

Universe Estimate (UE) Estimate of a total population of households or persons.

Projection Estimate of the number of households/persons that tuned/viewed a specific source or program.

$$\text{Projection} = \text{Sum of weights for tuning/viewing households/persons}$$

Average Audience (AA%) Percentage of all households/persons that tuned/viewed a specific source or program.

$$\text{AA\%} = \text{Projection} / \text{UE} * 100$$

AA Reach Percentage of all households/persons that were exposed to a program at least once (aka Cumulative Audience, aka Unduplicated Audience).

$$\text{AA Reach \%} = \text{Unduplicated hhllds or persons Projection} / \text{UE} * 100$$

Coverage UE Estimated subset of the population that is able to tune a specific network.

Coverage AA% Percentage of all households/persons in the coverage area that tuned/viewed the specified source or program.

$$\text{Cvg AA\%} = \text{Projection} / \text{Cvg UE} * 100$$

Share of Viewing (SOV%) Percentage of all viewing to all sources that was credited to a single source.

$$\text{SOV\%} = \text{Single Source Projection} / \text{Total Projection across all sources} * 100$$

Average Minutes Viewed The average number of total minutes of a program or source that were tuned/viewed.

$$\text{Avg Min Viewed} = \text{AA\%} / 100 * \text{Program Duration in minutes}$$

Households Using Television (HUT%) Percentage of all households that used their television set during a particular time frame.

$$\text{HUT\%} = \text{Total households using television Projection} / \text{UE} * 100$$

Share of Tuning Percentage of all households or Persons using television that tuned a specific source or program.

$$\text{Share of Tuning} = \text{AA\%} / \text{HUT or PUT \%} * 100$$

Commercial Minute AA% – Percentage of all households that tuned during the commercial minutes of a program.

$$\text{Commercial Minute AA\%} = \frac{\sum (\text{Commercial Minute Projection} * \text{Commercial Duration})}{(\text{UE} * \text{Total Commercial Minutes})} * 100$$