
GLOSSARY OF TERMS

BASIC TV MEASUREMENT TERMS

TARPs – Target Audience Rating Points are also known as ratings and are an estimate of the size of a specific viewing audience to a channel, programme or timezone. 1 TARP is the equivalent of reaching 1% of the target audience.

CPTs – Cost Per TARP is the measure of the cost-efficiency of a particular programme or zone.
 $\text{Cost} \div \text{TARPs} = \text{CPT}$.

CPM – Cost Per thousand is an alternate measure of cost-efficiency using audience thousands instead of TARPs. $\text{Cost} \div 1000 = \text{CPM}$.

Reach - The number (%) of different people exposed to a particular media vehicle or message at least once.

PUTs – People Using Television is the proportion of people viewing any tv channel at any point in time.

1+ reach – Estimate of the number of people (as a percentage of a target audience) who will have had the opportunity to see the ad at least once.

2+ reach – Estimate of the number of people (as a percentage of a target audience) who will have had the opportunity to see the ad at least twice.

FIB – stands for First In Break and refers to the first commercial played in an ad break.

People Meter – used by AC Nielsen to electronically record the TV viewing of the sample. Comprised of a set meter and separate handset.

DIGITAL TV

DTT – stands for Digital Terrestrial Television transmitted through an aerial.

DTR – stands for Digital Television Recorder; a device that records digital video content and stores it on its hard-drive.

DTH – stands for Direct to Home satellite transmission & reception.

HDMI - High-Definition Multimedia Interface is a new type of connection between digital receivers, DVD players, game machines and TV's. It is fast becoming standard in most new devices and surpasses similar analogue devices like SCART and component connections in both quality and simplicity. It also has the ability to work with new and developing software protection methods required by programme content owners.

PVR - A Personal Video Recorder is a generic term for a digital receiver that records programmes directly onto a hard drive and can store many hours of viewing. PVRs are also referred to as Digital Television Recorders (DTRs).

STB – Set Top Box is the device used to take digital broadcast signals and process them into images & sound for display on TV.

TiVO – An advanced digital television recorder. TiVO manages common DTR functions such as pausing and recording live TV but can also be plugged into a broadband connection enabling it to deliver extra content via the internet and provide online management systems.

IPTV-WEB TV

IPTV - Internet protocol TV is a TV service delivered over the internet by phone line or cable. These take two forms; 1) A managed service provided by a telecom provider using dedicated bandwidth usually including linear and Video on Demand (VOD) services; or 2) What is often called 'broadband TV' (video via the internet). This means you can 'tune in' to selected TV stations or programmes from anywhere in the world, but quality may not be as good as managed services due to the fact that the bandwidth is shared with all the internet traffic using the same access point as yourself. There are no managed IPTV services available in NZ yet.

iDTV - Integrated Digital Television is a TV with a built-in digital HD receiver so you do not need a separate digital box.

Webisode - Similar to a mobisode, a webisode is refers to programming that has been specifically scripted and shot for playout over the Internet, and viewed on a PC screen.

VOD – Video On Demand is a service where the content is not broadcast but where people can access it from files when and where they want to.

DIGITAL AND INTERACTIVE

UBs – Unique Browsers, the number of different people using a website.

PIs – Page Impressions, the number of times a page has been visited.

User Generated Content – media which has been created by the consumer or a member of the public. Often used on sites such as YouTube.

MOBILE TV & NEW MEDIA

Mobisode - The term used to describe a short made for mobile episode of a broadcast TV programme, specially scripted and shot for viewing on a small mobile handset screen.