TV Terms

Avail - Time on a station, cable channel or network which is offered for sale.

Average Frequency - The average number of times households or persons viewed a given program, station or advertisement during a specific time period. This number is derived by dividing the Gross Rating Points (GRPs) by the total non-duplicated audience (cume). For example, if a group of programs has achieved 30 GRPs and a cume of 20, then the average frequency is 1.5 exposures per person or household. The term is interchangeable with frequency.

Bonus Spot - A commercial given to the advertiser without cost either to make up for undelivered audience (in this case they are called "Make Goods"), or as an inducement to buy additional spots.

CPM (Cost Per Thousand) - Advertisers' cost per thousand viewers exposed to a commercial. The total cost for one or a series of commercials is divided by the projected audience shown in thousands. If the cost of a commercial is $50,000 and the projected audience is 4,606,000 (4,606,000 divided by 1,000), then the CPM equals $10.86.

CPP(Cost Per Point)-The cost to reach 1% of the universe, households or individuals in a given market or geographic area.

Cross Platform - Multiple exposures of a message on two or more broadcast, print, outdoor or cable outlets.

Demographics - Audience breakdown based on various characteristics such as age, sex, income, education, etc.

Designated Market Ares (DMA)-Nielsen's term for geographical areas made up of exclusive counties based on which home market stations receive the predominant share of viewing.

Flight – The scheduled time for a product to be run.

Frequency - The average number of times households or persons viewed a given program, station or advertisement during a specific time period, such as one month. This number is derived by dividing the Gross Rating Points (GRP) by the total non-duplicated audience (cume).

Gross Impressions - The sum of audiences, in terms of people or households viewing, where there is exposure to the same commercial or program on multiple occasions. Two gross impressions could mean the same person was in the audience on two occasions or that two different people had been exposed only once.

GRP (Gross Rating Point) - A unit of measurement of audience size. It is used to measure the exposure to one or more programs or commercials, without regard to multiple exposures of the same advertising to individuals. One GRP = 1% of TV households.

Hiatus-A schedule period of inactivity between advertising flights

Make Good - The commercial time given to advertisers either because an advertisement was preempted or did not receive the exposure that had been agreed to and paid for.

Rate – The price for commercial air time.

Rating-An estimate of the size of the audience expressed as one percent of the total population.

Reach - (1) In media ratings, the unduplicated number of individuals or households exposed to an advertising medium at least once during the average week for a reported time period. It is interchangeable with Cumulative Audience and Net Reach. (2) In internet usage, Reach is the percentage of U.S. Internet users that have accessed the Web content of a specific site or property.

Share - The percent of households (or persons) using television who are tuned to a specific program, station or network in a specific area at a specific time.

Spot tv - All commercial advertising time either available for sale or purchase from local TV stations. There are two major types of spot advertising:

> **(1)- Local Spot –** Advertising bought on one station in one market. These sales are usually handled by the TV station.

> **(2)- National Spot –** Advertising bought by national advertisers in several markets of their own selection. These sales are handled by the local TV station representatives.

Sweeps - Each year Nielsen processes approximately 2 million paper diaries from households across the country for the months of November, February, May and July

Target Audience - A portion of the TV audience identified (targeted) by an advertiser to be the most likely to purchase its product.

Pre Logs – Air times of commercials for the a proposed plan.

Post Logs – Air times that actually ran on tv networks.

Dayparts - The time segments that divide a radio or TV day for ad scheduling purposes. These segments generally reflect a television station's programming patterns.

> **ROS-Run of Schedule**
> **Early Morning-**5-9am
> **Daytime-**9am-4pm
> **Early Fringe-**4-6pm
> **Early News-**5-7pm
> **Prime Access-**7-8pm
> **Prime Time-**8-11pm
> **Late News-**11-1135pm
> **Late Night-**11pm-1am
> **Overnight-**1-5am