Applications

CPM = $\frac{\text{Media Cost}}{\text{Impressions}} \times 1{,}000$ or $\frac{\text{Avg. Unit Cost}}{\text{Rating (000)}}$

CPP = $\frac{\text{Avg. Unit Cost}}{\text{Rating \%}}$ or $\frac{\text{Total Schedule Cost}}{\text{GRPs}}$

GRPs =

$\frac{\text{Impressions}}{\text{U.E.}}$ or Rating x # spots or Reach x Frequency

HUT =

$\frac{\text{\#HH w/ TV sets on}}{\text{HH U.E.}}$ or $\frac{\text{Average Hours}}{\text{Duration of the Period}}$ or $\frac{\text{Rating}}{\text{Share}}$

Impressions =

GRPs x U.E. or Rating (000) x # spots or $\frac{\text{Cost}}{\text{CPM}}$

Rating % =

$\frac{\text{Projection (000)}}{\text{Universe Estimate (U.E.)}}$ or $\frac{\text{GRPs}}{\text{\# Spots}}$ or HUT x Share

Rating (000) =

Rating % x U.E. or VPVH x HH(000) or $\frac{\text{Impressions}}{\text{\# Spots}}$

Reach = $\frac{\text{GRPs}}{\text{Frequency}}$ **Frequency =** $\frac{\text{GRPs}}{\text{Reach}}$

Share = $\frac{\text{Rating}}{\text{HUT}}$ **VPVH =** $\frac{\text{Persons Projection}}{\text{Household Projection}}$

Audience Derivations

To Derive	Computation
age 2–5	(2–11) minus (6–11)
12–24	(teens) plus (18–24*)
18–24	(18+) minus [(25–54) plus (55+*)]
18–54	(18–24) plus (25–54)
18–64	(18–34) plus (35–64)
male teens	(total teens) minus (female teens)
25–34	(18–34) minus (18–24*)
25–49	(18–49) minus (18–24*)
25–64	(25–54) plus (55–64*)
25+	(25–54) plus (55+*)
35–49	(18–49) minus (18–34)
35–54	(25–54) minus (25–34*) or (18+) minus (18–34) minus (55+*)
35+	(18+) minus (18–34)
50–54	(25–54) minus (25–49*) or (18+) minus (18–49) minus (55+*)
50–64	(35–64) minus (35–49*)
50+	(18+) minus (18–49)
55–64	(35–64) minus (35–54*) or (55+) minus (65+)
55+	(18+) minus (18–24*) minus (25–54)
65+	(18+) minus (18–64*)

*derivable

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Pocket Guide to TV Terms



nielsen

Audience Measurement and Abbreviations in Common Use

Average Audience Projection /Impression /(000) The audience expressed in numeric rather than percent format.
Projection = Rating x Universe

Average Commercial Minute ratings show the Average Audience to those minutes within a specific program that contain national commercial content.

Average Hours of Viewing HUT/PUT converted to the average hours of viewing per home or per person. The two measurements are simply different ways to express the same statistic.

Avg. Hrs. = Duration of the period x HUT %

For example, the Mon–Sun 7-11pm duration is
7 days x 4 hours or 28 hours

If we assume a 70% HUT…
28 hours x .70 = 19.6 hours/week

Average Hours:Minutes would be:
19 + (.6 x 60 min) = 19 hours, 36 minutes

Coverage The percent of TV households that could receive a program. It's the **ability** to view, not actual viewing.

Coverage Area Rating % Average Audience in percent of homes able to receive an individual cable network or syndicated program.

Cable% = $\frac{\text{Avg. Aud (000)}}{\text{Covg Area U.E.}}$ **Syndication%** = $\frac{\text{Avg Aud \%}}{\text{Pgm Covg \%}}$

Gross Average Audience (GAA Rating) The sum of the percent of households or persons tuning or viewing during the average minute of each telecast of the program, including repeat telecasts during the report interval.
Note: *Duplicated tuning and viewing to the same program (or its repeat telecast) by the same household, during the report period is counted each time.*

Gross Impressions (IMP) The GRPs expressed in numeric rather than percent format.

Gross Rating Points (GRPs) The sum of all ratings for all programs in a schedule.

PUT % = $\frac{\text{\# Persons viewing TV}}{\text{Total Persons Universe}}$

Projection = Rating x Universe

Rating % (Average Audience) The percent of the universe of households or persons tuned to a TV program during the average minute for national data and during the average quarter hour for local market data.

Share (of Audience) The percent of TV sets in use, or persons tuned to a program.

Station Count The number of stations carrying a program.

Time-Shifted Viewing shows how viewers use Digital Video Recorders (DVRs) or other time-shifting devices to record and watch television programs on their own schedule. Nielsen currently releases national program ratings to the press based on three standard streams of data, and local program ratings based on two streams as follows:

- National Time-Shifted Ratings for Programs and Time Periods are reported on three time intervals:
  - Live, or programs that are watched at the time of telecast.
  - Live+Same Day, or programs watched at the time of telecast as well as watched in DVR playback that takes place during the same day until 3am of the following morning, at which time Nielsen's meters transmit the day's viewing data for processing.
  - Live + 7 includes incremental viewing to programs watched at the time of telecast as well as watched in DVR playback that occurs within 7 days of the original telecast.

  Note: *National clients are able to create additional analyses on other time-shifted intervals with custom tools.*
- Local Time-Shifted ratings are reported based on two time intervals:
  - Live, or programs that are watched at the time of telecast.

– Live + 7 (for metered samples) includes incremental viewing to programs watched at the time of telecast as well as watched in DVR playback within 7 days of the original telecast.

– Live + 1 (for diary samples) includes incremental viewing to programs watched at the time of telecast and within 1 day of the original telecast.

Total U.S. Rating % Average Audience in percent of total U.S. TV households.

TV Usage Households Using Television (HUT) and Persons Using Television (PUT).

Universe Estimate (U.E.) Total persons or homes in a given population, e.g., TV households in the U.S.

Viewers Per Viewing Household (VPVH) The number of viewing persons per tuning household. Usually reported as "per 1,000 viewing households".

Weighted Average Calculated by multiplying each program's rating by its duration, summing these products and dividing the total by the sum of the duration.

Schedule Terms

Average Frequency The average number of times a home/person is exposed to programs or commercials.

Cost Per Rating Point (CPP) The cost to deliver a single rating point.

Cost Per Thousand (CPM) The cost to deliver 1,000 people or homes.

Frequency Distribution An array of reach according to the level of frequency delivered to each group.

Reach The number of different homes/people exposed at least once to a program or commercial across a stated period of time. Also called the cumulative (cume) or unduplicated audience.

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