



AB Deadline

The time by which you should approve your TV activity to ensure best possible delivery. This varies by sales house so for accurate deadlines, contact the relevant sales team directly.

Adults

Individuals aged 15 or over are classified as Adults within the TAM service

Audience Category

An audience category is a classification of the viewing audience into a specific group. The following audiences are sometimes referred to as main categories – Homes, Individuals, Adults, Men, Women, Children and Housekeepers. Sub-categories are more detailed breakdowns of the main categories – by age groups, social class etc, for example Men 15-24, Adults ABC1

Audience Profile (Audience Composition)

The audience profile shows how a main audience category is divided into its subcategories (such as age, social grade or sex) in percentage terms. For example, if a programme achieves an Adult ABC1 profile of 10%, this means that 10%

of adult viewers were ABC1, while the other 90% were C2DE or F1F2 Adults. An audience profile can be compared with the equivalent population profile to produce an index.

AV

Audio-visual. A term used to describe both TV and VOD (video-on-demand)



BARB (Broadcasters Audience Research Board)

The organisation who is responsible for monitoring and recording TV audiences in the UK.

Behavioural Targeting

A form of marketing that uses advertising technology to target users based on their previous behaviour. Advertising creative and content can be tailored to be of more relevance to a particular user by capturing their previous decision-making behaviour and looking for patterns.

Broadcaster

A company that transmits television content

Burst

A concentrated airtime laydown of activity usually over a few weeks.

BVOD (Broadcaster Video on Demand)

Broadcaster TV content that is downloaded or streamed via the internet anytime, usually delivered via an app.



Call to Action (CTA)

A marketing term for any advertising that is designed to prompt an immediate response or encourage an immediate sale

Catch up TV

Content delivered by a broadcaster's on demand player service that has recently been transmitted linearly by that broadcaster.

Children

TAM reports viewing for Children aged 4-14.

Commercial Impacts

Indicates the total number of people within the target audience expressed in thousands who have seen one or more spots of a campaign or on a channel. Each time a spot is viewed it contributes to the total commercial impacts. One impact is one member of the target audience viewing one 30 second advertising spot. Impacts are also referred to as gross impressions.

When enough impacts are recorded to generate at least 1% of a target audience, then a TVR (rating) is recorded.

Commercial impacts show the total number of people in 000's who have seen one or more spots in a campaign or on a channel. Each time a spot is viewed, it contributes to the total impacts. For example a total of 20 impacts could be achieved in some of the following ways:

- By 20 people viewing a single commercial spot
- By 1 person seeing the spot 20 times
- By 4 people seeing the spot 5 times

Consolidated Audience

The Consolidated audience is the sum of the live and timeshift audiences. It includes all viewing watched live or within 7 days of original broadcast. Consolidated data is the industry standard for trading.

Coverage/Cover

The % of an audience who saw your advert at least once (See also "Reach").

CPT (Cost per thousand)

The cost of 1,000 commercial impacts for a target audience. CPT is used when purchasing and measuring the efficiency of advertising campaigns to see how much it cost to reach 1,000 people with your advertising message.

CTA (Call to action)

Where a message within the advertising creative is designed to prompt an action. Especially important in direct response advertising.

CvE (Centre V End)

Whether your advert falls in the ad break in the centre of a TV programme or at the end



Daypart

A daypart is a section of the viewing day, for example All Day (0300-2659) or peak time (1800-2329).

Demographic

A section of the population who are similar in terms of specific factors, ie age, social grade

DRTV (Direct Response TV)

DRTV is where the TV airtime is consolidated into daytime and the creative messaging is designed to prompt an action.

DTT (Digital Terrestrial Television)

This is a free digital television service received with an aerial. Saorview is the name of the Irish DTT service.

Duplication

In advertising this refers to the same person seeing the ad repeatedly and is a term used in the context of audience duplication



Effective frequency

The average number of opportunities-to-see the advertising message which is considered to achieve the media objective set for the advertising campaign.

Encrypted Channels

These are channels that require specific decryption or decoding equipment (such as a viewing card) to display them on the TV screen.

End Break

An Advertising break between two distinct TV programmes.

EPG (Electronic Programme Guide)

The EPG is an onscreen listings guide of TV programming and other on demand content and services. EPGs offer a wide range of functions such as browsing, genre or channel search, marking items for recording, parental locks etc.

Establishment Survey

The ES is a large-scale, face-to-face survey which collects demographic and other household data relating to TV ownership and TV viewing. The survey is used to derive universe estimates, platform penetration and other variables on which the TAM panel is then controlled. TAM Ireland Establishment Survey respondents also provide the pool of households from which TAM panel homes are recruited.



First in break (FIB)

A fixing charge is imposed when an advertiser wishes to fix their ad in a certain position - generally first ad or last ad in the advertising break.

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Free-To-Air Channels

No subscription fee is payable in order to view the channel.

Frequency (Average Frequency)

The (average) number of times a commercial is seen by those within the target audience who see it at all. This is represented as 1+ (the % of people who saw your advert 1 or more times), 2+, 3+ etc. Average frequency is sometimes referred to as average OTS (see OTS).



Grocery Shopper with kids

A trading audience introduced in January 2023. Incorporates all grocery shoppers in household.

GRP (Gross Rating Point)

Often used as a measure of the overall weight of an advertising campaign. One rating point is numerically equivalent to one per cent of the target audience (see also TVR).

Guest Viewing

Viewing by non-panel members within panel homes. Guests are asked to provide details of their sex and age group via the UNITAM or NANO Peoplemeter. Regular guests may be allocated their own button on the handset, though their viewing will continue to be treated as guest viewing.



Handset

A device similar to a remote control which panel members use to register and deregister their presence in a room where a television set is on.

HDTV (High-Definition Television)

A television service with notably higher resolution pixels which delivers a clearer and sharper picture.

Head of Household

The Head of Household is the household member who either owns the property, is responsible for paying the rent,

has use of the home because of his/her job, or is related to the owner or main tenant (where the owner or main tenant is not a regular member of the household).

Hours/Minutes of Viewing

The amount of television watched by a particular audience category. This is usually expressed as an average over a given time period.

Household Size

The number of individuals who regularly live in the household.

Housekeeper

The member of the household who is solely or mainly responsible for the main grocery shop. A housekeeper may be male or female. There is only one housekeeper per household.

Housekeepers with Children

Housekeepers living in a household in which a child (or children) aged 0-14 also lives.



Impression

The metric used to measure views of a webpage and its elements- including the advertising embedded within it. Ad Impressions are how most online advertising is sold and the

cost is quoted in terms of the cost per thousand impressions (CPM).

Individuals

TAM Ireland reports audiences for Individuals aged 4+.

Interactive Television

Mixing traditional television with interactive content on digital TV via the 'red button'. Information can include links to further programmes, interactive games, commercial advertiser content etc.

Index

An index is an conversion figure between the target audience rating and the base audience ratings.



Linear TV

Television service where the viewer watches a scheduled TV program at the particular time it's offered and on the particular TV channel it's presented on. This is also known as "real-time". This excludes the use of PVRs, VCRs, players or Video on Demand.

Live Audience/Live TV

The audience to a minute, commercial, daypart or programme at the time of its actual transmission. Live viewing excludes any viewing that was time-shifted.



Media Owner

A Media Owner is a company or individual who has the right to sell outdoor advertising space

Minutage

Refers to many advertising minutes are allowed within a given period of time (usually per hour). These differ per station (TV/Radio) and has an impact in the amount of clutter that is contained within each ad-break



Natural Delivery

This is the average way TV activity is delivered across the market. It includes quality parameters and programme access



OTS (Opportunity to see)

A commonly used term denoting frequency of media exposure. The average number of times an audience was

exposed to your message. In TV it can be calculated by dividing TVRs by coverage

Out-Of-Home viewing

This all viewing that takes place outside the home (eg viewing in a friends house or at a public venue such as pubs, hotels etc). TAM Ireland measures TV viewing only within private domestic households. The only type of out-of-home viewing captured is guest viewing (see Guest Viewing).

Overnights

The previous day's viewing figure are released to the industry at 9.30am the next day.



Panel

Total sample of households and individuals installed on the TV panel. All of these households have a Peplemeter installed on each TV set. The installed panel is designed and maintained to be as reflective of the TV universe as possible.

Pay TV

TV service that requires a viewer to pay a one off or regular subscription fee in order to view.

Pay-Per-View

Pay TV service allowing users to pay for each programme they watch rather than via a monthly fee. For example, box office films may be watched via pay-per-view.

Peoplemeter

Electronic measurement system which monitors the channel that a TV set is tuned to and the individuals present in the room while the TV set is switched on. Individual demographics are measured through a special remote control. The Peoplemeters installed in the TV panel in Ireland include the UNITAM meter and Nielsen's latest generation meter, the NANO meter.

Persistence

The length of time that a TV needs to be in a particular status (e.g. tuned to a particular channel) before this status is recorded by the meter. This is currently set to 15 seconds for Live viewing.

PIB (Position in Break)

What position your advert falls within the advertising break. The key positions are usually regarded as 1st, 2nd and last in break

Platform

A term encompassing the various ways in which a home can receive television. For example, digital cable, digital satellite, etc..

Playback

Viewing of broadcast material that has been recorded (see also Timeshift Audience).

Polling

The daily process whereby viewing data is collected from each panel home. This is done by the means of a telephone call from the central processing base of the data supplier, which downloads (in the early hours of the morning) the meter data from the previous broadcast day. This is done via a modem connection with the central meter data storage unit in the home.

Population

The number of people in the 'universe' or 'target group'.

Position in Break (PIB)

Refers to the running order of a commercial break and where a specific advertisement fell.

Programme Genre

A classification of programmes into particular types (e.g. drama, sport, documentary).

Programmatic

Programmatic buying is the algorithmic purchase and sale of advertising space in real time, which benefits both the publisher and advertiser. Very common in digital buying but can also extend to TV advertising

PVR

Personal Video Recorder. Digital recorder, e.g. Virgin on Demand, Sky +, and others, that allows a viewer to record programmes from an EPG and pause live TV for later viewing.



Random Probability Sample

Sample designed to strict procedures to ensure that each member of the target audience has a known chance of being selected for interview. TAM Establishment Survey interviewees are selected via random probability sampling.

Rating

Estimated percentage of the universe of TV households (or other specified group) tuned to a program at once. Ratings are expressed as a %

Reach

Another term for coverage-the net number or percentage of people who have seen a particular piece of output (e.g. a programme, daypart, channel, TV advertising campaign).

What is the difference between reach and a rating? For example, if a programme achieves an average Adult rating of 20 but the programme reach for Adults was 40% then 20% of the Adult universe watched the first half of the programme and a completely different 20% of the Adult population watched the second half of the programme. 40% of Adults watched some part of the programme which is why the reach is 40% but the average rating is only 20

Reconciliation

Readdressing any shortfall or surplus of ratings on TV due to over or under delivery.



Sample Size

The number of individuals in a sample group.

Share (Share of Viewing)

The percentage of the total viewing audience watching over a given period of time. This can apply to channels, programmes, time periods etc. For example, a share of 58% for Coronation Street would mean that, of all the viewers watching television when Coronation Street was being transmitted, 58% were watching Coronation Street.

TVR and Share are two of the most common figures we examine when looking at programme performance. The easiest way to decipher them is to remember that: TVR is a % of all available audience, whether they are watching or not. Share is a % only of the audience who are watching. The two figures should be looked at in conjunction with each other when deciphering a station or programme performance.

SOV (Share of Voice)

The percentage of advertising activities for one brand within the total advertising activity for an entire sector or product type.

SI Code

Service Information Code. A code broadcast by a channel that uniquely identifies that channel. SI codes are used by

the Unitam meter to monitor the channel being viewed on the digital satellite platform.

Simulcast

The simultaneous broadcasting of the same programme on 2 or more different TV channels.

Social Grade

A classification of household social status based on the occupation of the chief income earner which is then applied to all Adults 15+ in the household. TAM Ireland reports the following social grades:

AB

C1

C2

DE

F1F2

Spot

The placement of an advert within a commercial break

Staggercast

Broadcast of channel output on a secondary channel at a fixed time after the original broadcast. The most commonly used time lag is one hour, and such secondary channels are often labelled "+1".

Streaming

Playing audio and/or video content immediately as it is downloaded from the Internet, rather than first storing it in a file on the receiving computer.

Supply and demand

The amount of a commodity, product, or service available and the desire of buyers for it, regulating its price. In the

case of TV, supply is represented by available impacts and demand is represented by advertiser revenue



Timelength factor

Different time lengths have different costs attached to them. A time length factor is a number to multiply your CPT by in order to calculate the cost.

Timeshift Audience

The playback audience to a video or PVR recording of a minute, commercial, daypart or programme. The recording must be played back within 7 days (168 hours) of the original transmission to be counted by TAM Ireland.

Transmission Hours

The length of time that a channel broadcasts in any given day.

Transmission Log

A detailed description of the events (programmes, commercials etc) broadcast each day by a particular channel. The logs are combined with minute-by-minute TAM audience data so that audiences can be reported for particular programmes, commercial breaks or individual commercial spots.

TVR (also known as GRP-Gross Rating Point)

The TVR (Television Rating) is the measure of a programme, daypart, commercial break or advertisement by comparing its audience to the TV population as a whole. One TVR is numerically equivalent to one per cent of a target audience

Commercial campaigns are frequently assessed by adding the TVRs of their individual spots to produce

A TVR or rating as it is commonly called, represents 1% of a target audience watching a programme or ad break at a particular time.



Universe

The total population of a particular audience category. TAM universes are based on television homes. For example, the universe for ABC1 Women is the total number of ABC1 Women living within television households in Ireland.



Video-on-Demand

A facility offered by digital television providers where households can access a movie or programme that can be watched at any time.

Viewing

A panel member (or guest) is defined to be viewing when they are present in a room with a TV set switched on.

VOD

Video on Demand – the viewer can watch programming at anytime other than when it's scheduled by a network. Ads are broadcast on players such as RTE, TV3, 4OD, Youtube or other networks of short or long term TV content. – this excludes PVR viewing.

VOSDAL

Viewing-On-Same-Day-As-Live. Time-shifted viewing that has been viewed on the same day as the original broadcast is included in the overnight file which is released at 9.30am the following day (see Overnights).