

MINUTE BY MINUTE FLOW

How to Read

Use this sheet to learn how to read a Minute by Minute Flow. The viewing source listed first, WAAA, is the target for this flow, showing the gains and losses for each minute.

EXAMPLE

- 1) **IMP** For minute beginning at 4:55pm, WAAA has 25,544 impressions
- 2) **Gain IMP** 615 impressions were gained from turn-ons and 28 from CNN
- 3) **Loss IMP** 718 impressions were lost to turn-offs and 86 impressions to WBBB
- 4) **Kept IMP** 25,383 impressions kept during the minute
(Minute total: 25,544 + 643 total gain – 804 total loss)**
- 5) **AUD RET%** Percent of audience retained in the minute (25,383/25,544*100)



Dates	Minute	Viewing Source	Affil.	Metrics	IMP	Gain IMP	Loss IMP	Kept IMP	AUD RET % (X.X)	Intab	Indicator
Report Averages	04:55PM - 04:56PM	WAAA	NBC		25,544			25,383	99.4	1,258	
		TURN-ON/OFF	N/A			615	718			1,258	
		WBBB	ABC				86			1,258	
		CNN	CABLE			28				1,258	
		MINUTE TOTAL	N/A				643	804			
	04:56PM - 04:57PM	WAAA	NBC			25,430			25,260	99.3	1,258

DEFINITIONS

- 1) IMP**: Kept impressions plus any gain from a viewing source(s) in the previous minute.
- 2) GAIN IMP: During a minute, the impressions gained from a particular viewing source, or turn-on.
- 3) LOSS IMP: During a minute, the impressions lost to a particular viewing source, or turn-off.
- 4) KEPT IMP: The impressions that are retained throughout the minute.
- 5) AUDIENCE RETENTION %: During a minute, the percent of audience from the prior minute retained.

*Audience Retention = (Kept Projection / Minute Projection) * 100*

REMEMBER – The minute **IMP may not equal the **Kept IMP** plus any gains due to rounding and in some situations where a gain or loss comes from a home where a person is viewing on more than one television.