



GRABIX

MINUTE BY MINUTE
VS OVERNIGHT REPORT
2013

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

GRABIX: MINUTE BY MINUTE VS OVERNIGHT REPORT

QUESTION

I ran a minute by minute flow on the first quarter-hour of my news a few days ago. When I averaged all the individual minute ratings in the quarter-hour, the result was much lower than the overnight rating for that quarter-hour. In fact, not a single minute in the quarter-hour was as high as the overnight rating!

Why would the average of the individual minute ratings for the quarter-hour not match the overnight rating?

ANSWER

You have to remember that unlike NTI, NSI does not compute ratings for a quarter-hour by simply averaging the audience for all its minutes.

The discrepancy between minute x minute ratings and overnights (or ViPs) springs from the fact that the overnights and the ViP show average quarter-hour ratings in which sample households give credit to a station if they watched as little as five minutes of the quarter-hour. The hypothetical spreadsheet at right illustrates what can happen. It shows viewing of 10 metered households over a 15-minute period to a particular station (call it KBBB).

Household #1 watched 5 minutes and gave credit, household #2 watched 4 minutes and did not give credit, household #3 watched 6 minutes and gave credit, etc. In total, 7 meter households were able to give credit during this quarter-hour to KBBB. To simplify matters, let's say the total DMA sample was only 100 households and all metered households had an equal weight so that the 7 viewing households produced a 7 rating. The 7 rating is what would appear on the overnights.

However, when you look at the bottom of the "minutes" columns to see how many households viewed KBBB in each minute, you see in minutes 1-4 KBBB got a 6 rating, in minute 5 it got a 5 rating, and all the remaining minutes it got a 5 rating or less. In no single minute did KBBB equal its 7 average quarter-hour rating. If you average all 15 minutes it only comes to a 4.8 rating.

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EXAMPLE

Minute	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Household credit for entire quarter-hour
Household #1	█	█	█	█	█											X
Household #2		█	█									█	█			
Household #3										█	█	█	█	█	█	X
Household #4	█							█	█	█	█					X
Household #5	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	X
Household #6						█		█	█							
Household #7	█	█	█	█									█	█	█	X
Household #8			█	█	█											
Household #9	█	█		█	█	█	█	█	█	█						X
Household #10	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	X
Total Household viewing by minute	6	6	6	6	5	4	3	5	5	5	4	4	5	4	4	



ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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