

## **TV AD CUME FAQs**

### **Q: What's your source?**

A: We reviewed a lot of data from various sources, including those indicating the maximum possible reach attainable against various demos by platform and, in the case of linear TV, by dayparts. We have reviewed various examples of reach attainment by GRP levels as well as audience duplication by dayparts and across platforms. We have also dug deeply into TV ad attentiveness data, supplied mainly by TVision. However, there is no single source for the assumptions made in this program. Some formulations involve the smoothing of data for consistency purposes plus our own best judgement—based on decades of experience. We believe that it produces reasonable reach estimates as specified but we will refine it to reflect new and relevant information. In other words, it's a work in progress but very indicative for planning—not buying—purposes.

### **Q: Do you provide frequency distribution breakdowns as well as average frequency?**

A: No. We considered this refinement but found that there is insufficient data for many demos and CTV, specifically.

### **Q: Do you offer breakdowns for CTV by daypart?**

A: No. Again, we are just beginning to get data on streaming TV audiences and, invariably, it's on an overall basis, not by time of day as the viewer can watch content on-demand, unlike linear TV. While time buyers can specify when they wish viewers to be exposed to their ad messages, we can't prejudge this as if the same patterns apply to all buys. As we learn more, we may refine this aspect of the program. For now, users are given one of two choices for CTV per run 1) a widely dispersed schedule using a fair number of major time sellers; and 2) a less dispersed buy concentrating most of the GRPs on a relatively few services.

### **Q: Can a user see what you are using for ad attentiveness for each component in the run?**

A: Yes, simply by comparing the GRPs in the unadjusted portion with those shown for the adjusted phase, which reflects ad attentiveness. If the former is 100 and the latter is 50, then the ad attentiveness factor for this TV type and demo is 50%.

### **Q: Can a user alter the attentiveness factors and make new ones?**

A: Yes, by simply lowering or raising the unadjusted GRPs accordingly. For example, if the user thinks that we are too generous and have given a TV daypart or demo a 47% ad attentiveness factor when it should be less—say, 40%—merely lower the unadjusted GRPs accordingly and the model will respond to the specs. The attentiveness findings will then be reflected in the unadjusted portion of the printout. Simply disregard the adjusted findings in such cases.

**Q: What is your definition of commercial attentiveness?**

A: We use the "standard" two-second rule. If a program viewer remains in the room and looks at the commercial for at least two seconds, then it has been "watched." Though some who qualify under these terms only watch a few seconds of an average TV ad message and others watch almost all of it, a commercial viewer, as we define it, typically sees about 40-45% of a commercial's content.

**Q: Is your data program- or network-specific?**

A: No. The media planner usually does not go into such detail at this stage of deliberations.

**Q: Do you distinguish between commercial lengths?**

A: No. We experimented with this but found that the model doesn't work with more than one commercial length in the same daypart/media type. So, we assume an average between :15s and :30s as the hypothetical buy for each run. As it happens, the attentiveness factors for both lengths are similar, although, obviously, the dwell times are longer for :30s than :15s.

**Q: How did you develop reach curves for ad attentive GRPs?**

A: At this point we assume that ad attentiveness comes in the same way as "audience" since there is virtually no information on this important subject to cause us to vary our reach curves. If such information is developed, we will make an adjustment.

**Q1: Do you use the random duplication formula to estimate reach across dayparts and TV types?**

A: Yes, but only as a starting point. There are many adjustment factors built into the program regarding audience duplication by demo, TV type, dayparts and by calculated reach levels. In addition, each TV type has a reach ceiling—by demo—beyond which you can't add reach no matter how many GRPs are used. All of these are used to modify the random duplication calculations to produce realistic estimates.

## HOW TO USE TV AD CUME

1. Click **Create Campaign**.
2. Give the campaign a name.
3. Select a demo.
4. Under **Media Elements**, select **Media Type** (Broadcast, Syndication, Cable or CTV), **Element/Daypart** (dayparts for linear TV; dispersal options for CTV), and input GRPs for that media element.

If you wish to add more media elements, click **Add Media Elements**. If you wish to change your selections, click **Remove** for any row and add a new element.

**NOTE:** If one of your selections is CTV and you wish to change portions of the linear TV buy in your campaign, you must remove the CTV row, make the linear changes and then reinsert your CTV buy.

5. View the results below (**Preview Results**).
6. When you have completed your media plan, you can close out the current table by clicking **Cancel**, or you can save the results for comparisons with other runs (**Save Campaign**). Once saved, the media plan can be duplicated, printed or exported to CSV. Your saved campaigns can also be viewed as a **Campaign Summary** by Media Elements, Reach Results or by Media Distribution.

### Sample Run:

Results for: Adults 18-49						Total GRPs: 600.0
Media Type	Unadjusted (Program)			Adjusted (Ad Audience)		
	GRPs	Reach %	Freq	GRPs	Reach %	Freq
Broadcast	200.0	41.3%	4.84	94.0	30.3%	3.10
Syndication	0.0	0.0%	0.00	0.0	0.0%	0.00
Cable	200.0	33.7%	5.93	86.0	25.2%	3.41
<b>Linear Total</b>	<b>400.0</b>	<b>56.2%</b>	<b>7.12</b>	<b>180.0</b>	<b>44.0%</b>	<b>4.09</b>
CTV	200.0	41.3%	4.84	88.0	29.1%	3.02
<b>TOTAL TV</b>	<b>600.0</b>	<b>70.6%</b>	<b>8.50</b>	<b>268.0</b>	<b>57.3%</b>	<b>4.68</b>

Demographic: ADULTS18 49

Total Segments: 3

Final Reach: 57.3% (Adjusted)