

television
audience
measurement
- a guide



TV audiences - who measures them?

Nielsen Television Audience Measurement have been providing the ratings measurement service in Ireland since 1996. Their current contract runs from 1st September 2010 until 31st August 2017.

Nielsen measures over 40% of the world's TV viewing behaviour in multiple countries across 5 continents.

In 2007, a new industry management structure *Television Audience Measurement (TAM) Ireland Ltd.* was formed to manage the process of measuring TV audiences on behalf of broadcasters and advertising agencies.

TAM Ireland is made up of the majority of commercial broadcasters operating in Ireland (RTÉ, TV3, TG4, Channel 4, UTV, Sky Ireland & Setanta Ireland) and the main Irish media buying agencies.

How does it work?

- Nielsen TAM gather information about Irish television viewing from a nationally representative panel of 1,050 homes. This equates to approximately 2,500 panel members every day.
- A large household survey called the Establishment Survey is conducted 3 times a year to establish the size and nature of the television population in Ireland. Nielsen TAM use the Geo Directory for address details for the survey. The survey questions are asked of the main grocery shopper in each household (i.e. the housekeeper) but they are encouraged to get help answering from other members of the household.
- CSO (age / region / sex) and AIMRO (social class) data are used to weight the responses.
- Panel controls and universes are then derived from the weighted data. These are updated 3 times a year.
- The panel is designed to be representative of the television population as defined by the Establishment Survey.
- Households that meet the demographic requirements of the Nielsen TAM viewing panel are invited to participate.

The Peoplemeter

- A device called a Peoplemeter is installed on every Television set in the home. It monitors the viewing of everyone in the household (and guest viewing). The peoplemeter is a small box that looks like a decoder which sits on top of the TV set.
- Every member of the household is assigned a button on a remote control which they use to log in and log out of their viewing.
- The Peoplemeter is connected to the telephone line in the household. In the early hours of the morning (between 3:00 and 6:00am), the central computer in Nielsen's office dials each of the panel member households and collects the viewing data
- Once it is collected, the data goes through a series of rigorous quality control procedures.
- When the data has been checked and Nielsen are happy to release it, it is delivered to broadcasters and advertising agencies via their bespoke TV analysis software, *Arianna*

Establishment Survey

Nielsen Television Audience Measurement conduct the Establishment Survey 3 times a year to establish the size and nature of the television population in Ireland.

The fieldwork for the survey is carried out by *Behaviour & Attitudes* (Ireland's largest independent Market Research company) on behalf of Nielsen TAM. The survey is one of the largest face-to-face random probability surveys carried out in Ireland. The sample size exceeds 6,000 interviews per annum with fieldwork conducted on a continuous basis throughout the year.

Information derived from the Establishment Survey includes:

- TV universes
- Platform penetration
- Station penetration (based on housekeeper knowledge)
- DVD penetration
- PVR penetration
- Number of TV sets per household
- Games Console penetration

Many other details that relate to, or may affect TV viewership, are also collected.

TV Universes

The TV universe figure tells us how many people there are in each target audience. This figure is expressed in thousands.

E.g. If the universe figure for Individuals 4+ is 4,113, this represents 4,113,000 people.

New universe figures are released by Nielsen TAM 3 times a year and apply to the following periods:

- January to April
- May to August
- September to December

Universe figures for RTÉ's trading audiences can be found on the following page on our website:

<http://www.rte.ie/mediasales/television/costs-universes.html>

Platform Penetration

Platforms refer to a home's method of reception, i.e. how they receive their TV channels. An individual home may have multiple forms of reception.

National represents the entire TV household population, no matter how many channels they receive or how they receive them. RTÉ Television Sales trade on National audiences.

Digital penetration has been increasing steadily over the past number of years. On 24th October 2012, the analogue service in Ireland will be switched off.

Media Terms A-Z

Average Minutes Per Person	The average minutes viewed per person for the time period selected calculated against the total universe of the target audience
Average Minutes Per Viewer	The average minutes viewed per person for the time period selected calculated against only those viewing at the time
Consolidated Viewing	Consolidated viewing is the sum of live and time-shifted viewing. It includes any viewing within 7 days of original broadcast
Conversions	<p>Conversions refer to how different target audiences relate to each other. Although an advertiser buys against a particular target audience, they can also measure the campaign against other audiences</p> <p>Conversions can be worked out at station / programme or campaign level</p> <p>Example:</p> <p>To get a conversion from Adults 15-34 (audience bought) to Adults 15+:</p> $= \frac{\text{Adult Equivalent TVRs}}{\text{Adult 15-34 Equivalent TVRs}}$ $= \frac{45267}{31734}$ $= 1.43$ <p>For every rating bought against Adults 15-34, an advertiser would also get 1.4 Adult ratings, or for every 100 ratings bought against Adults 15-34, they would have got 143 Adult TVRs</p>
Coverage	<p>Coverage expresses what % of a target audience an advertiser wants to see their advertising message. It is also a calculation of how many times people see an advertising message:</p> <p>1+ coverage measures how many people saw an ad at least once 2+ coverage measures how many people saw an ad at least twice</p> <p>Campaign cover / reach is a key measure for advertising campaigns. The level of cover at which the campaign is measured very much depends on the objectives of the campaign. For a new product launch, a high 1+ cover may be deemed very important in order to inform as many people as possible about the existence of the new product</p> <p>Frequency is also important however in order to persuade consumers to go out and buy a product so multiple exposures of the same ad may be required to generate impact and sales results</p>

Media Terms A-Z

Cover Efficiency	Cover efficiency gives an indication of the effectiveness of a spot in increasing the coverage of a campaign. It measures the efficiency of each spot compared to all the other spots in the campaign. The higher the figure, the more effective the spot was
Cover (Solus / Unique)	Nielsen's software package Arianna displays a unique cover figure for each spot within campaign analysis. The unique cover variable represents the % of the target audience who only saw this spot within the campaign
Cost Per Rating Point (CPR)	<p>A cost per rating point refers to the cost of reaching 1% of a specific audience</p> <p>Calculating a Cost Per Rating: $CPT \times Universe = \text{Cost of 1 Rating}$</p> <p>To get the total cost of a campaign, multiply the figure above by the number of ratings being bought</p>
Cost Per Thousand (CPT)	<p>A CPT represents the cost of 1,000 commercial impacts for a specific target audience. CPTs are often referred to as <i>Average Station Prices</i>. They are widely used for comparing price differences across different TV stations</p> <p>RTÉ Television sell off fixed CPTs. All details on our costs can be found on our website through the following address:</p> <p>http://www.rte.ie/mediasales/television/costs-trading.html</p> <p>Example:</p> <p>I have €50,000 to spend on a Housekeeper campaign in May 2012. How many ratings can I buy on RTÉ?</p> <p>Divide the spend by the Housekeeper CPT for that month and then divide by the universe:</p> $50,000 / 15.01 / 15.77 = 211.23 \text{ TVRs}$
Why TV stations issue CPTs and not CPRs	<p>The reason why is because universes change; essentially advertisers pay for individuals to see their ads and not a percentage of the population</p> <p>Example:</p> <p>If RTÉ sold 100 Adult ratings in January 2012, the advertiser would have received 340,500,000 impacts. In May 2012, 100 Adult ratings would have delivered 3,392,000 impacts because the universe had changed</p> <p>Therefore year-on-year, a CPR does not represent the same amount of product (i.e. audience) whereas a CPT always does</p>

Media Terms A-Z

Demographic	Basic descriptive classification of consumers in terms of personal or family characteristics such as age, sex, social class, region etc.																																			
Digital TV	Television platform using digital signal wave lengths. The digital wave lengths are transmitted in a binary format allowing more information to be carried within the same bandwidth than analogue. This results in more channels, better quality picture, better sound and interactive services																																			
Digital Terrestrial TV (DTT)	DTT is a free digital television service received with an aerial. <i>Saorview</i> is the name of the Irish DTT platform																																			
Electronic Programme Guide (EPG)	On-screen listings guide of TV programmes and other on-demand content																																			
Establishment Survey	Large-scale market research study which collects demographic and other household data relating to TV ownership and TV viewing. The survey is conducted 3 times a year and is used to derive universe estimates, platform penetration and other variables on which the TAM panel is then controlled. The ES is also a source of addresses for panel recruitment																																			
Free-to-Air	Refers to channels that are offered free. Viewers do not have to pay a subscription fee in order to receive them. In Ireland, there are 4 free-to-air channels - RTÉ One, RTÉ Two, TV3 & TG4																																			
Frequency	<p>Frequency is closely related to coverage. It measures the number of times a target audience sees the advertising message within a given time period / campaign. Is also referred to as OTS i.e. Opportunity to See</p> <p>Example:</p> <p>3+ coverage of 50% The coverage is 50% and the frequency is 3+</p>																																			
Frequency (Average)	<p>Average Frequency refers to the number of times the average person saw the ad</p> <p>Example of calculation for average frequency for Adults 15+:</p> <table><thead><tr><th></th><th>Cover %</th><th>Cover 000's</th><th>Calculation</th><th></th></tr></thead><tbody><tr><td>1+</td><td>55.1%</td><td>1829</td><td>1 x 1829</td><td>= 1829</td></tr><tr><td>2+</td><td>24.6%</td><td>816</td><td>2 x 816</td><td>= 1633</td></tr><tr><td>3+</td><td>11.4%</td><td>378</td><td>3 x 378</td><td>= 1134</td></tr><tr><td>4+</td><td>4.9%</td><td>163</td><td>4 x 163</td><td>= 652</td></tr><tr><td>5+</td><td>2.2%</td><td>73</td><td>5 x 73</td><td>= 365</td></tr><tr><td></td><td></td><td></td><td><hr/></td><td>= 5613</td></tr></tbody></table> <p>5613 / 3392 (Adult Universe) = 1.65 The average frequency for this campaign was 1.7</p>		Cover %	Cover 000's	Calculation		1+	55.1%	1829	1 x 1829	= 1829	2+	24.6%	816	2 x 816	= 1633	3+	11.4%	378	3 x 378	= 1134	4+	4.9%	163	4 x 163	= 652	5+	2.2%	73	5 x 73	= 365				<hr/>	= 5613
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Media Terms A-Z

Guest Viewing	Nielsen TAM measure guest viewing that takes place within panel homes. Guest viewing is registered through specific buttons on the remote control which also allow Nielsen to collect some of the guest characteristics like sex and age
High Definition TV	TV signals with at least twice the horizontal & vertical resolution of normal broadcast TV signals, which offer a much richer and clearer picture
Housekeeper	Member of the household who has either sole or main responsibility for grocery shopping. There is only 1 housekeeper per household
Impact	<p>Unit of measurement of commercial audience delivery. If a person is watching a programme or an ad break at a particular time, then 1 impact is recorded. When enough impacts are recorded to generate at least 1% of a target audience, then a TVR (rating) is recorded</p> <p>Commercial impacts show the total number of people in 000's who have seen one or more spots in a campaign or on a channel. Each time a spot is viewed, it contributes to the total impacts</p> <p>Example:</p> <p>A total of 10 impacts could be achieved in the following ways:</p> <ol style="list-style-type: none">1) By 10 people viewing a single commercial spot2) By 1 person seeing the spot 10 times3) By 2 people seeing the spot 5 times etc.
Impacts (Share of)	Share of impacts are measured at station level in order to indicate what % of commercial impacts each TV station delivered within a given time period
Impacts (Ratecard Weighted / 30" Equivalents)	<p>30" equivalent impacts or 000's are used to adjust commercial impacts for each advertising spot to a standard 30" advertising spot interval. They are used to work out CPTs</p> <p>Example:</p> <p>RTÉ publish a CPT of €10 for Adults for a given month & a buyer has a target of 100 TVRs for a campaign within that month. The buyer must take the CPT and firstly calculate the cost of 1 rating on the station within that month. The adult universe is 3,392,000 so 33,920 impacts are required to achieve 1 Adult TVR. Thus $€10 \times 33.92 =$ cost of 1 rating (€339.20). The cost of a 100 rating campaign is €33,920</p> <p>This example assumes a spot length of 30 seconds. The price conversion for a 20 second ad is 80% of the cost of a 30 second ad. If the buyer were to buy 100 unweighted ratings, they would pay $€33,920 \times 0.8 = €27,136$ but of course, they would only receive 80 ratecard weighted ratings.</p>

Media Terms A-Z

Index	<p>An index is a conversion figure between the base audience rating and the target audience rating</p> <p>Example:</p> <p>A programme achieves an average rating of 8.34 for Adults 15+ and an average rating of 6.69 for Adults 15-34. Taking Adults 15-34 as the target audience and Adults as the base audience, the index is 80 ($=6.69 / 8.34$)</p>
IPTV	<p>Internet Protocol Television is a method of delivering television services via a broadband network</p>
Live Viewing	<p>Audience to a station, programme or commercial at the time of its actual transmission. Live viewing excludes any viewing that was time-shifted</p>
Out-of-Home Viewing	<p>TV viewing that takes place outside the home e.g. pubs, hotels etc. For large sports events, it can add a significant amount to in-home viewing levels</p>
Platform	<p>The means by which broadcast material is delivered to the home, e.g. Analogue Cable / Digital Cable / Digital Satellite / Digital Terrestrial</p>
Polling	<p>The daily process conducted by Nielsen TAM whereby viewing data is collected from the peplemeter by telephone from each panel home</p>
Position in Break (PIB)	<p>PIB shows the running order of a commercial break and where a specific spot fell within it. E.g. 3 / 9 means the spot was third in a break with a total of 9 spots</p>
Profile	<p>Profile expresses the % of a base audience made up by a specific target audience</p> <p>Example:</p> <p>If you want to see the age profile of a programme, you can select a number of target audiences with a base audience of Adults. This will show you what % of all Adult viewers to the programme were aged 15-34, 35-44, etc.</p>
PVR (Personal Video Recorder)	<p>Digital recorder (e.g. Sky+) that allows a viewer to record, pause and rewind programmes from an EPG</p>
Reach	<p>Reach is the cumulative percentage or total number of people (expressed in 000's) who have been counted as viewers at least once within a given time period (e.g. a day, a programme). The person has to have tuned in for at least 1 minute in the case of programming / quarter hours</p> <p>For campaign analysis, reach is measured in conjunction with frequency to produce an overall measure of campaign exposure</p>

Media Terms A-Z

Reach v Rating

What is the difference?

Example:

A programme achieves an average Adult rating of 20 but the programme reach for Adults was 40%

20% of the Adult universe watched the first half of the programme and a completely different 20% of the Adult population watched the second half of the programme. 40% of Adults watched some part of the programme which is why the reach is 40% but the average rating is only 20

Campaign Reach v Campaign Rating

Example:

A campaign consists of 10 spots and each one gets a rating. Lets say the first spot gets a rating of 20 and the second gets a rating of 10. This does not equal a reach of 30% as 50% of the people watching the second spot also saw the first spot, therefore the reach in this case is 25% but the campaign total rating is 30

Share of Viewing

A share of viewing figure represents a percentage of viewers to a station or programme at a particular time, out of all people who were watching TV at that time

An Adult share of 30% for a programme indicates that of all Adults who were watching TV at that time, 30% of them watched that programme

TVR and *Share* are two of the most common figures we examine when looking at programme performance. The easiest way to decipher them is to remember that:

TVR is a % of all available audience, whether they are watching or not

Share is a % only of the audience who are watching

The two figures must be looked at in conjunction with each other when deciphering a station or programme performance:

Example:

A programme achieves an average Adult share of viewing figure of 40%, which seems like a good performance. However, if the Total TV rating at the time was only 2.7, then it means the programme only achieved a 40% share of a very small TV audience to begin with

Simulcast

Simultaneous broadcast of the same programme on 2 or more channels

Staggercast

Broadcast of channel output on a secondary channel at a fixed time after the original broadcast. The most commonly used time lag is one hour. Secondary channels are often labelled "+1"

Media Terms A-Z

Strike-Rates

Refer to the distribution of TVRs across the week of a campaign

Example: 4 week campaign of 400 TVRs

The strike-rates could consist of 4 weeks at 100 TVRs per week or 2 weeks at 120 TVRs and another 2 weeks at 80 TVRs

Target Audience

A portion of the TV audience targeted by an advertiser. The target audience identified is deemed to be the most likely to purchase their product

Thousands (000's)

The average number of viewers who have viewed a daypart, programme or spot. 000's figures are an expression of TVRs in absolute terms

An Adult TVR of 10 will equate to a 000's figure of 339.2 based on an Adult universe figure of 3,392

Time-shifted Viewing

Time-shifted viewing includes any viewing that takes place outside of live viewing. It includes viewing of recorded programmes played back within 7 days of the original broadcast. It also includes viewing of a programme or ad break that was paused and watched at a later stage

In order to be included in time-shifted viewing, the viewer must watch the content at normal speed. If a viewer fast-forwards through recorded content when they are playing it back, they are not included

TVR / Rating

A TVR or a rating as it is commonly called, represents 1% of a target audience watching a programme or an ad break at a particular time. A person must be viewing for at least 15 seconds to be considered in the calculation of a rating. An average rating of 15 for Adults for a programme means that, on average, 15% of all Adults watched the programme

TVRs

Rate-card Weighted / 30" Equivalent

RTÉ Price Conversion from 30" Rate:

Second	10	15	20	30	40	45	50	60
Ratio	50	67	80	100	133	150	167	200

Example:

A buyer wishes to buy 100 rate-card weighted Adult TVRs with a campaign that consists solely of 10" spots. If we say that every break available has a rating of 10, then the buyer would have to buy 20 spots as each spot gets a rate-card weighting of $0.5 \times 10 = 5$

Universe

Universe figures tell us how many people are in each target audience at any given time. The figures are based on TV homes in Ireland.

VOSDAL

(Viewed on Same Day as Live)

VOSDAL refers to all time-shifted viewing that took place on the same day as the original live broadcast.

Index

	Page
30" Equivalent Impacts	6
30" Equivalent TVRs	9
Average Frequency	5
Average Minutes Per Person	3
Average Minutes Per Viewer	3
Consolidated Viewing	3
Conversion	3
Cost Per Rating	4
Cost Per Thousand	4
Coverage	3
Cover Efficiency	4
Demographic	5
Digital Terrestrial TV (DTT)	5
Digital TV	5
EPG (Electronic Programme Guide)	5
Establishment Survey	2 / 5
Free-to-Air	5
Frequency	5
Guest Viewing	6
HDTV (High-Definition TV)	6
Housekeeper	6
Impacts	6
Index	7
IPTV	7
Live Viewing	7
Out-of-Home Viewing	7
Peplemeter	1
Platforms	2 / 7
Polling	7
PIB (Position in Break)	7
Profile	7
PVR (Personal Video Recorder)	7
Rate-card Weighted Impacts	6
Rate-card Weighted TVRs	9
Reach	7
Share of Impacts	6
Share of Viewing	8
Simulcast	8
Solus Cover	4
Staggercast	8
Strike-Rates	9
Target Audience	9
Thousands (000s)	9
Time-Shifted Viewing	9
TVR (Rating)	9
Unique Cover	4
Universe	2 / 9
VOSDAL	9

