

TERM	MEANING	FORMULA	EXAMPLE	NOTE
Afternoon Drive (PM Drive)	Monday through Friday from 3-7pm.			Part of a station rotation referred to a "daypart"
AM Drive (Morning Drive)	Monday through Friday, typically 6:00am to 10am on most stations. May start earlier in some markets.			Part of a station rotation referred to a "daypart"
Affidavit	An affidavit of performance is a legal statement from a radio station to the agency or advertiser that confirms the advertising ran as scheduled.			
Audience Composition	The demographic profile of a station's audience.			
Avails	Inventory availability			
Average Minute Audience (AMA)	The estimated average number of people who listen during an average minute within a specified time period, usually expressed in thousands. AMA is also called DUPLICATED AUDIENCE. This is because AMA is determined by adding the total number of listeners in each minute and dividing by the number of minutes in the time period. If a person listened for more than	Total number of listeners in each minute / Total number of minutes in the time period.	If a station accumulates 3,000,000 listeners minutes over a 6-hour (360 minutes) period, the average audience would be $3,000,000 / 360 =$ An average of 8,333 listeners every minute during those 6 hours.	If a person listened for more than one minute, they are counted more than once.

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Average Quarter-Hour Audience (AQH)	The average number of people in a demographic group listening to a station on the radio during 15 minutes (or Quarter Hour) in a given time period, usually expressed as thousands or hundreds in smaller markets	$AQH\ Persons / 15$	If a station accumulates 350,000 listener minutes over a 15-minute period, the average audience would be $350,000 / 15 =$ An average of 23,333 listeners over 15 minutes	If a person listened for more than 5 minutes, they are counted more than once.
Average Quarter-Hour Rating (AQR)	The average Quarter-Hour Persons estimate expressed as a percentage of the population being measured.	$AQH\ Persons / Population \times 100 = AQR\ Rating\ (\%)$	A station has an average of 23,333 W18-49 listening for a 15-minute period in a market where the W18-49 population is 1,125,000. This would equate to a 2.1 Average Quarter Hour Rating.	
Billboard (Radio billboard)	Name mentions given to an advertiser in return for a program/station commitment (often to a "sponsor" of the program			
Brand Development Index (BDI)	Measures the strength of a brand's sales within a specific geographic area relative to its total national sales. It indicates how well a brand is performing in a particular market compared to its performance nationally.	$\% \text{ Brand's Sales in a market} / \% \text{ Market population} \times 100$	If a brand's sales in a market are 4% of the total brand sales, and the market's population is 10% of the total population, the BDI would be 40	If BDI > 100: The brand is over performing in the market compared to the national average. If BDI = 100: The brand is performing as expected based on national averages. If BDI < 100: The brand is underperforming

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				in the market compared to the national average.
Broadcast Coverage Area`	The geographic area within which a signal from an originating station can be received.			
Category Development Index (CDI)	Measures the sales strength of a product category within a specific geographic area relative to its total national sales. It indicates the demand for a product category in a particular market compared to its demand nationally.	$\frac{\% \text{ of a Category's Sales in a market}}{\% \text{ of Market population}} \times 100$	If a category's sales in a market are 6% of the total category sales, and the market's population is 10% of the total population, the CDI would be 60	<p>If CDI > 100: The category is over performing in the market compared to the national average.</p> <p>If CDI = 100: The category is performing as expected based on national averages.</p> <p>If CDI < 100: The category is underperforming in the market compared to the national average.</p>
Central Market (CM)	A Numeris defined geographic area for reporting purposes. Typically, this is a Census Metropolitan Area or Census Agglomeration as defined by Statistics Canada.			
Combo	Two (or sometimes more) Radio stations, usually operated by the same owner in the same market.			

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Cost Per Point (CPP) OR Cost Per Rating (CPR)	The cost an audience that's equivalent to one percent of the population in a given demographic group.	Cost of Advertising / Total Rating Points OR The cost of a daypart or program / program / program or daypart rating	If an advertiser spends \$50,000 on an ad campaign that generates a total of 100 rating points, the CPP would be $\$50,000 / 100 = \500 per rating point.	Typically, market and demographic specific
Cost Per Thousand (CPM)	The cost of delivering 1000 gross impressions.	Cost of Advertising / Number of Impressions) * 1000	If an advertiser pays \$500 for 100,000 impressions, the CPM would be $(\$500 / 100,000) * 1000 = \5 .	Typically market and demographic specific.
Cume	The total number of different persons who listen to a Radio station over a specified period. Cume is also sometimes referred to as "unduplicated audience," "reach" or "circulation."			
Daypart	Divisions of the broadcast day into general time periods (i.e. 6am-10am, 4pm-6pm). In radio: breakfast, day, drive and evening. Also known as a Time Block or Time Period.			
Demo (Target Demo)	The age group and make-up of the audience that you wish to receive your product or service message.			
Endorsement	Refers either to a situation where the			

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	station or personality recommends or supports the advertiser's product or service.			
Extended Market (EM)	A Numeris defined geographic region that includes a Central Market plus a geography outside the Central Market. This is used for Television measurement.			
Evening	Monday through Friday from 7pm-Midnight.			Part of a station rotation referred to a "daypart"
Fixed Position	A commercial scheduled to run at a precise time, or a commercial scheduled to run within a specific program.			
Flight	Advertising agency scheduling concept that alternates periods of advertising activity with periods of no activity.			
Flight Dates	Start and end dates of an advertising campaign.			
Frequency	The average number of times an individual is exposed to an advertisement within a specified time period, typically within a week or a month.	$(\text{Total Number of Impressions} / \text{Total Reach (unique listeners)})$	If a Radio ad campaign generates 500,000 impressions and reaches 175,000 unique listeners, the frequency would be $500,000 / 175,000 = 2.9$.	The unique listeners were exposed to the ad on average, 2.9 times over the course of the campaign.

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Gross Rating Points (GRPs)	<p>The total impressions against a demographic group calculated as a percentage and includes duplication.</p> <p>Also - the sum of all rating points achieved for a particular commercial schedule.</p>	<p>(Total impressions / target population) * 100 OR Reach % * Frequency</p>	<p>If a Radio campaign delivered 1,000,000 impressions against a population of 400,000 A18-34, it delivered 250 GRPs against the target. OR the same campaign reached 50% of A18-34 an average of 2.5 times</p>	<p>GRPs are typically market and demographic specific. 1 GRP = a number of impressions equal to 1% of the universe.</p>
Impression	<p>Impressions in broadcast media refer to the total number of times a particular add or program has been heard by an audience.</p>	<p>Calculated by summing up the total viewership or listenership to a program.</p>	<p>If a Radio commercial airs 3 times during a daypart that has an average listenership of 20,000 A18-49's, the total impressions for that commercial would be 20,000 A18-49 listeners * 3 airings = 60,000 A18-49 impressions</p>	
Live Streaming	<p>Simultaneous broadcast via linear and digital. Applies to both TV and radio.</p>			
Live Read	<p>Announcement is read "live" on-air by a station personality.</p>			
Midday (Day)	<p>Monday through Friday from 10am-3pm.</p>			<p>Part of a station rotation referred to a "daypart"</p>
Online Panel	<p>For video/audio measurement, Numeris operates a panel of households, whose members agree to install a Focal Meter that collects specific online viewing/listening for any digital devices used to view/listen to content in the home.</p>			
Optimum Elective	<p>Advertising purchasing concept</p>			

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Scheduling (OES)	designed to reach the majority of a station's audience three or more times in a week by distributing commercials evenly Monday-Sunday from 6AM to Midnight.			
Piggy-Back	Two commercials scheduled to run back-to-back, purchased by the same advertiser.			
Portable People Meter (PPM)	A measuring device used to record the on-off and channel tuning condition of a TV set or radio. At Numeris it refers to the PPM (Portable People Meter) technology and is used for TV, radio and certain non-linear online streaming video and audio measurements.			
PPM Encoder	A device that is wired into the TV or Radio broadcaster's audio stream to inject the CBET codes into the signal. The CBET codes are what the PPM "hears" and records as viewing/listening.			
Pre-emption	The displacement of a scheduled commercial announcement.			
Pure Play	Refers to Digital Pure Play – A company that			

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	operates exclusively online. In the context of media, the "Digital" is sometimes omitted, and the term refers to companies such as Netflix, YouTube, Spotify, etc.			
Radio Audience Measurement (RAM)	The measurement of audiences who are listening to radio. For Numeris, RAM refers to the measurement of over-the-air (OTA) Radio, including live streams.			
Rating	The size of an audience for a specific program or time period, expressed as a percentage of the total population or a specific demographic group.	$(\text{Number of impressions} / \text{Population}) * 100$	If a Radio Station has 100,000 A18-49 listeners to their morning show out of an A18-49 market population of 1 million, the A18-49 rating would be $(100,000 / 1,000,000) * 100 = 10$	
Reach (000)	Reach measures the total number of unique individuals who are exposed to an advertisement at least once during a specific period.		If an ad campaign reaches 20,000 unique individuals, the reach would be 20,000.	When expressed as a %, the example of a campaign reaching 20,000 A18-49's out a population of 40,000 A18-49's would be 50%
Reach Plan	A schedule reflecting an equal distribution of spots across all dayparts		100 Reach Plan spots per week = 25 Breakfast / 25 Day / 25 Drive and 25 Evening.	Reach plans are used to optimize campaign deliveries
ROAS (Return on Advertising Spend)	Measures the revenue generated for every dollar spent on advertising. It helps advertisers evaluate	$\text{Revenue Generated from Advertising} /$	For example, total sales generated from an specific ad campaign was \$15,000 and \$5,000 was spent on advertising, the ROAS would be 3. $\$15,000 / \$5,000$	ROAS specifically focuses on the effectiveness of advertising campaigns by

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	the effectiveness of their advertising campaigns. ROAS is also expressed as a ratio, but unlike ROI, it doesn't take into account all costs associated with the business, only the advertising costs.	Advertising Cost	= \$3. So, for every dollar spent on advertising, it earned \$3 back.	analyzing the revenue generated by advertising compared to the advertising expenditure.
ROI (Return on Investment)	ROI in marketing involves measuring the return from a specific marketing campaign or activity relative to its cost.	Net Revenue / Cost) * 100	<p>A company ran a marketing campaign that cost \$5,000. It generated \$20,000 in additional revenue. The cost of goods sold (COGS) for the additional revenue was \$8,000.</p> <ol style="list-style-type: none"> Determine the net profit from the marketing campaign. Net Profit = Revenue Generated – COGS – Marketing Cost Net Profit = \$20,000 – \$8,000 – \$5,000 = \$7,000 Calculate the cost of the marketing investment. Cost of Investment = \$5,000 Use the ROI formula to calculate the ROI. $ROI = \left(\frac{17,000}{12,000} \right) \times 100$ ROI = 1.4 × 100 ROI = 140% <p>An ROI of 140% means that for every dollar spent on the marketing campaign, it generated an additional \$1.40 in profit.</p>	ROI measures the overall profitability of an investment, considering all costs and returns.
Rotation	The distribution of commercials across a section of days and hours within the purchased time period.			
RTS (Return to Sample)	RTS Canada is the largest syndicated consumer study, offering unprecedented detail into the media and consumer preferences of Canadians. The study, released every six months, provides a wealth of information including			

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	demographics, media habits, shopping habits, psychographics, and leisure activities. In addition to national data, RTS allows provincial/regional breakdowns and is available for 11 individual markets including Toronto, Vancouver, Calgary, Edmonton, Winnipeg, Halifax, Hamilton, Montreal, and Quebec City. This database allows sales reps to become consultants to their existing and potential clients by providing valuable information, not only on Radio, but on other media as well.			
Run of Schedule (ROS)	Commercials scheduled to run across multiple dayparts and multiple days. Usually Monday-Sunday 6am-6am			
Share	Indicates the portion of the available audience that is listening to a specific radio station or daypart	$(\text{Number of Listeners to a Radio Station} / \text{Total Number Radio Listeners}) * 100$	If a Radio Station is listened to by 100,000 people, and there are 750,000 listeners tuned to Radio at that time in that market, the station's share of tuning for that time period would be $(100,000 / 750,000) * 100 = 13.3\%$	The station's daypart being analyzed has a 13.3% share of radio tuning
Share of Hours	The percentage of the total hours of radio tuning done in a geographically defined area.	$\text{Total Hours tuned to a station} / \text{Total hours tuned in the market} * 100$	CHFI's A18-49 Total Hours = 2,800,000; Toronto A18-49 Total Hour= 14,000,000 $2,800,000/14,000,000 = .20 \times 100 = 20\%$	CHFI's share of A18-49 tuning to Radio was 20% of all A18-49 's in Toronto listening to Radio at that time period

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Single Source Panel (SS)	One unique panel which brings together media exposure, purchasing data or any other marketing influence factors, making the reporting of the data straightforward and transparent, with no need for complex “fusion models” that often appear as black boxes for customers. For Numeris purposes, this is one panel that measures all video/audio viewing (online and linear) by having each participating household use both a PPM and Focal Meter at the same time.			
Sponsorship	The purchase of a radio program or specific feature.			
Tabulated Sample (In-Tab Sample)	The number of usable meter/ diary respondents for projecting all reported estimates, for a specified demographic, day/period and geographical area.			“Usable” means the listeners have met the Numeris criteria to be included
Time Spent Listening (TSL)	The average amount of time listeners spend tuned in to a station during a specified time frame.	Total hours listened to the station during the time frame / the total number of listeners.	A station has a total number of listeners who tuned in to the station during the week equalling 80,000; and the total hours listened to the station during the week is 650,000 hours: $650,000 / 80,000 = 8.13$ hours	The average time spent listening to this radio station per listener over the course of the week

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Total Hours Tuned	The sum of all hours of tuning by listeners reached by the station.			
TOMA (Top-of-Mind-Awareness)	Achieving a high level of recognition with a specific audience.			
Tuned Sample	The number of respondents tuned in to a specific daypart or program on a station in a given day, in a defined geography.			
Unit	One commercial message, regardless of length.			
Universe (Population)	The total group of persons in a specific geographic area,			
00	Indicates numbers are in the hundreds. Usually used with smaller markets and audiences.			
000	Indicates numbers are in thousands.			