

Radiocontrol Research: Terminology

Program data:

Daily reach (Net reach: NR-% / NR-T):

Daily reach is the share of individuals who have listened to a program for a minimum of 3 minutes on an average day (in % or thousand).

Listening time in minutes (UM or UV):

- Total listening time (UM) is the average listening time (in minutes) calculated on all individuals (non-listeners included) during a certain time period.
- Listening time per listener (UV) is the average listening time (in minutes) of the effective audience during a certain time period.

Market share (MS):

Market share is the share of listening time of one radio program compared to the total radio listening time during a certain time period.

Commercial data:

Reach (cumulated): Net reach is the share of individuals who have heard a commercial campaign at least once (in % or thousand).

GRP: GRP (Gross Rating Points) is the gross reach of an hour with commercial breaks or a commercial campaign. The GRP of one single hour is equal the net reach of this hour. The GRP of a campaign is the sum of the net reach figures of all hours.

Sum of contacts: The sum of contacts is the projected gross reach (in thousand).

OTH: OTH (Opportunity to hear) is the average number of contracts per individual (GRP divided by net reach).

CPT: CPT (Cost per Thousand) is the cost for thousand contacts and is calculated with the sum of contacts (cost of spot divided by sum of contact).

CPP: CPP (Cost per point) is the cost for one percent-point and is calculated with the GRP (cost of spot divided by GRP).