



TELEVISION GUIDE



Rating

The estimated percent of all television households or persons tuned to a specific station.

$$\text{Rating (\%)} = \frac{\text{Households}}{\text{Total TV Households}} \text{ or } \frac{\text{Viewers}}{\text{Total Viewer Population}}$$

Share

The estimated percent of all Households Using Television (HUT) or Persons Viewing Television (PVT) tuned to a specific station.

$$\text{Share (\%)} = \frac{\text{Households to Station}}{\text{HUT}} \text{ or } \frac{\text{Viewers to Station}}{\text{PVT}}$$

Reach (Cume)

The estimated number of unduplicated or different households or persons that viewed a specific station at least once for five minutes during the average week for the reported time period; circulation.

Frequency

The average number of times the unduplicated viewers will be exposed to the schedule of commercials or spots.

New York
142 West 57th Street
New York, New York 10019
(212) 887-1300

Chicago
211 East Ontario, Suite 1400
Chicago, Illinois 60611
(312) 266-4150

Atlanta
300 Embassy Row
Atlanta, Georgia 30328
(404) 399-2115

Los Angeles
5670 Wilshire Blvd., Suite 600
Los Angeles, California 90036
(213) 932-6500

San Francisco
One Maritime Plaza, Suite 1000
San Francisco, California 94111
(415) 393-6925

Dallas
One Galleria Tower
13355 Noel Road, Suite 1120
Dallas, Texas 75240
(214) 385-5388

Washington
The Arbitron Building
Laurel, Maryland 20707
(301) 497-4742

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Gross Impressions

The average number of persons that view at the time the commercial is to run multiplied by the number of times the commercial or spot is to run.

$$\text{Gross Impressions} = \text{Average Persons} \times \text{No. of Spots}$$

Gross Rating Points (GRPs)

The total of all rating points achieved in a market area for a specific schedule of commercials or spots:

$$\text{GRPs} = \text{Average Rating} \times \text{No. of Spots}$$

Cost Per Thousand (CPM)

The cost of reaching 1,000 households or persons with a commercial.

$$\text{CPM} = \frac{\text{Cost per Spot}}{\text{Avg. Aud. (000)}}$$

Cost Per Rating Point (CPP)

The cost of each rating point for a specific schedule.

$$\text{CPP} = \frac{\text{Cost of Schedule}}{\text{GRPs}} \quad \text{or} \quad \frac{\text{Cost per Spot}}{\text{Avg. Rating}}$$

Time Spent Viewing

$$\text{Avg. Time per HH Spent Viewing} = \frac{\text{No. of Qtr. Hrs.} \times \text{Avg. Aud.}}{\text{Cumulative Households}}$$

Turnover Factor

$$\text{Rate of Turnover} = \frac{\text{TSA Cumulative Households}}{\text{Avg. Qtr. Hr. TSA Households}}$$

ADI People Points

Get people ratings for demographic breaks not in the book by using the population figures on page INT-3 of the rating report. For example:

To get Persons 25-54 rating:

- take M 25-54 rating; multiply it by M 25-54 universe (p. INT-3); equals ADI M 25-54 (000)
- take W 25-54 rating; multiply it by W 25-54 universe (p. INT-3); equals ADI W 25-54 (000)
- add M 25-54 (000) to W 25-54 (000); equals Persons 25-54 (000)
- add M 25-54 universe to W 25-54 universe; equals Persons 25-54 universe
- divide Persons 25-54 (000) by Persons 25-54 universe; multiply by 100; equals Persons 25-54 rating

ADI People Shares

Convert ratings to People Shares for demographic breakdowns not reported. For example:

To get Persons 25-54 share:

- take M 25-54 PVT; multiply it by M 25-54 universe (p. INT-3); equals M 25-54 (000) viewing TV
- take W 25-54 PVT; multiply it by W 25-54 universe (p. INT-3); equals W 25-54 (000) viewing TV
- add M 25-54 (000) to W 25-54 (000); equals Persons 25-54 (000) viewing TV
- divide Persons 25-54 (000) — from "ADI People Points" — by Persons 25-54 (000) viewing TV; multiply by 100; equals that station's share of Persons 25-54

TSA Thousands Demographic Breaks

Create new TSA demographic categories from the ones reported in the Local Market Report. For example:

TSA (000) M or W 25-34

- take 18-49; subtract 25-49; equals 18-24
- take 18-34; subtract 18-24; equals 25-34

TSA (000) M or W 18-54

- take 25-54; subtract 25-49; equals 50-54
- take 18-49; add 50-54; equals 18-54

TSA (000) M or W 18-24

- take 18-49; subtract 25-49; equals 18-24

TSA (000) M or W 55+

- take 25-54; subtract 25-49; equals 50-54
- take 18-49; add 50-54; equals 18-54
- take 18+; subtract 18-54; equals 55+

TSA (000) M or W 35+

- take 18+; subtract 18-34; equals 35+

TSA (000) Persons 12-24

- take M 18-49; subtract M 25-49; equals M 18-24
- take W 18-49; subtract W 25-49; equals W 18-24
- take M 18-24; add W 18-24; equals P 18-24
- take Teens 12-17; add P 18-24; equals P 12-24

Do's and Don'ts

Ratings. Cannot add ratings across columns. Can add ratings down.*

Cumes. Can add across (exclusive demo groups). Cannot add down.

Shares. Cannot add shares across. Can add down (given equivalent quarter hours).

TSA (000). Can add across (given exclusive demo groups). Can add down.

*May not equal HUT due to multiset usage or viewing to nonqualifying stations.