 11,000
	1,000	10:05:00 - 10:49:59 (45 minutes)	1,000 * 45 = 45,000
	800	10:25:00 - 10:59:59 (35 minutes)	800 * 35 = 28,000
29th March 2022	950	10:05:00 - 10:24:59 (20 minutes)	950 * 20 = 19,000
	1,200	10:00:00 - 10:39:59 (40 minutes)	1,200 * 40 = 48,000
	1,300	10:10:00 - 10:18:59 (9 minutes)	1,300 * 9 = 11,700
	900	10:20:00 - 10:55:59 (36 minutes)	900 * 36 = 32,400

**RATING ABSOLUTE**

(13,500 + 11,000 + 45,000 + 28,000 + 19,000 + 48,000 + 11,700 + 32,400)

(60 + 60)

=

**1,738**

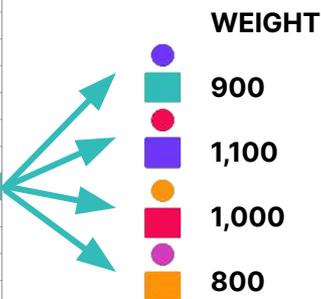
# Rating %

Average Minute Rating in Percentage Values

$$\frac{\text{Rating Absolute}}{\text{Universe}} \cdot 100$$

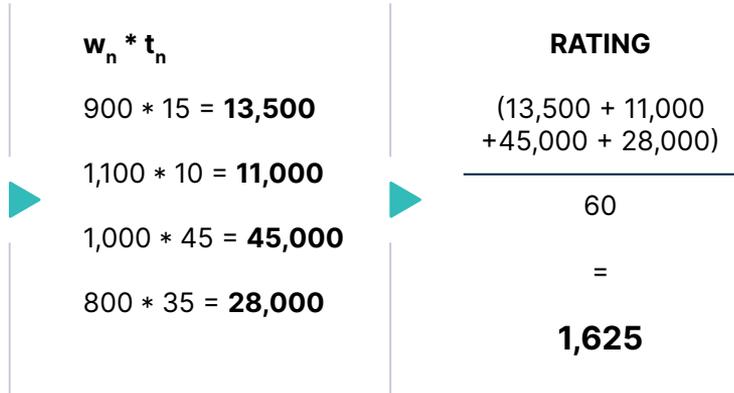
28th March 2022 on Channel 1 (1 Day)

03:00 - 03:59
04:00 - 04:59
05:00 - 05:59
06:00 - 06:59
07:00 - 07:59
08:00 - 08:59
09:00 - 09:59
10:00 - 10:59
11:00 - 11:59
12:00 - 12:59
13:00 - 13:59
14:00 - 14:59
15:00 - 15:59
16:00 - 16:59
17:00 - 17:59
18:00 - 18:59
19:00 - 19:59
20:00 - 20:59
21:00 - 21:59
22:00 - 22:59
23:00 - 23:59
24:00 - 24:59
25:00 - 25:59
26:00 - 26:59



**MINUTES WATCHED**

10:00:00 - 10:14:59 (15 minutes)
10:08:00 - 10:17:59 (10 minutes)
10:05:00 - 10:49:59 (45 minutes)
10:25:00 - 10:59:59 (35 minutes)



UNIVERSE: **20,000,000**

$$1,625 / 20,000,000 * 100 = \mathbf{0,008\%}$$

# TRP % (for Single Day Analysis)

The value of Rating % for time bands

$$\sum_{n \in E} \text{Rating } \%_n$$

Hour	Average Rating
03:00:00 - 03:59:59	7.16
04:00:00 - 04:59:59	4.95
05:00:00 - 05:59:59	4.13
06:00:00 - 06:59:59	3.81
07:00:00 - 07:59:59	3.71
08:00:00 - 08:59:59	3.94
09:00:00 - 09:59:59	3.79
10:00:00 - 10:59:59	4.63
11:00:00 - 11:59:59	7.12
12:00:00 - 12:59:59	9.41
13:00:00 - 13:59:59	11.55
14:00:00 - 14:59:59	13.82
15:00:00 - 15:59:59	13.63
16:00:00 - 16:59:59	14.40
17:00:00 - 17:59:59	14.89
18:00:00 - 18:59:59	16.29
19:00:00 - 19:59:59	16.76
20:00:00 - 20:59:59	16.20
21:00:00 - 21:59:59	16.85
22:00:00 - 22:59:59	16.60
23:00:00 - 23:59:59	16.74
24:00:00 - 24:59:59	14.80
25:00:00 - 25:59:59	11.23
26:00:00 - 26:59:59	8.71

SUM =

28th March 2022 on Total TV (1 Day, Hour by Hour)

**TRP %**

$$7.16 + 4.95 + 4.13 + 3.81 + 3.71 + 3.94 + 3.79 + 4.63 + 7.12 + 9.41 + 11.55 + 13.82 + 13.63 + 14.40 + 14.89 + 16.29 + 16.76 + 16.20 + 16.85 + 16.60 + 16.74 + 14.80 + 11.23 + 8.71$$

=

**255.33**

**NOTE:**  
TRP % can be generated for any time band, i.e. 1 min, 5 min, 15 min or 30 min segments.

# Profile %

The target demographic audience expressed as a percentage of a base demographic audience.

$$\frac{\text{Rating } \%}{\text{Rating } \%_{\text{base}}} \cdot 100$$

Base Demographic in this example is **Total Individuals**

	Profile %		
Program Name	Total Individuals	Male	Female
Program 1	100.00%	30.52%	69.48%
Program 2	100.00%	64.28%	35.72%
Program 3	100.00%	57.23%	42.77%
Program 4	100.00%	33.07%	66.93%

## PROGRAMS

Males Females

PROGRAM 1	 < 	More <b>Females</b> watching <b>Program 1</b> than <b>Males</b> .
PROGRAM 2	 > 	More <b>Males</b> watching <b>Program 2</b> than <b>Females</b> .
PROGRAM 3	 > 	More <b>Males</b> watching <b>Program 3</b> than <b>Females</b> .
PROGRAM 4	 < 	More <b>Females</b> watching <b>Program 4</b> than <b>Males</b> .

# Share of Audience % (for Single Day Analysis)

It describes how much the Rating of a channel contributes to Total TV, expressed in percentage

28th March 2022 (1 Day) - Total TV = 76,000

Channel 1	1,540
Channel 2	3,960
Channel 3	2,105
Channel 4	3,640
Channel 5	2,835
Channel 6	3,005
<b>Channel 7</b>	<b>1,625</b>
Channel 8	450
Channel 9	5,255
Channel 10	1,060
Channel 11	1,200
Channel 12	1,105
Channel 13	2,010
Channel 14	2,350
Channel 15	905



$$\frac{\text{Rating Absolute}}{\sum_{c \in S} \text{Rating Absolute}_c} \cdot 100$$

Share of Audience % for Channel 7:

$$(1,625 / 76,000) * 100 = 2.14\%$$

# Share to Selected % (for Single Day Analysis)

It describes how much the Rating of a channel contributes to the sum of the Rating for the selected channels, expressed in percentage

28th March 2022 (1 Day)

Channel 1	1,540
Channel 2	3,960
Channel 3	2,105
Channel 4	3,640
Channel 5	2,835
Channel 6	3,005
<b>Channel 7</b>	<b>1,625</b>
Channel 8	450
Channel 9	5,255
Channel 10	1,060
Channel 11	1,200
Channel 12	1,105
Channel 13	2,010
Channel 14	2,350
Channel 15	905

●	<b>WEIGHT</b>
■	<b>900</b>
●	<b>1,100</b>
●	<b>1,000</b>
●	<b>800</b>

<b>MINUTES WATCHED</b>
10:00:00 - 10:14:59 (15 minutes)
10:08:00 - 10:17:59 (10 minutes)
10:05:00 - 10:49:59 (45 minutes)
10:25:00 - 10:59:59 (35 minutes)

$w_n * t_n$
$900 * 15 = 13,500$
$1,100 * 10 = 11,000$
$1,000 * 45 = 45,000$
$800 * 35 = 28,000$

<b>RATING ABSOLUTE</b>
(13,500 + 11,000 + 45,000 + 28,000)
60
=
<b>1,625</b>

$$\frac{\text{Rating Absolute}}{\sum_{c \in C} \text{Rating Absolute}_c} \cdot 100$$

## Share to Selected % for Channel 7:

$$(1,625 / (1,540 + 3,960 + 2,105 + 3,640 + 2,835 + 3,005 + 1,625 + 450 + 5,255 + 1,060 + 1,200 + 1,105 + 2,010 + 2,350 + 905)) * 100 = 4.9\%$$

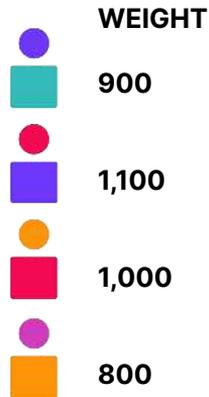
# Average Daily Reach (for Single Day Analysis)

The number of unique people who viewed a minimum amount of the program or time band, expressed as an absolute value

$$\frac{\sum_{p \in P} \sum_{n \in V_p} w_{n,p}}{|P|}$$

28th March 2022 on Channel A (1 Day)

03:00 - 03:59
04:00 - 04:59
05:00 - 05:59
06:00 - 06:59
07:00 - 07:59
08:00 - 08:59
09:00 - 09:59
10:00 - 10:59
11:00 - 11:59
12:00 - 12:59
13:00 - 13:59
14:00 - 14:59
15:00 - 15:59
16:00 - 16:59
17:00 - 17:59
18:00 - 18:59
19:00 - 19:59
20:00 - 20:59
21:00 - 21:59
22:00 - 22:59
23:00 - 23:59
24:00 - 24:59
25:00 - 25:59
26:00 - 26:59



## AVERAGE DAILY REACH

(900 + 1,100 + 1,000 + 800)

=

3,800

**Note:** for single day analysis Unduplicated Reach and Average Daily Reach figures are the same. The main difference is in the approach for multi-day analysis (see next slide).

# Average Daily Reach (for Multi-Day Analysis)

The number of unique people who viewed a minimum amount of the time band, expressed as an absolute value and average across multiple days

$$\frac{\sum_{p \in P} \sum_{n \in V_p} w_{n,p}}{|P|}$$

28th & 29th March 2022 on Channel A (2 Days)

03:00 - 03:59
04:00 - 04:59
05:00 - 05:59
06:00 - 06:59
07:00 - 07:59
08:00 - 08:59
09:00 - 09:59
10:00 - 10:59
11:00 - 11:59
12:00 - 12:59
13:00 - 13:59
14:00 - 14:59
15:00 - 15:59
16:00 - 16:59
17:00 - 17:59
18:00 - 18:59
19:00 - 19:59
20:00 - 20:59
21:00 - 21:59
22:00 - 22:59
23:00 - 23:59
24:00 - 24:59
25:00 - 25:59
26:00 - 26:59

	WEIGHT	UNDUPLICATED REACH
28th March 2022	900	(900 + 1,100 + 1,000 + 800) = <b>3,800</b>
	1,100	
	1,000	
	800	
29th March 2022	950	(950 + 1,200 + 1,300 + 900) = <b>4,350</b>
	1,200	
	1,300	
	900	

**AVERAGE DAILY REACH**

$$(3,800 + 4,350) / 2 = \mathbf{4,075}$$

**Note:** Average Daily Reach is an average of the daily reach values for multi-day analyses.

# Average Daily Reach % (for Multi-Day Analysis)

Average of Daily Reach Values in Percentage

$$\frac{\text{Average Daily Reach}}{\text{Universe}} \cdot 100$$

28th & 29th March 2022 on Channel A (2 Days)

03:00 - 03:59
04:00 - 04:59
05:00 - 05:59
06:00 - 06:59
07:00 - 07:59
08:00 - 08:59
09:00 - 09:59
10:00 - 10:59
11:00 - 11:59
12:00 - 12:59
13:00 - 13:59
14:00 - 14:59
15:00 - 15:59
16:00 - 16:59
17:00 - 17:59
18:00 - 18:59
19:00 - 19:59
20:00 - 20:59
21:00 - 21:59
22:00 - 22:59
23:00 - 23:59
24:00 - 24:59
25:00 - 25:59
26:00 - 26:59

		WEIGHT	UNDUPLICATED REACH
28th March 2022		900	(900 + 1,100 + 1,000 + 800) = <b>3,800</b>
		1,100	
		1,000	
		800	
29th March 2022		950	(950 + 1,200 + 1,300 + 900) = <b>4,350</b>
		1,200	
		1,300	
		900	

**AVERAGE DAILY REACH %**

$$(3,800 + 4,350) / 2$$

=

**4,075**

$$4,075 / 20,000,000 * 100 = \mathbf{0,02\%}$$

**UNIVERSE: 20,000,000**



# Average Weekly Reach %

Average Weekly Reach in Percentage Values

08th till 21st May 2022 on Channel A (2 weeks)

03:00 - 03:59
04:00 - 04:59
05:00 - 05:59
06:00 - 06:59
07:00 - 07:59
08:00 - 08:59
09:00 - 09:59
10:00 - 10:59
11:00 - 11:59
12:00 - 12:59
13:00 - 13:59
14:00 - 14:59
15:00 - 15:59
16:00 - 16:59
17:00 - 17:59
18:00 - 18:59
19:00 - 19:59
20:00 - 20:59
21:00 - 21:59
22:00 - 22:59
23:00 - 23:59
24:00 - 24:59
25:00 - 25:59
26:00 - 26:59

	DAYS WATCHED	WEIGHTS	AVERAGE WEIGHTS WEEK 1	REACH WEEK 1
8th to 14th May 2022	8th of May	900  1100  800	950	950+1100+800 +1350+700 = <b>4,900</b>
	9th of May	1000  1000  1300	1100 800	
	14th of May	700  1200  1400	1350 700	
15th to 21st May 2022	8th of May	800  1000  800	950	950+1100+900+ 1300+1400 = <b>5,650</b>
	9th of May	1100  1000  1200	1100 900	
	14th of May	1200  1400  1400	1300 1400	

$$\frac{\text{Average Weekly Reach}}{\text{Universe}} \cdot 100$$

## AVERAGE WEEKLY REACH %

$$(4,900 + 5,650) / 2$$

=

**5,275**



$$5,275 / 20,000,000 * 100$$

=

**0,02%**

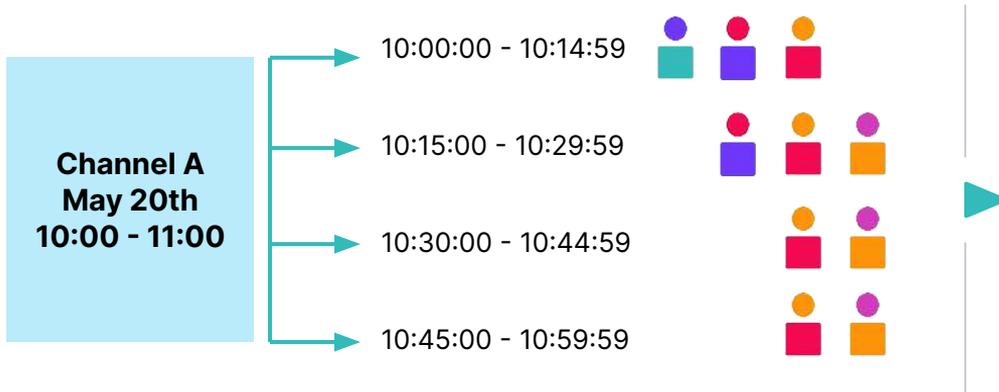
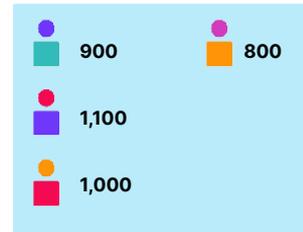


UNIVERSE: **20,000,000**

# Unduplicated Reach (for Single Day Analysis)

The number of unique people who viewed at least 1 item (dayparts in this example), expressed as an absolute value.

$$\sum_{n \in V} w_n$$



## WEIGHTS

## UNDUPLICATED REACH

$$900 + 1,100 + 1,000 = 3,000$$

$$1,100 + 1,000 + 800 = 2,900$$

$$1,000 + 800 = 1,800$$

$$1,000 + 800 = 1,800$$

**Note:** The Grand Summary is equal for both Reach (RF) and Cume Reach (RF)

# Unduplicated Reach (for Multi-Day Analysis)

The number of unique people who viewed at least 1 item (daypart in this example), expressed as an absolute value.

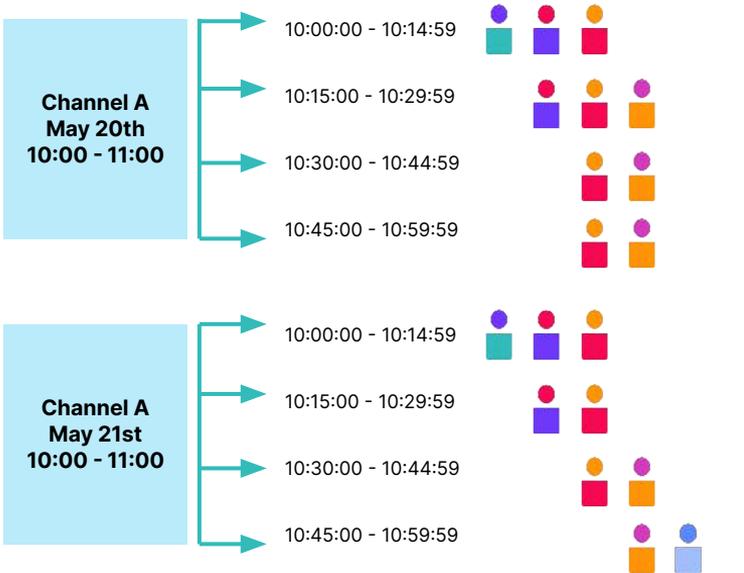
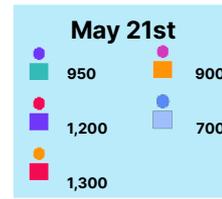
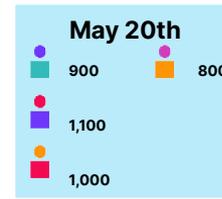
$$\sum_{n \in V} w_n$$



# Unduplicated Reach %

The number of unique people who viewed at least 1 item (daypart in this example), expressed as %.

$$\frac{\text{Unduplicated Reach}}{\text{Universe}} \cdot 100$$



## WEIGHTS UNDUPLICATED REACH (Each Day)

900 + 1,100 + 1,000 = **3,000**

1,100 + 1,000 + 800 = **2,900**

1,000 + 800 = **1,800**

1,000 + 800 = **1,800**

---

950 + 1,200 + 1,300 = **3,450**

1,200 + 1,300 = **2,500**

1,300 + 900 = **2,200**

900 + 700 = **1,600**

## UNDUPLICATED REACH % (for both days)

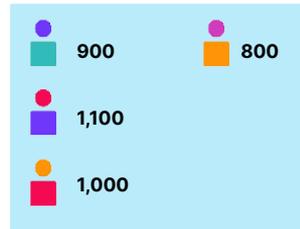
$$\begin{aligned} & (900+950)/2 \\ & + (1,100+1,200)/2 \\ & + (1,000+1,300)/2 \\ & + (800+900)/2 \\ & + 700 \\ & = \mathbf{4,775} \\ & \& \\ & \text{ASSUMING UNIVERSE IS:} \\ & \mathbf{20,000,000} \end{aligned}$$

$$\frac{4,775}{20,000,000} * 100 = \mathbf{0.024\%}$$

# Cume Reach (RF) (Single Day Example)

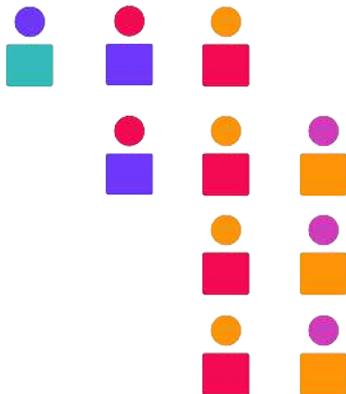
Number of Unique Individuals in Absolute Values

$$\sum_{n \in V} w_n$$



Let's consider the 28th March 2022, from 10:00 to 10:59, on Channel A (1 Day)

10:00:00 - 10:14:59
10:15:00 - 10:29:59
10:30:00 - 10:44:59
10:45:00 - 10:59:59



## WEIGHTS

$$900 + 1,100 + 1,000 = \mathbf{3,000}$$

$$1,100 + 1,000 + 800 = \mathbf{2,900}$$

$$1,000 + 800 = \mathbf{1,800}$$

$$1,000 + 800 = \mathbf{1,800}$$

Channel	15 Mins	Unduplicated Reach	Cume Reach (RF)
Channel A	10:00:00 - 10:14:59	3,000	3,000
	10:15:00 - 10:29:59	2,900	3,800
	10:30:00 - 10:44:59	1,800	3,800
	10:45:00 - 10:59:59	1,800	3,800
Grand Summary		3,800	3,800

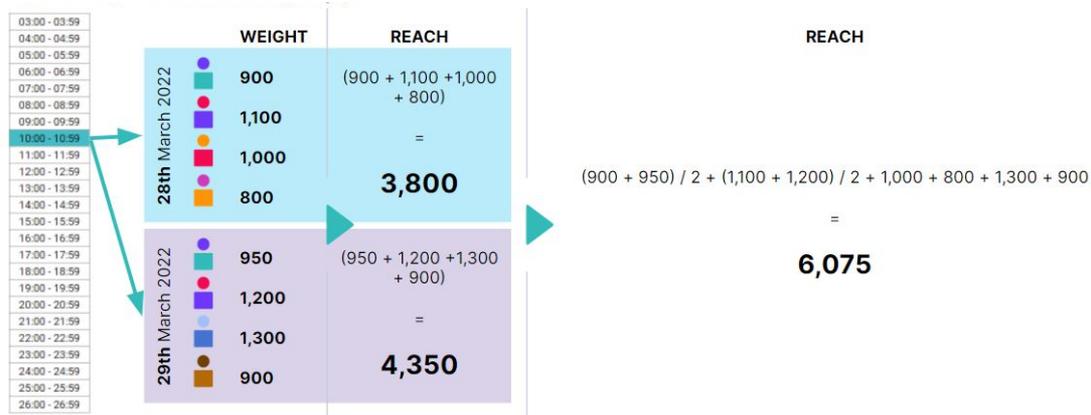
**Note:** when using Cume Reach (RF) the cumulation of the unique individuals is displayed as a build-up line by line in the report (the overall total is the same as the one reported for Unduplicated Reach).

# Cume Reach (RF) (Multi-Day Example)

Number of Unique Individuals in Absolute Values

$$\sum_{n \in V} w_n$$

28th & 29th March 2022 on Channel A (2 Days)



Channel	Date	Unduplicated Reach	Cume Reach (RF)
Channel A	28/03/2022	3,800	3,800
	29/03/2022	4,350	6,075
Grand Summary		6,075	6,075

**Note:** when using Cume Reach (RF) the cumulation of the unique individuals is displayed as a build-up line by line in the report (the overall total is the same as the one reported for Unduplicated Reach).

# Cume Reach % (RF)

Number of Unique Individuals expressed in Percentage based on the universe

$$\frac{\text{Cume Reach (RF)}}{\text{Universe}} \cdot 100$$

20,000,000

28th & 29th March 2022 on MBC1 (2 Days)

03:00 - 03:59
04:00 - 04:59
05:00 - 05:59
06:00 - 06:59
07:00 - 07:59
08:00 - 08:59
09:00 - 09:59
10:00 - 10:59
11:00 - 11:59
12:00 - 12:59
13:00 - 13:59
14:00 - 14:59
15:00 - 15:59
16:00 - 16:59
17:00 - 17:59
18:00 - 18:59
19:00 - 19:59
20:00 - 20:59
21:00 - 21:59
22:00 - 22:59
23:00 - 23:59
24:00 - 24:59
25:00 - 25:59
26:00 - 26:59

	WEIGHT	REACH
28th March 2022	900	(900 + 1,100 + 1,000 + 800) = <b>3,800</b>
	1,100	
	1,000	
	800	
	950	
29th March 2022	1,200	(950 + 1,200 + 1,300 + 900) = <b>4,350</b>
	1,300	
	900	

REACH

$$(900 + 950) / 2 + (1,100 + 1,200) / 2 + 1,000 + 800 + 1,300 + 900$$

$$=$$

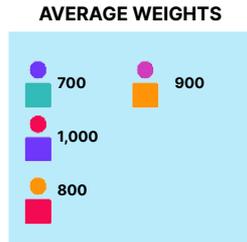
**6,075**

$$6,075 / 20,000,000 * 100 = 0,03 \%$$

# Reach N+ (Single Day Example)

The number of exposures (1+, 2+, 3+, etc.) to Dayparts expressed in absolute values. The value of 1+ is equal to Unduplicated Reach.

$$\sum_{n \in V} w_n$$



28th March 2022 on Channel A (1 Day)

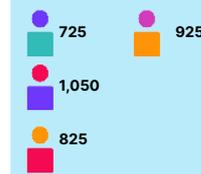
DAYPARTS	VIEWING TIMES	WEIGHTS	1+	2+	3+
08:00 - 11:59	08:10:00 - 08:45:59		700 + 1,000 + 800 + 900 =	1,000 + 800 + 900 =	1,000 + 800 =
12:00 - 15:59	12:20:00 - 12:24:59		3,400	2,700	1,800
16:00 - 17:59	16:30:00 - 17:59:59		800, 900		
18:00 - 19:59	19:30:00 - 19:45:59		1000, 900		

# Reach N+ (Multi-Day Example)

The number of exposures (1+, 2+, 3+, etc.) to Dayparts and days expressed in absolute values. The value of 1+ is equal to Unduplicated Reach.

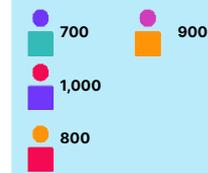
$$\sum_{n \in V} w_n$$

## AVERAGE WEIGHTS



28th and 29th March 2022 on Channel A

	DAYPARTS	VIEWING TIMES	WEIGHTS				
28th March 2022	08:00 - 11:59	08:10:00 - 08:45:59	700, 1000, 800				
	12:00 - 15:59	12:20:00 - 12:24:59	1,000, 800				
	16:00 - 17:59	16:30:00 - 17:59:59	800, 900	1+	2+	3+	4+
	18:00 - 19:59	19:30:00 - 19:45:59	1000, 900	725 + 1,050 + 825 + 925 =	725 + 1,050 + 825 + 925 =	725 + 1,050 + 825 + 925 =	725 + 1,050 + 825 =
				3,525	3,525	3,525	2,600
29th March 2022	08:00 - 11:59	08:20:00 - 08:52:59	750, 850				
	12:00 - 15:59	13:10:00 - 13:55:59	1,100, 850				
	16:00 - 17:59	17:05:00 - 17:29:59	850, 950				
	18:00 - 19:59	18:30:00 - 19:15:59	750, 1100				

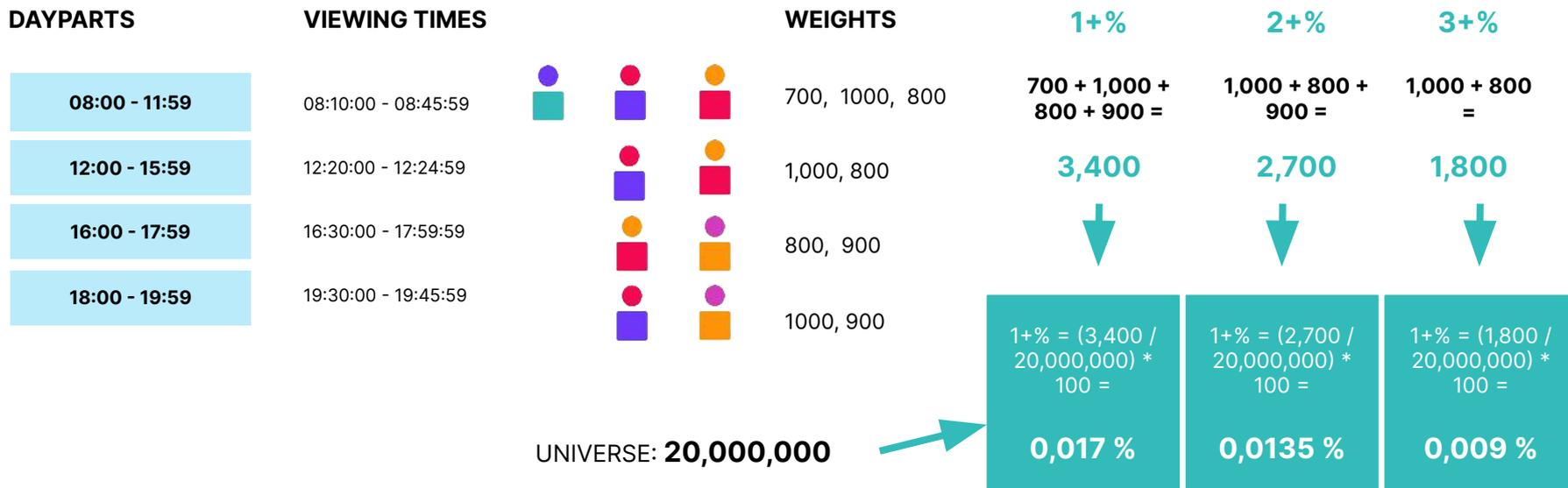


# Reach N+% (Single Day Example)

The number of exposures (1+%, 2+%, 3+%, etc.) to Dayparts expressed in percentage values. The value of 1+% is equal to Unduplicated Reach %

28th March 2022 on Channel A (1 Day)

$$\frac{\text{Unduplicated Reach}}{\text{Universe}} \cdot 100$$

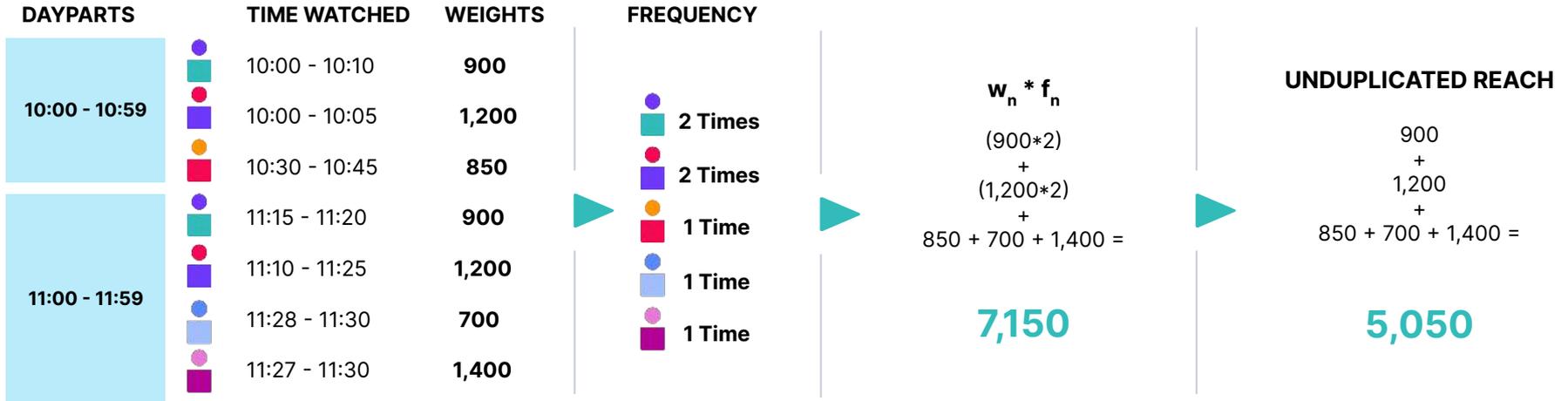


# Frequency (Single Day Example)

The average number of times a person views a given channel total TV or program, calculated for each row of the layout.

$$\frac{\sum_{n \in V} (w_n \cdot f_n)}{\sum_{n \in V} w_n}$$

28th March 2022 on Channel A (1 Day)



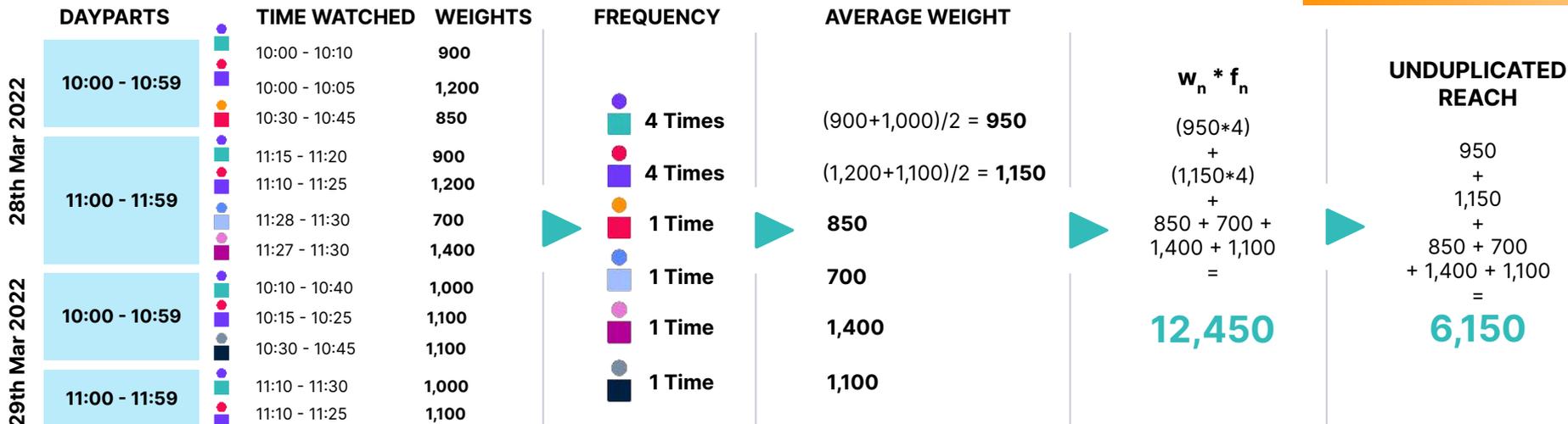
# Frequency (Multi Day Example)

$$\frac{\sum_{n \in V} (w_n \cdot f_n)}{\sum_{n \in V} w_n}$$

The average number of times a person views a given channel total TV or program, calculated for each row of the layout.

**Note:** the number of days considered in the report is contributing to the frequency: if considering the entire day as daypart someone watches Channel A on day 1 and also on day 2, then the overall Frequency is 2.

28th and 29th March 2022 on Channel A (2 Days)



$$\text{Frequency} = \frac{12,450}{6,150} = 2.0 \text{ Times}$$

# TSV Universe (Daily) (for Single Day Analysis)

Average Daily Time Viewed (per Viewer)

Formula:

$$\frac{\text{Rating Absolute}}{\text{Universe}} \cdot D$$

May 1st, 2022 on Channel A

03:00 - 03:59
04:00 - 04:59
05:00 - 05:59
06:00 - 06:59
07:00 - 07:59
08:00 - 08:59
09:00 - 09:59
10:00 - 10:59
11:00 - 11:59
12:00 - 12:59
13:00 - 13:59
14:00 - 14:59
15:00 - 15:59
16:00 - 16:59
17:00 - 17:59
18:00 - 18:59
19:00 - 19:59
20:00 - 20:59
21:00 - 21:59
22:00 - 22:59
23:00 - 23:59
24:00 - 24:59
25:00 - 25:59
26:00 - 26:59

	WEIGHT	MINUTES WATCHED	$w_n * t_n$	RATING ABSOLUTE (Per Day)
1st May	900	10:00:00 - 10:14:59 (15 minutes)	$900 * 15 = 13,500$	$(13,500 + 11,000 + 45,000)/60 = 1,158$
	1,100	10:08:00 - 10:17:59 (10 minutes)	$1,100 * 10 = 11,000$	
	1,000	10:05:00 - 10:49:59 (45 minutes)	$1,000 * 45 = 45,000$	

TSV UNIVERSE (Daily)

$$\frac{1,158 \times 60}{20,000,000} = 0.0035$$

# TSV Universe (Daily) (for Multi Day Analysis)

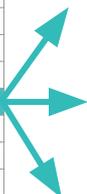
Average Daily Time Viewed (per Viewer)

May 1st - 3rd, 2022 on Channel A (3 Days)

Formula:

$$\frac{\text{Rating Absolute}}{\text{Universe}} \cdot D$$

03:00 - 03:59
04:00 - 04:59
05:00 - 05:59
06:00 - 06:59
07:00 - 07:59
08:00 - 08:59
09:00 - 09:59
10:00 - 10:59
11:00 - 11:59
12:00 - 12:59
13:00 - 13:59
14:00 - 14:59
15:00 - 15:59
16:00 - 16:59
17:00 - 17:59
18:00 - 18:59
19:00 - 19:59
20:00 - 20:59
21:00 - 21:59
22:00 - 22:59
23:00 - 23:59
24:00 - 24:59
25:00 - 25:59
26:00 - 26:59



	WEIGHT	MINUTES WATCHED	$w_n * t_n$	RATING ABSOLUTE (Per Day)
1st May	900	10:00:00 - 10:14:59 (15 minutes)	$900 * 15 = 13,500$	$(13,500 + 11,000 + 45,000)/60 = 1,158$
	1,100	10:08:00 - 10:17:59 (10 minutes)	$1,100 * 10 = 11,000$	
	1,000	10:05:00 - 10:49:59 (45 minutes)	$1,000 * 45 = 45,000$	
2nd May	950	10:05:00 - 10:14:59 (10 minutes)	$950 * 10 = 9,500$	$(9,500 + 6,000 + 35,000)/60 = 842$
	1,200	10:00:00 - 10:04:59 (5 minutes)	$1,200 * 5 = 6,000$	
	1,000	10:25:00 - 10:59:59 (35 minutes)	$1,000 * 35 = 35,000$	
3rd May	800	10:00:00 - 10:19:59 (20 minutes)	$800 * 20 = 16,000$	$(16,000 + 15,000 + 27,000)/60 = 967$
	1,000	10:15:00 - 10:29:59 (15 minutes)	$1,000 * 15 = 15,000$	
	900	10:10:00 - 10:39:59 (30 minutes)	$900 * 30 = 27,000$	

RATING ABSOLUTE (For the 3 days)

$$(1,158 + 842 + 967)/3 = 989$$

TSV UNIVERSE (Daily)

$$\frac{989 \times 60}{20,000,000} = 0.0030$$

# TSV Viewers (Daily) (for Single Day Analysis)

Average Daily Time Spent per Viewer

May 1st, 2022 on Channel A

$$\frac{\text{Rating Absolute}}{\text{Average Daily Reach}} \cdot D$$

03:00 - 03:59
04:00 - 04:59
05:00 - 05:59
06:00 - 06:59
07:00 - 07:59
08:00 - 08:59
09:00 - 09:59
10:00 - 10:59
11:00 - 11:59
12:00 - 12:59
13:00 - 13:59
14:00 - 14:59
15:00 - 15:59
16:00 - 16:59
17:00 - 17:59
18:00 - 18:59
19:00 - 19:59
20:00 - 20:59
21:00 - 21:59
22:00 - 22:59
23:00 - 23:59
24:00 - 24:59
25:00 - 25:59
26:00 - 26:59

	WEIGHT	MINUTES WATCHED	$w_n * t_n$	RATING ABSOLUTE (Per Day)
1st May	900	10:00:00 - 10:14:59 (15 minutes)	$900 * 15 = 13,500$	$(13,500 + 11,000 + 45,000)/60 = 1,158$
	1,100	10:08:00 - 10:17:59 (10 minutes)	$1,100 * 10 = 11,000$	
	1,000	10:05:00 - 10:49:59 (45 minutes)	$1,000 * 45 = 45,000$	

**AVERAGE DAILY REACH**

- 900
- 1,100
- 1,000

**= 900 + 1,100 + 1,000 = 3,000**

$$\frac{1,158 \times 60}{3,000} = 23.16$$

# TSV Viewers (Daily) (for Multi Day Analysis)

Average Daily Time Viewed (per Viewer)

Formula:

$$\frac{\text{Rating Absolute}}{\text{Average Daily Reach}} \cdot D$$

May 1st - 3rd, 2022 on Channel A (3 Days)

03:00 - 03:59
04:00 - 04:59
05:00 - 05:59
06:00 - 06:59
07:00 - 07:59
08:00 - 08:59
09:00 - 09:59
10:00 - 10:59
11:00 - 11:59
12:00 - 12:59
13:00 - 13:59
14:00 - 14:59
15:00 - 15:59
16:00 - 16:59
17:00 - 17:59
18:00 - 18:59
19:00 - 19:59
20:00 - 20:59
21:00 - 21:59
22:00 - 22:59
23:00 - 23:59
24:00 - 24:59
25:00 - 25:59
26:00 - 26:59



	WEIGHT	MINUTES WATCHED	$w_n * t_n$	RATING ABSOLUTE (Per Day)
1st May	900	10:00:00 - 10:14:59 (15 minutes)	$900 * 15 = 13,500$	$(13,500 + 11,000 + 45,000)/60 = 1,158$
	1,100	10:08:00 - 10:17:59 (10 minutes)	$1,100 * 10 = 11,000$	
	1,000	10:05:00 - 10:49:59 (45 minutes)	$1,000 * 45 = 45,000$	
2nd May	950	10:05:00 - 10:14:59 (10 minutes)	$950 * 10 = 9,500$	$(9,500 + 6,000 + 35,000)/60 = 842$
	1,200	10:00:00 - 10:04:59 (5 minutes)	$1,200 * 5 = 6,000$	
	1,000	10:25:00 - 10:59:59 (35 minutes)	$1,000 * 35 = 35,000$	
3rd May	800	10:00:00 - 10:19:59 (20 minutes)	$800 * 20 = 16,000$	$(16,000 + 15,000 + 27,000)/60 = 967$
	1,000	10:15:00 - 10:29:59 (15 minutes)	$1,000 * 15 = 15,000$	
	900	10:10:00 - 10:39:59 (30 minutes)	$900 * 30 = 27,000$	

AVERAGE DAILY REACH
May 1st = 3,000
May 2nd = 3,150
May 3rd = 2,700

TSV VIEWERS (Daily)		
$(1,158 + 842 + 967)/3 = 989$	$989 \times 60 = 59,340$	$59,340 / 2,950 = 20.12 \text{ mins}$
Rating Absolute	Rating Absolute x Duration	Rating Absolute x Duration / Average Daily Reach

# TSV Universe (Weekly)

Average Weekly Time Viewed (per Viewer)

May 1 until May 21, 2022 on Channel A (3 Weeks)

03:00 - 03:59
04:00 - 04:59
05:00 - 05:59
06:00 - 06:59
07:00 - 07:59
08:00 - 08:59
09:00 - 09:59
10:00 - 10:59
11:00 - 11:59
12:00 - 12:59
13:00 - 13:59
14:00 - 14:59
15:00 - 15:59
16:00 - 16:59
17:00 - 17:59
18:00 - 18:59
19:00 - 19:59
20:00 - 20:59
21:00 - 21:59
22:00 - 22:59
23:00 - 23:59
24:00 - 24:59
25:00 - 25:59
26:00 - 26:59

Rating Absolute (Per Week)	
Week 1	17,023
Week 2	23,161
Week 3	11,079

RATING ABSOLUTE (For the 3 Weeks)

$(17,023 + 23,161 + 11,079) / 3 = 17,088$

TSV UNIVERSE (WEEKLY)

$\frac{17,088 \times 1,260}{20,000,000} = 1.07 \text{ mins}$

Duration

$(60 \text{ mins} \times 21 \text{ Days}) = 1,260$

Formula:

$$\frac{\sum_n (\text{Rating Absolute}_n \cdot D_n)}{\text{Universe}}$$

# TSV Viewers (Weekly)

Average Weekly Time Viewed (per Viewer)

May 1 until May 21, 2022 on Channel A (3 Weeks)

03:00 - 03:59
04:00 - 04:59
05:00 - 05:59
06:00 - 06:59
07:00 - 07:59
08:00 - 08:59
09:00 - 09:59
10:00 - 10:59
11:00 - 11:59
12:00 - 12:59
13:00 - 13:59
14:00 - 14:59
15:00 - 15:59
16:00 - 16:59
17:00 - 17:59
18:00 - 18:59
19:00 - 19:59
20:00 - 20:59
21:00 - 21:59
22:00 - 22:59
23:00 - 23:59
24:00 - 24:59
25:00 - 25:59
26:00 - 26:59

**Rating Absolute (Per Week)**

<b>Week 1</b>	<b>1,023</b>
<b>Week 2</b>	<b>1,157</b>
<b>Week 3</b>	<b>953</b>

**AVERAGE WEEKLY REACH**

<b>Week 1:</b> 5,730
<b>Week 2:</b> 6,600
<b>Week 3:</b> 5,925

**TSV VIEWERS (Daily)**

$(1,023 + 1,157 + 953) / 3 = 1,044$	$1,044 \times 1,260 = 1,315,440$	$1,315,440 / 6,085 = \mathbf{216 \text{ mins per week}}$
<b>Rating Absolute</b>	<b>Rating Absolute x Duration</b>	<b><math>\frac{\text{Rating Absolute x Duration}}{\text{Average Weekly Reach}}</math></b>

Formula:

$$\frac{\sum_n (\text{Rating Absolute}_n \cdot D_n)}{\text{Average Weekly Reach}}$$

# Completion Rate (for Single Day Analysis)

Average Daily Time Spent per Viewer in Percentage

$$\frac{\text{Rating Absolute}}{\text{Average Daily Reach}} \cdot D$$

28th March 2022 on Channel A (1 Day)



$$\sum_{n \in E} D_n$$

# Total Duration (cumulated length of event)

The cumulated length of a set of programs, spots, time bands or full days, expressed in time units (hours, minutes and seconds), across the selected period

## PROGRAMS

## VIEWING TIMES

## Time Spent

PROGRAMS	VIEWING TIMES	Time Spent
PROGRAM 1	08:10:00 - 08:45:59	36 Mins
PROGRAM 2	12:20:00 - 12:24:59	5 Mins
PROGRAM 3	16:30:00 - 17:59:59	30 Mins
PROGRAM 4	19:30:00 - 19:45:59	16 Mins

## Total Duration

$$36 + 5 + 30 + 16 =$$

**77 mins**

$$77/60 = 1:17 \text{ hrs}$$

# Average Daily TRP Absolute

Average of the daily TRP Absolute in the period

Nov 27 - Dec 3 (1 Week)

Formula:

$$\frac{\sum_{n \in P} TRP \text{ Absolute } n}{|P|}$$

	TRP Absolute						
Demographic	11/27/2022	11/28/2022	11/29/2022	11/30/2022	12/1/2022	12/2/2022	12/3/2022
Total Individuals	3,181,763,357	3,151,481,554	3,152,287,899	3,601,011,976	2,932,129,303	3,039,347,851	3,188,046,532

**Average Daily TRP Absolute** = TRP Absolute Day 1 + TRP Absolute Day 2 + TRP Absolute Day 3, etc.... / Number of Days

(3,181,763,357 + 3,151,481,554 + 3,152,287,899 + 3,601,011,976 + 2,932,129,303 + 3,039,347,851 + 3,188,046,532 / 7 = **3,178,009,782**)

Demographic	Average Daily TRP Absolute
Total Individuals	3,178,009,782

# Average Daily TRP %

Average of the daily TRP % in the period

Nov 27 - Dec 3 (1 Week)

Demographic	Average Daily TRP Absolute
Total Individuals	3,178,009,782

**Average Daily TRP %** = (Average Daily TRP Absolute / Universe) \* 100

**Universe = 20,335,350**

**Average Daily TRP %** = (3,178,009,782 / 20,335,350) \* 100 = **15,628.01**

Demographic	Average Daily TRP %
Total Individuals	15,628.01

Formula:

$$\frac{\text{Average Daily TRP Absolute}}{\text{Universe}} \cdot 100$$

# Average Weekly TRP Absolute

Average of the weekly TRP Absolute in the period

Oct 30 - Nov 26 (4 Weeks)

Formula:

$$\frac{\sum_{n \in P} TRP\ Absolute\ n \cdot days_n}{\sum_{n \in P} days_n}$$

	TRP Absolute			
Demographic	WC 10/30/2022	WC 11/6/2022	WC 11/13/2022	WC 11/20/2022
Total Individuals	21,455,269,159	22,224,203,036	22,977,986,703	25,119,442,444

**Average Weekly TRP Absolute** = TRP Absolute Week 1 + TRP Absolute Week 2 + TRP Absolute Week 3, etc.... / Number of Weeks

(21,445,269,159 + 22,224,203,036 + 22,997,986,703 + 22,977,986,703 + 25,119,442,444 / 4 = **22,994,225,336**

Demographic	Average Weekly TRP Absolute
Total Individuals	22,944,225,336

# Average Weekly TRP %

Average of the weekly TRP % in the period

Oct 30 - Nov 26 (4 Weeks)

Demographic	Average Weekly TRP Absolute
Total Individuals	22,944,225,336

**Average Weekly TRP % = (Average Weekly TRP Absolute / Universe) \* 100**

**Universe = 20,335,350**

**Average Weekly TRP % = (22,994,225,336 / 20,335,350) \* 100 = 15,628.01**

Demographic	Average Weekly TRP %
Total Individuals	112,829

Formula:

$$\frac{\text{Average Weekly TRP Absolute}}{\text{Universe}} \cdot 100$$

# Program-Based Reports

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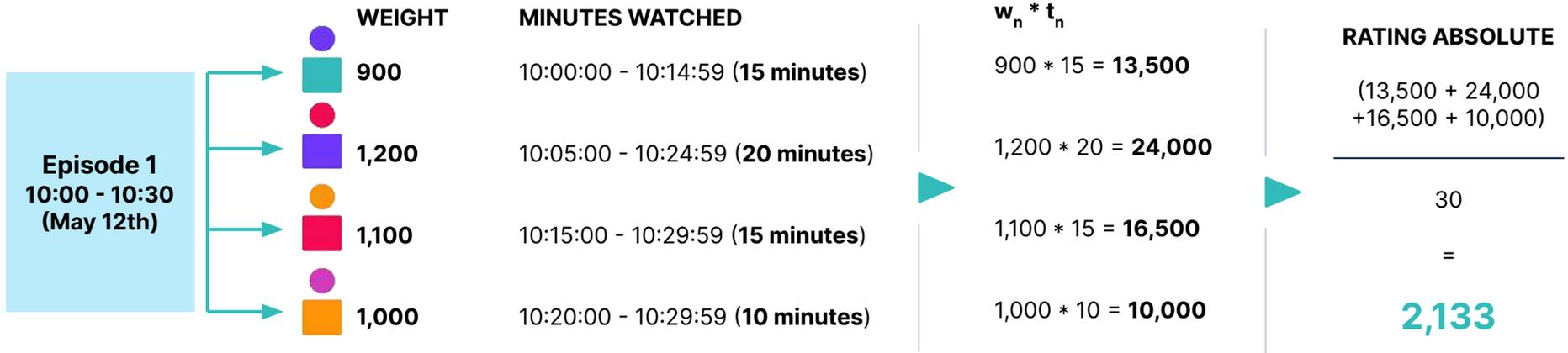
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# Rating Absolute (for Single Day Analysis)

Average Minute Rating in Absolute Values

$$\frac{\sum_{n \in V} (w_n \cdot t_n)}{D}$$

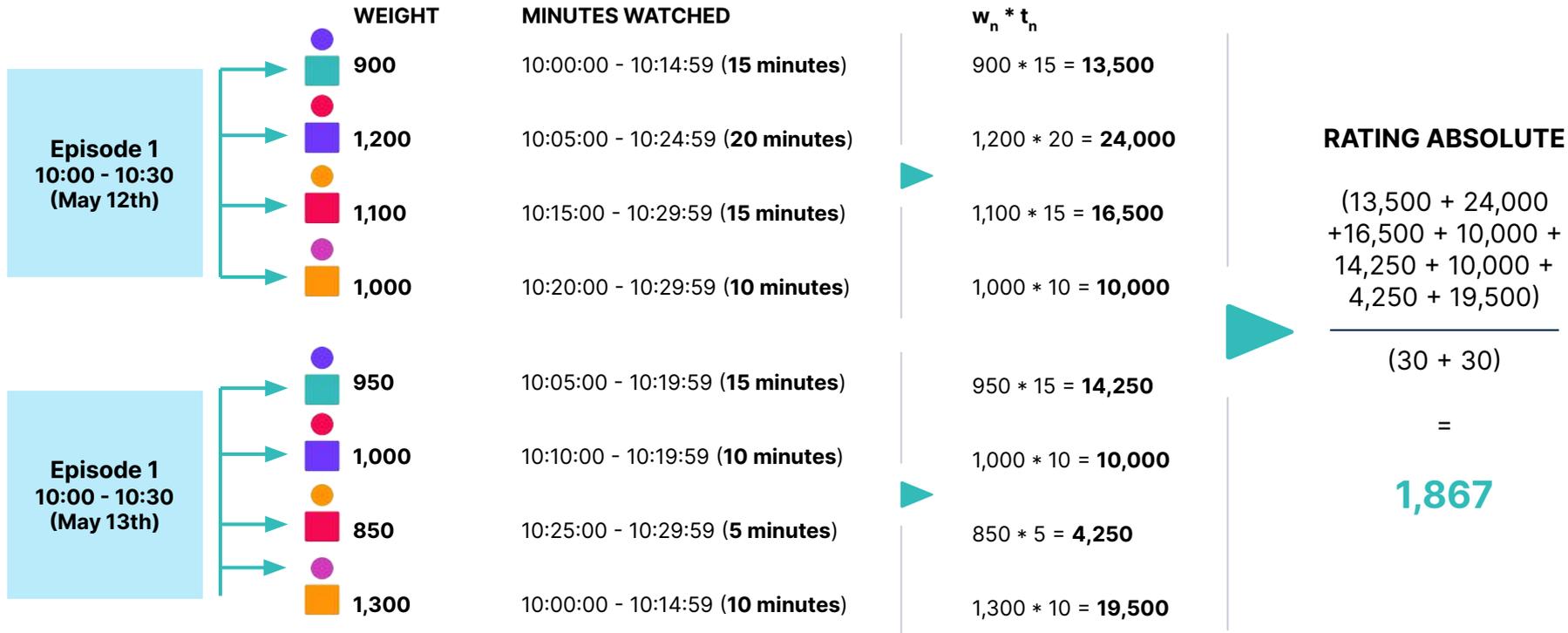
12th May 2022 on Channel A, Program X, Episode 1



# Rating Absolute (for Multi-Day Analysis)

Average Minute Rating in Absolute Values

12th and 13th May 2022 on Channel A, Program X, Episode 1



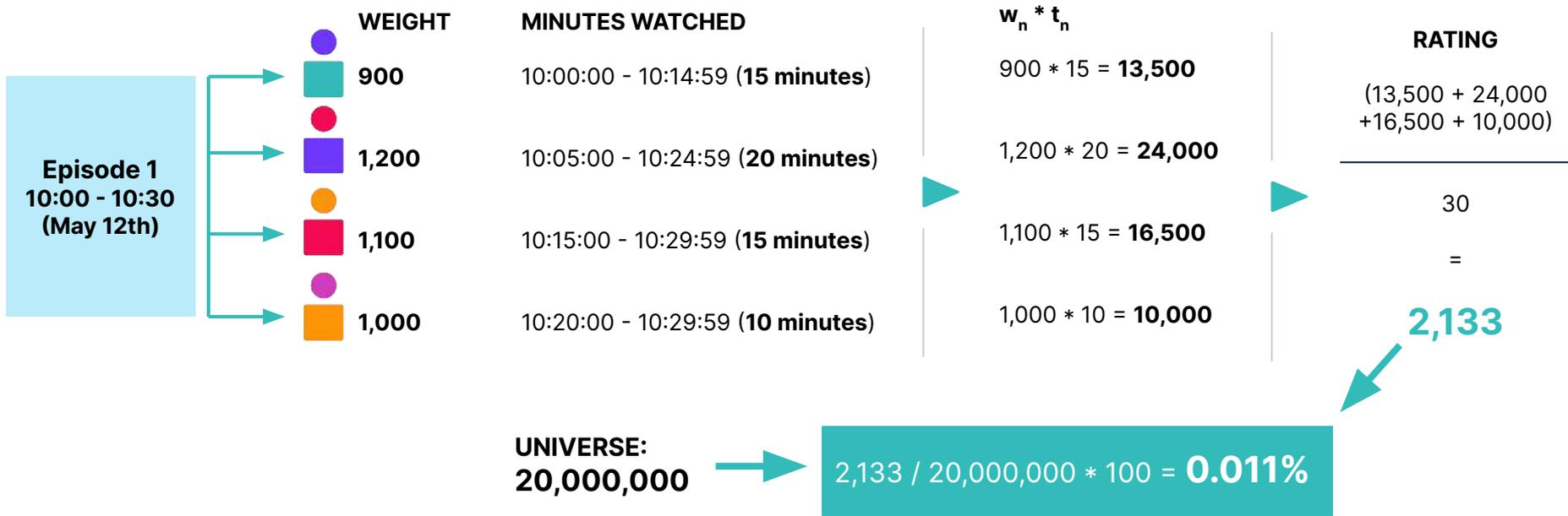
$$\frac{\sum_{n \in V} (w_n \cdot t_n)}{D}$$

# Rating %

Average Minute Rating in Percentage Values

$$\frac{\text{Rating Absolute}}{\text{Universe}} \cdot 100$$

12th May 2022 on Channel A, Program X, Episode 1

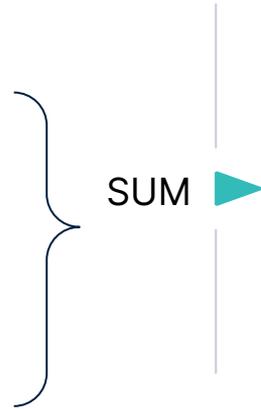


# TRP% (for Single Day Analysis)

The summed value of Rating % for programs

$$\sum_{n \in E} \text{Rating } \%_n$$

Programs	Rating %
Program 1	11.8
Program 2	10.2
Program 3	17.5
Program 4	19.4



**TRP %**  
11.8 + 10.2 + 17.5 + 19.4  
=  
**58.9**

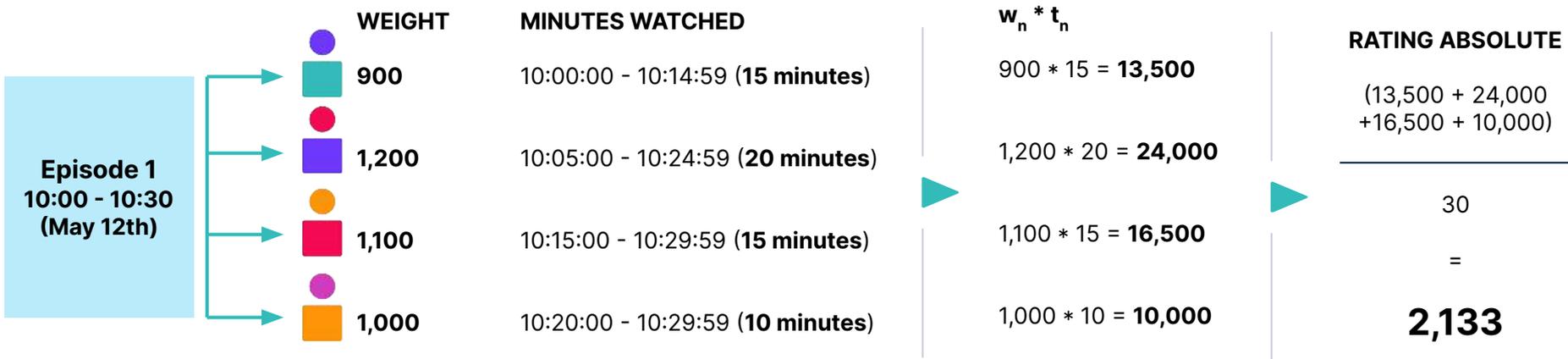
# Share of Audience % (for Single Day Analysis)

It describes how much the Rating of a program contributes to Total TV, expressed in percentage

12th May 2022 on Channel A, Program A, Episode 1

12th May 2022: **Total TV = 64,000**

$$\frac{\text{Rating Absolute}}{\sum_{c \in C} \text{Rating Absolute}_c} \cdot 100$$



Share of Audience %:

$$(2,133 / 64,000) \times 100 = 3.33\%$$

# Share to Selected % (for Single Day Analysis)

It describes how much the Rating of program contributes to the sum of the programs' Rating for the selected channels, expressed in percentage

$$\frac{\text{Rating Absolute}}{\sum_{c \in C} \text{Rating Absolute}_c} \cdot 100$$

Program 1	1,300
Program 2	1,100
Program 3	900
Program 4	850
Program 5	2,133
Program 6	1,083
Program 7	900
Program 8	1,300
Program 9	1,650
Program 10	800
Program 11	2,400
Program 12	2,000
Program 13	850
Program 14	1,150

**WEIGHT**



**MINUTES WATCHED**

10:00:00 - 10:14:59 (15 minutes)

10:05:00 - 10:24:59 (20 minutes)

10:15:00 - 10:29:59 (15 minutes)

10:20:00 - 10:29:59 (10 minutes)

$w_n * t_n$

900 \* 15 = **13,500**

1,200 \* 20 = **24,000**

1,100 \* 15 = **16,500**

1,000 \* 10 = **10,000**

**RATING ABSOLUTE**

(13,500 + 24,000 + 16,500 + 10,000)

30

=

**2,133**

**Share to Selected % for Program 5:**

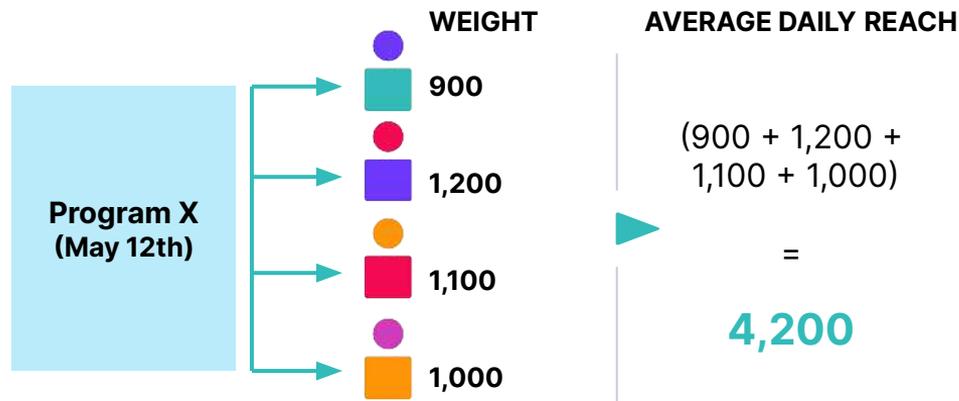
$$(2,133 / (1,300 + 1,000 + 900 + 850 + 2,100 + 1,300 + 900 + 1,100 + 1,650 + 800 + 2,400 + 2,000 + 850 + 1,150)) \times 100 = 11.5\%$$

# Average Daily Reach (for Single Day Analysis)

$$\frac{\sum_{p \in P} \sum_{n \in V_p} w_{n,p}}{|P|}$$

The number of unique people who viewed a minimum amount of the program, expressed as an absolute value

20th May 2022 on Channel A, Program X.

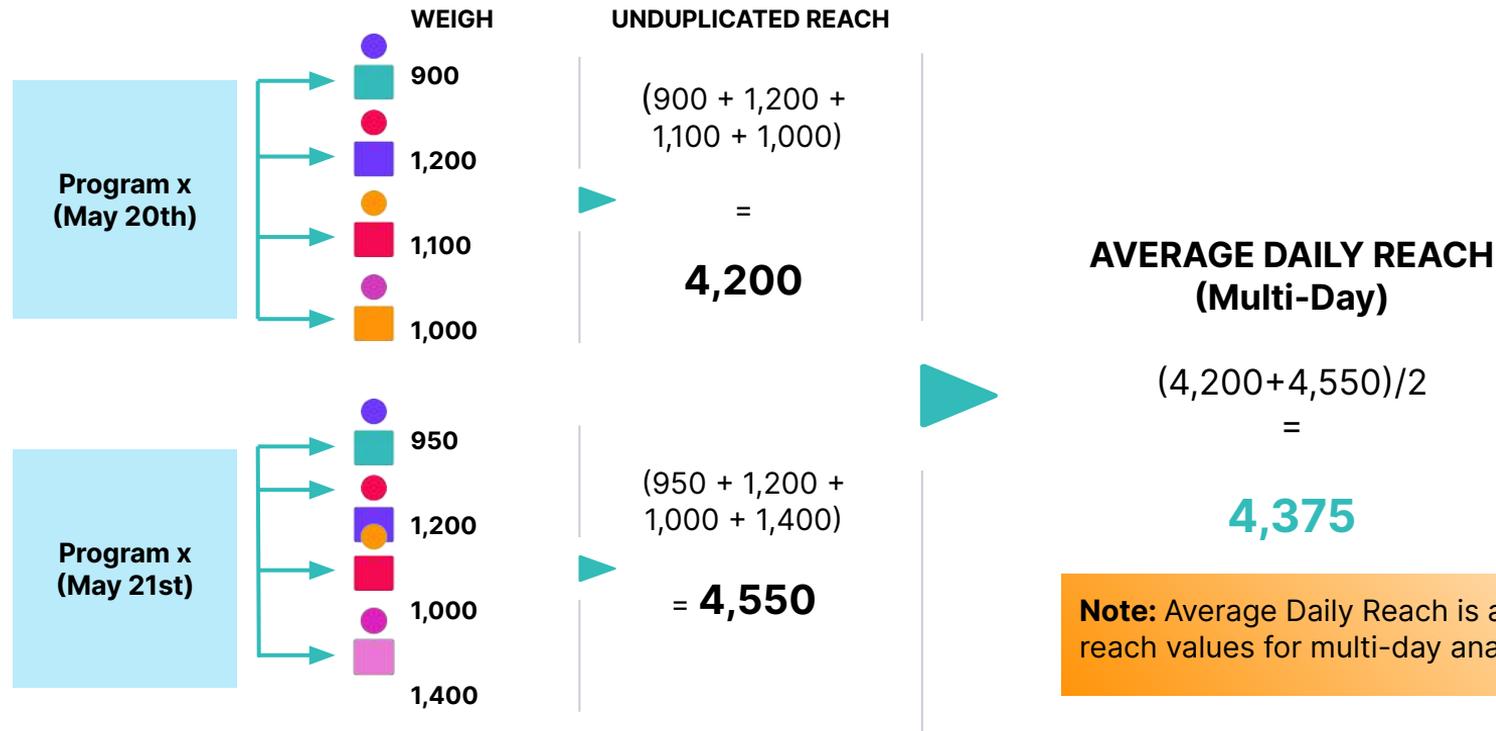


**Note:** For single-day analyses, Unduplicated Reach & Average Daily Reach figures are the same. The main difference is in the approach for multi-day analysis. (See next slide)

# Average Daily Reach (for Multi-Day Analysis)

$$\frac{\sum_{p \in P} \sum_{n \in V_p} w_{n,p}}{|P|}$$

The number of unique people who viewed a minimum amount of the program, expressed as an absolute value and averaged across multiple days

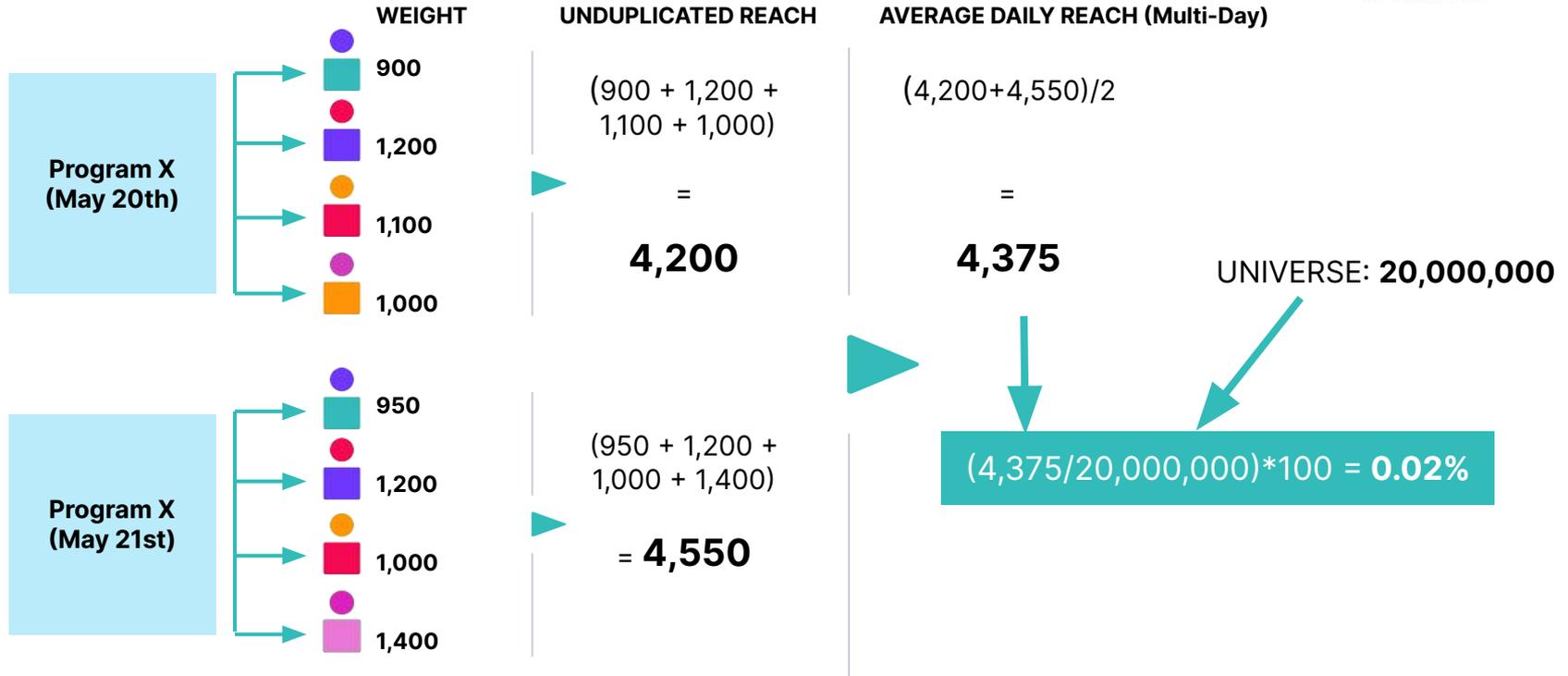


**Note:** Average Daily Reach is an average of the daily reach values for multi-day analyses.

# Average Daily Reach % (for Multi-Day Analysis)

Average of Daily Reach Values in Percentage

$$\frac{\text{Average Daily Reach}}{\text{Universe}} \cdot 100$$



# Average Weekly Reach

Average Weekly Reach expressed in absolute values

$$\frac{\sum_{p \in P} \sum_{n \in V_p} w_{n,p}}{|P|}$$

	DAYS WATCHED	WEIGHTS			AVERAGE WEIGHTS WEEK 1	REACH WEEK 1	
Considering Channel A, Program X 8th to 14th (May 2022)	8th to 14th May 2022	8th of May	900	1100	800	950	<b>AVERAGE WEEKLY REACH FOR BOTH WEEKS</b>  (4,900+5,650)/2  =  <b>5,275</b>
		9th of May	1000	1000	1300	1100	
		14th of May	700	1200	1400	800	
AVERAGE WEIGHTS WEEK 1			1350	<b>4,900</b>			
DAYS WATCHED			700				
WEIGHTS							
Considering Channel B, Program X 15th to 22nd (May 2022)	15th to 22nd May 2022	8th of May	800	1000	800	950	
		9th of May	1100	1000	1200	1100	
		14th of May	1200	1400	1400	900	
AVERAGE WEIGHTS WEEK 2			1300	<b>5,650</b>			
DAYS WATCHED			1400				
WEIGHTS							
REACH WEEK 2					950+1100+900+ 1300+1400 = <b>5,650</b>		

# Average Weekly Reach %

Average Weekly Reach expressed in absolute values

$$\frac{\text{Average Weekly Reach}}{\text{Universe}} \cdot 100$$

		DAYS WATCHED	WEIGHTS			AVERAGE WEIGHTS WEEK 1	REACH WEEK 1
Considering Channel A, Program x 8th to 14th (May 2022)	8th to 14th May 2022	8th of May	900	1100	800	950	950+1100+800 +1350+700 = <b>4,900</b>
		9th of May	1000	1000	1300	1100	
		14th of May	700	1200	1400	800	
		DAYS WATCHED	WEIGHTS			AVERAGE WEIGHTS WEEK 2	REACH WEEK 2
Considering Channel B, Program x 15th to 22nd (May 2022)	15th to 21st May 2022	8th of May	800	1000	800	950	950+1100+900+ 1300+1400 = <b>5,650</b>
		9th of May	1100	1000	1200	1100	
		14th of May	1200	1400	1400	900	
					1300		
					1400		

**AVERAGE WEEKLY REACH FOR BOTH WEEKS**

$$(4,900+5,650)/2 =$$

**5,275**

$$(5,275/20,000,000)*100 =$$

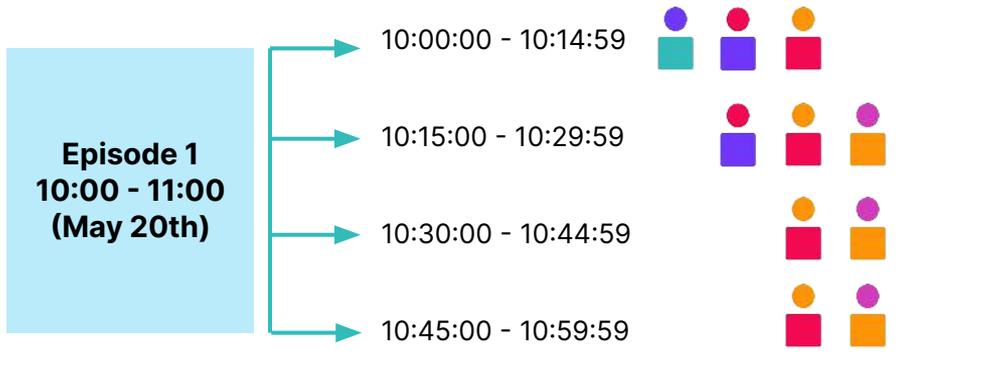
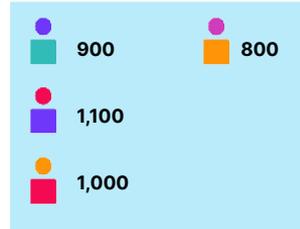
**0.02%**

UNIVERSE: 20,000,000

# Unduplicated Reach (for Single Day Analysis)

The number of unique people who viewed at least 1 item (Episode in this example), expressed as an absolute value.

$$\sum_{n \in V} w_n$$



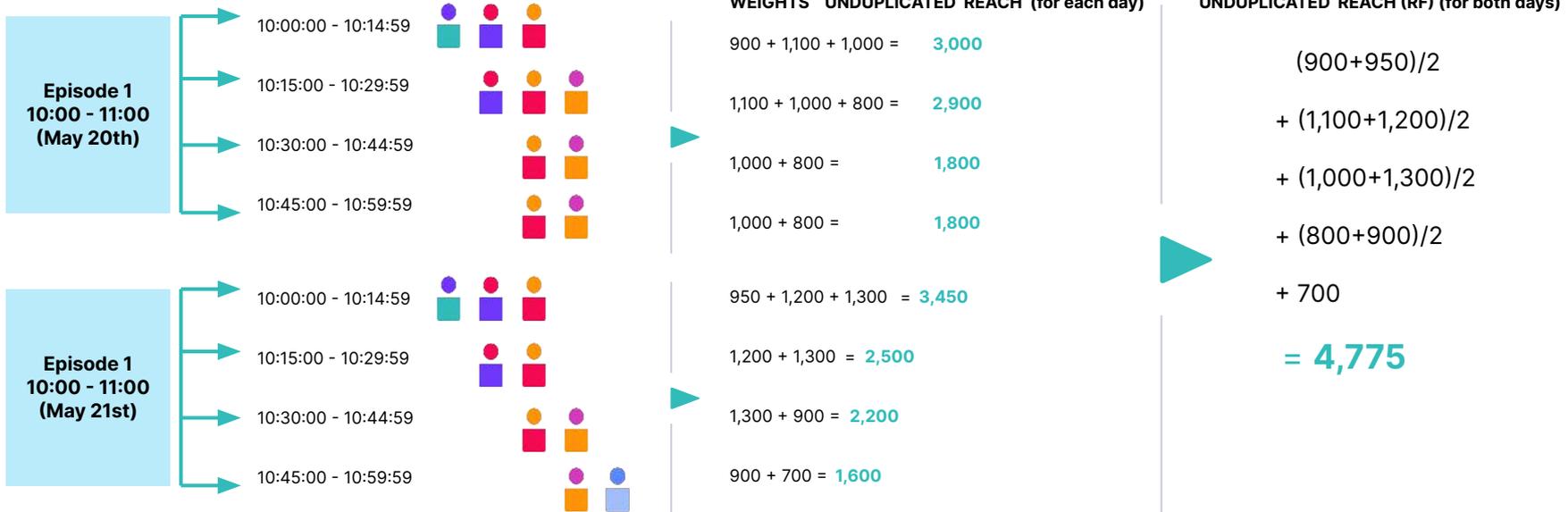
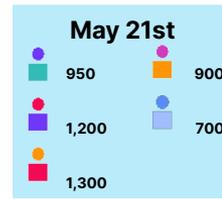
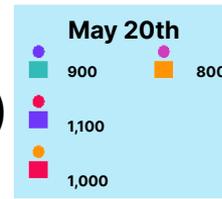
WEIGHTS	UNDUPLICATED REACH
900 + 1,100 + 1,000 =	<b>3,000</b>
1,100 + 1,000 + 800 =	<b>2,900</b>
1,000 + 800 =	<b>1,800</b>
1,000 + 800 =	<b>1,800</b>

**Note:** The Grand Summary is equal for both Reach (RF) and Cume Reach (RF)

# Unduplicated Reach (for Multi-Day Analysis)

The number of unique people who viewed at least 1 item (Episode in this example), expressed as an absolute value.

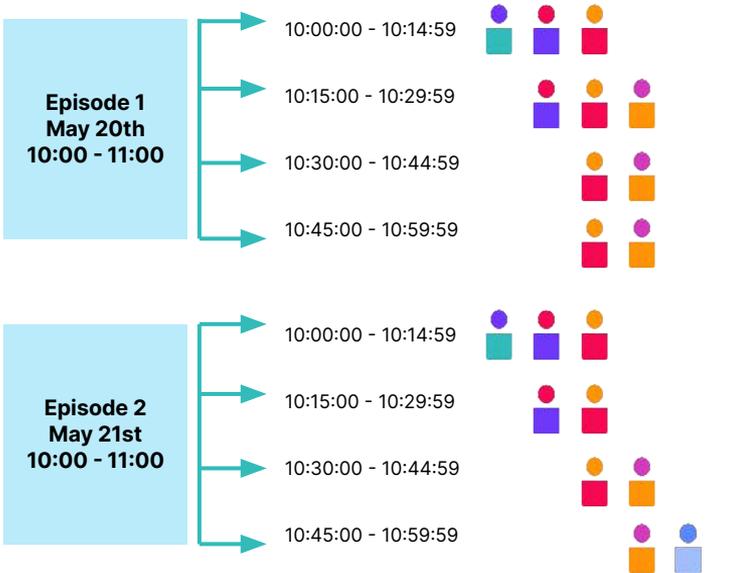
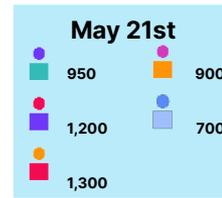
$$\sum_{n \in V} w_n$$



# Unduplicated Reach %

The number of unique people who viewed at least 1 item (Episode in this example), expressed as %.

$$\frac{\text{Unduplicated Reach}}{\text{Universe}} \cdot 100$$



## WEIGHTS UNDUPLICATED REACH (for each day)

900 + 1,100 + 1,000 = **3,000**

1,100 + 1,000 + 800 = **2,900**

1,000 + 800 = **1,800**

1,000 + 800 = **1,800**

950 + 1,200 + 1,300 = **3,450**

1,200 + 1,300 = **2,500**

1,300 + 900 = **2,200**

900 + 700 = **1,600**

## UNDUPLICATED REACH % (for both days)

$$\begin{aligned} & (900+950)/2 \\ & + (1,100+1,200)/2 \\ & + (1,000+1,300)/2 \\ & + (800+900)/2 \\ & + 700 \\ & = \mathbf{4,775} \end{aligned}$$

**&**

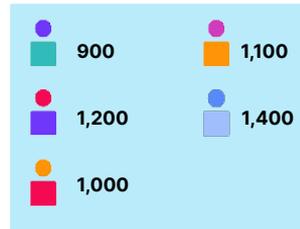
ASSUMING UNIVERSE IS:  
**20,000,000**

$$\frac{4,775}{20,000,000} * 100 = \mathbf{0.024\%}$$

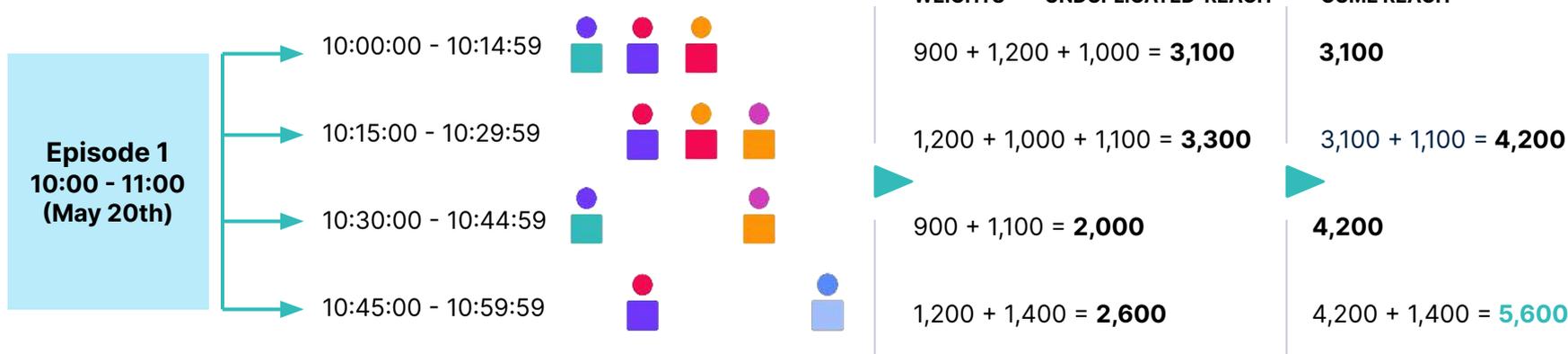
# Cume Reach (RF) (Single Day Example)

Number of Unique Individuals in Absolute Values

$$\sum_{n \in V} w_n$$



20th May 2022 on Channel A, Program X, Episode 1



Channel	Program	15 Minutes	Reach	Cume Reach
Channel A	Program x	10:00:00 - 10:14:59	3,100	3,100
		10:15:00 - 10:29:59	3,300	4,200
		10:30:00 - 10:44:59	2,000	4,200
		10:45:00 - 10:59:59	2,600	5,600
Grand Summary			5,600	5,600

**Note:** when using Cume Reach (RF) the cumulation of the unique individuals is displayed as a **Grand Summary** in the report (the overall total is the same as the one reported for Reach).

# Cume Reach (RF) (Multi-Day Example)

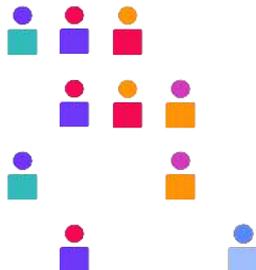
Number of Unique Individuals in Absolute Values

$$\sum_{n \in V} w_n$$



**Episode 1**  
10:00 - 11:00  
(May 20th)

- 10:00:00 - 10:14:59
- 10:15:00 - 10:29:59
- 10:30:00 - 10:44:59
- 10:45:00 - 10:59:59



**WEIGHTS**

**REACH**

**CUME REACH**

**CUME REACH FOR 20th-21st**

$900 + 1,200 + 1,000 = 3,100$

**3,100**

$1,200 + 1,000 + 1,100 = 3,300$

**3,100 + 1,100 = 4,200**

$900 + 1,100 = 2,000$

**4,200**

$1,200 + 1,400 = 2,600$

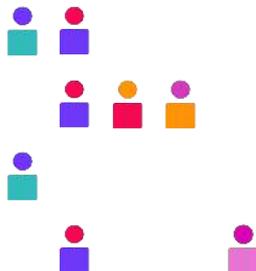
**4,200 + 1,400 = 5,600**

$$\begin{aligned} &(900+950)/2 \\ &+ \\ &(1,200 + 900)/2 \\ &+ \\ &1000 + 1,100 + 1,300 \\ &= \end{aligned}$$

**6,775**

**Episode 1**  
10:00 - 11:00  
(May 21st)

- 10:00:00 - 10:14:59
- 10:15:00 - 10:29:59
- 10:30:00 - 10:44:59
- 10:45:00 - 10:59:59



$950 + 900 = 1,850$

**1,850**

$900 + 1,000 + 1,100 = 3,000$

**1,850 + 1,000 + 1,100 = 3,950**

$950 = 950$

**3,950**

$900 + 1,300 = 2,250$

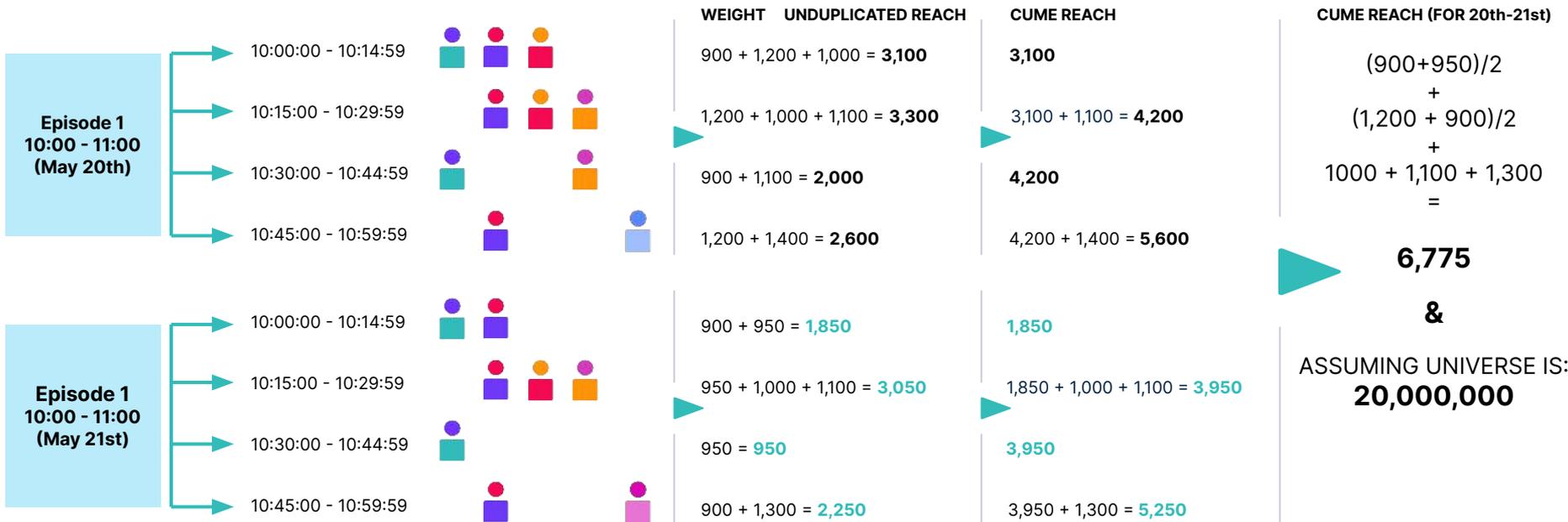
**3,950 + 1,300 = 5,250**

Channel	Program	Reach	Cume Reach
Channel A	Program x	5,600	5,600
		5,250	6,775
Grand Summary		6,775	6,775

# Cume Reach % (RF)

$$\frac{\text{Cume Reach (RF)}}{\text{Universe}} \cdot 100$$

Number of Unique Individuals expressed in Percentage based on the universe



$$\text{CUME REACH \% (RF)} = 6,775 / 20,000,000 = 0.03\%$$

# Reach N

The number of unique people who viewed exactly N items (programs, dayparts, spots) of a schedule, expressed as an absolute value.

$$\sum_{n \in V} w_n$$

## PROGRAMS

## VIEWING TIMES

## WEIGHTS

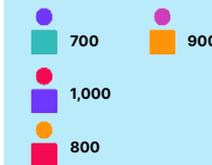
PROGRAMS	VIEWING TIMES	WEIGHTS			
PROGRAM 1	08:10:00 - 08:45:59	 	700, 1000, 800	700+1000+800= 2,500	<b>Total</b> 2,500 + 1,800 + 1,700 + 1,900 = <b>9,900</b>
PROGRAM 2	12:20:00 - 12:24:59	 	1,000, 800	1000+800= 1,800	
PROGRAM 3	16:30:00 - 17:59:59	 	800, 900	900+800= 1,700	
PROGRAM 4	19:30:00 - 19:45:59	 	1000, 900	1,000+900= 1,900	

# Reach N+ (Single Day Example)

The number of exposures (1+, 2+, 3+, etc.) to programs expressed in absolute values. The value of 1+ is equal to Unduplicated Reach.

$$\sum_{n \in V} w_n$$

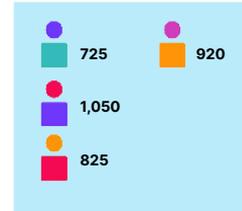
AVERAGE WEIGHTS



28th March 2022 on Channel A (1 Day)

EXPOSURES	VIEWING TIMES	WEIGHTS	1+	2+	3+
Exposure 1	08:10:00 - 08:45:59	 700, 1000, 800	$700 + 1,000 + 800 + 900 =$	$1,000 + 800 + 900 =$	$1,000 + 800 =$
Exposure 2	12:20:00 - 12:24:59	 1,000, 800	<b>3,400</b>	<b>2,700</b>	<b>1,800</b>
Exposure 3	16:30:00 - 17:59:59	 800, 900			
Exposure 4	19:30:00 - 19:45:59	 1000, 900			

$$\sum_{n \in V} w_n$$

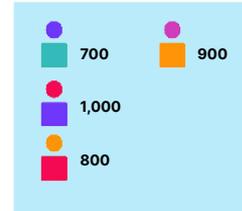


# Reach N+ (Multi-Day Example)

The number of exposures (1+, 2+, 3+, etc.) to programs and days expressed in absolute values. The value of 1+ is equal to Unduplicated Reach.

28th and 29th March 2022 on Channel A (1 Day)

	PROGRAMS	VIEWING TIMES	WEIGHTS					
28th March 2022	PROGRAM 1	08:10:00 - 08:45:59		700, 1000, 800				
	PROGRAM 2	12:20:00 - 12:24:59		1,000, 800				
	PROGRAM 3	16:30:00 - 17:59:59		800, 900	1+	2+	3+	4+
	PROGRAM 4	19:30:00 - 19:45:59		1000, 900	725 + 1,050 + 825 + 925 =	725 + 1,050 + 825 + 925 =	725 + 1,050 + 825 + 925 =	725 + 1,050 + 825 =
29th March 2022	PROGRAM 5	08:20:00 - 08:52:59		750, 850	3,525	3,525	3,525	2,600
	PROGRAM 6	13:10:00 - 13:55:59		1,100, 850				
	PROGRAM 7	17:05:00 - 17:29:59		850, 950				
	PROGRAM 8	18:30:00 - 19:15:59		750, 1100				

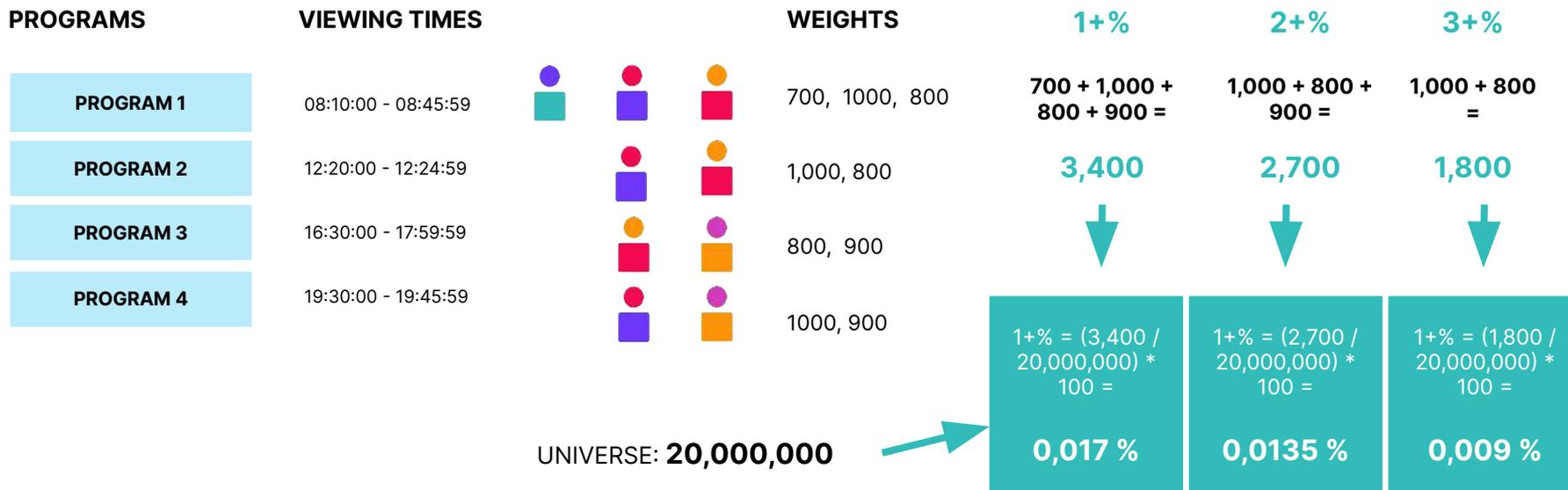


# Reach N+% (Single Day Example)

The number of exposures (1+%, 2+%, 3+%, etc.) to programs expressed in percentage values. The value of 1+% is equal to Unduplicated Reach %

$$\frac{\text{Unduplicated Reach}}{\text{Universe}} \cdot 100$$

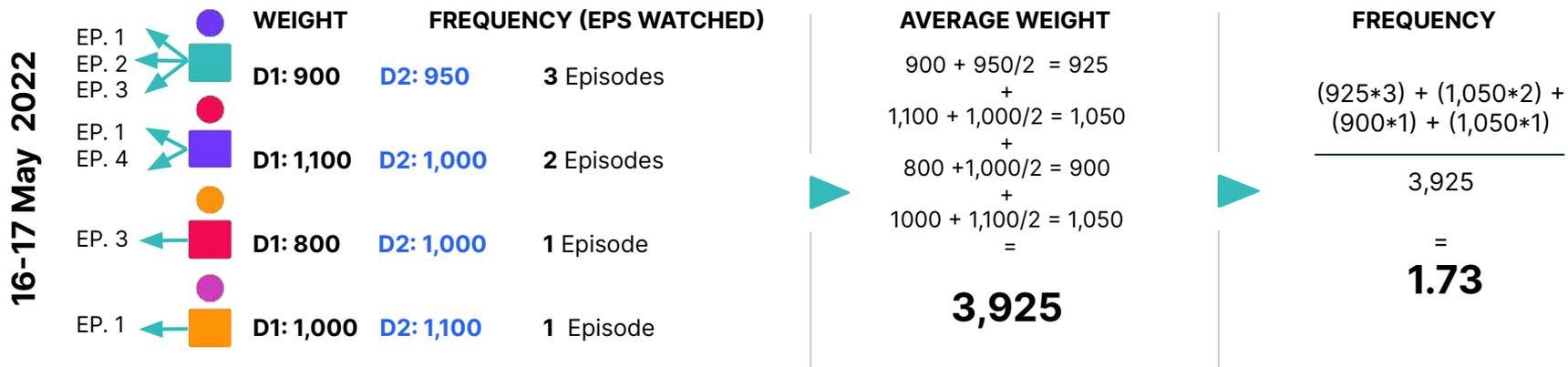
28th March 2022 on Channel A (1 Day)



# Frequency (Multi-Day Example)

$$\frac{\sum_{n \in V} (w_n \cdot f_n)}{\sum_{n \in V} w_n}$$

The average number of times a person views a given channel, total TV or program over the course of a set period, calculated for each row of the layout and using average weights in the period of analysis.



Program	$w_n * f_n$	$w_n$	Frequency
Program A	9,825	3,925	<b>1.73</b> Episodes

# TSV Viewers (Daily)

Average Daily Time Spent per Viewer

$$\frac{\text{Rating Absolute}}{\text{Average Daily Reach}} \cdot D$$

**Episode 1**  
15:00 - 16:59  
(May 9th)

WEIGHT	MINUTES WATCHED
600	15:00:00 - 15:19:59 (20 min)
800	15:10:00 - 16:09:59 (60 min)
1,000	16:05:00 - 16:34:59 (30 min)
600	16:10:00 - 16:59:59 (50 min)

## RATING ABSOLUTE

$$w_n * t_n / \text{Duration}$$

$$600 * 20 / 120 = 100$$

$$+ 800 * 60 / 120 = 400$$

$$+ 1,000 * 30 / 120 = 250$$

$$+ 600 * 50 / 120 = 250$$

$$= 1,000$$

## AVERAGE DAILY REACH

$$3,000 + 3,700 = 3,350$$

**Episode 2**  
15:00 - 16:59  
(May 10th)

800	15:10:00 - 15:39:59 (30 min)
1,000	15:20:00 - 15:49:59 (30 min)
1,200	16:00:00 - 16:59:59 (60 min)
700	16:30:00 - 16:41:59 (12 min)

$$800 * 30 / 120 = 200$$

$$+ 1,000 * 30 / 120 = 250$$

$$+ 1,200 * 60 / 120 = 600$$

$$+ 700 * 12 = 70$$

$$= 1,120$$

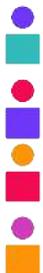
$$[(1,000 + 1,120) / 2] / 3,350 * 120 = 38 \text{ MINUTES}$$

# Completion Rate

Average Daily Time Spent per Viewer in Percentage

$$\frac{\text{Rating Absolute}}{\text{Average Daily Reach}} \cdot D$$

**Episode 1**  
15:00 - 16:59  
(May 9th)



**WEIGHT**

**600**

**MINUTES WATCHED**

15:00:00 - 15:19:59 (20 min)

**RATING ABSOLUTE**

$w_n * t_n / \text{Duration}$

600 \* 20 / 120 = 100  
+  
800 \* 60 / 120 = 400  
+  
1,000 \* 30 / 120 = 250  
+  
600 \* 50 / 120 = 250

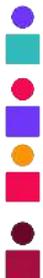
**= 1,000**

**AVERAGE DAILY REACH**

3,000

**3,350**

**Episode 2**  
15:00 - 16:59  
(May 10th)



**800**

15:10:00 - 15:39:59 (30 min)

800 \* 30 / 120 = 200

+  
1,000 \* 30 / 120 = 250

+  
1,200 \* 60 / 120 = 600

+  
700 \* 12 = 70

**= 1,120**

3,700

$$[(1,000 + 1,120) / 2] / 3,350 * 100 = 31.6 \%$$

# Event Type

## GROSS

Gross event type includes everything from the start to the end time of the program

## PARTIAL

Partial is basically a segment/portion of the program, not considering the breaks

## NET

Net is essentially a sum of the partials, or the Gross without the breaks

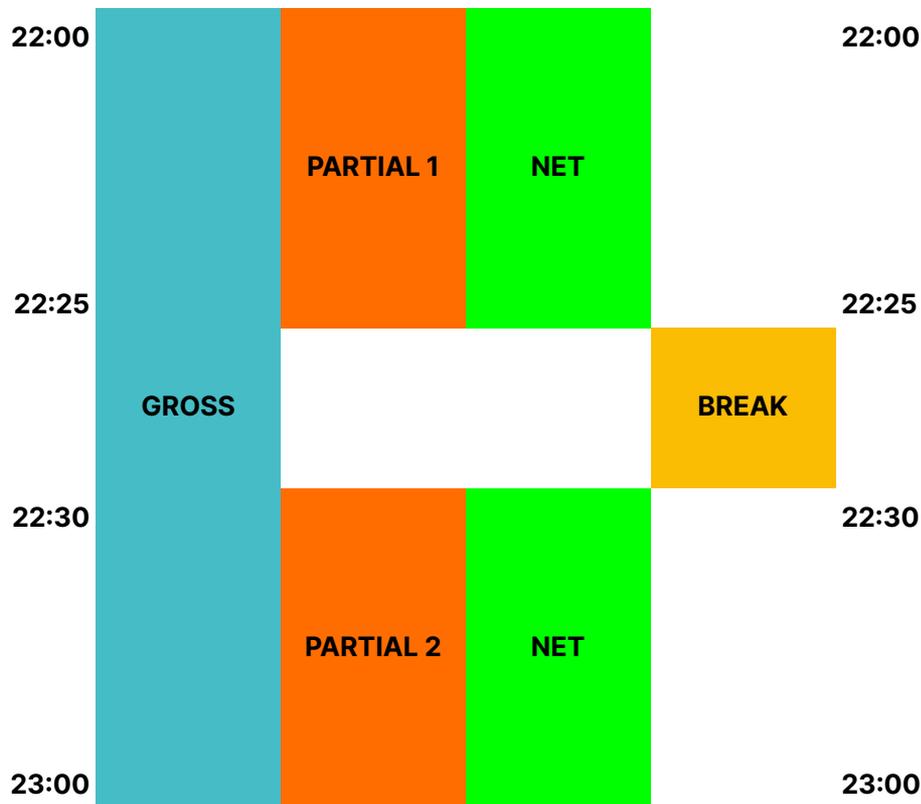
## BREAK

Break, is any break in the program, commercials/spots etc.

## SIMPLE

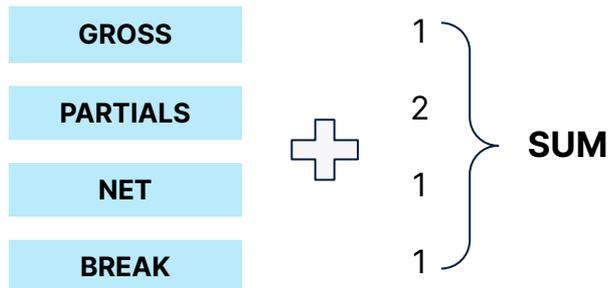
Simple is slightly different as it is a program with no breaks at all

## PROGRAM X ON CHANNEL Y



# Event Count

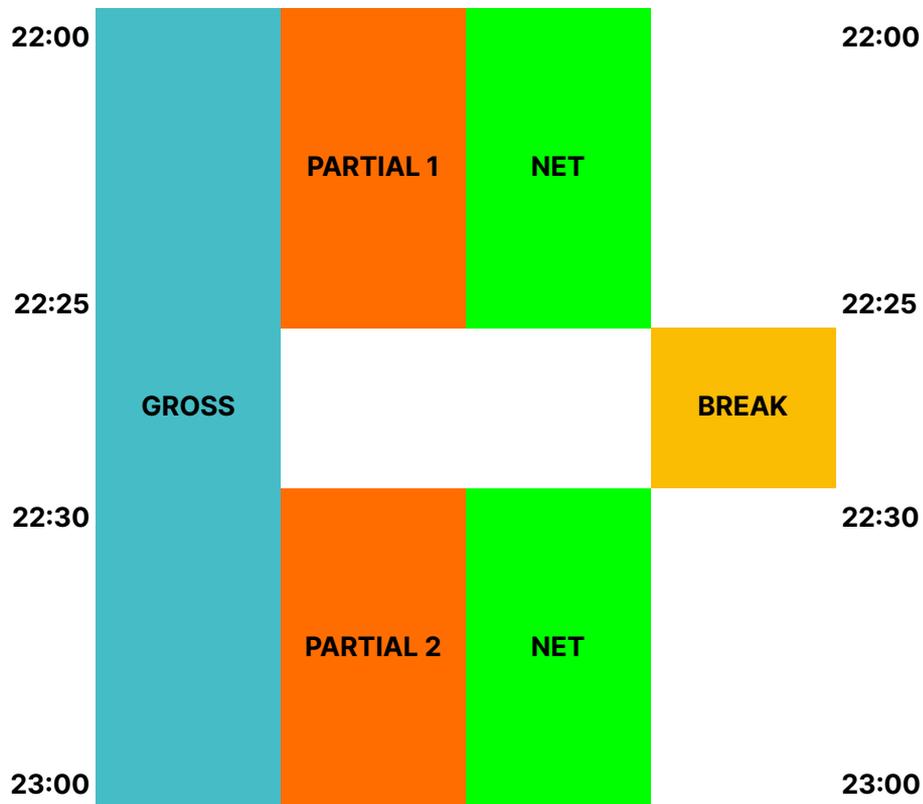
Using the example →



**Event Count = 5**

**Note:** The different type of events can be used based on the analysis required, if only the commercial breaks are to be analysed within the program, then break would be selected. If for example you want to analyse the whole program, the content + the commercial breaks, then gross would be selected.

## PROGRAM X ON CHANNEL Y



# Episode Count (Number of Program Episodes)

The unique number of times a specific Episode of a Program went on air during the selected period.

## PROGRAM X ON CHANNEL Y

EPIISODES	DATE
EPIISODE 1	23/04/2022
EPIISODE 2	24/04/2022
EPIISODE 3	25/04/2022
EPIISODE 4	26/04/2022

**SUM = 4 → Episode Count**

# Lead In/Out + Qualifying Lead In/Out

(Summary)



# Lead In/Out + Qualifying Lead In/Out

## LEAD IN/OUT EXAMPLE



### EXAMPLE

**Lead in Time = 10 mins - Lead In Period Viewing Criteria = 3 mins**

**Measure the 10 min time band of the program before the Main Program, and must have watched at least 3 mins C viewing to be counted.**

**Qualifying Time = 10 mins - Qualifying Viewing Criteria = 5 mins**

**Measure the 10 min time band into the start/end of the program, and must have watched at least 5 mins C viewing to be counted.**

**Lead Out Time = 10 mins - Lead in period viewing criteria = 3 mins**

**Measure the 10 min time band of the program after the Main Program, and must have watched at least 3 mins C viewing to be counted.**

# Gain

The amount of Rating Absolute gained from other competing channels.

	Channel 1							Channel 2				
15 Mins	Program Name	Rating Absolute	Gain	Loss	Net	Main Contributor	Main Beneficiary	Program Name	Rating Absolute	Gain	Loss	Net
10:00:00 - 10:14:59	Program X	128,877	52,386	37,158	15,227	Channel 2	Television OFF	Program Y	11,962	0	2,644	-2,644

Channel 1 at 10:00:00 - 10:14:49 during Program x has a Rating Absolute of 128,877, 52,386 of which have been **gained** from Channel 2 (Main Contributor) when Program Y was playing.

# Loss

The amount of Rating Absolute gained from other competing channels.

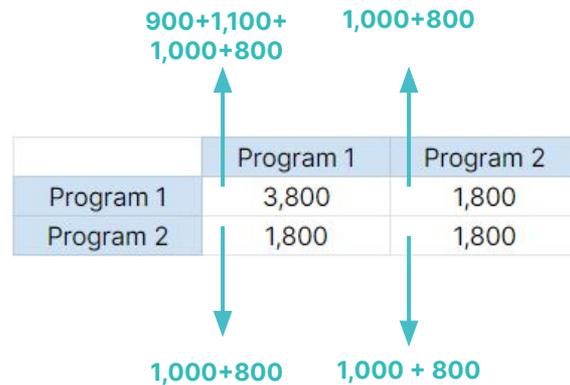
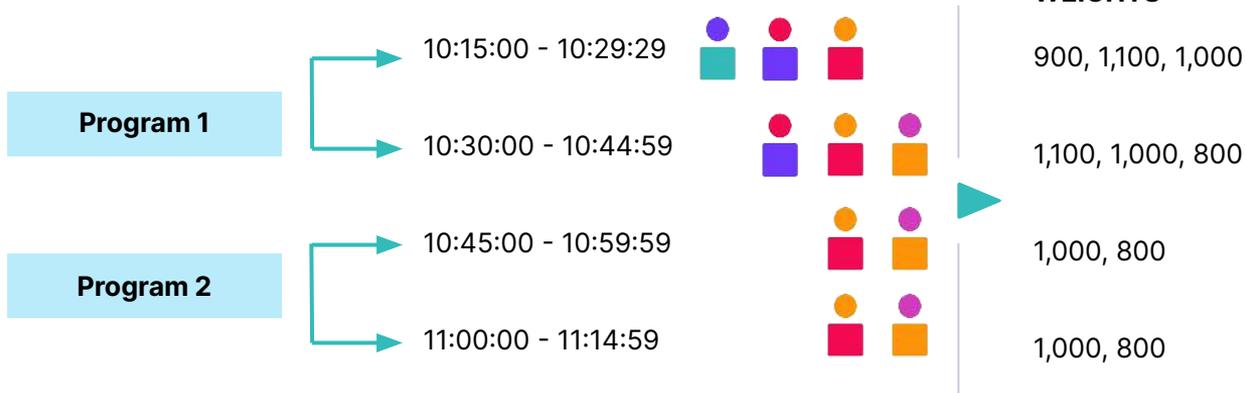
	Channel 1							Channel 2				
15 Mins	Program Name	Rating Absolute	Gain	Loss	Net	Main Contributor	Main Beneficiary	Program Name	Rating Absolute	Gain	Loss	Net
10:00:00 - 10:14:59	Program X	128,877	52,386	37,158	15,227	Channel 2	Television OFF	Program Y	11,962	0	2,644	-2,644

Channel 1 at 10:00:00 - 10:14:49 during Program x has a Rating Absolute of 128,877, 37,158 of which have been **lost** to Channel 2 (Main Contributor) when Program Y was playing.

# Duplication Cume Reach

The number of common people who viewed channels, total TV, programs or time bands (usually, in a combination of at least 2 elements), expressed as an absolute value.

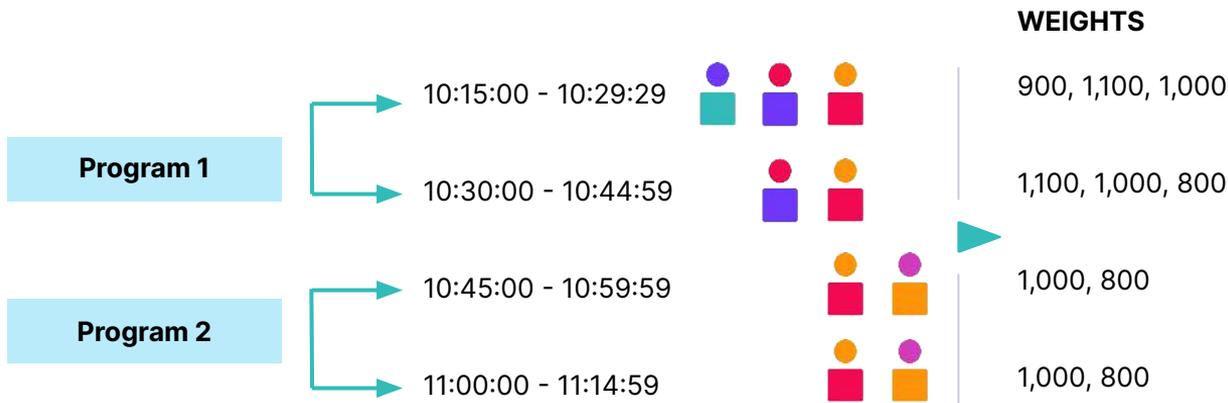
$$\sum_{n \in V_1 \setminus V_2} w_n$$



# Exclusive Cume Reach

The number of people who viewed only a certain channel, total TV, program or time band (usually, in a combination of at least 2 elements.)

$$\sum_{n \in V_1 \setminus V_2} w_n$$



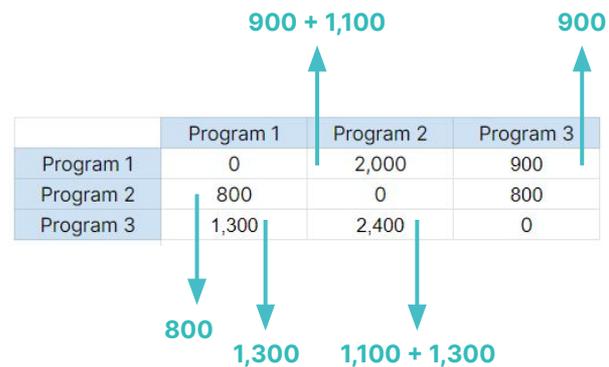
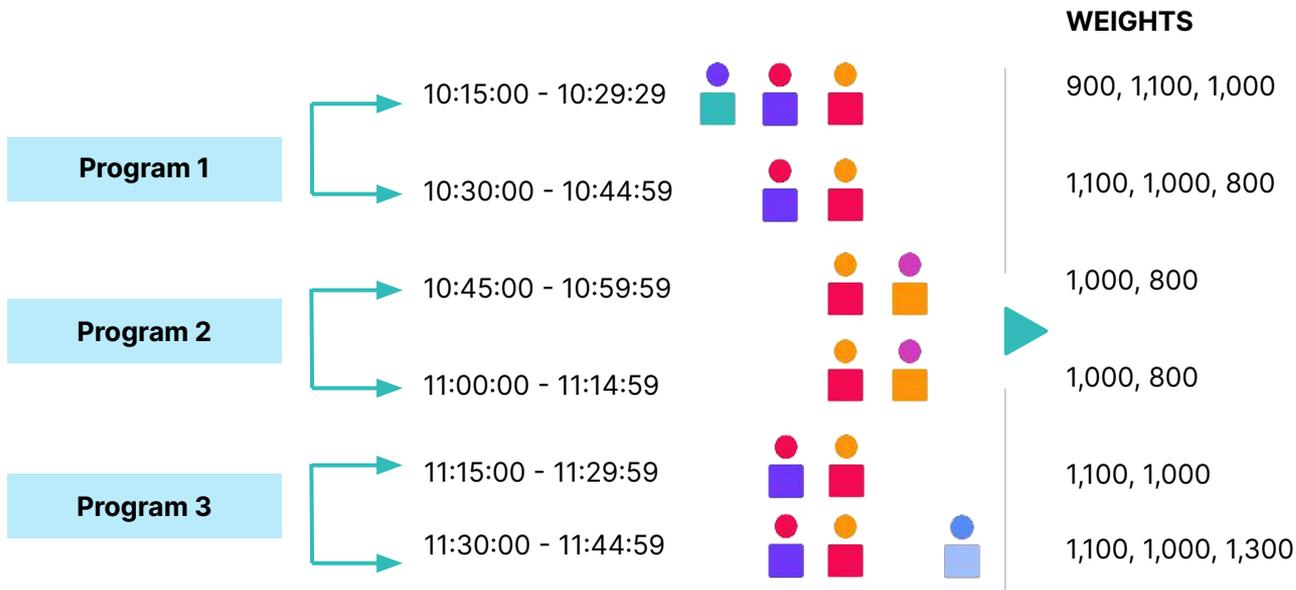
	Program 1	Program 2
Program 1	0	2,000
Program 2	800	0

Annotations: 800 (pointing to Program 2, Program 1 cell); 900 + 1,100 (pointing to Program 1, Program 2 cell)

# Exclusive Cume Reach (3 Programs)

The number of people who viewed only a certain channel, total TV, program or time band (usually, in a combination of at least 2 elements.)

$$\sum_{n \in V_1 \setminus V_2} w_n$$



# Loyalty %

The proportion of individuals viewing at least a defined portion of the program or time band (specified by a viewing threshold value), compared to all viewers of the program/time band.

$$\frac{\text{Rating Absolute}_{loyals}}{\text{Rating Absolute}_{all}} \cdot 100$$

## MANUAL

Manual insertion of the range a user wants the “loyalty %” to be considered

Range From:  % - Range To:  %

This selection if used will report what % of your reached audience consumed between 50%-100% of the program/time band.

## AUTO

The auto option, gives the user an option to choose the different loyalty levels by 3 options shown below

Add a Loyalty Option Every:



- Stack %'s
- Ranges From 0%
- Reverse Ranges From 100%

Current setting will add 5 loyalty options (0%-20%), (20%-40%), etc

## LMH

The LMH (Light, Medium, Heavy) option is a preset setting, a user can choose to include 1/2/3 of the 3 options.

- Light (0% - 33%)
- Medium (33% - 66%)
- Heavy (66% - 100%)

Current setting will add 3 loyalty options:  
(0%-33%)(33%-66%)(66%-100%)

# Loyalty % - Example

The proportion of individuals viewing at least a defined portion of the program or time band (specified by a viewing threshold value), compared to all viewers of the program/time band.

$$\frac{\text{Rating Absolute}_{loyals}}{\text{Rating Absolute}_{all}} \cdot 100$$

## MANUAL

	Total Individuals
<b>Data Types</b>	18:00 - 18:59 SMTWTFS
Rating Absolute	4,144,819
Loyalty % (50% - 100%)	93.71%

In this example, 93.71% of the individuals viewing from 6:00 - 6:59 PM have watched 50%-100% of the time band selected

## AUTO

	Total Individuals
<b>Data Types</b>	18:00 - 18:59 SMTWTFS
Rating Absolute	4,144,819
Loyalty % (0% - 20%)	1.51%
Loyalty % (20% - 40%)	3.36%
Loyalty % (40% - 60%)	4.44%
Loyalty % (60% - 80%)	5.53%
Loyalty % (80% - 100%)	85.17%

If we want to see the figures in more detail, 85.17% of individuals viewing from 6:00 - 6:59 PM have watched 80%-100% of the time band selected

## LMH

	Total Individuals
<b>Data Types</b>	18:00 - 18:59 SMTWTFS
Rating Absolute	4,144,819
Loyalty % (0% - 33%)	3.20%
Loyalty % (33% - 66%)	7.60%
Loyalty % (66% - 100%)	89.20%

Looking at the same time band, but using the LMH option, it shows that around 89.20% are considered to be "Heavy" viewers

# Spot-based Reports

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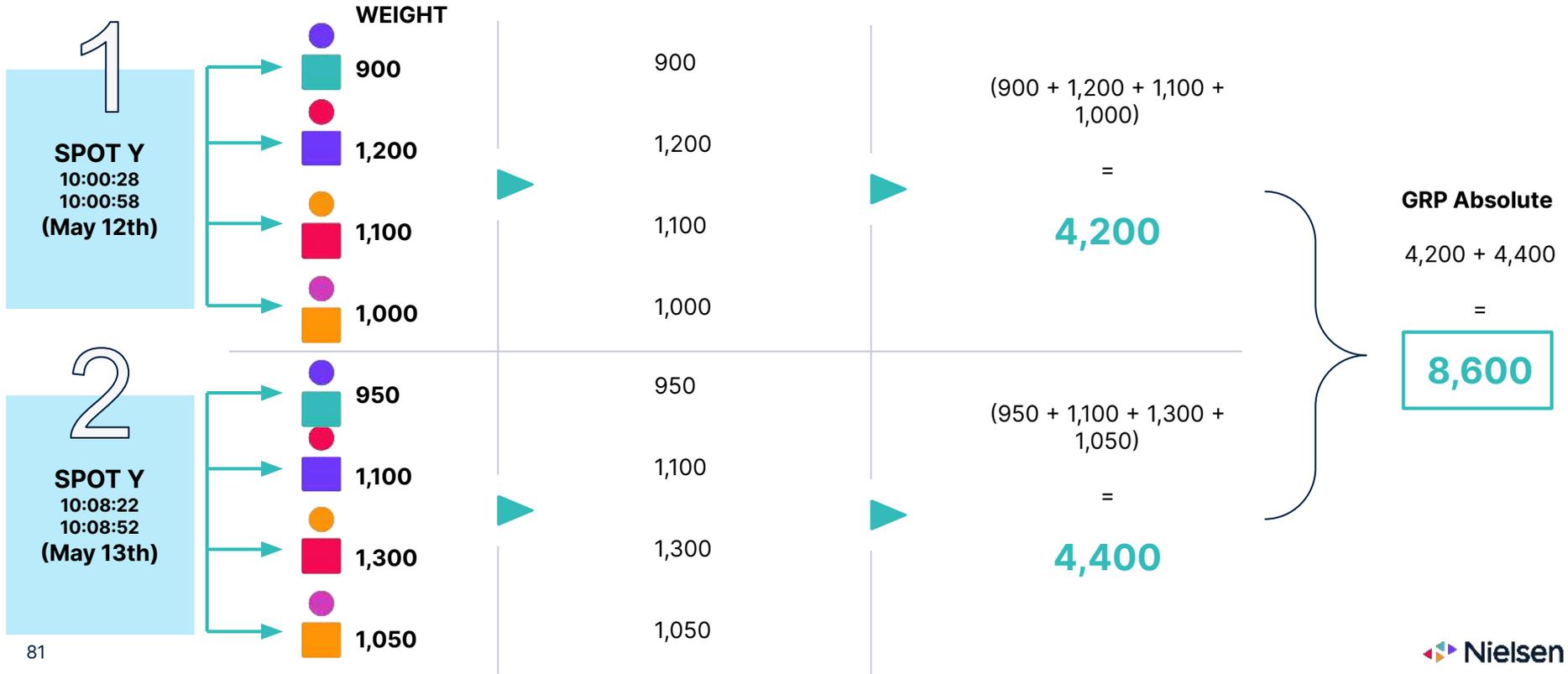
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# GRP Absolute

Gross Rating Point in Absolute Values

$$\sum_{s \in S} \sum_{n \in V_s} w_{n,s}$$

May 2022 on Channel A, Spot Y (2 exposures)



# GRP %

Total number of contacts, calculated with daily weights, cumulated for all days of the analysis and all spots in the campaign and expressed as a percentage on the demographic potential.

$$\frac{GRP\ Absolute}{Universe} \cdot 100$$

Spots	GRP Absolute
Spot 1	60,800
Spot 2	120,800
Spot 3	150,000
Spot 4	200,440

SUM

**GRP Absolute**

$$60,800 + 120,800 + 150,000 + 200,440$$

=

**532,040**

$$532,040 / 20,000,000 * 100 = \mathbf{2,66\%}$$

UNIVERSE: **20,000,000**

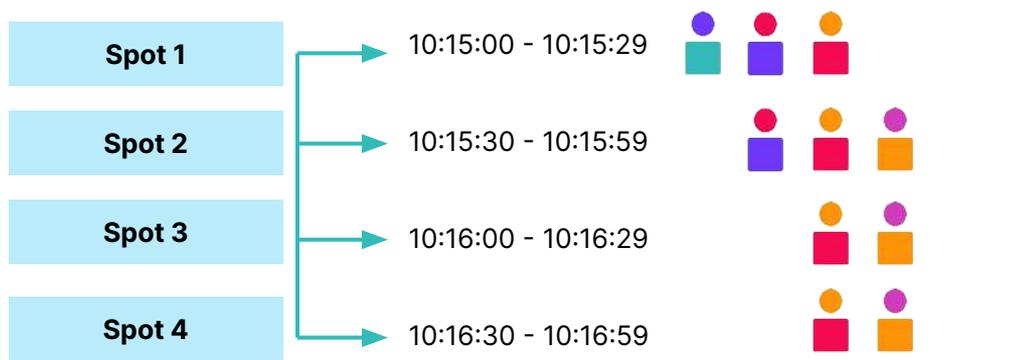
# Unduplicated Reach (Single Day Example)

The number of unique people who viewed at least 1 spots of a campaign, expressed in absolute values

$$\sum_{n \in V} w_n$$



20th May 2022



WEIGHTS	UNDUPLICATED REACH
900 + 1,100 + 1,000 =	3,000
1,100 + 1,000 + 800 =	2,900
1,000 + 800 =	1,800
1,000 + 800 =	1,800

Unduplicated Reach for the 4 spots in this example:  
 $900 + 1,100 + 1,000 + 800 = 3,800$

**Note:** The Grand Summary is equal for both Unduplicated Reach and Cume Reach (RF)

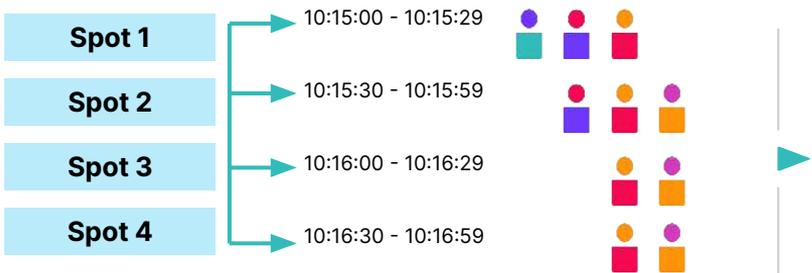
# Unduplicated Reach (Multi-Day Example)

The number of unique people who viewed at least 1 spots of a campaign, expressed in absolute values



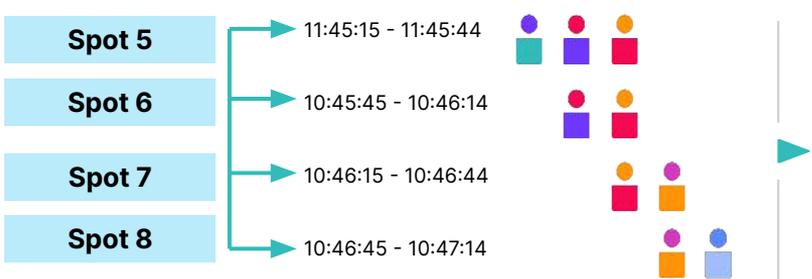
$$\sum_{n \in V} w_n$$

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WEIGHTS	UNDUPL. REACH (for each day)
900 + 1,100 + 1,000 =	3,000
1,100 + 1,000 + 800 =	2,900
1,000 + 800 =	1,800
1,000 + 800 =	1,800

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950 + 1,200 + 1,300 =	3,450
1,200 + 1,300 =	2,500
1,300 + 900 =	2,200
900 + 700 =	1,600

Unduplicated Reach for the 8 spots in this example:

$$\begin{aligned}
 & [(900 + 950) / 2] \\
 & + \\
 & [(1,100 + 1,200) / 2] \\
 & + \\
 & [(1,100 + 1,300) / 2] \\
 & + \\
 & [(800 + 900) / 2] \\
 & + \\
 & 700 \\
 & = \\
 & \mathbf{4,825}
 \end{aligned}$$

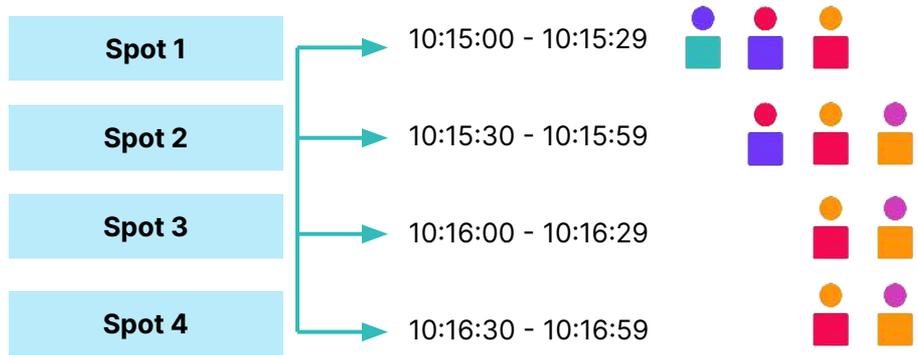
# Unduplicated Reach % (Single Day Example)

The number of unique people who viewed at least 1 spot of a campaign, expressed in percentage



$$\frac{\text{Unduplicated Reach}}{\text{Universe}} \cdot 100$$

20th May 2022



WEIGHTS	UNDUPLICATED REACH
900 + 1,100 + 1,000 =	3,000
1,100 + 1,000 + 800 =	2,900
1,000 + 800 =	1,800
1,000 + 800 =	1,800
<b>3,800</b>	

Unduplicated Reach % for the 4 spots in this example:  
 $3,800 / 20,000,000 * 100 = \mathbf{0,02\%}$

UNIVERSE: **20,000,000**

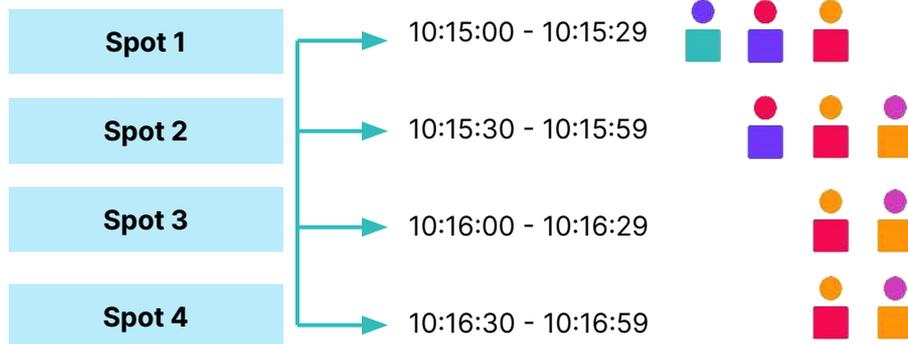
# Cume Reach (RF) (Single Day Example)

Number of Unique Individuals in Absolute Values

$$\sum_{n \in V} w_n$$



20th May 2022



UNDUPLICATED REACH	CUME REACH (RF)
900 + 1,100 + 1,000 = 3,000	3,000
1,100 + 1,000 + 800 = 2,900	3,800
1,000 + 800 = 1,800	3,800
1,000 + 800 = 1,800	3,800

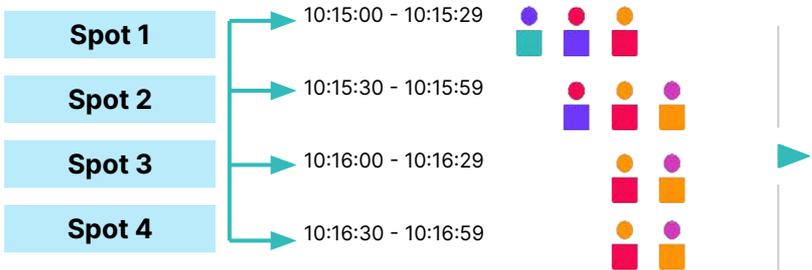
# Cume Reach (RF) (Multi-Day Example)

Number of Unique Individuals in Absolute Values

$$\sum_{n \in V} w_n$$



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**UNDUPLICATED REACH (per spot)**

$$925 + 1,100 + 1,150 = 3,175$$

$$1,100 + 1,150 + 850 = 3,100$$

$$1,150 + 850 = 2,000$$

$$1,150 + 850 = 2,000$$

**CUME REACH (RF)**

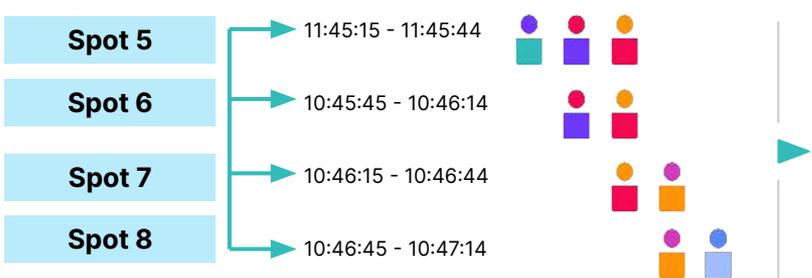
3,175

4,025

4,025

4,025

21st May 2022



$$925 + 1,100 + 1,150 = 3,175$$

$$1,100 + 1,150 = 2,250$$

$$1,150 + 850 = 2,000$$

$$850 + 700 = 1,550$$

4,025

4,025

4,025

4,725

Unduplicated Reach for the 8 spots in this example:

**4,725**

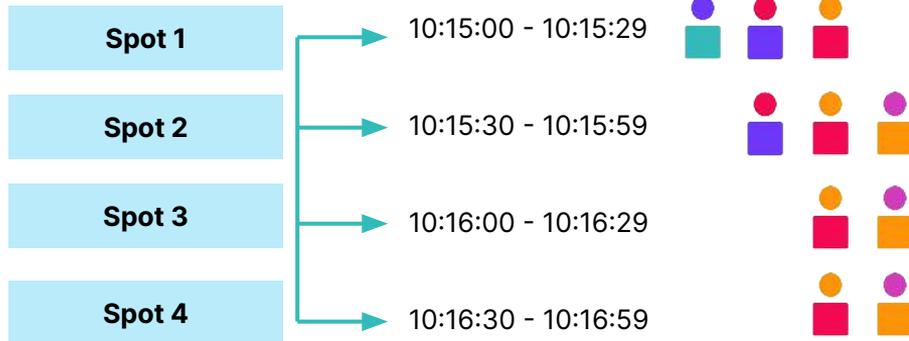
# Cume Reach % (RF) (Single Day Example)

Number of Unique Individuals in Absolute Values, expressed in percentage

$$\frac{\text{Cume Reach (RF)}}{\text{Universe}} \cdot 100$$



20th May 2022



## UNDUPLICATED REACH %

$$3,000 / 20,000,000 * 100 = 0.015\%$$

$$2,900 / 20,000,000 * 100 = 0.0145\%$$

$$1,800 / 20,000,000 * 100 = 0.009\%$$

$$1,800 / 20,000,000 * 100 = 0.009\%$$

## CUME REACH (RF)

0.015%

0.02%

0.02%

0.02%



UNIVERSE: **20,000,000**

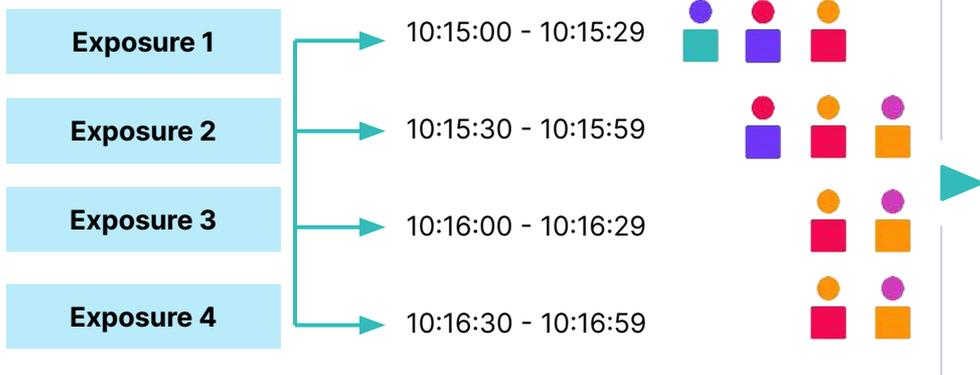
# Reach N+ (Single Day Example)

The number of exposures (1+, 2+, 3+, etc.) to spots expressed in absolute values. The value of 1+ is equal to Unduplicated Reach.

$$\sum_{n \in V} w_n$$



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## WEIGHTS

900, 1,100, 1,000

1,100, 1,000, 800

1,000, 800

1,000, 800, 1,800

## 1+

$$900 + 1,100 + 1,000 + 800 =$$

**3,800**

## 2+

$$1,100 + 1,000 + 800 =$$

**2,800**

## 3+

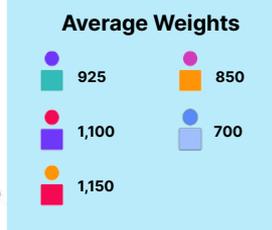
$$1,000 + 800 =$$

**1,800**

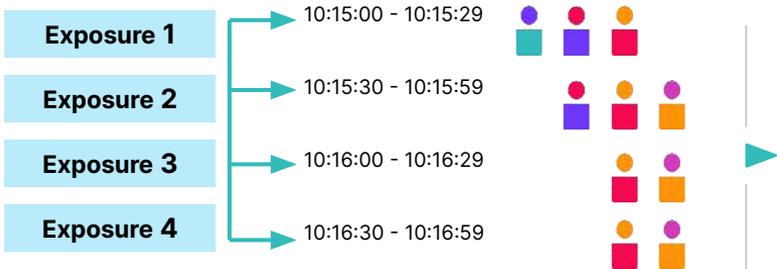
# Reach N+ (Multi-Day Example)

The number of exposures (1+, 2+, 3+, etc.) to spots expressed in absolute values. The value of 1+ is equal to Unduplicated Reach.

$$\sum_{n \in V} w_n$$



20th May 2022



**UNDULICATED REACH (per spot)**

$$925 + 1,100 + 1,150 = 3,175$$

$$1,100 + 1,150 + 850 = 3,100$$

$$1,150 + 850 = 2,000$$

$$1,150 + 850 = 2,000$$

**1+**

$$725 + 1,050 + 825 + 925 =$$

**4,725**

**2+**

$$725 + 1,050 + 825 + 925 =$$

**4,025**

**3+**

$$725 + 1,050 + 825 + 925 =$$

**3,100**

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$$925 + 1,100 + 1,150 = 3,175$$

$$1,100 + 1,150 = 2,250$$

$$1,150 + 850 = 2,000$$

$$850 + 700 = 1,550$$

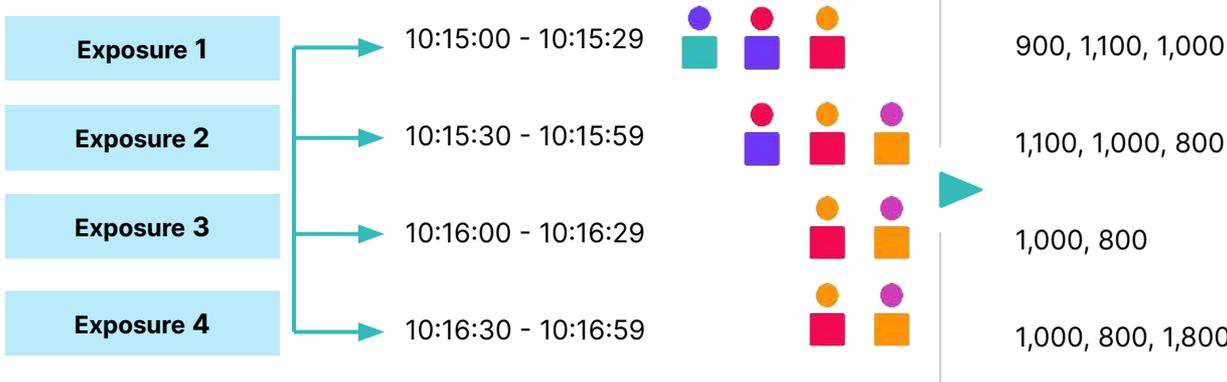
# Reach N+% (Single Day Example)

The number of exposures (1+%, 2+%, 3+%, etc.) to spots expressed in percentage values. The value of 1+% is equal to Unduplicated Reach %



$$\frac{\text{Unduplicated Reach}}{\text{Universe}} \cdot 100$$

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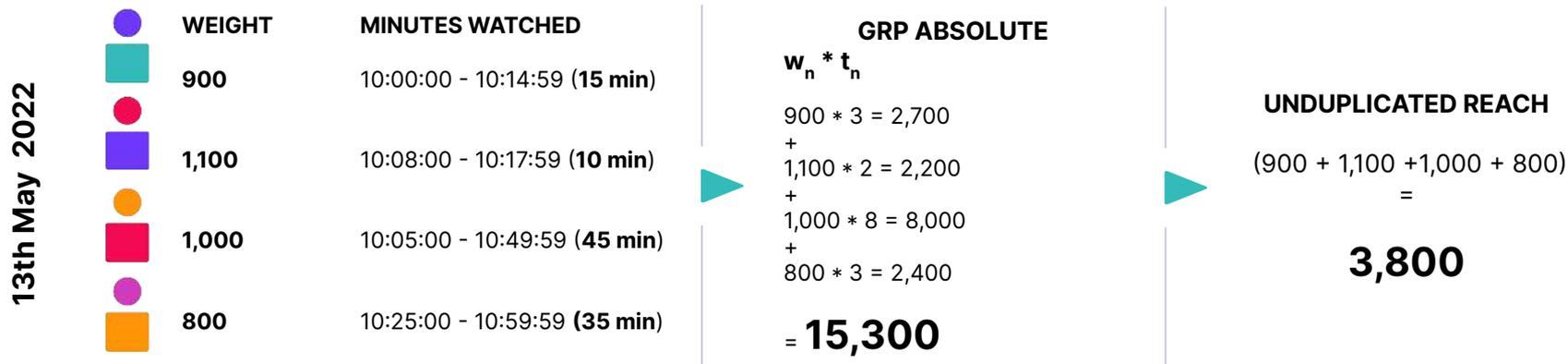
UNIVERSE: **20,000,000**

WEIGHTS	1+	2+	3+
900, 1,100, 1,000	$900 + 1,100 + 1,000 + 800 =$	$1,100 + 1,000 + 800 =$	$1,000 + 800 =$
1,100, 1,000, 800	<b>3,800</b>	<b>2,800</b>	<b>1,800</b>
1,000, 800	↓	↓	↓
1,000, 800, 1,800	$1+\% = \frac{(3,800 / 20,000,000) * 100 =$	$1+\% = \frac{(2,800 / 20,000,000) * 100 =$	$1+\% = \frac{(1,800 / 20,000,000) * 100 =$
	<b>0,02%</b>	<b>0,014 %</b>	<b>0,009 %</b>

# OTS

The number of chances that an individual will have to see an advertisement during a particular period of time.

$$\frac{TRP\ Absolute}{Unduplicated\ Reach}$$



Advertiser	TRP Absolute	Unduplicated Reach	OTS
Advertiser 1	15,300	3,800	4.02

