**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.

\[
\text{AA\%} = \frac{\text{Projection}}{\text{UE}} \times 100
\]

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

\[
\text{AA Reach \%} = \frac{\text{Unduplicated hhlds or persons Projection}}{\text{UE}} \times 100
\]

**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 are that tuned/viewed the specified source or program.

\[
\text{Cvg AA\%} = \frac{\text{Projection}}{\text{Cvg UE}} \times 100
\]

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

\[
\text{SOV\%} = \frac{\text{Single Source Projection}}{\text{Total Projection across all sources}} \times 100
\]

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

\[
\text{Avg Min Viewed} = \frac{\text{AA\%}}{100} \times \text{Program Duration in minutes}
\]

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

\[
\text{HUT\%} = \frac{\text{Total households using television Projection}}{\text{UE}} \times 100
\]

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

\[
\text{Share of Tuning} = \frac{\text{AA\%}}{\text{HUT or PUT \%}} \times 100
\]

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

\[
\text{Commercial Minute AA\%} = \frac{\sum (\text{Commercial Minute Projection} \times \text{Commercial Duration})}{\text{UE} \times \text{Total Commercial Minutes}} \times 100
\]