

A

Advance Booking Deadline

The date by which campaign approvals must be given by agencies to the sales department for bookings related to a given month. Our portfolio of channel deadlines can be found [here](#).

AFP

Ad funded programmes. Programmes that are fully or part funded by an advertiser, e.g. Transmission with T Mobile.

Agency commission

Media owners pay recognised agencies a commission. In the UK the normal rate is 15% of a client's expenditure but this can vary for other media.

Attitude Research

Measuring a person's 'opinion' or 'image' of a product (or programme) as opposed to their usage or purchase.

Audience

Population or target group viewing a television programme or an advertising programme.

Audit, Media

A media audit consists of an assessment of the effectiveness of media planning and/or buying. Normally involving comparison with similar or competitive campaigns. Most typically, a third party specialist media audit company will make comparison between the cost-efficiency of an advertiser's TV or press campaign and data collected about market averages.

Average Audience

Calculated by adding together the audience for each individual minute of a programme and dividing it by the programmes total duration.

Average Frequency

An expression of the average number of times a particular campaign or advertisement will be seen or heard by an individual.

B

Bumpers

Short branded sponsorship credits shown either side of a programme coming in and out of the commercial break.

C

Clearcast

All ads on member stations must be cleared by Clearcast prior to transmission.

Commercial Break

A break during a programme or between programmes, during which advertisements are shown.

Commercial Minutage

The number of minutes (per day, per week etc) on television, during which commercials are broadcast.

Commercial Share

The share of viewing taken by a commercial broadcaster, excluding all BBC channels. (NB some BBC Channels are commercial).

Consolidated Viewing

The total of real time (at transmission time) and video playback viewing (occurring within an agreed period e.g. seven days of the first transmission period).

Copy Clearance

When the content of a commercial is deemed acceptable for transmission by Clearcast.

Coverage

An ad campaign's coverage level (also known as its 'reach') is an expression of the extent which it is viewed by the specified target audience.

CRR

Contract Rights Renewal, the CRR mechanism sets out the rights, under Ofcom guidelines, held by advertisers when buying ITV commercial airtime.

D

DAL

Dedicated Advertiser Location. Accessed via the red button and allowing viewers to enter an advertiser environment outside the broadcast stream.

Daypart

Broadcast time period (segment), e.g. daytime: 0900 - 1730.

Demograph

A grouping of the population or market usually related to age, sex and social class, or lifestyle, which is measured and/or sold within a sales region.

DTT

Digital Terrestrial Television also known as the 'Freeview' platform.

E

Establishment Survey

A UK annual survey carried out by BARB and used to update population estimates and targets for the maintenance of the BARB panels.

F

Free-to-air

TV channels offered free to users, subscription free.

Frequency

Average number of times target audience is able to see advertisement.

G

Genre

A category or style of programming - for example, documentaries, sit-coms, reality etc.

Guest Viewing

A guest/visitor to a Household whose age and sex and viewing is measured. A guest exists only for one viewing session and is recorded separately for different viewing sessions. Up to 7 guests at a time may be registered with the system in a Home.

H

Household

A group of individuals who's viewing is measured by the ratings supplier. This implies the social class of all members and Guests.

Housewife

The person within the household responsible for the household shopping and duties - can be male or female.

I

Impacts

Number of people who view a commercial. One impact equals one person seeing a commercial in a 30" period.

Impressions

The gross number of exposures to an advert by the target audience. An impression is an OTS/ OTH that has actually taken place. See impacts.

Infomercial

Long, information-rich television advertisement format often used in DRTV commercials shopping channels.

IPA

Institute of Practitioners in Advertising. The IPA is the trade body and professional institute for 250 leading agencies in the UK's advertising, media and marketing communications industry, covering the Creative, Digital, Direct Marketing, Healthcare, Media, Outdoor, Sales Promotion and Sponsorship sectors.

ISBA

ISBA is the representative body on all aspects of marketing communications for some 380 leading UK advertisers, whose combined spend on marketing communications, is over £10 billion per annum.

O

Ofcom

Ofcom is the independent regulator and competition authority for the UK communications industries, with responsibilities across television, radio, telecommunications and wireless communications services.

OTS

Opportunity to see: one exposure to an advertisement message.

Out of Home viewing

Defined as the TV audience viewing outside private homes, typically meaning pubs, clubs, offices, hospitals, hotel rooms etc (excluded by BARB).

P

Panel

Individuals who are chosen to represent themselves who are sampled over time. The data is collected and grouped together to show patterns or a relationship over time.

Penetration

E.g. the % of people with a TV is 99.9%; this equals TV's penetration in the UK.

Peplemeters

Set top boxes downloading household viewing via telephone link.

Population

In the case of TV, the total population is defined as everyone aged four or over in UK private households that contain a TV set in working order.

Profile

A classification of viewers to Channel, programme etc which may be categorised by a single criteria i.e.; age, class. The profile must always total 100%.

R

Ratings

The viewers of a commercial or group of commercials expressed in actual numbers (Impacts) or as a percentage of the target audience Universe (rating).

Reach

Synonymous with coverage; more commonly used to denote the percentage of the target audience viewing at some time within a defined time range.

Road Blocking

The booking of the same timing by an advertiser for one product on multiple broadcasters, E.g.: both Channel 4 and Five with the aim of increasing coverage.

S

Share of viewing

% each channel is viewed by a target audience.

Socio Economic Group

BARB uses six grades, based on the occupation of the head of the Household: A Upper middle class; higher managerial, administrative or professional B Middle class; intermediate managerial, administrative or professional C1 Lower middle class; intermediate managerial, administrative or professional C2 Skilled working class; skilled manual workers D Working class; semi-skilled and unskilled manual workers E State pensioners, widows and casual workers.

Split Transmissions

The ability to transmit different copy over different regions.

Strike weight

The weight of advertising ratings bought per week.

T

Target Audience

The group of individuals the advertiser is aiming to reach.

TVR

Television rating. The percentage of the target audience Universe who viewed at a given time on a given channel. If an advertising spot achieves 1 TVR this means that 1% of the relevant target audience watched the spot being transmitted.

U

Universe

Number in the target audience available to watch TV measured in thousands in each television area.

V

Viewers

Those in room with a TV on, measured on a minute by minute basis.

W

Weekly Channel Reach

% of target audience that views a channel in an average week.