

## Terms and Definitions

Term	Definition	Formula
<b>Audience OR Projections OR Thousands (000s)</b>	The average number of people (or homes) in a target market, who were watching a specific event or time band per minute, expressed in absolute figures for that demographic.	= sum of people watching each minute of the show or time band / number of minutes
<b>Average Frequency</b>	The average number of times an individual is exposed to a station, program or advertisement.	= Total TARPs/Reach%
<b>Coverage</b>	See REACH.	
<b>CPM/CPT (Cost per Mille/Cost Per Thousand)</b>	The cost of reaching one thousand people in the specified target audience.	= Cost of a Spot/(Audience/1000)
<b>CPT (Cost Per TARP)</b>	The cost of reaching 1% (1 TARP) of a specified target audience.	= Cost of a Spot/TARP
<b>Day-part</b>	a section of the viewing day defined by a start-time and end-time (i.e. 1800-2400; 0600-2400)	
<b>Demographic (group)/Target</b>	Basic descriptor of individuals or households using classifications, such as, age, sex, income, education, size of household etc.	
<b>Effective Frequency</b>	The number of exposures (1+, 2+, 3+ etc) considered necessary for an advertising message to produce an effect (i.e. for the target market to take the desired action, or for the advertisement to elicit the desired response).  Advertisers can undertake research or may set some rule as to how many exposures they think are necessary after taking into consideration a wide range of variables such as the competitive environment, creative execution, TVC length, product life cycle and positioning etc.	
<b>Effective Reach</b>	The number or percentage of the target audience who are reached at, or above, the Effective Frequency level.	
<b>GRP (Gross Ratings Points) OR Gross Impacts OR Total TARPs</b>	The sum of the individual TARP percentages, multiplied by the number of spots for a TVC (TV commercial) campaign. GRP indicates the total weight or impact of a schedule. That is the gross audience including duplications.	= TARP(%) of TVC in program 1 + program 2 + program 3 etc.
<b>Profile% (Adhesion)</b>	Shows the audience composition of an event or time band by calculating the proportion of the viewers in the target demographic to the number of viewers in the base target (usually Total People).	= Audience of target group of interest/Audience of Total People

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<b>Quarter Hour Audience</b>	Average minute audience for clock quarter hours (15 min) i.e. 09:00 – 09:15; 09:15-09:30	= sum of people watching each minute of the selected quarter hour / 15
<b>Reach OR Reach (1 min) OR Cumulative (Cume) Reach</b>	The sum of the number of unique viewers who have seen at least one minute of an event or time band across its total duration.	An individual or household is only counted once if viewed at least 1 minute of the event or time band.
<b>Reach (5 min; consecutive)</b>	The sum of the number of unique viewers who have seen at least 5 consecutive minutes of an event or time band across its total duration. Variation (5 min; non-consecutive)	An individual or household is only counted once if viewed at least 5 minutes of the event or time band.
<b>Reach %</b>	The sum of unique viewers expressed or as a percentage of the universe for the target demographic.	= Reach/Universe Estimate
<b>Sample Size</b>	The panel size for a given demographic.	
<b>SHARE%</b>	The viewers of a particular event or time band per minute expressed as a percentage of Total TV viewing for the same time period. Free-to-Air SHARE – expressed as a % of Free-to-Air stations  Commercial SHARE – expressed as a % of Commercial Free-to-Air viewing (7, 9, 10)	= Audience for an event/Audience for Total TV  FTA SHARE= Audience for an event/Audience for Total Free-to-Air  Commercial SHARE= Audience for an event/Audience for Commercial Free-to-Air Networks 7, 9 and 10
<b>TARP (Target Audience Rating Point)</b>	The average viewing audience for a demographic expressed as a percentage of the relevant Universe Estimate	= Audience/Universe Estimate
<b>Time Spent Viewing/Demo</b>	Of the total number of people in your target market, how many mins has each person seen of the event you are analysing. This variable considers the potential of the target, even if they haven't watched the event.	=(Audience/Universe Estimate) x Event Duration
<b>Time Spent Viewing/Viewer</b>	The average number of hours/minutes, each individual has seen of the program or time band being analysed, out of the total number of people in the target. Each individual must have watched at least 1 min.	=(Audience/Reach) x Event Duration
<b>Universe Estimates (UEs)</b>	The estimated population against which media audiences are calculated.	These are based on data from both the Establishment Survey and the ABS. UEs for free-to-air stations are set for a year; for Subscription TV stations are set quarterly.