

Software Tip

Reach Analysis

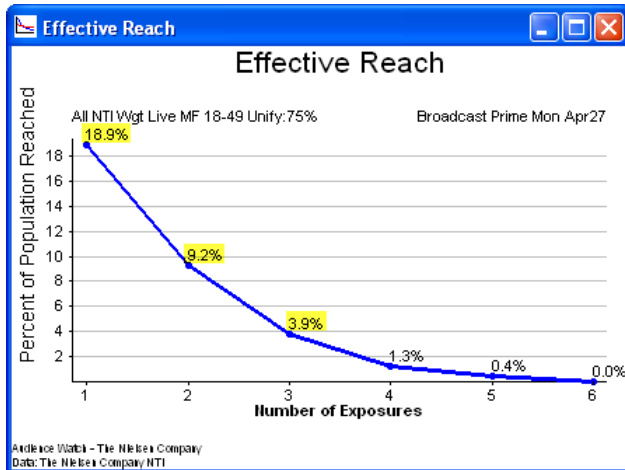
Load a Program List, and then you can choose an analysis from the standard analysis buttons.

Each analysis button represents a family of analyses like Reach Analysis

When a Program List is loaded, the analysis buttons become active.

Effective Reach Analysis plots the unduplicated reach of the Program List at different levels of exposure.

- Right-click on the Reach Analysis button and the Reach Analysis menu appears.
- Left-click on a type of Reach Analysis, for example, select **Effective Reach**.
- Left-click on the Reach Analysis button , and an Effective Reach curve will generate.



This Effective Reach window shows the percent of the MF 18-49 population reached at different levels of exposure for the programs in the Program List.

Of M/F 18-49:

18.9% saw one or more of the minutes in this Program List.

9.2% saw two or more of the minutes.

3.9% saw at least three of the minutes, etc.

A Data window will appear minimized at the bottom-left of the screen.

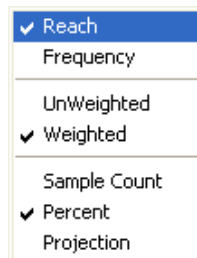


Maximize the data window (displayed at right) to view the data plotted in this Effective Reach chart. The **Formula** column (C) displays row numbers used to calculate values in column (D).

To change the type of data displayed, right-click in the table and select **Reach** or **Frequency**; **Weighted** or **UnWeighted**; and **Sample Count**, **Percent** or **Projection**. Re-run the Reach Analysis to reflect these new settings.

Note

The Effective Reach chart, like all plots in Audience Watch, can be saved as a file using File > Save As or copied "Ctrl-c" as an image and pasted "Ctrl-v" into Windows or PowerPoint. Also, Program List data and table data can be copied "Ctrl-c" and pasted "Ctrl-v" into Excel.





	B	C	D
1		Formula	Broadcast Prime Mon Apr27 All NTI Wgt Live MF 18-49 Unify:75%
2	Number of Entries		13
3	Unification Rate		75%
4	Universe		
5	Universe (Age/gender)		131,970,000
6	Universe (Mkt Break)		
7	Universe Demo/Viewing Group		131,970,000
8	Unified Sample Size		
9	Unified Sample Size UnWgt		19,802
10	Unified Sample Size Wgt		131,969,658
11	Unified Sample Viewing		
12	Full Program		No
13	Exposure Setting		
14	Sample Viewing · UnWgt		6,512
15	Sample Viewing · Wgt		44,406,660
16	Unified Sample Reach		
17	1+ Sample Reach UnWgt		3,627
18	1+ Sample Reach Wgt		24,907,830
19	Effective Sample Reach UnWgt		
20	Effective Sample Reach Wgt		
21	Effective Expos Level		1+
22	Projected Delivery		
23	1+ Reach	18 * 7 / 10	24,907,891
24	Effective Reach	20 * 7 / 10	
25	Gross Impressions	15 * 7 / 10	44,406,779
26	Percent Reach		
27	Percent 1+ Reach UnWgt	17 / 9	18.32%

Reach Analysis Tip

Full-Program

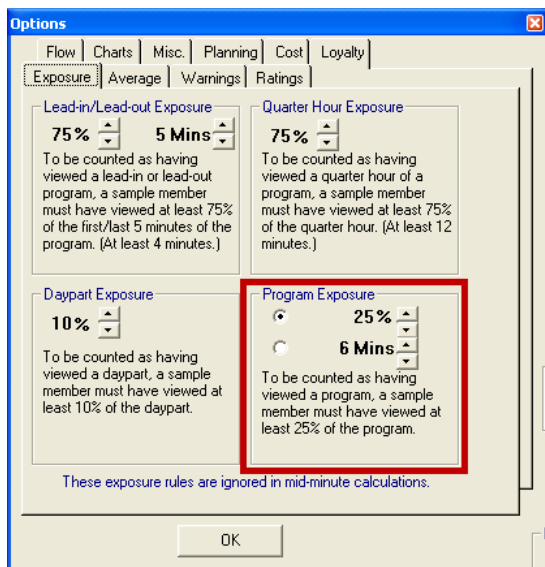
The Program List contains only the Start Time for each program. Let's look at viewing data for the entire program duration.

- Click the Full-Program  button found on the Audience Watch toolbar.
Full-Program includes all minutes or all quarter hours of the program in the analysis.
- Left-click on the Reach Analysis button  to execute a new Effective Reach.

Program Exposure

To be counted as having viewed a program, a sample member must have viewed a certain percent or number of minutes of a program.

To change this qualifier, from the Audience Watch toolbar, go to **View >Options, Exposure** tab and the Program Exposure area.



Options

Flow | Charts | Misc. | Planning | Cost | Loyalty

Exposure | Average | Warnings | Ratings

Lead-in/Lead-out Exposure
75% | 5 Mins
To be counted as having viewed a lead-in or lead-out program, a sample member must have viewed at least 75% of the first/last 5 minutes of the program. (At least 4 minutes.)

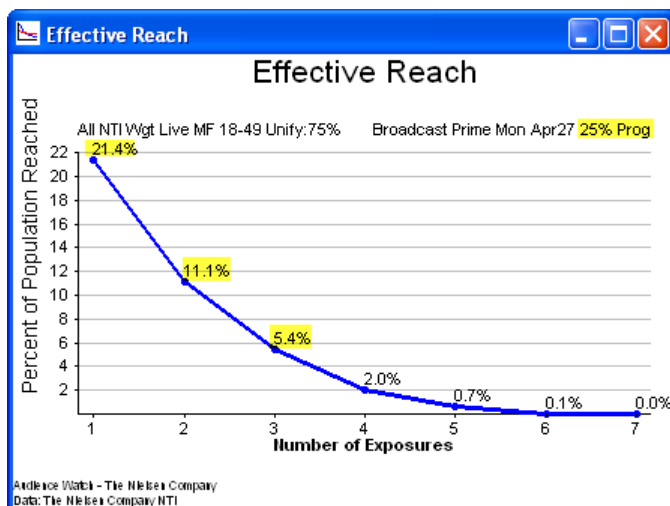
Quarter Hour Exposure
75%
To be counted as having viewed a quarter hour of a program, a sample member must have viewed at least 75% of the quarter hour. (At least 12 minutes.)

Daypart Exposure
10%
To be counted as having viewed a daypart, a sample member must have viewed at least 10% of the daypart.

Program Exposure
 25%
 6 Mins
To be counted as having viewed a program, a sample member must have viewed at least 25% of the program.

These exposure rules are ignored in mid-minute calculations.

OK



This Effective Reach plot shows, of M/F 18-49:



- 21.4% saw at least **25% of one or more** of the programs in this list.
- 11.1% saw at least **25% of two or more** of the programs.
- 5.4% saw at least **25% of three or more** of the programs, etc.

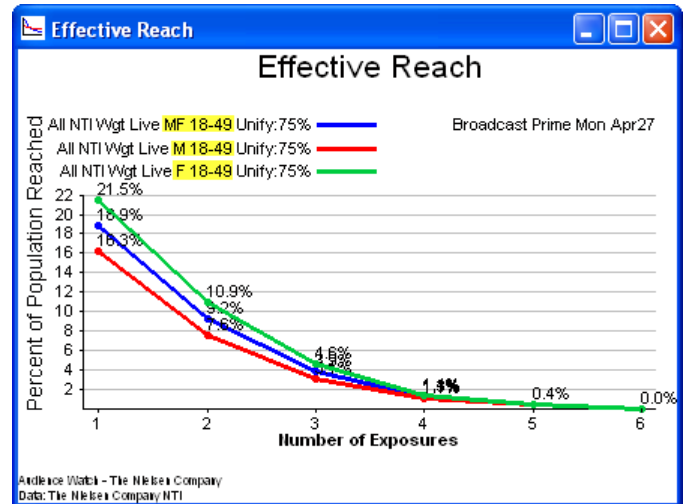
Reach Analysis Tip

Audience Watch



Multiple Plots in One Chart

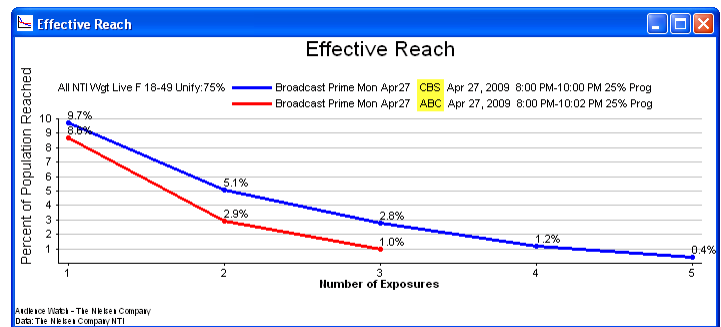
Plot different demo groups on the same chart

- With the previous Effective Reach plot still open, go to the Demographic settings button , then the Age/Gender tab.
- Select Male 18-49.
- Left-click on the Reach Analysis button  again and the plot for the M 18-49 demo will be added to the original MF 18-49 plot.
- Repeat for Female 18-49.



Plot different rows of programming from the Program List


- Close all open Effective Reach plots.
- Select some programs from the list by pressing the **Ctrl** key and clicking the row number to select a program.
- Left-click on the Reach Analysis button .
- With the Effective Reach plot still open, select a different group of programming. Right-click on the list to choose selection options like programs from the same network.
- Left-click on the Reach Analysis button  again.
- The plot for both groups of selected rows of programming will appear on the same plot.



Plot rows of programming from the Program List by the sorted column

- Close all open Effective Reach plots.
- Left-click on the **Net** column title to sort the list by Network.

13	Date	Time	Net	Name
1	04/27/2009	8:00 PM	ABC	DANCING WITH THE STARS
2	04/27/2009	9:32 PM	ABC	SURVIVING SUBURBIA
3	04/27/2009	10:02 PM	ABC	CASTLE
4	04/27/2009	8:00 PM	CBS	BIG BANG THEORY, THE
5	04/27/2009	8:30 PM	CBS	HOW I MET YOUR MOTHER

- Right-click on the Reach Analysis button  and choose **Effective Reach By Sorted Column**
- Left-click on the Reach Analysis button.

The plot will now contain lines for each of the networks included in the list.

