

# Glossary

- **Adhoc research** = insight designed for a specific purpose or specific client and conducted as a one-off study.
- **Adults** = a target audience defined by those aged 16 and over.
- **AFP** = stands for: Ad Funded Programming. At Channel 4, we refer to this as 'Branded Entertainment'.
- **Airtime** = the scheduled day or period of a broadcast, described by the beginning time; the length of an actual broadcast of a programme or segment.
- **Attribution** = is the ability to determine the impact specific advertising has on conversion rates for a brand and assigning success to this form of advertising. For example, what percentage of people clicked onto a social media advert and purchased the product.
- **AV advertising** = stands for: audio-visual advertising
- **Average Audience** = also referred to as Avg ('000) or (000). This is the average audience across a programme, you take the total number of people who watched the programme and then divide by the total mins of the programme.
- **Average frequency** = the (average) number of times a commercial is seen by a specific target audience. Average frequency is sometimes referred to as OTS (see OTS).
- **AVOD** = stands for: advertising video on demand. A type of service where users must watch ads to view the content they want to watch for free.
- **BARB** = stands for: broadcasters audience research board. BARB is the organisation that compiles audience measurement and television ratings.
- **BARB panel** = carefully recruited households (approx. 5000 homes) who are tracked by what they watch, the panel are representative of the UK.
- **Brand rub** = the theory that the host environment (e.g. the TV programme) 'rubs off' on the brand sponsoring/advertising and has a positive, direct impact on how that brand is perceived.
- **Break Takeover** = When an advertiser or a number of advertisers 'takeover' a proportion or the entire length of an ad break with a series of adverts or one longer length advert.
- **Brief** = the information given that is necessary for a task to be completed e.g. what is needed/why it's needed/time frames.
- **Broadcast** = a programme that is transmitted as part of a linear schedule.
- **BVOD** = stands for: broadcast video on demand. A VOD service that is owned and operated by a broadcaster, offering on-demand, online and live streamed programming e.g. All 4.
- **CFlight** = A new tool that will provide a brand's spot campaign's combined linear & BVOD reach and frequency at a total broadcaster level.
- **Control group** = used in sponsorship or advertising effectiveness to refer to the group that have not been exposed to the particular channel / programme / advertising campaign in question.
- **ClearCast** = an organisation that help agencies, broadcasters and advertisers ensure that adverts are suitable for TV. Once an advert is approved by ClearCast, it is suitable to be broadcast on all channels in the UK.

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- **Clock Number** = a clock number is a unique ID number that identifies a specific TV advert's creative. TV broadcasters use this to identify the right advert when they count the number of times it is aired and it enables them to report on how specific creatives have performed.
- **Consolidated audience** = the consolidated audience is the sum of the live and timeshift audience.
- **CPM/ CPT** = stands for: cost per thousand. This refers to the cost of buying 1000 impacts for a target audience.
- **Daypart** = the process of dividing the television broadcast day into different blocks of time. Although the definition can vary, these are generally referred to as the following:
  - Breakfast time = 0600-0859
  - Daytime = 0900-1729
  - Peak = 1730-2259 (Early peak: 1730-1959 and late peak: 2000-2259)
  - Post peak = 2300-2429
  - Night time = 2430-2959
- **Deck** = a set of slides/presentation.
- **DRTV** = stands for: direct response TV. DRTV urges the viewer to take action directly from the advert, usually immediately.
- **Effectiveness research** = a paid for study that evaluates the impact that advertising has had on a brand against key metrics e.g. consideration/awareness.
- **FAST Channel** – free ad-supported streaming TV services. Essentially, this is streaming live TV without the subscription e.g. Amazon Freevee
- **Fieldwork** = refers to when a survey or research study is live and in the process of collecting data from respondents.
- **First Party Data** = information a company collects directly from its customers and owns.
- **FMCG** = stands for: fast moving consumer goods.
- **GRP** = stands for: 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. This is the same as TVRs.
- **Houseperson** = the member of the household who is solely or mainly responsible for the household duties. A houseperson can be male or female. There is only one houseperson per household.
- **Ident** = these are the short clips which are part of a TV sponsorship, they are often 5, 10 or 15 seconds long and in that clip usually mention that they are sponsors of the TV programme or strand. Idents appear at the beginning, end and inbetween advertising intervals of a TV programme.
- **Impressions** = aligned to views, tells you the amount of times an advert has been served e.g. despite two people watching an advert this would still count as 1 impression.
- **Impact** = A measure of viewing to commercial spots. One impact is one member of the target audience viewing one commercial. Impacts are added together to give, e.g. the total impacts delivered by a particular spot, the gross total achieved by a

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particular advertising campaign or the total supplied by a given channel. A total of 10 impacts could be achieved in a number of ways: by ten people viewing a single commercial; by one person seeing the commercial ten times; by five people seeing the commercial twice and so on...

- **Index** = when index is used, this often refers to how likely or unlikely something is to occur vs. your base audience (this is usually adults). The base level is 100, anything under this means the audience you're looking at is x% less likely, anything over 100 means the audience you're looking at is x% more likely.
- **Individuals** = a target audience defined by those aged 4 and over.
- **KPI** = stands for: key performance indicator. A measurable value that demonstrates how effectively a company is achieving key business objectives e.g. consideration or awareness.
- **Linear TV** = is scheduled programming watched at the time of broadcast (via cable or satellite), it also includes programming recorded via PVR and watched later.
- **Live** = The audience to a minute, commercial daypart or programme at the time of its transmission.
- **Market factors** = elements that can impact your campaign, driven by the market you are in e.g. the number of competitors you have and how much advertising they do.
- **Media agency** = a company that advises companies on how and where they should be advertising. They also facilitate the planning and buying of a campaign on the advertiser's behalf.
- **Media auditor** = a company that evaluates a campaign performance on behalf of their clients.
- **Mid wave** = a research survey that takes place during a sponsorship or advertising campaign.
- **Minutage** = the amount of time for which a commercial television company is permitted to broadcast advertisements.
- **Nationally representative (nat rep)** = describes a sample that is representative of the population by 1-3 attributes (e.g. age, gender, ethnicity, etc.). This involves recruiting specific groups of people and weighting the data to ensure that this mirrors the UK accurately.
- **Natural delivery** = this is the when a spot campaign is distributed how TVR's will ordinarily fall within the TV Channels selected against a specific target audience.
- **Non-commercial TV** = A TV station that is not funded by advertising e.g. the BBC.
- **Norms** = often used in sponsorship/advertising effectiveness research to give a benchmark to compare data against. It allows you to determine if the results are above or below par.
- **NTV** = stands for: new to TV. A brand which has never advertised on TV before.
- **Ofcom** = The government approved regulatory authority for the broadcasting industry in the UK, responsible for protecting the UK public's viewing
- **OTS** = stands for: opportunity to see. The average number of times an audience was exposed to your advert. Calculated by dividing TVR by coverage. 'Average OTS' is the same as 'average frequency'.

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- **Outsourcing** = to obtain research from an external agency. Also known as 'commissioned research'.
- **PIB** = stands for: position in break. This refers to what position your advert falls within the advertising break. The key positions are usually regarded as first, second and last in break.
- **Planner** = the person responsible for determining where and when a brands campaign should appear.
- **Post Campaign Analysis (PCA)** = a summary of how an advertising campaign or sponsorship has performed once it has completed, this may include showcasing how many people were reached and how many TVRs were delivered.
- **Premiere Break** = When an advertiser airs a new advert (usually a longer spot length) on TV for the first time, first in break. These often are introduced with bespoke channel branded idents announcing it as an advertising premiere.
- **Pre wave** = a research survey that takes place before a sponsorship or advertising campaign begins.
- **Proposal** = a sales pitch which is presented to a specific audience or brand, showcasing the benefits of advertising, or sponsoring a particular TV programme or channel.
- **PSB** = stands for: public service broadcasting. A broadcaster that is responsible for delivering impartial and trusted news, UK-originated programmes and distinctive content e.g. all BBC channels, ITV1, Channel 4 and Channel 5.
- **Pulse** = A laydown (airtime laydown) that gives the illusion of an always on campaign by pulsing their airtime, on and off.
- **Quality parameters** = criteria used to judge the delivery of a campaign, including
- **Reach and frequency (R&F)** =
  - Reach refers to the percentage of a particular audience who have seen a particular piece of broadcast output (e.g. a programme, channel, TV sponsorship or TV advert daypart). When looking at a TV programme specifically, for someone to be reached they must have viewed at least 3 minutes of the show continuously.
  - Frequency refers to how often a particular audience have seen a particular piece of broadcast output. When looking at a TV series, TV advertising campaign or TV sponsorship, we focus on what the % is for those that have been exposed four times or more (4+).
- **Recency effect** = A behavioural science principle that states we are drawn to things we have been exposed to recently.
- **Renewal** = when a brands sponsorship is coming to the end of their contracted deal, they are served a renewal which highlights what continuing to sponsor would look like and how it could benefit the brand.
- **Respondent** = individuals who complete a survey or interview or provide data to be analysed for a research study
- **ROI** = stands for: return on investment. How you work out what the profitability has been following marketing efforts.
- **Sales house** = a media company that is responsible for selling advertising inventory across a selection of channels e.g. 4Sales.

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- **Sample Size** = a part of the population used in a survey or piece of research.
- **Share of broadcast revenue** = the share of an advertiser's / agency's total TV budget, often used to negotiate a discounted CPT and high-level quality parameters.
- **Social grade** = a classification of household social status based on the occupation of the chief income earner. BARB reports the following social grades:
  - AB = higher (A) or intermediate (B) managerial, administrative or professional
  - C1 = supervisory or clerical and junior managerial, administrative or professional
  - C2 = skilled manual workers
  - D = semi-skilled and unskilled workers
  - E = state pensioners, casual or lowest grade workers
- **Social listening** = the monitoring of a brand or TV programme online or on social media specifically which captures customer feedback, direct mentions of the brand/TV programme and any keywords used in their discussions.
- **Sponsorship** = a TV sponsorship makes a clear association between a brand ('the sponsor') and television content (such as a show, channel or strand). It is made up of sponsorship 'idents' which appear before, during and after the show.
- **Spot** = a TV commercial/advert which can be a variety of lengths, 30 seconds is the standard however there are also spot length factors that are applied too.
- **Station average price** = the average CPT for an individual channel.
- **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.
- **Statistically significant** = refers to the claim that a result from data generated by testing or experimentation is not likely to occur randomly or by chance but is instead likely to be attributable to a specific cause.
- **Strand** = this is a selection of programming/series grouped together to form part of a sponsorship strand e.g. Adventures on 4 or entertainment on E4.
- **SOV** = stands for: share of voice. This is the measure of the market your brand owns compared to your competitors. It acts as a gauge for your brand visibility and how much you dominate the conversation in your industry.
- **SVOD** = stands for: subscription video on demand. Where subscribers are charged a monthly fee for access to content e.g. Netflix.
- **Target audience** = the specific audience you are trying to reach with your campaign.
- **Test group** = used in sponsorship or advertising effectiveness to refer the group that have been exposed to the particular channel /programme / advertising campaign in question.
- **Third party channel** = where a sales house is only responsible for selling the advertising space for a channel/s and does not own the channel. Meaning other functions (e.g. scheduling/commissioning shows) are still handled by the channel itself e.g. 4Sales is responsible for selling UKTV channels (Dave, Really, Gold etc) advertising space, but the channels are still owned and managed by UKTV.
- **Time length** = how long an advert is in seconds. The standard is 30 seconds.

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- **Timeshift** = the playback audience to a video or PVR/DVDR recording of a minute, commercial, daypart or programme.
- **Tracker (brand tracker)** = a survey that is repeated (usually monthly or annually) to measure a brand's health and understand how consumer perceptions change over time towards the brand.
- **TVR** = stands for: television rating. This is the currency of how TV advertisements are purchased. TVR refers to the measure of the popularity of a programme, daypart, commercial break or advertisement by comparing its audience to the population as a whole. One TVR is numerically equivalent to one per cent of a target audience. For example, if Coronation Street achieved a Houseperson TVR of 20 in Yorkshire this means that, on average during the programme, 20% of all Houseperson in the Yorkshire region watched Coronation Street.
- **TVR (R/W)** = stands for: ratecard weighted. TVRs that are weighted to be 30 second equivalent.
- **TVR (U/W)** = stands for: TVR unweighted. TVRs that are 'actuals'.
- **TX** = stands for: transmission – meaning the date/time when something was broadcast/published for the first time.
- **UGC** = stands for: user generated content. This is original, brand-specific content created by customers and published on social media or other channels. UGC comes in many forms, including images, videos, reviews, a testimonial, or even a podcast.
- **Universe** = the total number of people in any given audience.
- **Upmarket** = often used to refer to the ABC1 social grade group.
- **VOD** = stands for: video on demand. A service that offers programming available to watch on-demand or live streamed on TV sets or devices.
- **VOSDAL** = viewing on same day as live. Timeshifted viewing that has been viewed on the same day as the original broadcast.
- **Weighting** = refers to statistical adjustments that are made to survey data after it has been collected to improve the accuracy of the data e.g. weighting the data to be nationally representative.
- **Wholly owned channel** = a channel owned by its respective sales house that is responsible for selling advertising space and all other functions of the channel e.g. E4 is a channel completely owned by both 4Sales and Channel 4.