

Reach Build and Loyalty Across Weeks

How many new viewers did a program attract across several weeks, and how many telecasts did the average viewer watch?

The Total Program Reach/Frequency module of Borealis can help you discern a program's audience loyalty and reach build across weeks.

Agencies can then use this knowledge to maximize reach or frequency objectives.

Broadcasters can determine if their program appeals to a loyal core audience or if it continues to draw in new viewers.

Module Id: Total Program RF
Sample Date: 2007/11/08
Measure Options: Guests Included, VCR Adj Included, Reach Qualifier 1 Min(s), PVR Included Live + 7 Days

Households: Total
People: P 18-49
Market: Total Canada
UE (000): 15159
Sample Size: 2578
Total Telecasts: 14
TTL GRPs %: 92.5
TTL GRPs (000): 14016
TTL RCH %: 36
TTL RCH (000): 5455
AVG FREQ: 3.4
AVG RTG %: 6.6

Summary Section:

There are a total of 14 telecasts in this report. These 14 episodes reached 36% (or 5,455,000) of all adults 18-49 across Canada. On average each 18-49 year old viewer reached saw 3.4 episodes. The average rating for this program was 6.6.

Program/Time Period	Broadcaster	Date	Day	Time	RTG %	CUM-GRP %	CUM-GRP (000)	CUM-RCH %	CUM-RCH (000)	AVG FREQ	Cumulative Frequency Distribution (% Reach)									
											1+	2+	3+	4+	5+	6+	7+	8+	9+	10+
C.S.I. MIAMI	CTV COM	2007/09/17	M.....	22:00	3.9	3.9	589	6.2	945	1	100	0	0	0	0	0	0	0	0	0
C.S.I. MIAMI	CTV COM	2007/09/24	M.....	22:00	7.2	11.1	1677	13.2	2000	1.2	100	19.6	0	0	0	0	0	0	0	0
C.S.I. MIAMI	CTV COM	2007/10/01	M.....	22:02	5.7	16.7				1.4	100	33.1	7.6	0	0	0	0	0	0	0
C.S.I. MIAMI	CTV COM	2007/10/08	M.....	22:00	6.4	23.1				1.6	100	42.2	18.5	3.9	0	0	0	0	0	0
C.S.I. MIAMI	CTV COM	2007/10/15	M.....	22:00	6.4	29.5				1.8	100	44.6	24.2	11.6	2.8	0	0	0	0	0
C.S.I. MIAMI	CTV COM	2007/10/22	M.....	22:00	6.9	36.4				2.1	100	52.7	28	17.4	8.8	1.3	0	0	0	0
C.S.I. MIAMI	CTV COM	2007/10/29	M.....	22:00	7.9	44.3				2.2	100	52	28.1	20.9	12.7	6.9	1.2	0	0	0
C.S.I. MIAMI	CTV COM	2007/11/05	M.....	22:00	6.6	50.9				2.4	100	52.5	29.8	21.4	16.3	9.9	5.4	1.1	0	0
C.S.I. MIAMI	CTV COM	2007/11/12	M.....	22:00	7.4	58.3				2.6	100	58.2	32.8	23.5	17.4	12.4	8.3	4.7	0.6	0
C.S.I. MIAMI	CTV COM	2007/11/19	M.....	22:00	8.3	66.6				2.8	100	60.1	37.6	24.8	19.1	14.1	10.5	7.5	4.2	0.6
C.S.I. MIAMI	CTV COM	2007/11/26	M.....	22:00	7.6	74.3				2.9	100	59.7	38.6	27.4	20.5	15.5	12.3	8.3	5.7	2.8
C.S.I. MIAMI	CTV COM	2007/12/03	M.....	22:00	4.6	78.9				3.1	100	62.2	40.7	28.9	21.7	16.6	13.4	9.6	6.6	5
C.S.I. MIAMI	CTV COM	2007/12/10	M.....	22:00	7.6	86.5				3.3	100	63.3	42.9	31.2	23.9	18.8	14	11.6	7.7	5.5
C.S.I. MIAMI	CTV COM	2007/12/17	M.....	22:00	6	92.5				3.4	100	64.8	43.1	32.2	24.7	19.2	14.6	12	9.1	6.7

By November 19th over 10 million adults 18-49 watched CSI Miami and they watched an average of 2.8 episodes.

Cumulative Frequency Distribution (000)

By the end of the 14 episodes 64.8% of those reached saw at least one episode, while 19% watched 6 or more episodes.

Exclusive Total Frequency Distribution				Exclusive+ Total Frequency Distribution			
Frequency	Reach (000)	Demo UE %	Reach %	Frequency+	Reach (000)+	Demo UE %+	Cum-Rch %
1	1919	12.7	35.2	1+	5455	36	100
2	1184	7.8	21.7	2+	3537	23.3	64.8
3	594	3.9	10.9	3+	2353	15.5	43.1
4	413	2.7	7.6	4+	1759	11.6	32.2
5	297	2	5.4	5+	1346	8.9	24.7
6	254	1.7	4.7	6+	1049	6.9	19.2
7	139	0.9	2.5	7+	795	5.2	14.6
8	158	1	2.9	8+	656	4.3	12
9	135			9+	498	3.3	9.1
10	105			10+	363	2.4	6.7
11	89			11+	258	1.7	4.7
12	92			12+	168	1.1	3.1
13	62	0.4	1.1	13+	77	0.5	1.4
14	15	0.1	0.3	14+	15	0.1	0.3

NOTE: Guests + VCR Adjustment excluded from Reach values. RTG/GRP based on telecast date - RCH based on sample date. Copyright Nielsen Media Research

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.

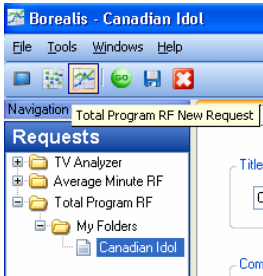
Rating: The estimated percent of all TV households or persons tuned to a specific station or program.

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

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

Software Tips

How to run an Total Program Reach/Frequency report.



New Request

Click on the Total Program 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.

Make note of your sample date. If you add weeks, remember to maintain the sample date used in the initial request to maintain the same panel base.

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. 

You can also select programs using the day/time filter (ie. Monday-Friday 6pm-11pm)

Time Periods

If required, 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.

Layout

You can define the report specifications using the layout tab.

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.

A screenshot of the Borealis software interface showing the 'Layout' tab. The 'Measures' section is expanded, showing 'PVR' with 'Include' checked and 'Segment Options' set to 'Live + 7 Days'. 'Other' has 'Include Guests' and 'Include VCR' checked. 'Reach Qualifier' is set to 'Minutes' with a value of 10 and 'Continuous' checked. Below this are dropdown menus for 'Total Program RF Term', 'Custom Header', and 'Report Segment & Detail', all set to 'Live + 7 Days'. The 'Report Segment' section has 'Broadcaster' set to 'All Combined', 'Program' set to 'All Combined', and 'Period' set to 'Total'. The 'Detail' section has 'Full' selected and 'Summary' unselected. A 'Decimal' dropdown is set to '1'.

The default report includes PVR, Guests and VCR. Go to **Measures** to exclude or modify any of these.

You can alter how the report is summarized in **Report Segment & Detail**.

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.