

$$\text{ADH \%} = \frac{\text{Target audience of a program on a given time}}{\text{Total audience of this program on same channel}}$$

- TA=Total audience – Waste
- HUT/PUT = $\frac{\text{Homes/People with TV set tuned on any program}}{\text{Population}} \times 100$
- Share % = $\frac{\text{homes viewing a particular program (only those with TV on)}}{\text{Number of homes using tv}}$
- Rating = $\frac{\text{Audience (or Target Audience) (all TVs)}}{\text{Population}}$
- Rating= HUT (gross impression) x share (x100)
Or
Rating = $\frac{\text{Target audience}}{\text{Population}}$
- GRP=sum of rating (TVRS)
Or
GRP=Reach x frequency
- GI: sum of all exposures

$$n(A \cup B \cup C) = n(a) + n(b) + n(c) - n(A \cap B) - n(A \cap C) - n(B \cap C) + n(A \cap B \cap C)$$

Preview from Notesale.co.uk
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