

TAMS[®] Definition of Terms

Users of SAARF TAMS[®] data should have a thorough knowledge of the following definitions, which will help them in analysis of the data.

Adult

Currently an adult is a panel member of age 16 years or older. From AMPS 2009A an adult will be 15 years or older, and SAARF TAMS[®] will follow suit.

The ages of all persons in the panel are automatically updated by the Pollux processing software on the anniversary of their recorded birth dates.

This is why all babies on the panel are routinely recorded on the household master database, so as they age and eventually turn 4 years of age, they automatically come onto the panel.

AQH

Average Quarter Hour denotes the average audience across quarter hour unit intervals.

ASO

Analogue Switch Off denotes the cessation of analogue broadcasts, to be replaced by digital broadcasts. In Europe, the most usual ASO has been set to be between 2008 and 2012. In South Africa it is currently set for 2011.

ASR

Automatic Spot Recognition, a proprietary solution within the contractors TVEvents system. The ASR engine scans real time digitized TV transmissions for commercials and stores these in a database of recognitions. The ASR works with both video and audio algorithms, to maximize the level of recognition.

ATS

Average Time Spent viewing, the total sum of all recorded time spent viewing [e.g. minutes] across a given period [e.g. day, week] divided by the number of individuals in the universe / population being measured. Also known as ATV [Average Time Viewed].

Audience Share

Percentage of total TV viewing across a specified time interval of a given channel or programme.

Avail

Availability of a commercial position / time slot in a scheduled commercial break on a given TV channel / network that is available for purchase by an advertiser

BARB (UK)

Broadcasters' Audience Research Board, a Joint Industry Committee responsible for TAMS® data supply in the UK.

Bouquet

A French term referring to the selection of general and thematic TV channels that are offered as a package to subscribing households.

Break Position

Position of a commercial spot within a break e.g. first in break / last in break.

Cable TV System

Wired transmission system serviced by a cable operator, who receives TV transmission centrally and relays them to subscribers via a cable headend across a cable network.

CAPI

Computer Assisted Personal Interview, a method of conducting face to face interviews with the use of a PC for prompting questions and recording answers.

CATI

Computer Assisted Telephone Interview, a method of conducting interviews over the phone with the use of a PC for prompting questions and recording answers.

Children

A child is a person of age 4-15 [from 2009 this changes to 4-14], living in a private households as defined in "Overall Methodology – Universe".

The ages of children on the panel are automatically updated daily, as with adults on the panel.

Churn (Rate)

Index of turnover applied to commercial pay-TV systems as a whole or to channel packages, especially premium pay-TV services. An important indicator of pay-TV service performance, which is defined as the number of subscriber disconnections during a set period divided by the average number of subscribers during that period. This produces an annualized percentage.

Commercial and Programme Logs

A record of all commercials and programmes transmitted by TV channels, this information may be provided by the TV channel itself or by an independent source; and is matched against the processed individual viewing statements so as to permit viewing figures for specific commercials and programmes.

The logs may contain additional information such as typology codes [genres] and commercial flighting codes.

Concurrent Viewing

Same individual registered by a TAMS[®] meter as a viewer for two or more TV sets at the same time.

Consolidated Audience

The consolidated audience is the sum of the live and time shift audience.

Consolidated Viewing

Sum of live and all time shift viewing of television transmissions within a set time interval after the transmissions.

(Note: definition allows for the same viewer to be counted more than once as a viewer of a transmission).

Content Provider / Supplier

A Company or organization responsible for creating content, whether movies, TV programming or interactive games applications, etc.

Cost Efficiency

Financial performance measure of a schedule of advertising spots that is calculated by dividing the price paid, by the audience delivery with reference to the target audience(s) of the advertising campaign. The principal measures of cost efficiency are Cost Per Rating point (CPR) and Cost Per Thousand (CPT or CPM).

Cover

Measure of advertising reach, derivative terms like 1+ cover and 4+ cover denote the percentage of the target audience that has been exposed to a schedule of advertising spots at least a certain number of times (e.g. at least once, or at least four times, etc). (See also 3.83 Reach)

CPP / CPRP

Cost Per Rating Point, the average cost of achieving one commercial rating point (i.e. advertising GRP) with a 30 second advertising spot (or other standard unit of airtime) for a given target audience. CPP's are widely used as a measure of the cost efficiency of advertising campaigns or for comparing price differences across different TV channels. The alternative widely used measure of cost efficiency is Cost Per Thousand (CPT or CPM).

CPT / CPM

Cost Per Thousand or Cost Per Mille:

- Television: The average cost of achieving 1,000 commercial impacts against a specified target audience, and usually adjusted to a 30 second advertising spot length. CPTs / CPMs are widely used as a measure of the cost efficiency of advertising campaigns or for comparing price

differences across different TV channels. The alternative widely used measure of cost efficiency is to advertising Cost Per Rating point (CPR or CPRP).

- Internet: Cost of achieving 1,000 ad impressions.

Criterion of Viewing

Panel members are requested to use the following definition of viewing to determine when they should log in or out:

“TV viewing is being in a position where you are able to see the screen of a TV set which is switched.”

(See also 1.62 PeopleMeter and 1.103 TSV)

Daypart

Division of the broadcast day constitution a single timeband (e.g. early morning: 06.00-09.00; peak or prime time: 19.00-21.00, etc.). Most TAMS[®] systems divide the day into eight dayparts (e.g. Early morning; Mid to late morning; Lunchtime; Early to mid afternoon; Late afternoon; Peak / Prime time; Late evening; Night). The dayparts correspond with broad variations in audience size and composition across the broadcast day.

Decoder

Device (also called Converter) that decodes digital transmission signals and converts them for display on to the TV set.

DSO

Digital Switchover, the process of replacing analogue with digital TV broadcast, for which prior switch-off is a prerequisite condition (see also 1.3 ASO).

Disaggregated Viewing Data

Same as Elementary or Respondent level viewing data - processed viewing data held at the level of individual respondents. The basic components of disaggregated viewing data are individual viewing statements consisting of complete time records across each broadcasting day off all viewing sessions by every family member and guest on all metered TV sets in the home.

Disproportional Sampling

Sampling in which different sub-populations have different probabilities of selection, resulting in over-sampling / under-sampling of some groups compared with others. Disproportional sampling by selected region(s) is quite common in TAMS[®] research.

Effective Frequency

The level of exposure frequency at which reach is deemed “effectively” delivered.

Effective Reach

The number or percentage of a target audience that is exposed to a schedule of advertising spots at a set level frequency. This will typically specify a lower threshold value indicating the minimum level of exposure deemed as sufficient for “effective” advertising purposes (e.g. 4+ reach) and an upper threshold (e.g. 12+ reach) above which additional exposures are considered as waste

Enforced (panel) Turnover

Homes dropped from a panel on the initiative of the data supplier. The principal categories of enforced turnover are:

- turnover in order to preserve / improve panel balance,
- turnover to reduce panel age as a precaution against creeping panel bias and /or panel fatigue (with some TAMS[®] systems setting a maximum length of service), or
- turnover due to faulty compliance with panel viewing instructions.

Engagement

Broad terms / buzzword referring to user involvement in the media consumed.

Event Types

Classifications of broadcast types found in the TV environment. They can be major, like commercial and non-commercial, or detailed like spot, sponsor, announcement or programme.

Exclusive Reach

Individuals who, during the period of analysis, have watched only one channel for at least one minute.

Fragmentation (Audience)

When broad television audiences break into smaller segments due to multiple viewing choices and niche programming that targets particular demographics.

Frequency

The average number of times that members of a target audience who have been counted at least once as viewers to a schedule of advertising spots (or sequence of programmes), have counted as viewers.

Gold Standard

Industry declared correct audience value, most often used in connection with viewer ratings. The object of laying down “gold standards” is to prevent disputes between buyers and sellers of commercial airtime over

the correct audience figures that have arisen on account of them using different software yielding estimates of viewing.

GRP

Gross Rating Point, a unit of audience volume, which is based on the percentage of the target audience population that has viewed a transmission across a unit interval [based on the second by second audience]. e.g. a GRP of 10 implies an audience size that is equal to 10% of the audience being measured.

Meanwhile the total GRP delivery of a schedule of advertising spots is equal to the sum of commercial GRP / ratings across all of the spots contained in the schedule.

GRP totals or averages may be estimated for a wide range of different time periods, programmes or commercial selections. For the purposes of calculating GRP's and making comparisons, commercial GRPs for each advertising spot are typically adjusted to a standard 30 second spot interval [the so called 30 second equivalent]. (See also 1.82 Rating [TV])

Home Language

For the purposes of the SAARF TAMS[®] panel, home language is a household variable, the classification resting on the claim of the responsible adult being interviewed:

- English / Other = English or some non South African language
- Afrikaans / Both = Afrikaans or Afrikaans and English equally
- Sotho languages = Sotho [North and South Sotho, Tswana, Venda, Tsonga]
Nguni languages = Nguni [Zulu, Xhosa, Swazi, Ndebele or other]

When a guest registers viewership, the guest is deemed to be of the same language group as the household he / she is viewing in.

Household Purchaser

Any respondent of either gender who claims to be solely or partly responsible for the day-to-day purchases of the household, is described as a household purchaser.

There may be more than one person who could claim to be a "household purchaser" within any given household, although only one would be interviewed.

Housewife

In previous SAARF AMPST[™] reports, a housewife was defined as a female member of a household who claimed to be solely, mainly or partly responsible for the household purchases. Since SAARF AMPST[™] 93 "Female Housewives" have been replaced by "Household Purchasers".

NOTE: Data users, however, are able to apply a gender filter to "Household Purchasers".

HUT

Homes Using TV, a term mainly used in the US that refers to the percentage of homes using (tuned in to) TV at a particular time (see also 1.78 PUT).

Individual Viewing Statements

Converted meter records (raw data) after data processing (i.e. after editing, validation and assignment of weights into summary statements of individual viewing over time. Each statement contains information concerning:

- start and end time of viewing session,
- identification of signal source and TV set being viewed,
- identity of viewer,
- coded demographic and other information about the individual's identity, and
- the individual's daily weight

Processed individual viewing statements constitute the basic components of disaggregated viewing data.

Lead-in / Lead-out

A programme preceding / following the time period of the programme being analysed.

Linear TV

Umbrella term for a real time television services that transmit programme schedules. Almost all broadcast TV services count as linear TV, the main exception being Near Video-On-Demand (NVOD) transmissions of pay-per-view programmes over a large number of channel feeds. The alternative non-linear TV covers all on-demand programming, which is available to view at any time the user decides and not constrained by the real-time broadcast schedules. The linear versus non-linear TV distinction may also be applied to the nature of viewing, whether it is live (linear) or time shift (non-linear).

Live Audience

The audience of a commercial, daypart or programme at the time of its actual transmission.

Main Purchaser

An adult claiming sole or main responsibility for the household shopping.

Makegood

Extra advertising spots in compensation of a scheduling error / alteration by the TV channel or failure to deliver an audience guarantee target during the campaign period.

Media Dependent

Media planning / buying specialist dependent on a creative agency with common ownership.

Media Independent

Media planning / buying specialist on behalf of creative agencies under separate ownership.

Net Daily Reporting Sample (in-tab sample)

The final sample yielding audience measurement data on a given day after polling and validation is equal to the in production sample, less households that were not successfully polled and households that were successfully polled but rejected during validation for technical or behavioral reasons. (See also 1.84 Reporting Homes)

OTS

Opportunity To See, a commonly used term in Europe denoting frequency of media exposure. For television it is synonymous with frequency.

Out of Home Viewing

All viewing that takes place outside the home (e.g. viewing at a friend's house or at a public venue, such as in pubs, clubs, hotels or work places). Out of home viewing may be particularly important for some broadcasters, e.g. niche satellite channels.

Overnight Viewing Data

Viewing data delivered the next day [specifically the Viewing data and not the Event data]. The term is sometimes used in a narrower sense to refer to initial data output covering a restricted selection of key target audiences that is delivered to clients at the earliest opportunity the next day (i.e. during the morning). (See also table on page 37 for Release Timetable of ratings and events data)

Panel Balance

Conformity of actual panel allocation to the ideal panel allocation for selected panel control variables.

Panel Fatigue

Deterioration in quality of panel measurement that may occur as a function of the length of time that households / individuals have belonged to a panel (e.g. possible increased levels of measured nil or uncovered viewing as panel members cooperate less with their button-pressing instructions over time).

Panel Maintenance

Panel staff functions of preserving panel balance over time and likewise accuracy of panel classifications and quality of panel response through the exercise of regular and periodic quality control procedures.

Patronage

Patronage is the 'unduplicated' proportion of a selected universe [such as adults, females 16-34 etc.] which views a given TV channel during a specified time period for a minimum session of 16 consecutive seconds. ['Unduplicated': a person is counted only once, irrespective of the number of times they have viewed that channel].

Example: If the weekly patronage for TV channel Y for target market X is 43: then 43% of target market X viewed channel Y at some time during the week in question [each individual having at least 1 viewing session of longer than 15 seconds].

Penetration (medium / channel)

The percentage of people (or homes) within a defined universe that are physically able to be exposed to a medium / receive a particular TV channel.

PeopleMeter

Generic name for the electronic measurement system which monitors the channel that a TV set is tuned to and the individuals present in the room while the TV set is switched on. Individual demographics are measured through a complimentary specialized remote control. (See also 1.25 Criterion of Viewing)

Personal Meters

Portable metering devices that permit the measurement of an individual's overall exposure to Radio and TV (and possibly print media) both inside and outside the home. Designed to be worn or carried by selected individuals, Personal Meters can potentially capture viewing / listening in all types of out of home locations. The channel / station identification technique may be based on either audio comparison or recognition of a broadcaster code.

Person Viewing

SAARF TAMS[®] panel data is reliant on each member of every household logging into the system when viewing, and logging out when ceasing to view, this also includes visitors.

In this regard see the comprehensive counseling procedures and data checks to root out 'bad button pushers' [see counseling report annexure].

Picture Matching

Technique of signal identification in which the meter collects sample visual data from the image displayed on the TV screen, which it matches against an array of known signals from a central reference source in order to establish the identity of those measured signals.

Podcast

Is a series of digital-media files which are distributed over the Internet using syndication feeds for playback on portable media players and computers. The term podcast, like broadcast, can refer either to the series of content itself or to the method by which it is syndicated; the latter is also called podcasting.

Polled Sample

In production meter sample that has been successfully polled by the central processing base of the data supplier and is available for inclusion in the net daily reporting sample.

Polling

Procedure for collecting data from meter panel homes, usually by means of a telephone call from the central processing base of the data supplier, which downloads in the early hours of the morning meter data from the previous broadcast day(s) via a modem connection with the central meter data storage unit in the home. Alternative cellular radio or one-way connection methods may be used in order to collect data from non-telephone households and are becoming increasingly common as an alternative to the standard fixed

line modem connections. At the same time polling takes place in a few systems via telephone calls from the household to the central processing base of the data supplier rather than from the data supplier to the home.

Pollux

Pollux is proprietary software of AGB Nielsen Media Research. The Pollux System is a compact software package to collect, validate weight and calculate television audience data.

Audience events are collected by PeopleMeters positioned in participating families' houses and connected to their television sets and telephones.

Position in Break

Refers to the running order of a commercial break and where a specific advertisement fell within that e.g. 2/8.

Post (campaign) Evaluation

Evaluation of a media schedule at the end of a campaign, with audience delivery data in the case of TV advertising.

PPM

Portable PeopleMeter carried by the survey participant, this was originally developed to measure radio listener ship. There is an ongoing debate as how successfully it may also be used for purposes of measuring television viewing. These devices are not used in South Africa (see also Personal Meters).

Primetime

Evening day part associated with largest audiences, generally between 19.00 and 21.00, though precise times may vary slightly by country.

Processed Viewing Statements

Processed individual viewing statements after editing, validation and conversion of raw meter records into basic units, for calculating ratings and reach, as per the algorithms for assigning ratings.

Product Placement

Paid for placement of an advertiser's product within a programme.

Profile (adhesion)

The composition of a channel / programme audience, as defined by the proportionate contribution of different demographic categories against one or more variables, such as age and sex (e.g. a channel profile of 26% for Adults 15-34 means that 26% of the total audience for that channel was aged 15-34).

Programme Genre

The classification of programme by type, e.g. sport, drama, chat show etc.

Programme Loyalty

The measure of a constant programme audience across a series of episodes. Numerous different operational definitions may be used to define programme loyalty.

PUT

People Using TV, a term mainly used in the USA to denote average percentage of people using TV across all channels within a set time period (see also 1.44 HUT).

PVR

Personal Video Recorder, a device also called Digital Video Recorder (DVR), which uses a hard drive to record and store digital video content. An important feature of the PVR is that it allows viewers to pause, fast-forward and rewind live programmes. Some PVR appliances also have the capability to suggest programmes for users by recognizing their viewing behavior.

Random Sample

A sample in which every element in the population has an equal chance of being selected.

Rating [TV]

In line with international convention, the old, but in every way identical, AMPS Rating [AR] has given way to 'TV rating'. This is only a terminological and not a methodological change. For the purposes of this report the convention is to use 'TV rating' or 'GRP'. (See also 1.40 GRP)

Definition of TV Rating

A TV rating is the proportion of viewers, averaged across some time period [a commercial spot or break, a ¼ hour or a programme] and percentaged on the total number of individual panel members in the relevant group [e.g. 'all adults' or 'females'].

Ratings are calculated by summing the products of numbers of viewers and relevant times spent viewing [within the period concerned] and dividing by the product of the total number of potential viewers and the duration of the period concerned. A TV rating is thus, in effect, a time-weighted average of audience size, indicated by an index which varies between 0 and 100 (the 'TV rating').

However, because visitors to panel households are included, a maximum rating greater than 100 is theoretically possible as visitors are not included in the base, but are included in the TV ratings. Visitors to metered households compensate in part for panel members who view in non-metered households. Informant numbers and universe sizes in the printed reports exclude visitors.

The above explanation is summed up in the following formula, which is used to calculate a rating.

$$\text{Rating} = \frac{\sum \text{time viewed}}{\sum \text{available time}} \times \frac{100}{1}$$

A practical example of this calculation is detailed below.

30 second spot with 4 viewers:

<u>Viewer Number</u>	<u>Time Viewed (secs)</u>	<u>Duration of Event (Secs)</u>
1	20	30
2	0	30
3	30	30
4	10	30
Σ	60	120

$$\text{Rating} = \frac{60}{120} \times \frac{100}{1} = 50$$

Persistence

Persistence is used both here and internationally, to suppress ‘noise’ in the data without dispensing with good viewing data.

Both the Mitron Eurometer and the AGBNMR TVM5 meter have been set up here to use persistence in an identical manner:

- when a person logs in for less than 15 seconds, that viewing is discarded,
- when a person changes TV channel for less than 15 seconds, that viewing is allocated to the TV channel viewed immediately prior to the change [this is known as the “persistence” setting, expressed in seconds],
- when a person changes a TV channel for a period longer than 15 seconds, the viewing is allocated to the new TV channel as from the time of the change. The change is only made after he / she has viewed for 15 seconds, but back-dated to where he / she was first found at the new TV channel

Whilst the PeopleMeters continuously scan the status of TV sets and individuals in time intervals of less than a second, it ignores any viewing session of less than 15 seconds.

The purpose of this filter is to eliminate momentary viewing that lacks ‘persistence’. The advantage of this international convention is to strip ‘noise’ out of the data.

At present, all ratings refer to real time, off-air viewing only. Viewing of VCR pre-recorded tapes or ‘tuning through the VCR’ is not captured for inclusion in the published ratings.

Those panel households having a Multichoice “DualView” decoder have their viewing on both decoder channels fully recorded on the panel.

Measurement of the PVR

At this time there are no Multichoice PVR’s on the panel, as Service Information [SI] protocols from the contractor have not been integrated into the “firmware” of the PVR, as has happened with the older model decoders. However, so called “Banner recognition” has been set up so as to measure live viewing on both channels on a PVR, whilst the Time Shifted Viewing cannot be allocated back to the channel where it occurred, the system does accumulate this TSV, and will report on total TSV. So the extent of TSV will be available, but not the source as at June 2009. Eight PVR households have been installed.

The plan is eventually to include live viewing in PVR households and to move to the UK ‘VOSDAL’ methodology. This is ‘Viewing on Same Day as Live’, meaning that all viewership in the PVR households will be captured every day [including live or delayed viewing up to the beginning of daily polling starting at 02H00 daily] and this viewing will be uploaded for processing into the daily viewing statistics every day.

Reach (or Cover / Cume)

The cumulative percentage or total (usually expressed in thousands) of a population that has been counted as viewers at least once during a specified interval. Examples of commonly used reach measures are TV channel daily / weekly / monthly reach, advertising campaign reach programme reach / programme series reach, daypart reach and so on. Commonly used synonyms are Cume and Cover. (See also 1.22 Cover)

Reporting Homes

The number of panel homes that contribute to the daily ratings. Where failure to meet quality control standards or communications related problems occur, such installed homes are eliminated from the reporting panel (also known as In-tab homes). (See also 1.53 Net Daily Reporting Sample)

Response Bias

Bias in survey data due to measurement methods (e.g. recall bias in diary or day after recall TAMS[®] research, or panel fatigue in PeopleMeter measurement).

Return Path

A data link that goes from a digital television system subscriber back to the system head-end. For a cable system, this may be the same cable. For a satellite or IPTV system, it may be a telephone landline or a GPRS link.

Return Path Data (or ‘Click Stream’ Data)

Any information sent via a Return Path, including system information such as subscription and pay per view request, also user interactivity, and potentially research information on audience size by channel.

RIM Weighting

Random Iterative Method Weighting that puts selected non-interlocking and grouped interlocking variables in isolation through an iterative sequence of weighting adjustments. The sequence adjusts for each RIM in turn and then repeats itself as many times as is required in order to obtain a convergence, in which the sum of the weighted RIMs matches the target population estimates, or is as close as it is possible to achieve. (See also 1.112 Weight Factor)

SAARF LSM’s[®] (Living Standards Measure)

The set of standard questions applied to the SAARF AMPS[®] sample to determine SAARF LSM[®] status is similarly applied to the SAARF TAMS[®] panel.

All the variables in the SAARF LSM[®] index are household variables, therefore all members of a specific household fall into the same SAARF LSM[®] group.

The SAARF TAMS[®] panel SAARF LSM[®] status is based on SAARF AMPS[®] and is adjusted to always be comparable.

Sales House

Separate organization or department within a TV channel responsible for selling commercial airtime.

Sample

One or more elements (individuals or households) selected from a universe to represent that universe.

Sample Error

Statistical measure of the possible deviation of a sample estimate from the true population value, assuming the sample to be representative of the population from which it has been drawn. The sample error is normally expressed as a margin of difference either side of the reported value within specified confidence limits (i.e. “there is an X% probability that the true population value lies within Y units either side of the sample estimate”). Sample error is wholly distinct and not to be confused with sample bias, for which no parametric statistical assumptions can be made.

Sample Size

The number of households or individuals selected for a research sample.

Sample Frame

Source of addresses / household telephone numbers from which a pre-selected probability sample of identified individuals or households is drawn for interview. Usually the sampling frame is external (e.g. official population register of households / individuals, telephone list, list of postal addresses, electoral lists). Where such pre-existing sources do not exist, data suppliers may create their own sampling frames by means of conducting a micro-census or by carrying out a prior enumeration study of households in areas selected for the establishment survey fieldwork. Alternatively they may work without a sampling frame, but in that case it would not be completely random.

SI

Service Information, proprietary information about the applications software in a set-top box, which can be used to facilitate the measurement of non real-time broadcast viewing (e.g. PVR use) and on-demand viewing, but relies on the co-operation of the service provider.

Slave Meter

Meter installed on a TV set or other equipment that is “subservient “ to another “master” meter in the household, which controls some of its functions (e.g. time synchrony) and collects data from it for temporary storage and delivery to the central processing base of the data supplier during polling.

Solo-Viewing

Defines the condition where the members of a reference target are the focus of an analysis only when they are watching television alone.

Standard Error

Standard deviation of the sample error distribution of a sample estimates. 1.96 standard Errors denotes the upper and lower bound margins of sample error that correspond with 95% confidence limits.

SAP

Station Average Price, estimated cost of unit audience delivery on a TV channel based on advertising Cost Per Rating point (CPRs) or advertising Cost Per Thousand (CPTs or CPMs). SAP is normally calculated with reference to specified time periods (usually calendar months) and selected target audience(s).

STB

Set Top Box, a device that receives, processes and converts incoming TV signals, for display on TV sets. The Set Top Box may be designed to receive signals in analogue or digital form and from cable, satellite and terrestrial sources.

Stratification

A means of improving the quality of a probability sample by selecting sample elements according to population variables with known distribution profiles in order to determine a proportional or disproportional allocation of the survey sample. Examples of commonly used stratification variables are 'region', 'type of settlement' and 'household size'.

Target Market (or Target Audience)

Core TV audience which an advertiser is aiming to reach, typically specified in terms of sex, age, socio-economic grade and housewife / main shopper categories. In many countries, airtime prices are negotiated with respect to specified target audience.

TSV

Timeshift Viewing, later viewing of video recordings of live television transmissions (i.e. Playback of recorded live transmissions). (See also 1.25 Criterion of Viewing)

Trick Mode

Pausing, rewinding and fast forwarding live or stored video content.

TVEvents System

TVEvents is the broadcast monitoring system of AGB Nielsen Media Research that offers a complete, highly reliable and easy to use suite of tools for the creation, collection and maintenance of high quality TVEvents databases.

Uncovered Viewing / Set Use

Meter statements indicating that the TV set is switched on, but without any persons registered as present.

Unidentified Channel Viewing

The viewing of an unknown frequency as ascertained by DFM [Direct Frequency Measurement] or tuner meters. The frequency is usually presumed to belong to a channel, although it may indicate a separate output source (e.g. a video games console).

Visitors (also known as Guest Viewing)

A visitor is anyone from the age of 4 upwards, who is not normally resident in the panel household and whose name is therefore not registered on the system. Every time a visitor logs in a new record is created. If the same visitor views in the same household on three different occasions, three different visitors will be recorded. Visitors are not and cannot be taken into account when reach is calculated. Data on each visitor's gender and age is recorded on each occasion, but they are automatically assigned the income and home language of the hosting household.

VOD

Video On-Demand, a programme service where the content is not broadcast, but stored in a library which users can access on-demand. Typical VOD content offerings include recently aired television programmes (as in catch-up TV), popular series, selected categories of thematic programming (e.g. music, children's programmes), and movies. There are three models of VOD:

- content-free VOD,
- pay-per-title, where the user pays an individual fee per programme or event, and
- subscription VOD, where the user pays a flat fee for access

VOSDAL

Viewing On Same Day As Live, when South Africa moves to measuring viewership in satellite households, the plan is to follow the UK and use the VOSDAL methodology i.e. to measure all viewership on each day [live and time shifted] up to the time that polling begins at 02H00.

Wearout

A level of frequency or a point in time when an advertising message loses its ability to effectively communicate.

Weight Factor

Multiplication factor for converting the size of a sample to the population estimate for the survey universe. (See also 1.88 RIM Weighting)

Within Programme Break

Commercial break within a programme.

Zapping

Flicking through different TV channels, often to avoid a commercial break.



South African
Advertising Research Foundation

Zipping

Fast forwarding through recorded commercials when watching a home-recorded videotape.