

Software Tip

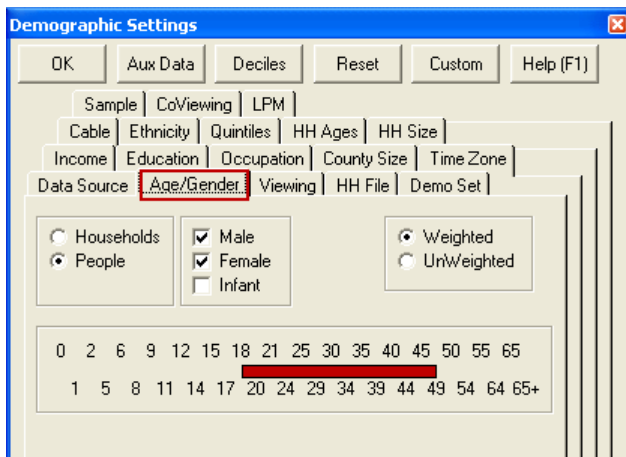
Co-Viewing

Co-Viewing refers to members of the same household watching television at the same time. There is no distinction between which television in the house a household member is watching, therefore household members that are classified as co-viewing are not necessarily in the same room. Co-Viewing is **not tuner-based** in Audience Watch. A person **can be** co-viewing with others of the same age group e.g. teenagers watching a program with other teenagers.

Co-Viewing considers two groups of people

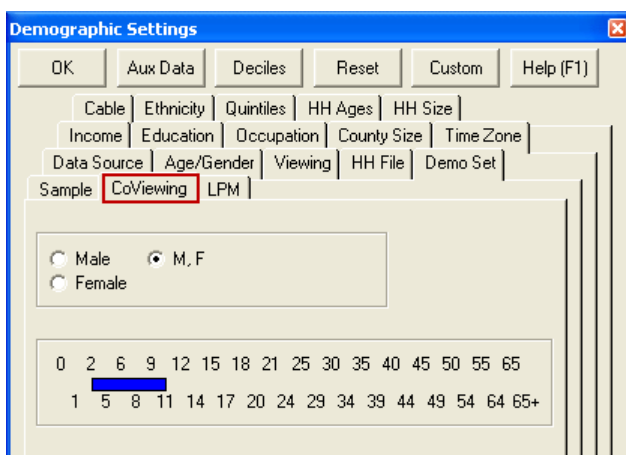
1.) Primary Demographic Group

Left-click on Demographic Settings button. Select Primary Demographic from the **Age/Gender** tab

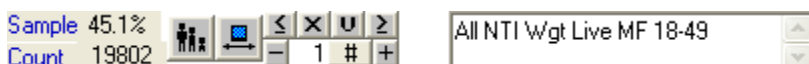


2.) Co-Viewing Demographic Group

Select Co-Viewing Demographic from the **CoViewing** tab




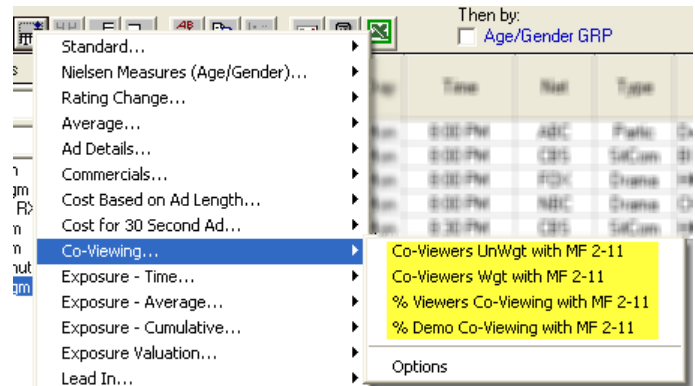
Only the **Primary Demographic** group affects sample size and count.




Co-Viewing Tip

To load Co-Viewing Data into a Program List

- Left-click on the Add Columns of data  button
- **Co-Viewing...** displays the Co-Viewing data options
- Left-click on each type to have columns added to Program List



Also, from Add Columns of Data  button, left-click **Exposure-Time** and add **Sample Impressions** either **Weighted** and/or **Unweighted**

Co-Viewing Example Report

5	Net	Name	All NTI Unw Live MF 18-49 Co-Viewing with MF 2-11	All NTI Wgt Live MF 18-49 Co-Viewing with MF 2-11	% All NTI Wgt Live MF 18-49 Viewers Co-Viewing with MF 2-11	% All NTI Wgt Live MF 18-49 Co-Viewing with MF 2-11	Sample Impressions All NTI UnWgt Live MF 18-49	Sample Impressions All NTI Wgt Live MF 18-49
1	ABC	DANCING WITH THE STARS	29	167,395	5.52	0.13	441	3,039,844
2	CBS	BIG BANG THEORY, THE	36	245,471	9.08	0.19	391	2,712,203
3	FOX	HOUSE	1	233,399	3	0.18	5	2,948,737
4	NBC	CHUCK	20	136,891	6.65	0.10	297	2,058,002

Column 1 - Co-Viewers UnWgt with CoViewing demo group

Number of unweighted sample members in Primary Demo group who are co-viewing with the Co-Viewing Demo group.

During *Dancing with the Stars* on ABC at 8 pm, **29 people** in the 18-49 sample were co-viewing with M/F 2-11.

Note: If the sample size is too small e.g. less than 10, then the Co-Viewing data may not be accurate.

Column 2 - Co-Viewers Wgt with CoViewing demo group

Projected number of people (weighted) in Primary Demo group who are co-viewing with the Co-Viewing Demo group.

During *Dancing with the Stars* on ABC at 8 pm, approximately **167,395 people 18-49** were co-viewing with M/F 2-11.

Column 3 - % Viewers Co-Viewing with CoViewing demo group

Percent (%) of Primary Demo group viewers that are co-viewing with the Co-Viewing Demo group.

During *Dancing with the Stars* on ABC at 8 pm, approximately **5.52% of people 18-49** that were watching, were co-viewing with M/F 2-11. **Note:** Column 3 is calculated by dividing column 2 by column 6 (all weighted sample data).

Column 4 - % Demo Co-Viewing with CoViewing demo group

Percent (%) Primary Demo group that are co-viewing with the Co-Viewing Demo group.

During *Dancing with the Stars* on ABC at 8 pm, approximately **.13% of people 18-49** were co-viewing with M/F 2-11. The Universe Estimate is the denominator of this value.

Column 5 - Sample Impressions - Unweighted

Number of unweighted sample members in Primary Demo group who viewed.

During *Dancing with the Stars* on ABC at 8pm, **441 people 18-49** in the sample viewed.


Column 6 - Sample Impressions - Weighted

Projected number of people (weighted) in Primary Demo group who viewed.

During *Dancing with the Stars* on ABC at 8 pm, approximately **3.0 million people 18-49** viewed.

Co-Viewing Tip

Full-Program ON

In the previous example, we used a Program List with programming by Start Time. Co-Viewing data was only the first minute (All-minute data) in the program list. To analyze entire programs, left-click on the **Full-Program**  button before adding the Co-Viewing data.

The Program List below shows the Co-Viewing for all minutes of the programs in the Program List. In this example, to be counted as having viewed a program, a sample member must have viewed at least 10% of the program.

To change the % viewed required go to the Audience Watch toolbar, go to View > Options, Exposure tab, Program Exposure area.

For *Dancing with the Stars* on ABC at 8 pm, there were **162 people** in the sample M/F 18-49 co-viewing with M/F 2-11 for at least 10% of the program (Full Program ON) and approximately **14.10%** of M/F 18-49 that were watching were co-viewing with M/F 2-11 for at least 10% of the program (Full Program ON).

5	Date	Time	Net	Name	All NTI Unw Live MF 18-49 Co-Viewing with MF 2-11 10% Prog	% All NTI Wgt Live MF 18-49 Viewers Co-Viewing with MF 2-11 10% Prog
1	04/27/2009	8:00 PM	ABC	DANCING WITH THE STARS	162	14.10
2	04/27/2009	8:00 PM	CBS	BIG BANG THEORY, THE	57	9.56
3	04/27/2009	8:00 PM	FOX	HOUSE	72	8.27
4	04/27/2009	8:00 PM	NBC	CHUCK	43	9.00
5	04/27/2009	8:30 PM	CBS	HOW I MET YOUR MOTHER	43	7.81