



***OUTDOOR
SPORTSMAN***

G R O U P

MEDIA MATH 101

Producer's Edition

RATINGS DATA AVAILABLE TO PRODUCERS

- Producers may receive comScore (formerly Rentrak) data.
- Producers may not receive Nielsen data, weekly data or data by specific airing without approval from Mitch Petrie.
- For approval, producers must send specific information such as the name of the sponsor.

comScore data available for:

- Outdoor Channel, Sportsman Channel, WFN, Pursuit and other competitors
 - National Rating, Coverage Rating (network only), Average Audience, HH (000), Reach %, Average % Viewed, Audience Duplication
 - HH or TV Set-Top boxes (STBs). Demographics reflect viewing in the household by a member of the demographic segment. Demos available include age (18+), income, occupation, etc.
 - Data Streams available include: Live, Live Same Day, Live 1, 2, 3, 7 and 15.
 - Data Level: Network, Program, Episode
 - Frequency: Monthly, Quarterly, Yearly or Custom
 - Standard Dayparts: Daytime, Fringe, Prime, Overnight, Weekend and Total Day
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COMSCORE TV ESSENTIALS DATA AVAILABILITY

DVR, Household-Level Reporting

DVR reporting typically becomes final as follows:

<u>Data Stream</u>	<u>Becomes Final In</u>	Example: June 1 Viewing Becomes <u>Final On</u> *
Same Day	12 days	06/13
1 Day	13 days	06/14
2 Days	14 days	06/15
3 Days	15 days	06/16
7 Days	19 days	06/20
15 Days	27 days	06/28

With the increase in time-shifted viewing, comScore measures multiple types of ratings that include DVR viewing...these are called “streams”

- **Live**: The number of households/viewers that watched a program while it aired
 - **Live + Same Day (SD)**: The number of households/viewers that watched a program either while it aired or watched it via DVR on the same day the program was broadcast
 - **Live + 3 or Live + 7**: The number of households/viewers that watched a program either while it aired or watched it via DVR within 3 or 7 days of its original airing
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- Universe
 - HUT
 - Demographics
 - Demo Index
 - Average Audience
 - Gross Average Audience (GAA)
 - National Rating
 - Coverage Rating
 - Share
 - HH (000) / % Reach
 - Average % Viewed
 - Audience Duplication
 - Data Streams
 - Nielsen vs. comScore
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- The potential “pool” of people who can watch, also referred to as a Universe Estimate (UE), or Coverage Area
- Every cable network has a different universe size, due to the nature of cable and satellite distribution
- There’s a separate universe, or population, for US TV Households, Cable HHs, Adults 18-34, Upper Income HHs, etc.

HUT = Households Using Television

- The gross percentage of TV households in the market or the nation watching television during a given time frame. Calculated by summing the Ratings of all programming during the time frame.

Also referred to as “usage” or “viewing level”

UNIVERSE & HUTS



10 Households = 10 Universe

8 Households are watching TV = 80% HUT Level

Nielsen vs. comScore Definitions:

- Nielsen: Demographics are derived from People Meter information and Viewer Assignment modeling for set metered homes and therefore reflect actual viewership to a network/program among that demographic group.
- comScore: Modeled data that matches TV viewing information with Experian demographic information. Demos do not reflect viewing by individuals w/in a given segment but rather they reflect viewing by a household with a member in that demo segment. For example, a demographic rating of 0.0337 for M25-54 indicates that 0.0337% of households with at least one male aged 25-54 viewed the programming/network.

comScore Demographics available:

- Age Range: 18+ only (no demo info for <18)
 - Race/Ethnicity
 - Household Income
 - Household Composition
 - Occupation
 - Residence
 - Activities/Sports
 - Recreation
 - Interests
 - Education
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- In demographic reports, Index measures the relative viewership of the segment households, compared to the viewership in all national households.
 - If the index is greater than 100, the segment or variable watched the programming at a higher rate than the nation. If the index is less than 100, the segment or variable watched at a lesser rate.
 - For example, an index of 120 among M25-54 means that the rating in a household with a M25-54 was 20% higher than the average household rating or in other words the household with a M25-54 watched 20% more of the network/programming than an average household.
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AVERAGE AUDIENCE (AA)

Nielsen vs. comScore Definitions:

- Nielsen: The average number of households or persons viewing a network or program
- comScore: The average number of TVs (Set Top Boxes STBs) tuned into a network or program

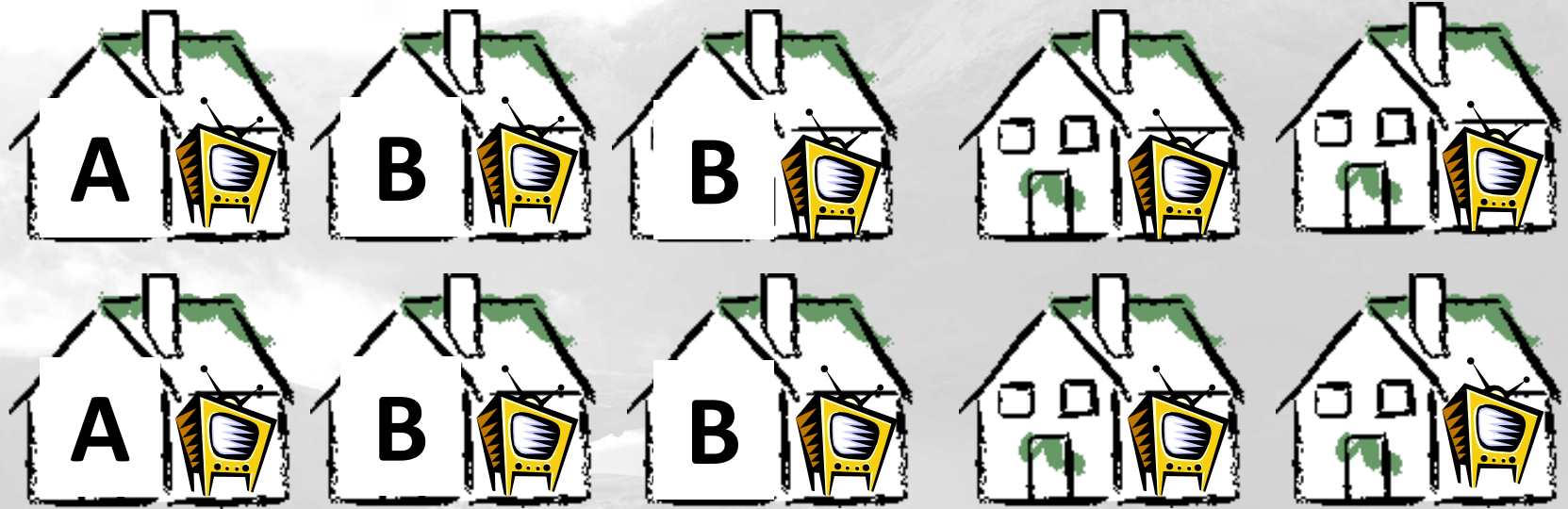
Gross Average Audience (GAA): The AA can be added up to get a cumulative sum of all impressions gotten by the program/network over a given measurement period.

- Weekly Gross Average Audience: Number of airings per week multiplied by AA
 - Monthly Gross Average Audience: Number of airing per month multiplied by AA
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COMSCORE RATINGS: NATIONAL VS. COVERAGE

- **National Household Rating**: Percentage of TV households in the selected market or the nation that viewed the entity (telecast, series, or network). The number of TV households is commonly called the Household Universe Estimate (HH UE). Household Rating is calculated by dividing Average Audience by the HH UE.
 - **National Demographic Rating**: Series or network Rating, among only the segment households in the nation. Calculated as Demographic Average Audience / Demographic Household Universe Estimate.
 - **Coverage Rating**: Percentage of households that viewed the network, from among the households that subscribe to the network. Calculated by dividing the Rating by the fraction of total households that subscribe to the network.
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RATING



The number of households or people watching a designated program or time period, expressed as a **PERCENTAGE**.

PROGRAM A

$\frac{2}{10}$ (households viewing) = 20% or 20 Rating
10 (households in Universe)

PROGRAM B

$\frac{4}{10}$ (households viewing) = 40% or 40 Rating
10 (households in Universe)

- **Share**: % of households or persons watching (or TVs tuned to) a network/program out of only households/persons with their TV sets on during that time (HUT/PUT)

Rating vs. Share

- **Rating**: Percentage of people watching a program/network of all homes/persons that are in the TV universe
 - **Share**: Percentage of people watching a program/network of all homes/persons that currently have their TV sets turned on
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- **HH (000):** Number of unique households reporting at least one minute of viewing for the selected time frame. Also referred to as HH Reach. This number is unduplicated meaning each household (or STB: Set-Top Box) is counted once regardless of how many times they tuned in during the time frame.
 - **% Reach:** The percentage of TV households (HH UE) that viewed the network/program for at least one minute. Calculated by dividing HH (000) by the HH UE, multiplied by 100.
 - **Average % Viewed (Program only):** Percentage of the telecast run time that the average viewer watched. Calculated by dividing actual Average Audience by actual STBs, multiplied by 100.
 - **Audience Duplication (Network Only):** Percentage of one network's audience that watches another during a month.
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NIelsen VS. COMSCORE (FORMERLY RENTRAK)

Nielsen

comScore

Data collection method

National panel of randomly selected households that is representative of the U.S. census.

Set top box data from selected providers including DirecTV, DISH, AT&T's U-verse, Charter, and Cox

of households in panel

Approximately 40,000 households including 25,500 people meter households and 14,500 set meter households

Over 40 million set-top box households currently.

Demographic Information

Derived from People Meter information and Viewer Assignment modeling for set metered homes and reflect actual viewership to a network/program among that demo group

Modeled data that matches TV viewing information with Experian demographic information. Demos do not reflect viewing by individuals w/in a given segment but rather they reflect viewing by a household with a member in that demo segment

Rating Calculations (Average Audience)

The average number of households or persons viewing a network or program

The average number of TVs tuned into a network or program