Nielsen

eTAM Data Types

Calculation Methodology

Kingdom of Saudi Arabia

March 2025

TV Consumption and Post-Evaluation Analytics in One App

What is eTAM?

eTAM is a powerful analytics tool using daypart, program and spot reporting to deliver broadcast TV campaign performance data. Agencies can gain TV consumption insights and understanding in a highly flexible way. **eTAM** includes powerful reporting features, allowing users to analyse and report on network shares, program ranking, program performance reports, track individuals viewing patterns, create schedules of advertising, analyse reach and frequency for schedules, analyse optimal television station mix and much more.

Why use eTAM?

One analytics tool for two different purposes:

- **TV Consumption**
  Identify audience trends for channels, dayparts and specific programs. Refine by specific target groups to optimise planning opportunities.
- **Post-Evaluation**
  Perform detailed analyses on TV advertising campaigns by reach, frequency, GRP and cost per GRP. Evaluate daypart and channel mixes for one or more advertisers.

Unlimited reporting possibilities for TV audience in Kingdom of Saudi Arabia

In this booklet you will find a comprehensive description of all data types available in eTAM for Kingdom of Saudi Arabia.

Nielsen's new best-in-class media suite

eTAM is part of Nielsen's Fusion suite, which also includes **eDAM**, **eRAM** and **AdQuest**. Benefit from their combined power in one seamless user interface.

For more information, please contact your Nielsen representative.

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Average Daily TRP %

Average of the daily TRP % in the period

The average value of the daily TRP % for programs, program episodes, time bands or channels, across the selected period.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- Universe = average daily demographic universe (total number of people for selected target population)

Average Daily TRP Absolute

Average of the daily TRP Absolute in the period

The average value of the daily TRP Absolute for programs, program episodes, time bands or channels, across the selected period.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\frac{\sum_{n \in P} TRP\ Absolute_{\ n}}{|P|}$$

where

- TRP Absolute $_{n}$ = TRP Absolute for the *n*-th day
- P = period of analysis
- |P| = number of days involved in the analysis

Average Weekly TRP %

Average of the weekly TRP % in the period

The average value of the weekly TRP % for programs, program episodes, time bands or channels, across the selected period.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- Universe = average daily demographic universe (total number of people for selected target population)

Average Weekly TRP Absolute

Average of the weekly TRP Absolute in the period

The average value of the weekly TRP Absolute for programs, program episodes, time bands or channels, across the selected period.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- TRP Absolute $_n$ = TRP Absolute for the *n*-th week
- P = weeks of analysis
- $days_n$ = number of days in the *n*-th week

Profile %

Adhesion, Profile of Rating Absolute to Base Demographic

The target demographic audience expressed as a percentage of a *base* demographic audience. In case the Rating Absolute of the target demographic is greater than the Rating Absolute of the *base* demographic, Profile % will be greater than 100%.

Applicable to DAYPARTS PROGRAMS SPOTS

Formula:

$$\frac{Rating\ Absolute}{Rating\ Absolute_{base}} \cdot 100$$

Profile Index

Affinity, Profile Index of Rating % to Base Demographic

The relative performance of a target demographic against a selected *base* demographic (indexed as 100): if the value of Profile Index is greater than 100, the event reached a higher portion of the potential target demographic than of the *base* demographic.

Applicable to DAYPARTS PROGRAMS SPOTS

Formula:

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

Rating %

Audience Rating Point (as % of Universe)

The average portion of the demographic universe who have viewed a specific program, time band or channel. It represents the audience reached, weighted by the time spent viewing and expressed as a percentage of the potential. In case of multiple days or events, the total Rating % is the average, weighted by the duration of each event (in case of Dayparts and Programs), of the individual Rating % values. In case of Spots, the arithmetic average is applied, instead.

Applicable to DAYPARTS PROGRAMS SPOTS

Formula:

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

where

- Universe = average daily demographic universe (total number of people for selected target population)

Rating Absolute

Average Minute Rating

The average number of people who have viewed a specific program, time band or channel. It represents the audience reached, weighted by the time spent viewing and expressed as an absolute value. In case of multiple days or events, the total Rating Absolute is the average, weighted by the duration of each event (in case of Dayparts and Programs), of the individual Rating Absolute values. In case of Spots, the arithmetic average is applied, instead.

Applicable to DAYPARTS PROGRAMS SPOTS

Formula:

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

where

- V = people watching at least 1 second of the event
- w_n = daily weight of viewer *n*
- t_n = time spent watching the event by viewer *n*
- D = length of event

Share To Selected %

Share (as % of the Selected Channels)

The audience share of a program, time band or channel, expressed as a percentage of the union of all the selected channels during the same time period.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- C = selected channels
- Rating Absolute$_c$ = Rating Absolute of channel c

Share of Audience %

Share (as % of People Using Television)

The audience share of a program, time band or channel, expressed as a percentage of the Total Screen usage during the same time period.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- S = all measured channels and non-broadcast activities
- Rating Absolute$_c$ = Rating Absolute of channel c

TRP %

Cumulated Rating %

The value of Rating Absolute for programs, program episodes, time bands or channels, summed by day across the selected period and expressed as a percentage of the average daily universe. Where more than one episode airs in a day, then the value for each episode will be totalled.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- Universe = average daily demographic universe (total number of people for selected target population)

TRP Absolute

Cumulated Rating Absolute

The value of Rating Absolute for programs, program episodes, time bands or channels, summed by day across the selected period. Where more than one episode airs in a day, then the Rating Absolute for each episode will be totalled.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\sum_{n \in E} Rating\ Absolute_n$$

where

- E = group of events for which the TRP Absolute value is needed
- Rating Absolute$_n$ = sum of Rating Absolute of all the minutes of the *n*-th event

Average Daily Reach

Average Daily Reach

The daily number of people who viewed at least a specified minimum amount of the program, time band or channel (*viewing threshold*), averaged across all programs, time bands or channels, on all days of analysis and expressed as an absolute value. The figures are calculated with daily weights.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- P = period of analysis
- |P| = number of days involved in the analysis
- V_p = people watching at least a specified minimum amount of seconds (as defined in the *Options* filter) of the program, time band or channel on day *p*
- $w_{n,p}$ = weight of viewer *n* on day *p*

Average Daily Reach %

Average Daily Reach (as % of Universe)

The daily number of people who viewed at least a specified minimum amount of the program, time band or channel (*viewing threshold*), averaged across all programs, time bands or channels, on all days of analysis and expressed as a percentage of the demographic universe. The figures are calculated with daily weights.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- Universe = average daily demographic universe (total number of people for selected target population)

Average Monthly Reach

Average Monthly Reach

The monthly number of unique people who viewed at least a specified minimum amount of the program, time band or channel (*viewing threshold*), cumulated across all days of the month of analysis, averaged by month and expressed as an absolute value. The figures are calculated with monthly weights.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- P = months of analysis
- |P| = number of months of analysis
- V_p = people watching at least a specified minimum amount of seconds (as defined in the *Options* filter) of the program, time band or channel in month *p*
- $w_{n,p}$ = weight of viewer *n* in month *p*

Average Monthly Reach %

Average Monthly Reach (as % of Universe)

The monthly number of unique people who viewed at least a specified minimum amount of the program, time band or channel (*viewing threshold*), cumulated across all days of the month of analysis, averaged by month and expressed as a percentage of the demographic universe. The figures are calculated with monthly weights.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\frac{Average\ Monthly\ Reach}{Universe} \cdot 100$$

where

- Universe = average monthly demographic universe (total number of people for selected target population)

Average Reach

Average Reach

The number of people who viewed at least a specified minimum amount of the program, time band or channel (*viewing threshold*), averaged by duration across all programs, time bands or channels, on all days of analysis and expressed as an absolute value. The figures are calculated with daily weights.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\frac{\sum_{e \in E} \left(D_e \cdot \sum_{n \in V_e} w_{n,e} \right)}{\sum_{e \in E} D_e}$$

where

- E = set of events
- D_e = length of event *e*
- V_e = people watching at least a specified minimum amount of seconds (as defined in the *Options* filter) of the event (program, time band or channel)
- $w_{n,e}$ = weight of viewer *n* on day of event *e*

Average Reach %

Average Reach (as % of Universe)

The number of people who viewed at least a specified minimum amount of the program, time band or channel (*viewing threshold*), averaged by duration across all programs, time bands or channels, on all days of analysis and expressed as a percentage of the demographic universe. The figures are calculated with daily weights.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- Universe = average daily demographic universe (total number of people for selected target population)

Average Weekly Reach

Average Weekly Reach

The weekly number of unique people who viewed at least a specified minimum amount of the program, time band or channel (*viewing threshold*), cumulated across all days of the week of analysis, averaged by week and expressed as an absolute value. The figures are calculated with weekly weights.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- P = weeks of analysis
- |P| = number of weeks of analysis
- V_p = people watching at least a specified minimum amount of seconds (as defined in the *Options* filter) of the program, time band or channel in week *p*
- $w_{n,p}$ = weight of viewer *n* in week *p*

Average Weekly Reach %

Average Weekly Reach (as % of Universe)

The weekly number of unique people who viewed at least a specified minimum amount of the program, time band or channel (*viewing threshold*), cumulated across all days of the week of analysis, averaged by week and expressed as a percentage of the demographic universe. The figures are calculated with weekly weights.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- Universe = average weekly demographic universe (total number of people for selected target population)

Cume Rating Absolute

Cumulated Rating Absolute (for RF analyses)

The value of Rating Absolute for programs, program episodes, time bands or channels, summed by day across the selected period. Where more than one episode airs in a day, then the Rating Absolute for each episode will be totalled.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\sum_{n \in E} Rating\ Absolute_n$$

where

- E = group of events for which the TRP Absolute value is needed
- Rating Absolute$_n$ = Rating Absolute of the *n*-th event

Cume Reach % (RF)

Cumulated Reach of Program, Spot, Time Band or Channel (Coverage) (as % of Universe)

The cumulated number of unique people who viewed at least 1 item (programs, dayparts, spots) of a schedule, expressed as a percentage on the demographic universe. The figures are calculated with a common weight across the entire period of analysis (average or middle day weight, depending on the official calculation rules in place).

Applicable to DAYPARTS PROGRAMS SPOTS

Formula:

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

where

- Universe = average demographic universe (total number of people for selected target population) in the period of analysis

Cume Reach (RF)

Cumulated Reach of Program, Spot, Time Band or Channel (Coverage)

The cumulated number of unique people who viewed at least 1 item (programs, dayparts, spots) of a schedule, expressed as an absolute value. The figures are calculated with a common weight across the entire period of analysis (average or middle day weight, depending on the official calculation rules in place).

Applicable to DAYPARTS PROGRAMS SPOTS

Formula:

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

where

- V = people watching at least 1 item of a schedule in the period of analysis, for at least a specified minimum amount of seconds (as defined in the *Options* filter)
- w_n = common weight of viewer *n* in the period of analysis

Frequency

Average Viewing Frequency

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

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- V = people watching at least a specified minimum amount of seconds (as defined in the *Options* filter) of the event
- w_n = average weight of viewer *n* in the period of analysis
- f_n = frequency of viewing of viewer *n*

Incremental Reach

Differential Cumulated Reach

The difference between two consecutive Cume Reach (RF) lines in a report, expressed as an absolute value. It represents the number of new people contributing to each line of the report.

Applicable to DAYPARTS PROGRAMS SPOTS

Formula:

$$Cume\ Reach\ (RF)_n – Cume\ Reach\ (RF)_{n-1}$$

where

- Cume Reach $(RF)_n$ = the Cume Reach (RF) of the *n*-th line of the report
- Cume Reach $(RF)_{n-1}$ = the Cume Reach (RF) of the line above the *n*-th line of the report

Incremental Reach %

Differential Cumulated Reach (as % of Universe)

The difference between two consecutive Cume Reach (RF) lines in a report, expressed as a percentage on the demographic universe. It represents the number of new people contributing to each line of the report.

Applicable to DAYPARTS PROGRAMS SPOTS

Formula:

$$\frac{Incremental\ Reach}{Universe} \cdot 100$$

where

- Universe = average demographic universe (total number of people for selected target population) in the period of analysis

Reach N

Reach at Exact Frequency N

The number of unique people who viewed exactly N items (programs, dayparts, spots) of a schedule, expressed as an absolute value. The figures are calculated with a common weight across the entire period of analysis (average or middle day weight, depending on the official calculation rules in place).

Applicable to DAYPARTS PROGRAMS SPOTS

Formula:

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

where

- V = people watching exactly N items of a schedule in the period of analysis, for at least a specified minimum amount of seconds (as defined in the *Options* filter)
- w_n = common weight of viewer *n* in the period of analysis

Reach N %

Reach at Exact Frequency N (as % of Universe)

The number of unique people who viewed exactly N items (programs, dayparts, spots) of a schedule, expressed as a percentage on the demographic universe. The figures are calculated with a common weight across the entire period of analysis (average or middle day weight, depending on the official calculation rules in place).

Applicable to DAYPARTS PROGRAMS SPOTS

Formula:

$$\frac{Reach\ N}{Universe} \cdot 100$$

where

- Universe = average demographic universe (total number of people for selected target population) in the period of analysis

Reach N+

Reach at Frequency N or higher

The number of unique people who viewed at least N items (programs, dayparts, spots) of a schedule, expressed as an absolute value. The figures are calculated with a common weight across the entire period of analysis (average or middle day weight, depending on the official calculation rules in place).

Applicable to DAYPARTS PROGRAMS SPOTS

Formula:

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

where

- V = people watching at least N items of a schedule in the period of analysis, for at least a specified minimum amount of seconds (as defined in the *Options* filter)
- w_n = common weight of viewer *n* in the period of analysis

Reach N+ %

Reach at Frequency N or higher (as % of Universe)

The number of unique people who viewed at least N items (programs, dayparts, spots) of a schedule, expressed as a percentage on the demographic universe. The figures are calculated with a common weight across the entire period of analysis (average or middle day weight, depending on the official calculation rules in place).

Applicable to DAYPARTS PROGRAMS SPOTS

Formula:

$$\frac{Reach\ N+}{Universe} \cdot 100$$

where

- Universe = average demographic universe (total number of people for selected target population) in the period of analysis

Unduplicated Reach

Reach of Program, Spot, Time Band or Channel

The number of unique people who viewed at least 1 item (programs, dayparts, spots) of a schedule, expressed as an absolute value. The figures are calculated with a common weight across the entire period of analysis (average or middle day weight, depending on the official calculation rules in place). In case a dimension that groups entities by dates is added to the report (e.g. day, week, month, program, spot, etc.), Unduplicated Reach values for each group are calculated with the common weight across the days included in the group only.

Applicable to DAYPARTS PROGRAMS SPOTS

Formula:

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

where

- V = people watching at least 1 item of a schedule in the period of analysis, for at least a specified minimum amount of seconds (as defined in the *Options* filter)
- w_n = common weight of viewer *n* in the period of analysis or layout group

Unduplicated Reach %

Reach of Program, Spot, Time Band or Channel (as % of Universe)

The number of unique people who viewed at least 1 item (programs, dayparts, spots) of a schedule, expressed as a percentage on the demographic universe. The figures are calculated with a common weight across the entire period of analysis (average or middle day weight, depending on the official calculation rules in place). In case a dimension that groups entities by dates is added to the report (e.g. day, week, month, program, spot, etc.), Unduplicated Reach % values for each group are calculated with the common weight across the days included in the group only.

Applicable to DAYPARTS PROGRAMS SPOTS

Formula:

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

where

- Universe = average demographic universe (total number of people for selected target population) in the period of analysis

Completion Rate

Average Time Spent (per Viewer, as % of Time Length)

The time spent viewing for the reached audience, averaged across all programs, time bands or channels, on all days of analysis and expressed as a percentage of the duration of the program or time band. The figures are calculated with daily weights.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\frac{Rating\ Absolute}{Average\ Reach} \cdot 100$$

TSV Universe (Daily)

Average Time Viewed (per Person)

The time spent viewing for the potential audience (reached or not), averaged across all programs, time bands or channels, on all days of analysis and expressed as a time value. The figures are calculated with daily weights.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- D = length of event
- Universe = average daily demographic universe (total number of people for selected target population)

TSV Universe (Weekly)

Average Weekly Time Viewed (per Person)

The total time spent viewing for the potential audience (reached or not) across the week, expressed as a time value.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\frac{\sum_n (Rating\ Absolute_n \cdot D_n)}{Universe}$$

where

- Rating Absolute$_n$ = rating of the *n*-th program, time band or channel
- D_n = length of the *n*-th program, time band or full day
- Universe = average weekly demographic universe (total number of people for selected target population)

TSV Viewers (Average)

Average Time Spent (per Viewer)

The time spent viewing for the reached audience, averaged across all programs, time bands or channels, on all days of analysis and expressed as a time value. The figures are calculated with daily weights.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- D = length of event

TSV Viewers (Daily)

Average Daily Time Spent (per Viewer)

The daily time spent viewing for the reached audience, averaged across all programs, time bands or channels, on all days of analysis and expressed as a time value. The figures are calculated with daily weights.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- D = length of event

TSV Viewers (Weekly)

Average Weekly Time Spent (per Viewer)

The total time spent viewing for the average viewer (reached audience) across the week, expressed as a time value.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\frac{\sum_n (Rating\ Absolute_n \cdot D_n)}{Average\ Weekly\ Reach}$$

where

- Rating Absolute$_n$ = rating of the *n*-th program, time band or channel
- D_n = length of the *n*-th program, time band or full day

Cost

Price Paid for Spot

The price paid for a spot, as listed in the logs provided by Nielsen or the broadcasters. For a group of spots or campaign, the Cost is the sum of the Cost of each spot.

Applicable to SPOTS

Cost Per Thousand (CPM)

Average Cost per GRP Absolute (in 000)

The average price paid to contact 1000 people.

Applicable to SPOTS

Formula:

$$\frac{\sum_{n \in S} Cost_n}{\sum_{n \in S} \frac{GRP\ \ Absolute_n}{1000}}$$

where

- S = group of spots for which the Cost Per Thousand (CPM) value is needed
- $Cost_n$ = Cost of the *n*-th spot
- GRP $Absolute_n$ = GRP Absolute of the *n*-th spot

Cume Spot

Cumulated Number of Spots

The total number of spots aired in the selected period (cumulated), based on the logs provided by Nielsen or the broadcasters.

Applicable to SPOTS

GRP %

Gross Rating of Spot (as % of Universe)

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 universe.

Applicable to SPOTS

Formula:

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

where

- Universe = average daily demographic universe (total number of people for selected target population)

GRP Absolute

Gross Rating of Spot

Total number of contacts, calculated with daily weights, cumulated for all days of the analysis and all spots in the campaign and expressed as an absolute value.

Applicable to SPOTS

Formula:

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

where

- S = group of spots for which the GRP Absolute value is needed
- V_s = people watching the *s*-th spot
- $w_{n,s}$ = daily weight of viewer *n* in the day where the *s*-th spot aired

OTS

Opportunity to See

The average number of times an individual has been exposed to the campaign.

Applicable to SPOTS

Formula:

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

Planned Duration

Formatted (Official) Spot Length

The cumulated planned length of a set of spots, expressed in time units (hours, minutes and seconds), across the selected period.

Applicable to SPOTS

Formula:

$$\sum_{n \in S} D'_n$$

where

- S = group of spots for which the Planned Duration value is needed
- D'_n = official duration of the *n*-th spot

Spot

Number of Spots

The total number of spots aired in the selected period, based on the logs provided by Nielsen or the broadcasters.

Applicable to SPOTS

Spot Cost Per Rating %

Average Cost per GRP %

The average price paid to contact 1% of the target demographic universe.

Applicable to SPOTS

Formula:

$$\frac{\sum_{n \in S} Cost_n}{\sum_{n \in S} GRP\ \%_n}$$

where

- S = group of spots for which the Spot Cost Per Rating % value is needed
- $Cost_n$ = Cost of the *n*-th spot
- GRP $\%_n$ = GRP % of the *n*-th spot

Weighted Rating %

Equivalent GRP % (of 30" Spots)

The GRP % normalised on a standard 30 seconds spot. The rate factor for each spot duration is reported inside the spot log files.

Applicable to SPOTS

Formula:

$$\sum_{n \in S} (GRP\ \%_n \cdot EqFactor_n)$$

where

- S = group of spots for which the Weighted Rating % value is needed
- GRP $\%_n$ = actual GRP % of the *n*-th spot
- $EqFactor_n$ = rate factor of the *n*-th spot

Weighted Rating Absolute

Equivalent GRP Absolute (of 30" Spots)

The GRP Absolute normalised on a standard 30 seconds spot. The rate factor for each spot duration is reported inside the spot log files.

Applicable to SPOTS

Formula:

$$\sum_{n \in S} (GRP\ Absolute_n \cdot EqFactor_n)$$

where

- S = group of spots for which the Weighted Rating Absolute value is needed
- GRP Absolute$_n$ = actual GRP Absolute of the *n*-th spot
- EqFactor$_n$ = rate factor of the *n*-th spot

Weighted Spot Cost

Equivalent Cost (of 30" Spots)

The Cost normalised on a standard 30 seconds spot. The rate factor for each spot duration is reported inside the spot log files. For a group of spots or campaign, the Weighted Spot Cost is the sum of the Weighted Spot Cost of each spot.

Applicable to SPOTS

Formula:

$$\sum_{n \in S} \frac{Cost_n}{EqFactor_n}$$

where

- S = group of spots for which the Weighted Spot Cost value is needed
- $Cost_n$ = actual Cost of the *n*-th spot
- $EqFactor_n$ = rate factor of the *n*-th spot

Weighted Spot Cost Per Thousand

Equivalent Cost (of 30" Spots) per GRP Absolute

The Cost Per Thousand (CPM) normalised on a standard 30 seconds spot. The rate factor for each spot duration is reported inside the spot log files.

Applicable to SPOTS

Formula:

$$\frac{\sum_{n \in S} Weighted\ Spot\ Cost_n}{\sum_{n \in S} \frac{GRP\ \ Absolute_n}{1000}}$$

where

- S = group of spots for which the Weighted Spot Cost Per Thousand value is needed
- Weighted Spot $Cost_n$ = Weighted Spot Cost of the *n*-th spot
- GRP $Absolute_n$ = GRP Absolute of the *n*-th spot

Weighted Spot Cost per Rating %

Equivalent Cost (of 30" Spots) per Point of GRP %

The Spot Cost Per Rating % normalised on a standard 30 seconds spot. The rate factor for each spot duration is reported inside the spot log files.

Applicable to SPOTS

Formula:

$$\frac{\sum_{n \in S} Weighted\ Spot\ Cost_n}{\sum_{n \in S} \frac{GRP\ \%_n}{1000}}$$

where

- S = group of spots for which the Weighted Spot Cost per Rating % value is needed
- Weighted Spot $Cost_n$ = Weighted Spot Cost of the *n*-th spot
- GRP $\%_n$ = GRP % of the *n*-th spot

Floor Minute

Minute of Lowest Rating Absolute in Program, Time Band or Channel (as Clock Time)

The minute, expressed as absolute time (in hours, minutes and seconds), where the lowest Rating Absolute was achieved in the program, time band or channel.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\min_{t \in [t_s..t_e]} \{t \mid Rating\ Absolute_t = Floor\ Rating\ Absolute\}$$

where

- t_s = start minute of program, time band or day
- t_e = end minute of program, time band or day
- Rating Absolute$_t$ = Rating Absolute of minute *t*

Floor Rating %

Lowest Rating % in Program, Time Band or Channel

The lowest value of the minute-by-minute Rating % achieved within the program, time band or channel.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\min_{t \in [t_s..t_e]} \{Rating\ \%_t\}$$

where

- t_s = start minute of program, time band or day
- t_e = end minute of program, time band or day
- Rating $\%_t$ = Rating % of minute *t*

Floor Rating Absolute

Lowest Rating Absolute in Program, Time Band or Channel

The lowest value of the minute-by-minute Rating Absolute achieved within the program, time band or channel.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\min_{t \in [t_s..t_e]} \{Rating\ Absolute_t\}$$

where

- t_s = start minute of program, time band or day
- t_e = end minute of program, time band or day
- Rating Absolute$_t$ = Rating Absolute of minute *t*

Peak Minute

Minute of Highest Rating Absolute in Program, Time Band or Channel (as Clock Time)

The minute, expressed as absolute time (in hours, minutes and seconds), where the highest Rating Absolute was achieved in the program, time band or channel.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\min_{t \in [t_s..t_e]} \{t \mid Rating\ Absolute_t = Peak\ Rating\ Absolute\}$$

where

- t_s = start minute of program, time band or day
- t_e = end minute of program, time band or day
- Rating Absolute$_t$ = Rating Absolute of minute *t*

Peak Rating %

Highest Rating % in Program, Time Band or Channel

The highest value of the minute-by-minute Rating % achieved within the program, time band or channel.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\max_{t \in [t_s..t_e]} \{Rating\ \%_t\}$$

where

- t_s = start minute of program, time band or day
- t_e = end minute of program, time band or day
- Rating $\%_t$ = Rating % of minute *t*

Peak Rating Absolute

Highest Rating Absolute in Program, Time Band or Channel

The highest value of the minute-by-minute Rating Absolute achieved within the program, time band or channel.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\max_{t \in [t_s..t_e]} \{Rating\ Absolute_t\}$$

where

- t_s = start minute of program, time band or day
- t_e = end minute of program, time band or day
- Rating Absolute$_t$ = Rating Absolute of minute *t*

Lead In

Lead In Audience

The number of people who watched a specific amount of minutes before the program or time band start and continued to watch the beginning of the program or time band, expressed as an absolute value. The length of the lead in time and the thresholds for inclusion in the data type are set in the *Options* tab of the application.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- V = people watching the minutes before the program or time band start, for a specified minimum amount of time
- Q = people watching the minutes at the beginning of the program or time band, for a specified minimum amount of time
- w_n = weight of viewer *n* on the day of analysis

Lead In %

Lead In Audience Ratio

The number of people who watched a specific amount of minutes before the program or time band start and continued to watch the beginning of the program or time band, expressed as a percentage on the number of people who watched the beginning of the program or time band itself. The length of the lead in time, the qualifying time and the thresholds for inclusion in the data type are set in the *Options* tab of the application.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\frac{Lead\ In}{Qualifying\ Lead\ In} \cdot 100$$

Lead Out

Lead Out Audience

The number of people who watched a specific amount of minutes after the program or time band after having watched the end of the program or time band, expressed as an absolute value. The length of the lead out time and the thresholds for inclusion in the data type are set in the *Options* tab of the application.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- V = people watching the minutes after the program or time band start, for a specified minimum amount of time
- Q = people watching the minutes at the end of the program or time band, for a specified minimum amount of time
- w_n = weight of viewer *n* on the day of analysis

Lead Out %

Lead Out Audience Ratio

The number of people who watched a specific amount of minutes after the program or time band end after having watched the end of the program or time band, expressed as a percentage on the number of people who watched the end of the program or time band itself. The length of the lead out time, the qualifying time and the thresholds for inclusion in the data type are set in the *Options* tab of the application.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\frac{Lead\ Out}{Qualifying\ Lead\ Out} \cdot 100$$

Qualifying Lead In

Qualifying Lead In Audience

The number of people who watched a specific amount of minutes at the beginning of the program or time band, expressed as an absolute value. The length of the lead in time and the thresholds for inclusion in the data type are set in the *Options* tab of the application.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- Q = people watching the minutes at the beginning of the program or time band, for a specified minimum amount of time
- w_n = weight of viewer *n* on the day of analysis

Qualifying Lead Out

Qualifying Lead Out Audience

The number of people who watched a specific amount of minutes at the end of the program or time band, expressed as an absolute value. The length of the lead out time and the thresholds for inclusion in the data type are set in the *Options* tab of the application.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- Q = people watching the minutes at the end of the program or time band, for a specified minimum amount of time
- w_n = weight of viewer *n* on the day of analysis

Loyalty %

Viewing 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.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\frac{Rating\ Absolute_{loyals}}{Rating\ Absolute_{all}} \cdot 100$$

where

- Rating $Absolute_{loyals}$ = Rating Absolute calculated only on viewers watching at least a specified amount of the event
- Rating $Absolute_{all}$ = Rating Absolute calculated on all viewers of the event

Channel List

List of Channels the Program was Aired on

The list of the stations the Program was broadcasted on, comma separated.

Applicable to PROGRAMS

Day

Program Broadcast Day Mask

The days of the week when the Program was on air within the selected period.

Applicable to PROGRAMS

Episode Count

Number of Program Episodes

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

Applicable to PROGRAMS

Episode List

List of Program Episodes

The name of the Program Episode as listed by Nielsen or the broadcasters. In case of multiple Episodes belonging to the same program or time interval, Episode names are listed comma separated.

Applicable to PROGRAMS

Event Count

List of Program Emissions

The total number of times a specific Episode of a Program went on air during the selected period, inclusive of any rebroadcast or repetition.

Applicable to PROGRAMS

Minutes per Event

Average Number of Minutes per Event

The average length of all Program emissions belonging to a specific time interval, expressed in hours and minutes.

Applicable to PROGRAMS

Formula:

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

where

- E = group of events for which the Minutes per Event value is needed
- |E| = number of events
- D_n = D of the *n*-th event

Program Count

Number of Programs

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

Applicable to PROGRAMS

Program End Date

Date of Last Program Emission

The date when the Program ended being on air within the selected period.

Applicable to PROGRAMS

Formula:

$$max\{p \mid p \in P \cap B\}$$

where

- P = period of analysis
- B = period of program broadcast

Program Name

Primary Name of Broadcast Program

The primary name of the Program as listed by Nielsen or the broadcasters. In case of multiple Programs belonging to the same time interval, Program names are listed comma separated.

Applicable to PROGRAMS

Program Start Date

Date of First Program Emission

The date when the Program started being on air within the selected period.

Applicable to PROGRAMS

Formula:

$$min\{p \mid p \in P \cap B\}$$

where

- P = period of analysis
- B = period of program broadcast

Total Minutes

Total Number of Minutes

The total length of all Program emissions belonging to a specific time interval, expressed in hours and minutes.

Applicable to PROGRAMS

Formula:

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

where

- E = group of events for which the Total Minutes value is needed
- D_n = D of the *n*-th event

Duplication Average Reach

Duplication Average Reach

The number of common people who viewed both programs, time bands or channels in a pair (generically, in a combination), averaged by day and expressed as an absolute value.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- V_1 = people watching the first program, time band or channel in the period of analysis, for at least a specified minimum amount of seconds (as defined in the *Options* filter)
- V_2 = people watching the second program, time band or channel in the period of analysis, for at least a specified minimum amount of seconds (as defined in the *Options* filter)
- w_n = average daily weight of viewer *n* in the period of analysis

Duplication Average Reach %

Duplication Average Reach (as % of Universe)

The number of common people who viewed both programs, time bands or channels in a pair (generically, in a combination), averaged by day and expressed as a percentage of the demographic universe.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\frac{Duplication\ Average\ Reach}{Universe} \cdot 100$$

where

- Universe = average demographic universe (total number of people for selected target population) in the period of analysis

Duplication Cume Reach

Duplication Cumulated Reach

The number of unique common people who viewed both programs, time bands or channels in a pair (generically, in a combination), expressed as an absolute value.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- V_1 = people watching the first program, time band or channel in the period of analysis, for at least a specified minimum amount of seconds (as defined in the *Options* filter)
- V_2 = people watching the second program, time band or channel in the period of analysis, for at least a specified minimum amount of seconds (as defined in the *Options* filter)
- w_n = common weight of viewer *n* in the period of analysis

Duplication Cume Reach %

Duplication Cumulated Reach (as % of Universe)

The number of unique common people who viewed both programs, time bands or channels in a pair (generically, in a combination), expressed as a percentage of the demographic universe.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\frac{Duplication\ Cume\ Reach}{Universe} \cdot 100$$

where

- Universe = average demographic universe (total number of people for selected target population) in the period of analysis

Exclusive Average Reach

Exclusive Average Reach

The number of people who viewed only the first program, time band or channel in a pair (generically, in a combination), averaged by day and expressed as an absolute value.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- V_1 = people watching the first program, time band or channel in the period of analysis, for at least a specified minimum amount of seconds (as defined in the *Options* filter)
- V_2 = people watching the second program, time band or channel in the period of analysis, for at least a specified minimum amount of seconds (as defined in the *Options* filter)
- w_n = average daily weight of viewer *n* in the period of analysis

Exclusive Average Reach %

Exclusive Average Reach (as % of Universe)

The number of people who viewed only the first program, time band or channel in a pair (generically, in a combination), averaged by day and expressed as a percentage of the demographic universe.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\frac{Exclusive\ Average\ Reach}{Universe} \cdot 100$$

where

- Universe = average demographic universe (total number of people for selected target population) in the period of analysis

Exclusive Cume Reach

Exclusive Cumulated Reach

The number of unique people who viewed only the first program, time band or channel in a pair (generically, in a combination), expressed as an absolute value.

Applicable to DAYPARTS PROGRAMS

Formula:

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

where

- V_1 = people watching the first program, time band or channel in the period of analysis, for at least a specified minimum amount of seconds (as defined in the *Options* filter)
- V_2 = people watching the second program, time band or channel in the period of analysis, for at least a specified minimum amount of seconds (as defined in the *Options* filter)
- w_n = common weight of viewer *n* in the period of analysis

Exclusive Cume Reach %

Exclusive Cumulated Reach (as % of Universe)

The number of unique people who viewed only the first program, time band or channel in a pair (generically, in a combination), expressed as a percentage of the demographic universe.

Applicable to DAYPARTS PROGRAMS

Formula:

$$\frac{Exclusive\ Cume\ Reach}{Universe} \cdot 100$$

where

- Universe = average demographic universe (total number of people for selected target population) in the period of analysis

Gain

Gained Rating Absolute in Migration

The amount of Rating Absolute gained from other competing channels.

Applicable to DAYPARTS PROGRAMS

Loss

Lost Rating Absolute in Migration

The amount of Rating Absolute lost to other competing channels.

Applicable to DAYPARTS PROGRAMS

Main Beneficiary

Main Benefitting Program

The name of the Program which has the maximum Gain across all selected channels, therefore most benefitting from the migration.

Applicable to DAYPARTS PROGRAMS

Main Contributor

Main Contributing Program

The name of the Program which has the highest maximum Loss across all selected channels, therefore most contributing to the migration.

Applicable to DAYPARTS PROGRAMS

Net

Net Rating Absolute in Migration

The net value (Gain-Loss) of the migrated Rating Absolute.

Applicable to DAYPARTS PROGRAMS

Formula:

$$Gain - Loss$$

Average Duration

Average Length of Event

The average length of a program, spot or time period, expressed in time units (hours, minutes and seconds), across the selected period.

Applicable to DAYPARTS PROGRAMS SPOTS

Formula:

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

where

- E = group of events for which the Average Duration value is needed
- $|E|$ = number of events in E
- D_n = duration of the *n*-th event

First Active Day

First Day of Campaign or Broadcast

The first day when a program has been broadcast or a spot belonging to a campaign has been aired, within the selected analysis period.

Applicable to PROGRAMS SPOTS

Formula:

$$min\{p \mid p \in P \cap B\}$$

where

- P = period of analysis
- B = period of program broadcast or campaign

Last Active Day

Last Day of Campaign or Broadcast

The last day when a program has been broadcast or a spot belonging to a campaign has been aired, within the selected analysis period.

Applicable to PROGRAMS SPOTS

Formula:

$$max\{p \mid p \in P \cap B\}$$

where

- P = period of analysis
- B = period of program broadcast or campaign

No. of Active Days

Number of Campaign or Broadcast Active Days

The number of days when a program has been broadcast or a spot belonging to a campaign has been aired, within the selected analysis period.

Applicable to DAYPARTS PROGRAMS SPOTS

Formula:

$$|P \cap B|$$

where

- P = period of analysis
- B = period of program broadcast or campaign

Sample Size

Size of the Panel Sample

The panel size for the chosen demographic in the selected period, expressed in numbers.

Applicable to DAYPARTS PROGRAMS SPOTS

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.

Applicable to DAYPARTS PROGRAMS SPOTS

Formula:

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

where

- E = group of events for which the Total Duration value is needed
- D_n = duration of the *n*-th event

Universe

Universe or Population Potential

The total number of people represented by the panel sample, chosen with the selected demographic. It is calculated by summing the weights of all the panel members belonging to the selected demographic.

Applicable to DAYPARTS PROGRAMS SPOTS

Formula:

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

where

- U = people belonging to demographic universe
- w_n = weight of viewer *n* in the period of analysis

About Nielsen

Nielsen shapes the world's media and content as a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their audiences—now and into the future.

An S&P 500 company, Nielsen (NYSE: NLSN) operates around the world in more than 55 countries. Learn more at www.nielsen.com or www.nielsen.com/investors and connect with us on social media.

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