

## Average Minute Reach/Frequency Report

Borealis Average Minute Reach/Frequency report provides agencies with a powerful planning and buying tool. For instance, this report can help you answer the following questions:

- Did my campaign effectively reach its targeted viewers?
- On average, how many times did they see my spot?

- Did my campaign achieve more gross ratings points than my competitor?
- When did my campaign hit its maximum reach?

Reporting spot schedules based on the average minute audience of a program's total duration, the Average Minute Reach/Frequency module can be used for pre-buy projections or post-buy results.

Module Id: Average Minute RF  
 Sample Date: 2007/11/18  
 Measure Options: Guests Included, VCR Adj Included, PVR Included Live + 7 Days

Households: Total  
 People: P 18-49  
 Market: Toronto DMA  
 Period: 2007/11/05 - 2007/12/02  
 UE (000): 3531  
 Sample Size: 657  
 Total Spots: 647  
 TTL GRPs %: 619.4  
 TTL GRPs (000): 21872  
 TTL RCH %: 52.4  
 TTL RCH (000): 1849  
 AVG FREQ: 11.8  
 AVG RTG %: 4.8  
 Prime %: 53.4  
 Prime (000): 11686

**Summary Section:**  
 There are a total of 647 spots in this schedule. This schedule reached 52.4% (or 1,849,000) of all adults 18-49 in the Toronto DMA. On average each 18-49 year old viewer reached saw 11.8 spots. The average rating for all 647 spots was 4.8%. The schedule achieved 619.4 GRPs or 21,872,000 impressions. 53.4% of the GRPs were in prime time (M-S 6pm-11pm).

**Cumulative Frequency Distribution (000)**  
 The highlighted area reads: 22.5% of all A18-49 reached this far in the schedule saw an average of 4.9 spots. 793,000 of these adults watched 1 or more spots. 356,000 watched 5 or more spots, while 37,000 watched 13 or more spots.

Program/Time Period	Broadcaster	Date	Day	Time	# Spots	RTG %	CUM-GRP %	CUM-GRP (000)	CUM-RCH %	CUM-RCH (000)	AVG FREQ	Cumulative Frequency Distribution (Projections)										
												1+	5+	9+	13+	17+	21+	25+	29+	33+	37+	
MTWTF.. 16:00 - 18:00	CFTO	2007/11/05	MTWTF..	16:00	20	31.6	31.6	1116	9	319	3.5	319	69	23	12	0	0	0	0	0	0	0
MTWTF.. 16:00 - 18:00	Citytv Ontario	2007/11/05	MTWTF..	16:00	20	7.7	39.3	1387	10.8	381	3.6	381	83	38	22	0	0	0	0	0	0	0
MTWTF.. 16:00 - 18:00	GLBL-ONT	2007/11/05	MTWTF..	16:00	20	27.5	66.8	2358	16.4	580	4.1	580	180	67	27	0	0	0	0	0	0	0
MTWTF.. 16:00 - 18:00	OMNI 1 ONT	2007/11/05	MTWTF..	16:00	50	7.6	74.3	2625	17.4	613	4.3	613	200	88	32	0	0	0	0	0	0	0
ETALK	CFTO	2007/11/05	M.....	19:00	1	1.2	75.5	2667	17.8	628	4.2	628	204	89	32	0	0	0	0	0	0	0
FRIENDS	Citytv Ontario	2007/11/05	M.....	19:00	1	0.5	76	2684	18.1	637	4.2	637	204	89	34	0	0	0	0	0	0	0
HEROES	GLBL-ONT	2007/11/05	M.....	19:00	7	34.2	110.3	3893	22.5	793	4.9	793	356	122	37	0	0	0	0	0	0	0
TWO AND A HALF MEN	OMNI 1 ONT	2007/11/05	M.....	19:00	2	2.4	112.7	3979	23	813	4.9	813	358	122	43	16	0	0	0	0	0	0
ACCESS HOLLYWOOD	Citytv Ontario	2007/11/05	M.....	19:00	1	1	113.7	4015	23.4	826	4.9	826	358	122	42	16	0	0	0	0	0	0
SIMPSONS	OMNI 1 ONT	2007/11/05	M.....	19:00	1	0.8	114.5	4043	23.6	833	4.9	833	358	122	43	16	0	0	0	0	0	0
FRIENDS	Citytv Ontario	2007/11/06	.T.....	19:00	2	3.6	118.1	4169	23.6	833	4.9	833	358	122	43	16	0	0	0	0	0	0
TWO AND A HALF MEN	OMNI 1 ONT	2007/11/06	.T.....	19:00	2	2.2	120.2	4246	23.6	833	4.9	833	358	122	43	16	0	0	0	0	0	0
SIMPSONS	OMNI 1 ONT	2007/11/30	....F..	19:30	3	4.1	619.4	21872	52.4	1849	11.8	1849	1138	793	523	488	305	272	127	127	127	

Exclusive Total Frequency Distribution				Exclusive+ Total Frequency Distribution			
Frequency	Reach (000)	Demo UE %	Reach %	Frequency+	Reach (000)+	Demo UE %+	Cum-Rch %
1	230	6.5	12.4	1+	1849	52.4	100
2	208	5.9	11.3	2+	1619	45.9	87.6
3	167	4.7	9.1	3+	1411	40	76.3
4	106	3	5.7	4+	1243	35.2	67.2
5	27			5+	1138	32.2	61.5
6	223			6+	1110	31.4	60
7	46			7+	887	25.1	48
8	49			8+	842	23.8	45.5
81	6	0.2	0.3	81+	6	0.2	0.3

Results in the last row of the table are also outlined in the Summary section at the top of the report.

67.2% of those reached saw 4 or more spots.

167,000 viewers 18-49 saw 3 spots; this represents 4.7% of the 18-49 population and 9.1% of adults 18-49 reached by this schedule.

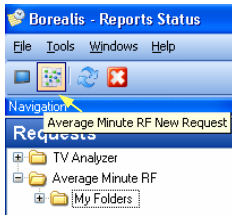
**Reach:** The number of different or unduplicated homes/people that are exposed to a television program or commercial at least once across a stated period of time.

**Frequency Distribution:** The average number of times a household or person viewed a given television program or commercial during a specific time period.

**Rating:** The estimated percent of all TV households or persons tuned to a specific station or program.

**Gross Rating Points (GRPs):** The sum of all ratings for all programs in a schedule.

## How to run an Average Minute Reach/Frequency report.



### New Request

Click on the Average Minute RF New Request button.

### Title

Name the report—this is the name under which the file will be saved and the name that will appear on the Report Status Screen.

### Dates

Select the weeks you wish to analyze. Hold the CTRL key to select non-contiguous weeks.

**Individual Day** is the default under Reporting Options.

### Markets

Identify the market to run the report on. Only one market can be selected in an individual request.

### Households

The default in this tab is Total, but you can select any other household break from this tab.


### People

Select demographics by clicking and highlighting the age breaks. Click the paper clip to group the age breaks together.

### Broadcasters

Select the required stations. You can select the broadcasters by going to the appropriate folder in the Standard Tab, or quickly search using the Find Tab.

### Programs

Click on the List Programs button  to select the programs and episodes to add to your schedule.

*If at any time you change your dates you must go back to the Programs tab to re-select your programs/episodes.*

### Time Periods

If necessary, define time periods on the *Time Periods* tab using the Standard or Specific tabs.

There are a list of standard time periods on the **Standard** tab, and you can create a custom time period using the **Specific** tab.

Spot Input		Broadcaster	Type	Program/Time Periods	DOW	Time	Total Spots	2007/11/05	2007/11/12	2007/11/19	2007/11/26
<b>Schedule Total</b>							<b>647</b>	<b>167</b>	<b>160</b>	<b>160</b>	<b>160</b>
		CFTO	P	ETALK	M.....	19:00	5	1	1	2	1
		CFTO	P	ETALK	.T.....	19:00	0	0			
		CFTO	P	ETALK	..W....	19:00	7	2	1	2	2
		CFTO	P	ETALK	...T...	19:00	5	1	2	0	2
		CFTO	P	ETALK	....F..	19:00	7	2	2	2	1
		CFTO	P	GOSSIP GIRL	.T.....	19:00	0		0	0	0
		CFTO	P	JEPARDY	M.....	19:30	4	0	2	0	2
		CFTO	P	JEPARDY	.T.....	19:30	1	1			
		CFTO	P	JEPARDY	..W....	19:30	3	1	0	1	1
		CFTO	P	JEPARDY	...T...	19:30	5	1	1	2	1
		CFTO	P	JEPARDY	....F..	19:30	3	1	1	1	0
		CFTO	T	MTWTF.. 16:00 - 18:00	MTWTF..	16:00	80	20	20	20	20
		Citytv Ontario	P	ACCESS HOLLYWOOD	M.....	19:30	5	1	2	0	2
		Citytv Ontario	P	ACCESS HOLLYWOOD	.T.....	19:30	3	1	0	2	0
		Citytv Ontario	P	ACCESS HOLLYWOOD	..W....	19:30	1	0	0	1	0
		Citytv Ontario	P	ACCESS HOLLYWOOD	...T...	19:30	4	1	0	1	2
		Citytv Ontario	P	ACCESS HOLLYWOOD	....F..	19:30	3	1	2	0	0
		Citytv Ontario	P	FRIENDS	M.....	19:00	6	1	2	2	1
		Citytv Ontario	P	FRIENDS	.T.....	19:00	7	2	1	2	2
		Citytv Ontario	P	FRIENDS	..W....	19:00	4	2	0	1	1
		Citytv Ontario	P	FRIENDS	...T...	19:00	5	1	1	1	1

### Schedule

Input the number of spots required for each program and/or time period using any of the following ways:

1. Highlight a cell and type the number directly into it.
2. Highlight a number of cells, adjust the **#Spots**, using the up/down arrow, then click the **Add by Cell** button.
3. In the Program/Time Periods column click on of any telecast of a program:
  - i - **Add By Cell** - adds spots only in that telecast
  - ii - **Across Telecasts** - adds spots across all telecasts of that program

**Telecast Distribution**

Chronological

Random

*Chronological - adds spots in day order across multi-day telecasts within the week.*

*Random - adds spots randomly across multi-day telecasts.*

Once complete, click **OK**.

*Note: A grey highlighted cell indicates the program is unavailable. Either it was not selected under Programs or it was not telecast that week.*

### Layout

You can alter how the report is summarized under **Report Segment & Detail**. However, for this example, the default report was selected and no changes were made.

### Extract

Click on the green GO button to extract the request.

Go to the **Report Status** screen to open your report once it is completed. Double click on your request to have it automatically downloaded into Excel.

*To create multi-tiered household or demographic definitions, hold down the CTRL key to combine selections—a window will prompt you to name this custom definition.*