Ipsos MediaCT

Ipsos

Glossary

of Media, Content & Technology Research Terms

Fourth Edition

Introduction

This is the fourth edition of the Ipsos Glossary. This version has been updated to include new terms associated with the latest developments in the media industry. It also reflects our expanded remit. From January 2008 we changed our brand name to Ipsos MediaCT. C stands for Content or Convergence and T for Technology or Telecoms. These sectors previously existed as separate silos in Ipsos but in response to the fact that most Media and Telecoms companies are beginning to offer products or services across the media/technology and telecoms sectors, we merged these sectors to help our clients develop a cross-sector understanding of both market forces and customer demand.

The Ipsos Group is committed to high quality media research on a global basis – research that will allow our clients to make better decisions in an increasingly complex media environment. There are currently 56 countries in the Ipsos Group and this glossary underlines the commitment from all Ipsos companies to have both a standardised research language and consistent working practices when dealing with national and international media research projects.

Every executive within Ipsos MediaCT has a copy of this book which doubles up as both a reference and a learning tool. Many of our clients also find it useful and this underlines the positioning of the Ipsos Group as one of the major authorities in all aspects of the media, technology and telecoms research industry. To help you find your way around the glossary, the following features are in place:

If a word is in **bold** this means that a definition of this is available in the glossary should you wish to refer to it.

If a word is coloured **grey** this means you are being directed to another definition for either further explanation of the word you were looking up or for information on another word closely associated with it.

A translation guide to key media terms pages 104 and 105. This section will help you if you want to look up a key media term but are not sure of the equivalent word in English. All the definitions have been checked by contacts in the relevant Ipsos companies to ensure that the words in French, German, Spanish and Italian match up exactly with the English definition (to avoid the situation where the English word has a different meaning in another country, the full definition was taken into account when translating the terms).

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a

ABC - circulation data	Audit Bureau of Circulation data. Provides audited information on **–** circulation of newspapers and magazines.
ABCe data	Audit Bureau of Circulation audited counts of online website traffic
Above The Line	Forms of marketing that involve mass-market advertising e.g. using TV, Press, Radio and Posters.
ABs	High status individuals. See **Social Grade/Class/Socio-Economic Groups**.
Access Panels	Access panels are made up of a large number of households who have agreed to take part in research. Online access panels have now largely superseded more traditional mail panels. The principles are the same - respondents who are willing to take part in research are pre-recruited - but data are collected by means of online surveys rather than from paper questionnaires or telephone interviews. The achieved samples are controlled or weighted to be representative of the population. Online panels provide a quick cost-effective way of contacting samples for many types of research. Care needs to be taken in media research applications as the media consumption of online access panel members may not be typical of the population. Ipsos Interactive Services runs one of the largest online panels in the world with more than two million panel members across Europe, the Americas and the Far East
ACORN	('**A C**lassification **O**f **R**esidential **N**eighbourhoods'). Proprietary **Geodemographic** classification system. Using published Census statistics, it classifies consumers according to the type of residential area in which they live. There are 38 different neighbourhood types, which take into account 40 variables including demographic, housing and employment characteristics. The 38 types are themselves aggregated into 11 neighbourhood groups. See **Geodemographics**.
Ad Click Rate	The percentage of **Internet** users that, after seeing an advertisement, then click onto it, For example, if out of 100 **Internet** users who see an advert 10 click onto it, then the ad click rate would be 10%. This is also known as **clickthrough**. See **Banner** and **Clickthrough**.

Ad Serving | Refers to the mechanisms developed to facilitate ad delivery on the **World Wide Web** or **Internet**. For instance;
Software - products like Accipiter allow for complex delivery and monitoring of ad delivery on one site or across a multitude of sites.
Companies - companies such as Flycast and Doubleclick facilitate the purchase of ad space by representing a stable of Web sites.

Adshel | High quality, perspex covered, four sheet poster sites situated in bus shelters. Around 60% are illuminated.

ADSL | Abbreviation **o**f **A**synchronous **D**igital **S**ubscriber **L**ine - Broadband over a phone line.

Adspeak | An expression used for jargon used in the advertising trade.

Adult Probability | See **Reading Probability**.

Advertising Post-testing | Advertising post-testing is designed to assess the reactions of the target audience for a campaign after it has been broadcast. Techniques have been developed for TV, radio, posters and press. Fieldwork usually happens immediately after the campaign has been broadcast/shown to capture its impact at the height of its effect.

The technique is designed to assess the success or otherwise of a campaign on key dimensions such as impact, persuasion and diagnostics. A particular client's campaign can then be assessed against a databank of 'norms' and against the client's advertising strategy. However a 'snapshot' post-test may be less sensitive than continuous or periodic checks (Tracking studies). Ipsos-ASI conducts post tests internationally, (primarily in France), but would more normally propose a "pre-post" or continuous Tracker, using the proprietory Brand*Graph approach.

This is designed to measure the efficiency of advertising across both above and below-the-line media, and is supplemented by diagnostic measures and measurement of Brand Equity. See **Tracking, Brand Equity** and **Intrusion Index**.

Advertising Pre-testing	Advertising pre-testing is designed to assess the reactions of the target audience for a campaign before it is shown. The results of the research can be used diagnostically to improve the advert or to choose between alternative treatments. Also known as Copy Testing, particularly in North America. See Next*TV.
AF	Abbreviation of **A**verage **F**requency.
Aided Recall	When visual aids are used to prompt the respondent's memory. Also known as **Memory Prompts**, these visual aids are commonly publication mastheads in print media research and lists of programmes in TV audience research.
AIR	Abbreviation of **A**verage **I**ssue **R**eadership.
Ajax	Ajax (**A**synchronous **J**avaScript **a**nd **X**ml) – a group of inter-related web techniques used for creating interactive web applications
Ambient Media	A catch-all phrase used to describe all 'out-of-home' advertising that does not fit within established media definitions. Examples of ambient media include advertisements placed on beer mats, bus tickets and petrol pumps. Ambient media has enjoyed significant recent growth as advertisers seek out new ways to communicate with their target audience.
Analogue	Analogue broadcasts are based on signals of varying frequency and, as such, suffer from degradation during transmission.
Analysis Sample	See Sample.
Animated GIF	These are frequently used on the **Internet** to draw attention to a **Web** page. They create the impression of an animated image by quickly displaying a synchronised sequence of GIF (**G**raphic **I**mage **F**ormat) images.
Appreciation Data	Data, which shows viewers' or listeners' reactions to the programmes they have watched or listened to. Another way of evaluating a programme's performance, alongside audience size data. See Appreciation Index.

Appreciation Index

An appreciation index is a measure of enjoyment used to evaluate TV and radio programmes. Respondents are usually asked to give a mark out of ten for each programme they have watched or listened to (they are asked not to change their viewing or listening habits in any way). Once all the responses have been collected, they are added together and then divided by the overall sample for each programme. The Appreciation Index, or AI, is usually presented as a mark out of 100. It can be looked at as providing supplementary qualitative information to programme ratings. In this respect it should be evaluated in the context of other programmes within the same genre and/or programmes shown at the same time but on a competitor channel.

ASCII

Abbreviation of **A**merican **S**tandard **C**ode for **I**nformation **I**nterchange. This is a universal standard for encoding letters, digits, and symbols. Saving a document in an ASCII format removes any formatting such as bolding and special fonts. This allows a ASCII document to be read by any word processor program.

Ascription

The systematic adjustment of figures in analysis to levels deemed to be more appropriate for the purposes of the survey than those obtained by the standard interviewing methods. (In the UK, for instance, adjustment to readership figures is undertaken for publications suffering from circulation loss due to strikes etc.). See **Simulation**.

Aspect

In outdoor research, the consideration of a position of a poster panel in relation to the road – angled, parallel or head on.

ATM

Abbreviation of **A**synchronous **T**ransfer **M**ode. A **digital** technology used for the high-speed transmission of data over a standard telephone line.

Attention Value

Likelihood of an advertisement being noticed. The amount of attention paid to a TV set during a commercial break. There is currently no agreed way of measuring this. It can be approached by analysis of meter data or bespoke surveys.

Attitude Research

Qualitative or Quantitative Research that examines the values, perceptions, motivations or attitudes of respondents and their opinions about products, companies, media, their lifestyle, and so on. See **Lifestyle Research**.

Audience	The population or target group: a) reading a publication or a group of publications b) listening to a radio programme/station or a selection of radio programmes/stations c) viewing a television programme/channel or a selection of television programmes/channels d) seeing a poster or poster campaign e) exposed to an advertisement or advertisement/ commercial or advertising campaign. See Target Audience, Coverage, Core Audience, Average Audience, Gross Audience and Net Audience.
Audience Factor	In TV planning in the UK, a factor based on the number of commercial TV adults, housewives etc. per commercial TV home is applied to estimates of net commercial TV homes to achieve an estimate of audience when only homes data are available.
Audience Share	See Share.
Audio	This term in a **multimedia** context is used to describe **digital** files that can produce sound.
Audited Circulation	Circulation that has been verified, usually by an independent company as opposed to publishers' claims of circulation. See Circulation and Controlled Circulation.
AV	Abbreviation of **A**udio **V**isual. Equipment for all aspects of TV and radio.
Average Audience	Calculated by adding together the audience for each individual minute of the programme, and dividing it by the programme's total duration (in minutes). It is the best measure for comparing the absolute size of different programmes' audiences, and is the definition that is most often used when describing the size of a programme's audience, in channel top tens, for example. In terms of **television** research, this is the audience that is most similar to the commercial spot audience (See Spot Ratings). In terms of **radio** research, it is the number of listeners, quarter hour by quarter hour, averaged over a period such as half an hour or a rate card segment.

Average Frequency	Estimate of the average number of times the audience had an opportunity to see an advertisement (in print or TV). Another name for **Average OTS**.
Average Hours per Head	The total hours of listening or viewing to a station averaged across the total relevant population.
Average Hours Per Listener/ Viewer	The total hours of listening or viewing to a station averaged across all those listening or viewing the station.
Average Issue Readership	An estimate of the number of people who read or looked at an average issue of a publication. Within the recent reading model this is the number who claim to have last read or looked at a publication for at least two minutes during a period that covers its publication interval. Abbreviated to **AIR**.
Average OTS	See **Opportunities to See (OTS)**.
Average Page/ Spread Traffic	See **Page Traffic**.
AVI	Windows PCs digital video format. AVI files use the extension ".avi"

b

Backing Up | The process of creating a copy of a computer file for security.

Bandwidth | A measurement of the volume of data that a **modem** or communications device is capable of receiving. Bandwidth is measured in hertz or **bits**. See **Bits and Bytes** and **Modem**.

Banner | Advertisements used on the **Internet**, usually along the top of **Web** pages. This position is seen as prime because users are presented with the message as soon as the page is loaded. The most common size is 468 x 60 pixels. See **Dedicated Banner**.

BARB | (**B**roadcasters' **A**udience **R**esearch **B**oard **L**td). BARB is the joint industry company responsible for the provision of television audience measurement information in the UK. It is underwritten by the BBC, ITV, Channel 4, five, BSkyB and the IPA (Institute of Practitioners in Advertising). The current BARB service is split between three contractors, AGB Nielsen Media Research (responsible for panel operations and reporting), RSMB Television Research (responsible for general design and control) and Ipsos MediaCT (responsible for the Establishment Survey). From 2010 the responsibility for panel operations and reporting will move to TNS. The Establishment Survey which continues to be run by Ipsos MediaCT, involves continuous interviewing with random probability sampling, and in excess of 50,000 completed interviews each year.

Barring | The ability to stop certain types of broadcast channels or phone calls.

Base | The **Unweighted Base** (in a research survey) refers to the number of individuals, households, etc. that were interviewed, either in total or by demographic sub-group. The **Weighted Base** is the number that is calculated after weights have been applied. This is often grossed up to show the number in the population. Grossing is the application of a fixed multiplier to each weighted individual and should not be confused with weighting. Both the unweighted and weighted bases should be shown in tabulations.

Baseband | The name given to a satellite TV signal before it is converted into a signal that is suitable for a TV.

Basic Service | The minimum package of channels that are available to **cable** and satellite subscribers for a set monthly fee. These channels do not include premium channels that are only available at an extra charge.

b

Baud Rate	The speed per second at which data is transmitted and received over a network. The higher the rate the faster data is transferred. This speed is measured in the number of **bits** per second that are transmitted. A 56K **modem** has a baud rate of 56,000 bits per second (bps). See **Bits and Bytes** and **Modem**.
BBS	i) See **British Business Survey**. ii) See **Bulletin Board Systems**.
BE: EUROPE	The media survey of Europe's business elite. BE:EUROPE is run by Ipsos MediaCT and offers users marketing and media data on the most senior business decision makers in medium /large business establishments across 17 countries. Executives are the key decision makers in companies accounting for the majority of business expenditure on goods and services in Europe. Similar surveys are also conducted in Asia, USA, Australia and Japan. Ipsos MediaCT have recently run pilot studies in India and China.
Below The Line	Forms of marketing that do not involve conventional mass market advertising e.g. direct mail, special promotions.
Beta Testing	The provision of software and hardware free of charge to selected people for their conditional use in order for them to report back any problems or errors. Once any problems have been sorted then the final product can be released to the general public.
Betacam SP	Analogue videotape format of broadcast quality.
Bits and Bytes	A 'bit' is the smallest unit of data transmitted on computers and is represented by either a '1' or '0'. A byte is created from a string of eight bits and is the data needed to store one character, such as a letter or number.
Blog/Blogging	Also Weblog – a website on which internet users make regular entries, or "posts", with the most recent ones appearing on top. Personal blogs are written by an individual, often daily.
Blu-ray Disc	Blu-ray disc is the next generation of optical disc format used for high-definition video and data storage. Blu-ray discs are the same size as CD's and DVD's but can store up to 50 gigabytes (6 times the capacity of DVD) of information. The term Blu-ray is derived from the blue laser used to read and write this type of disc. Blu-ray discs can be played on blu-ray disc players or on PS2 games consoles.

Bluetooth	A technology that allows devices such as personal digital assist-ants (**PDA's**) and laptop computers to communicate with each other without the need for cables to connect them. This is done using short-range radio waves. See **PDA's**.
Bookmark	A function in a Web **browser** that enables an **Internet** user to save addresses (URL) of their favourite Web for future reference. See **URL**.
Booster/Boosted Sample	See **Oversampling**.
Brand Equity	Brand equity is the sum of attitudes, feelings, imagery, associa-tions and emotions that consumers feel towards a brand. Brands with strong brand equity are less vulnerable to price competition, more responsive to marketing activities, can justify higher prices, have more loyal consumers (or readers, viewers, listeners etc), and are more profitable. Ipsos MediaCT have pioneered a ver-sion of this for use specifically within the media sector.
Break	A break in television or radio transmission during which adver-tisements are shown. See **Commercial Break**.
Break Bumper	A quiz or competition that is broadcast at the beginning of the commercial break with the answer being associated with the commercials shown in between. A (usually free) phone number is shown and viewers are asked to phone with the answer to the competition. A ploy to make viewers pay attention to the com-mercials.
British Business Survey (BBS)	Ipsos MediaCT's British Business Survey is credited as the most reliable and widely used survey for buying and selling ad-vertising aimed at the GB business market. The survey covers average issue readership, recency, frequency, source of copy, as well as use of other media, business activities, company details, decision making responsibility, business travel, usage and own-ership of business technology, car ownership etc. It includes readership details for around 65 newspapers and business pub-lications, 20 websites and a host of data that can be used to tightly target specific groups of business people.

b

Broadband	A telecommunications term used to describe any transmission system that can transmit voice, video and data faster than a standard telephone line (narrowband). Broadband fibre optic technology is widely used by **cable** companies to deliver multiple TV channels and telephone services to households. It also offers the possibility of a return signal so making possible interactive services such as **online shopping**. The technology will eventually make it possible to merge the television and **Internet** features. See **Fibre Optics**.
Browser	Software that allows Internet users to view Web pages and navigate the Web. Netscape Navigator and Microsoft Internet Explorer are the two most popular browsers. See **HTML and Inline**.
Bulletin Board Systems (BBS)	Originally a system on an individual computer that users or members would dial into to leave and read messages. These tended to be closed systems, where members would have to know the individual phone number to dial into and the number of concurrent users would be limited by the number of phone lines into a particular board. Now the term is sometimes used to describe a notice board or chat area of a Web site, more commonly known as a Forum.
Burn	The process of transferring information to a **CD-ROM**. See **CD-ROM**.
Burst	A period of concentrated advertising activity.
Businessmen	Generally speaking, the definition of businessmen is men and women in eligible industries and occupations that are involved in business. "Involvement in business" is defined in terms of management responsibility, job title, income, and so on. The definition can vary according to the purpose of the survey. In consequence, some surveys may consider farmers or retailers in small shops to be businessmen, whilst others may not. More stringent definitions of businessmen will only include people with sufficient managerial responsibilities, or those employed by companies of a certain size, etc.
Buzz Marketing	Marketing activity using Word of Mouth communication
Byte	See **Bits and Bytes**

Cable	This refers to services that are transmitted over wires rather than over the airwaves.
Cable Modem	A device that allows **Internet** access using **cable**. This is much faster than using a normal telephone modem and, in theory, up to 80 times faster than an **ISDN** line. See **ISDN**.
Cable Penetration	Either the number of homes subscribed to **cable** as a proportion of all TV homes, expressed as a percentage or, alternatively, the proportion of **Homes Passed** that subscribe to **cable**.
Cache	A term used on the **Internet**. **Browsers** keep the data they down-load from a page in storage on the local computer, which speeds up access to the next page - for example, caching the logo im-age so that it does not have to be downloaded again.
Call Backs	When an interviewer makes a further attempt to contact someone at an eligible address or telephone number after failing to contact them on a previous attempt. Especially important for achieving representative samples of people who are difficult to interview because of their lifestyles - e.g. frequent travellers, who may be travelling when the interviewer first calls. Call backs are essential to increase response rates in random samples.

High quality random samples typically insist on a minimum of four call backs for personal interviews and ten or more for tel-ephone interviews. See **Sample**. |
Campaign	A promotional effort based on the same strategy and creative idea. A campaign can last weeks, months or even years and can involve public relations, below-the-line activities, direct mail, sponsorship, advertising or any combination of them. An **Adver-tising Campaign** can entail one or more media schedules.
Campaign Period	The duration of a promotional effort.
Campaign Reach	See **Reach**.
CAPI	Abbreviation of Computer Assisted Personal Interview. A face-to-face interview where the questionnaire is administered by the interviewer using a laptop computer, which presents each ques-tion on the screen, and interviewers directly record respondents' replies.

c

Capibus	See **Omnibus Surveys**.
Card Sorting	The method by which publication masthead cards or other names are sorted by respondents into groups. See **Masthead Cards**.
CASI	Abbreviation of **C**omputer **A**ided **S**elf-**C**ompletion **I**nterview. This is a self-completion interview using either a laptop computer or online.
CATI	Abbreviation of **C**omputer **A**ssisted **T**elephone **I**nterview. An interview conducted by telephone, where the questionnaire is administered using a computer.
CAWI	Abbreviation of **C**omputer **A**ided **W**eb **I**nterview.
CD-ROM	Abbreviation of **C**ompact **D**isk **R**ead **O**nly **M**emory. These are optical disks, 5-1/4 inch in size that are used to hold computer data. They have a high storage capacity (up to 650mb of data). Some are capable of writing data more than once. See **Burn**.
Channel Mapping	A feature found on some televisions, video recorders and set top boxes. This allows a device to receive a transmission for a channel even if it has been moved to a different frequency so removing the need to manually re-tune.
Channel Reach	See **Reach**.
Channel Share	See **Share**.
Chat	Live or "real time" discussion between people online, (on the **Internet**) in an environment often known as a chat room. See **Web Based Discussions**.
Chief Income Earner	The household member who is mainly responsible for the financial support of the household. Typically the individual household member with the highest income.
Chief Shopper	The member of the household (male or female) who is solely or mainly responsible for the household's shopping. In establishing who is responsible for household duties respondents are asked what proportion of the household shopping they are responsible for. Analyses based on chief shoppers may take into account these weighted proportions.
Churn Rate	A measure of subscriber turnover (new subscribers/ disconnections) applied to Pay TV.

Circulation

In **Print** research it is the number of copies of a publication sold, sent to subscribers, sent free of charge to specified people or addresses, or otherwise distributed to readers. Does not include copies of a publication printed but not distributed, and therefore it should logically be less than a publication's **Print Run**. Promotional copies or those that are given away free may or may not be included in the circulation. See **Controlled Circulation**.

Circulations are the most basic means of comparing titles. They are a guide to a publication's Primary Readership: the purchasers of a publication and other members of their household or the original recipients of a title sent free of charge.

Circulation Audit

See **Audited Circulation**.

Click

The act of clicking the 'mouse' when using the **World Wide Web** to activate a link (often used in reference to 'clicking' on a banner to retrieve further information).

Clickthrough

When visitors click on a **banner** advertisement, taking them to the advertiser's site.

Clickthrough Rate

Percentage of times an advertisement is clicked, divided by the number of times it is seen.

Clip Art

Collections of digital images used in multimedia productions. See **Multimedia**.

Closed Captioning

Hearing disabilities.

Cluster Analysis

Statistical technique for grouping the people researched by a survey not by single criteria like age, sex, etc., but by a large number of their characteristics. If these groups have no overlap between them - i.e. if no respondent falls into more than one group - they are called **Discrete Clusters**.

The people in any given cluster do not necessarily have all the characteristics that define the cluster, but they do have more in common with that group than with any other of the other clusters.

Clusters are a particularly useful tool for analysing quantitative **Attitude Research**, where they can be used to create **Psychographic Groups** (dubbed **Lifestyles** by many advertising agencies and media owners): groups defined by attitudes, motivations and values rather than by **Demographics** or purchasing habits.

c

Clustered Samples	The grouping together of individuals for sampling purposes - usually geographically, to reduce time and cost of interviewer's travel.
Clutter	Visual or audible stimuli that draws attention away from the advertising message, often caused by different advertisements competing for the viewers' or listeners' attention. See **Visual Clutter**.
Commercial Break	A break in television or radio transmission during which advertisements are transmitted.
Commercial Minutage	Number of minutes (per day, week) on television for which commercials (as opposed to programmes, trailers etc.) are transmitted.
Composition	The percentage of a TV/radio programme's audience or a publication's readers who fall into a given target group. Composition is often used interchangeably with **Profile**, though, strictly speaking, profile - i.e. audience or readership profile - refers to the way a programme's audience or a publication's readership breaks down across a single variable like age, income, job title, etc. The profile should always sum to 100%.
Compression	**Digital** process that reduces the space taken by data allowing it to be stored and transmitted more efficiently. This is especially useful for large files such as **audio** and graphics files.
Computer Bureaux	Companies conducting computer analysis of survey databases. As the computer programs and mathematical models developed by the bureaux differ, each bureaux may come up with slightly different estimates for schedule evaluations, frequency distributions and optimisations even when they use the same type of mathematical model (e.g. **Formula** or **Probability Model**).

Concept Testing	**Concept testing** is the process of using quantitative and qualitative methods to evaluate consumer response to a product idea prior to the introduction of a product to the market. It can also be used to generate communication designed to alter consumer attitudes toward existing products.

Ipsos has a range of products that provide concept test solutions. These include Construct, Innoscreen, Demandscan and Discrete Choice Modeling. Ipsos also has a unique global database for benchmarking new product and service ideas in the technology, media and entertainment sectors. |
| ***Concurrent Viewing*** | In TV audience measurement, the viewing of the same individual in relation to two or more TV sets at the same time. |
| ***Conditional Access*** | The name given to the technology that allows authorised users to access **digital** television services by encrypting the transmitted content that is then converted by a **decoder**. |
| ***Confidence Limits*** | Confidence limits are an estimate, derived from statistical theory, of the range of values within which the "true" figure is likely to lie. Confidence limits can only be calculated for random samples, although they are frequently used as a guide for quota samples etc.

95% confidence limits indicate that there is a 95% probability (or 19 in 20 chance) that the true figure falls within the values stated; 90% confidence limits indicate that there is a 90% probability (or 1 in 10 chance); and so on. The common convention is to use 95% confidence limits.

The variables involved in calculating confidence limits are **Sample Size**, the percentage of the sample that falls into the group being measured, and the **Design Factor** (which is a function of the **Sampling Procedure**).

Charts called **Nomograms** can be used to estimate confidence limits, but the nomogram for one survey should not be used for other surveys. This is because the **Design Factor** of the survey is built into the nomogram, and the design factor varies from survey to survey.

See Standard Error for a brief explanation of how **Confidence Limits** are determined. |

c

Confirmit	**Confirmit** is the software package used by Ipsos to design and deliver many of our online surveys. The Confirmit suite of software, includes simple and complex surveys design, hosting, analysis, reporting, survey and panel management.
Consolidated Viewing	Consolidated viewing is the total of viewing that occurred in real time and video playback, which is recorded and watched within an agreed period (e.g. seven days) of the original programme's transmission time.
Consumer Publication	A publication designed for a general consumer or special interest markets e.g. photography, gardening. See **Trade and Technical Publication**.
ConStruct	**ConStruct** is a unique Ipsos solution for developing and refining different service or product features based on a set of feature benefits (typically ideas). It sits just after the ideation phase, and allows clients to understand which ideas work best in combination, how to communicate a refined product or solution, and provides consumer based definitions for concepts to take to the next stages of development or testing. It deals extremely well with the issues of technology which clients have in new product or service development. See **InnoScreen**.
Content	Information or entertainment produced by an advertiser or media company for use in a Web site or similar environment. Generally in reference to a media site.
Content Provider	The group or company responsible for **online** content. See **Content**.
Content Tracking System.	In TV audience measurement, a system used to identify which channel is being viewed and also to identify time shift viewing See also **Time-Shift**.
Controlled Circulation	Copies of a publication that are distributed free of charge to specified people or addresses. The publisher controls to whom copies are circulated. Continued receipt of such copies may or may not be requested by the recipient.
Convergence	The delivery of several types of content to a single receiver. Increasingly popular as a TV set may give access to **digital** TV, interactive **Web** services, hi-fi audio and other services.

Converter	See **Decoder**. Also known as **Set Top Box**.
Cookie	A file that a **Web** site puts on the hard disk to inform the site of the visitor's preferences. Often used to inform a site of what advertisements have been seen or to personalise content.
Copy Protection	A way of stopping copyright theft from **DVD**'s and CD's. One method employed includes Macrovision, which degrades any content that is being copied. See **DVD**.
Copy Test	Another name, used in Germany, for a **Page Traffic** survey. In the UK and America it is also used to describe **Advertising Pre-testing**.
Core Audience	The core audience is the percentage of people who watch the whole programme, from the first minute to the last minute (or some other criteria e.g. 50% of the minutes or more). This is the most rigorous definition of audience and leads to the smallest figure. It is used to measure loyalty, and the profile of the characteristic viewer.
Cost Efficiency	The value of an advertising schedule, or one advertisement in a single publication or TV spot in relation to its cost.
	Usually expressed as the cost of reaching one thousand people in the **Target Market**, which allows the cost-efficiency offered by different titles, schedules, programmes or adverts to be compared easily. See **Cost Per Thousand**.
Cost Per Click	Pricing model for online advertising charging advertisers per click on their advertisements.
Cost Per Rating Point	A measure of cost efficiency of advertising campaigns as alternative to Cost per Thousand.
Cost Per Thousand	Cost of reaching one thousand people in a **Target Audience** i.e the cost of reaching a thousand readers or viewers or listeners with a given advertisement. Cost per thousand is a means of comparing the efficiency and value offered by different titles, schedules, programmes or adverts. Abbreviated to **CPT** or **CPM** (Cost Per Mille).
Cost Rank	List of candidate media ranked by **Cost Per Thousand** to show the relative efficiency with which each reaches the target audience.

c

Couch Potato	A name given to individuals who watch large amounts of television.
Cover	Abbreviation of **Coverage**.
Coverage	The proportion of a target group who have an opportunity to see or hear one or more advertisement, issue or spot. Abbreviated to **Cover**. See **Reach**, which however is more often used in the broadcast media.
Coverage Rank	List of publications ranked by their coverage of a specified group or target group.
CPC	See **Cost Per Click**.
CPM	Abbreviation of **C**ost **P**er **M**ille. See **Cost Per Thousand**.
CPT	Abbreviation of **C**ost **P**er **T**housand.
Cross Media Measurement	Audience measurement across different types of media (print, TV, radio, online etc)
Cross Tabulation	Most tables in standard survey reports are cross tabulations. They provide large amounts of information about target markets or readers of publications in a relatively compact format.
CTR	See **Clickthrough Rate**.
CTS	See **Content Tracking System**.
Cumulative Audience	The proportion of a target group who have an opportunity to see or hear one advertisement from a campaign at a specified time e.g. after two spots x% had seen one and after ten spots it was y%.
Cumulative Readership	The **Net Reach** achieved by a given number of insertions in a single title or schedule. In other words, the number of people who have at least one **Opportunity to See** an advertisement. It is calculated by using a mathematical model - see **Schedule Evaluation**.

For a single title, cumulative readership takes into account regular and occasional readers as well as average issue readers. In other words, it takes into account: |

(a) that not everyone who reads a certain issue of a publication reads the next issue of that publication and

(b) that the second issue will be read by some people who did not see the first issue, that the third issue will be read by some people who did not see either the first or second issue, and so on.

For a schedule, cumulative readership also takes into account **Duplication** between titles. The cumulative readership achieved by all insertions in a schedule is the same thing as the **Net Reach** of that schedule.

Cyber

From the Greek kybernetes, meaning steersman or governor. Originally a term from computer science then adopted by science fiction, particularly the work of William Gibson, who is credited with coining the term 'cyberspace'. Now a prefix to be applied to any word to signify a particular cultural familiarity with new media. As in cyber art, cyber-punk, cybercrime, and cyber-sex.

d

DAB	Abbreviation of **D**igital **A**udio **B**roadcasting. DAB encodes **audio** into **digital** numbers, which are decoded by a receiver. The **digital** format means that more information can be compressed into the spectrum so improving sound quality, more choice and enabling service such as **dynamic labels**. See **Digital Radio Development Bureau and Dynamic Labels**.
DAR	Abbreviation of **D**ay-**A**fter-**R**ecall.
Data Fusion	Statistical technique of combining data of two or more surveys. There are various fusion algorithms in use, and various ways of judging the success and validity of a fusion. See also **Data Integration**.
Data Integration	The system of combining different data sources or surveys with each other, often involving statistical fusion techniques. See also **Data Fusion**.
Day-After-Recall	A way of measuring TV viewing/radio listening or a publication's readership. Respondents are asked what they watched/listened to/read yesterday, prompted either by time or programme, etc., and the data from many sample days are aggregated together. For TV the data would be reported as average quarter hour viewing of individual channels. Also sometimes used to describe a form of advertising post testing.
Day-part	A broadcast day is split in several day-parts, periods of time corresponding to different audience levels (and to different rate levels). Definition of day-parts may vary by country and by medium, but as an example:
	Prime-time/Peak-time - those hours of the day when audience is the highest e.g. for TV 20.00 to 22.30, for radio 06.30 to 08.30 (drive time).
	Prime access - the TV day part immediately preceding Prime (18.00 to 20.00).
	Night time - The night hours following prime time (22.30 to 27.00).
	Day time - The other hours, from morning until evening (18.00).

d

Deadwood address | **Deadwood address** is a term that refers to addresses issues on random probability consumer surveys being ineligible. The usual reason for an address being recorded as deadwood is because the address has not yet been build, has been demolished, is empty, is a business premises or is a second home. Such addresses do not count towards the responses rate in random probability surveys and can be replaced by other addresses if the design of the survey allows.

Decoder | Decoders are supplied to cable and satellite subscribers to enable them to receive signals to their television sets. Also known as a **Converter** or **Set Top Box**. Decoders may also convert the television set to an interactive terminal.

Dedicated Banner | An **Internet** advertising **banner** that does not rotate and is seen by every visitor to the **Web** page that the advert is displayed upon. See **Banner**.

Dedicated Line | A telecommunications line that is permanently connected to the **Internet**. Also known as a direct connection.

Demographics | Basic classification data on those researched by a survey such as age, sex, marital status, occupation or social grade, where they live, number of children, etc. See **Socio-Economic Groups, Geodemographics and Psychographic Groups**.

Design Factor | The amount by which the **Standard Error** of a survey is greater than that of a perfectly random sample (i.e. a **Simple Random Sample**); the factor by which the standard error of a simple random sample must be multiplied in order to determine the possible error that could effect that survey's findings. Can only be calculated for surveys with random samples.

In other words, the design factor is a measure of the margin of possible error resulting from a survey's sample design compared to a simple random sample. Its magnitude depends on the way the sample has been structured and selected.

Calculating the design factor is a complex process, but the design factor must be known if **Confidence Limits** are to be calculated. See **Standard Error**.

DFM | Abbreviation of **D**irect **F**requency **M**easurement, the method of identifying broadcast channels by means of metering their frequencies.

Dial Up Access

A way of accessing the **Internet** through the public telephone network using a **modem**. This method is slower than other methods of connecting to the **Internet** such as DSL and ISDN. See **DSL** and **ISDN**.

Diary

Diaries for media research normally consist of booklets with one page, or a double-page spread, for each day of the week. Each day's page can be pre-printed with the names of TV/Radio channels along the top, and time periods down the sides. The rest of the page might work as a grid where respondents record what they viewed/listened.

In readership research, a diary is kept by informants to record, over a specified period, reading events in relation to all or a limited number of publications.

Digital

Digital refers to the use of binary codes made up of 0s and 1s to represent data. Digital technology is becoming increasingly cheaper and more powerful and is used in a wide range of applications including television, telephony and computing etc. See **Digitisation**.

Digital Broadcast System

The technology used by home satellite-dish owners to receive **digital** signals that have CD-quality sound and laserdisc quality images.

Digital Media

Any video and audio material that have been digitised into 1s and 0s. See **Digitisation** and **Digital**.

Digital Radio Development Bureau

Industry body set up in partnership by the BBC and Commercial Radio to promote digital radio in the UK.

Digital Radio Multiplex

These are the transmitters used by digital radio stations to broadcast **digital**. In the UK the Radio Authority awards the multiplex (transmission) licences to commercial operators.

Digital TV

A method for transmitting television signals in a binary rather than an analogue format. This allows more information to be contained within the same **bandwidth** to provide more channels, higher definition pictures or interactive services.

d

Digital Video Broadcasting	Also known as DVB. This refers to an organisation with over 220 members in 25 countries worldwide, which devised a set of standards for **digital** broadcasting by satellite, cable, and terrestrial infrastructures. DVB-compliant equipment is distinguished by the DVB logo.
Digitisation	The process of converting analogue material into a **digital** format. See **Digital** and **Digital Media**.
Dipstick Surveys	Any survey that provides a single measure. Often used in radio research where tailor-made **Aided Recall** studies are used to measure recent listening, yielding reach but not hours.
Direct Mail	Delivery of the advertising message direct to people's homes via their letterbox.
Discrete Choice Modelling	A discrete choice model predicts a decision made by an individual (choice of mode, choice of route etc.) as a function of any number of variables. The model can be used to estimate the total number of people who change their behaviour in response to an action. It is particularly powerful for trading off price against different product features.
Disproportionate	Sampling Deliberate selection of a sample that is not in proportion to the population. For instance if a large area is combined with a small one, an equal selection across them will produce very different sample sizes: either the small area sample will not be large enough, or (if the sample size is raised to be adequate for the small area) it will be larger than necessary for the large area. It is more efficient in such a case to sample equally (or thereabouts) for each area to the level needed, which will mean taking a higher fraction of the population from the small area and a lower fraction from the large area.
Distribution	Distribution can mean:

- The delivery of samples, pamphlets etc. i.e. door-to-door distribution.

- The availability of a product in retail outlets.

- The percentage of shops which stock the product.

- The spread of data along a scale or spectrum.

See **Frequency Distribution**.

DMB | Abbreviation of **D**igital **M**ultimedia **B**roadcasting – the digital radio transmission system for sending multimedia content to mobile phones etc.

Domain Name | The unique name of an **Internet** site such as (http//www.ipsos.com). It also identifies the type of site for example "edu" for "educational," "com" for "commercial," "org" for "organisation," gov or government, etc. Other, two letter domains represent countries such as .uk for the United Kingdom.

Downlink | Satellite signals sent down to earth.

Download | The transfer of electronic files to the user's computer.

Downtime | A period of time that a computer system is not functioning. This can be due to a fault or because of planned maintenance.

DRM | **D**igital **R**ights **M**anagement (DRM) is an umbrella term that refers to access control technologies used by publishers and copyright holders to limit usage of digital media or devices. It may also refer to restrictions associated with specific instances of digital works or devices. DRM overlaps with software copy protection to some extent, however the term "DRM" is usually applied to creative media (music, films, etc.) whereas the term "copy protection" tends to refer to copy protection mechanisms in computer software.

Dropped Call | The ending of a mobile telephone call due to a weak signal.

DS-CAPI | Abbreviation of **D**ouble **S**creen-**C**API. Mainly used for readership research, this is a CAPI interview using a second computer screen for the respondent showing publications' mastheads and other visual aids. See also **CAPI**.

DSL | Abbreviation of **D**igital **S**ubscriber **L**ine. A high-speed Internet connection that is "always on". This is typically 3-5 times faster than **ISDN**.

DST | Abbreviation for **D**igital **S**atellite **T**elevision.

DTH | Abbreviation of **D**irect **T**o **H**ome. The reception of television signals via a satellite dish attached to a single dwelling.

d

DTT

Digital Terrestrial Television (DTT) implements digital technology to deliver a greater number of channels with a better quality of picture and sound using aerial broadcasts to a conventional antenna instead of a satellite dish or cable connection.

In the UK, DTT is mainly accessed via **Freeview** set-top boxes.

Dual Cable

A way of doubling channel size by installing two cables together each carrying different signals.

Dual Panel Household

In the UK, a dual panel household is a home that reports simultaneously on two separate commercial TV area panels. All dual panel homes must be dual situation homes in commercial TV overlap areas. Not all dual station homes are so used because it is necessary to preserve the sampling representation on each regional panel.

Duplication

The estimated number of people who read either two or more given publications or two or more given issues of the same title or who see two or more TV/radio spots. Hence a **Duplication Table** charts the estimated duplication between publications.

The higher the duplication between any two titles, the higher the **Average Frequency** and the lower the additional **Net Reach** that will result from advertising in both of them instead of only in one.

Duration

Associated with poster research, it is the amount of time that a panel of a given size can, from its moment of visibility, stay within the audience's vision.

DVB

Abbreviation for **D**igital **V**ideo **B**roadcasting.

DVD

Abbreviation of **D**igital **V**ersatile **D**isk. Modern DVD's offer very high resolution moving images. Additionally, since they can store a lot of data, DVD's have the facility to hold different camera shots and extra information about a movie.

Dwelling Unit

An enclosed, private living area that has a separate entrance from a public area - e.g. a flat. What qualifies and does not qualify as a dwelling unit can affect the composition of a survey's universe, and may vary from survey to survey.

A house containing two flats is usually counted as two dwelling units while an office is not a dwelling unit unless someone lives and works in the same place - i.e. it is also a private residence.

Dynamic Labels

The system used to display content information for broadcasts via digital radio. See **DAB**.

e

e-Commerce	Refers to wholly completed online financial purchases or transactions on the **W**orld **W**ide **W**eb or **I**nternet. See On-line Shopping.
Effective Frequency	An assumed or estimated optimum frequency of exposure in an advertising campaign. Often stated to be 3, though the basis of this is uncertain.
Effective Reach	See Reach.
Effective Sample Size	The sample size after reductions due to **weighting** and **design factors** have been taken into account.
Electronic lock	A system where by users has to enter a personal code before a phone can be used. This technology is designed to prevent unauthorised use.
Electronic Programme Guide	Abbreviated to EPG. A device that provides an on-screen listing of all programming and content that an interactive television service subscriber or **digital** television viewer has available to them. See Interactive Television.
Eligibility Criteria	Requirements that respondents must meet to be included in the sample such as income, country of residence, job title, etc.
Email	Electronic mail carried on the Net.
Embedded Hyperlink	Also known as external link, link, hot text or **hypertext**. A link from one **Web** site to another or another part of the current **Web** site. Clicking on underlined, coloured text or image does this.
EML	Abbreviation of **E**xtended **M**edia **L**ist.
Encryption	The process by which data is only made readable by the receiver. This technology is often used to protect credit card transactions over the **Internet**. See On-line Shopping.
Engagement	The qualitative aspect of the use of media, print and electronic media in general and individual publications, channels and programmes in particular, describing the relationship of users to each medium.
EPG	Abbreviation of **E**lectronic **P**rogramme **G**uide.
Exposure (advertisement)	Actual exposure of the advertisement to the member of the target audience. The conversion of OTS into an impact.

e

Extended Media List (EML)

The name of the **Grouped Titles Technique** adopted by the UK's **National Readership Survey** (NRS). The technique allows much larger numbers of titles to be included in the survey than with traditional research methods.

Respondents are shown cards that each list a small group of titles of similar type (such as quality dailies, news magazines, car magazines, etc.). They are then asked if they have read any of the titles on the card during the previous year and, if they have not, the card is discarded. If they have, they are questioned further about their readership of each of the titles on the card.

Extranet

An extended **Intranet** that is available to authorised selected users (such as clients) in remote locations. See **Intranet** and **Firewall**.

Eyeballs

Word used to describe the number of people that see a **Web** site.

E-zine

Web sites that contain magazine type content on the **Internet**. This can either be a unique offering or sourced from other off-line medium.

Fibre optics	Thin glass or plastic cabling that is used to transmit data at high-speed, for example **audio** and video signals to TV sets.
File Header	A file segment that describes the format and type of data that is contained in a file.
Firewall	Hardware security procedure to protect private networks from unauthorised access from outsiders. Firewall software is also available for home PC users. See **Intranet** and **Extranet**.
Flash	**Flash** is a set of multimedia technologies developed and distributed by Adobe Systems and earlier by Macromedia. Flash technology is a popular method for adding animation and interactivity to web pages. Flash is commonly used to create animation, advertisements, various web page components, to integrate video into web pages, and more recently, to develop rich Internet applications. At Ipsos, we are using **Flash** on some of our more complex web design applications.
Focus Group	See **Group Discussion**.
Footprint	The area that a satellite's transmission covers on Earth. This area can be increased by the use of powerful receiving dishes.
Formula Model	A type of mathematical model used to evaluate media schedules. See **Schedule Evaluation**.
Freesat	**Freesat** is a British digital satellite television platform developed by the BBC and ITV plc. The service began broadcasting in May 2008 and offers a satellite equivalent of the **Freeview** service, with a selection of channels available without subscription for users purchasing a receiver. The service makes use of the additional capacity available on digital satellite broadcasting to offer high-definition channels.
Freeview	**Freeview** is the free digital terrestrial platform in the UK. In 2008, 73% of homes in the UK can receive Freeview broadcasts and approximately 37% of all TV sets have Freeview set-top boxes.
Freeware	Computer software that can be downloaded from the **Internet** or distributed by other means to users that has no charge for usage. See **Shareware**.

Frequency	The number of times a **campaign** is seen or heard by those who see or hear it at all, expressed over a period of time. See **Reading Frequency**.
Frequency Distribution groups.	The percentage of the sample in each of a number of discrete The total will add to 100%. In an advertising context it is the estimates of the number of people who will have an **opportunity to see** at least 1 advertisement, at least 2 advertisements, at least 3 advertisements, and so on, and/or estimates of the number of people who will have only 1 opportunity to see an advertisement, only 2 OTS, only 3 OTS, etc.
Frequency Weights	See **Response Function**.
FRIPI	Abbreviation of **F**irst **R**eading **I**n **P**ublication **I**nterval. A readership research method of questioning which tries to avoid the bias of Replicated Reading within the Recent Reading model. See also **FRY, Recent Reading** and **Replicated Readership**.
FRY	Abbreviation of **F**irst **R**eading **Y**esterday. A readership research method of questioning which tries to avoid the bias of Replicated Reading within the Recent Reading model. See also **FRIPI, Recent Reading and Replicated Readership**.
Frugging	Fund raising under the guise of research. (To be outlawed by Consumer Protection from Unfair Trading Regulations published by the Department for Business Enterprise & Regulatory Reform.)
Fusion	See **Data Fusion**.

g

Gabor Granger	See **Price evaluation**
General Packet Radio System	GPRS refers to the technology that allows a mobile phone user to have a permanent connection to the **Internet**. Users can also make voice calls at the same time as using the **Internet**. Users are charged by the amount of data that is transferred rather than per call. See **Mobile Internet Connection**.
Geodem-ographics	Classification of those researched by a survey by the characteristics of where they live/type of area/neighbourhood. **Cluster Analysis** is often used to create geodemographic groups, with each cluster given a name such as "Stockbroker Belt", "Metro Singles" or whatever. Examples of proprietary geodemographic classification systems are **ACORN** and **MOSAIC**.
Ghost	The name given to a shadowy or weak TV picture image.
GPRS	General Packet Radio Service (GPRS) is a method of transferring data between a mobile device (for example a mobile phone, PDA or GPS meter) to a central server.
GPS	Global Positioning Systems (GPS) is a fully functional Global Navigation Satellite System using a constellation of satellites that transmit precise microwave signals. A GPS receiver such as the Mobitest device used on the Postar research can use these satellites to determine location, speed, direction at any point in time.
GPS Tracking	Method of tracking poster audiences using **G**lobal **P**ositioning **S**ystems
Gross Audience	The gross audience represents the total number of people who watch a programme at all i.e. reach.
Gross Coverage	See **Gross OTS**.
Gross Impacts	See **Impacts**.
Gross OTS	The un-duplicated sum of OTS. See **Opportunities To See (OTS)**

Gross Rating Points	**Gross OTS** expressed as a percentage of the target market. One rating point equals one percent of the population. Abbreviated to **GRP**. If a schedule attained a gross OTS of 200,000 for a target market of 50,000 individuals, it would generate 400 GRPs.
Group Discussion	A qualitative research method consisting of an informal discussion of a given topic by a selection of respondents under the guidance of a skilled moderator.
Grouped Titles Technique	See **Extended Media List**.
GRP	Abbreviation of **G**ross **R**ating **P**oints.
GSM	Abbreviation of **G**lobal **S**ystem for **M**obile Communications. The international digital cellular standard used by all phones.
Guest Viewing	In television audience measurement, peoplemeter operations approximate panel members' total domestic viewing, whether in home or in someone else's home by measuring the viewing of guests in panel members' homes. This viewing can be regarded as a substitute for the panel members' own viewing when they are guests in unmeasured homes.

Guest viewing is measured by asking visitors in a panel home to register their presence by using a special guest button on the hand set. They are also asked to give basic demographics (sex and age).

g

h

Hammocking	Maximising the audience to a weak programme by scheduling it between two strong programmes.
Hands Free	A devise that enables a mobile phone to be used in a car without the user holding the phone. These devices are now mandatory in the UK if using a mobile while driving.
HDTV	Abbreviation of **H**igh **D**efinition **TV**.
Head of Household	The most senior member of a household. The precise definition may differ from survey to survey, and is likely to differ between surveys in different countries. See **Chief Income Earner**.
Heavy Listener	See **Heavy User**.
Heavy User	People who buy, use or consume above-average quantities of given products or services. By definition, heavy users account for a disproportionate amount of purchases. People who watch above-average amounts of TV or listen to above-average amounts of radio are often referred to as **Heavy Viewers** or **Heavy Listeners**.

The definition of a heavy user varies not only between surveys, but also between products and services. |
Heavy Viewer	See **Heavy User**.
High Definition TV	**High Definition Television (HDTV)** is a digital television broadcasting system with higher resolution than traditional television systems. HDTV is digitally broadcast because digital television **(DTV)** requires less bandwidth if sufficient video compression is used.
Home Shopping	Home shopping refers to any purchasing made from home. This includes purchases from a home shopping channel like QVC, mail order organisations and the Internet. See **On-line Shopping and Interactive Television**.
Home Page	A term associated with the **Internet**. Either the first page loaded by a **browser** at start-up, or the main **Web** document for a particular group, organisation, or person.
Homes Connected	The total number of households that have been connected to a **cable** TV network. See **Homes Passed**.

Homes Passed	Homes that could easily and inexpensively be connected to a **cable** network because the feeder cable is nearby. See **Homes Connected**.
Host	A computer that allows many services to be provided on a single network.
Hours of Viewing	Hours of viewing are usually reported as the average number of minutes or hours viewed per day or minutes or hours viewed per week. See **Channel Share**.
Household	A group of people who live together and whose food and other household expenses are managed as one unit. The precise definition may differ from survey to survey, especially between surveys in different countries. The main differences usually concern the management of household expenses and duties and the way hotels, retirement homes and the like are treated.
Housewife	Also known as Homemaker (USA) or Housekeeper (Ireland). The member of the household (male or female) who is solely or mainly responsible for the household duties. There is always one housewife per household. Given that these duties are often shared between different household members the concept of a housewife has largely been replaced by that of the **Chief Shopper**. In establishing who is responsible for household duties, respondents are asked what proportion of the household shopping they are responsible for. Analyses based on Chief Shoppers may take into account these weighted proportions.
HTML	Abbreviation of **H**yper**T**ext **M**arkup **L**anguage. HTML is the language used to create **Web** documents, which allows users to move between pages by clicking on links embedded in the page.
Hurdle Question	Also **threshold** or general filter. The non time-related filter question screening certain information as in or out at the beginning of an interview. See also **Time-Related Filter**.
HyperText	HyperText Markup Language. See **HTML**.

i

IAF - Ipsos	**I**nter**A**ctive **F**orum – cost effective way of managing and running online proprietary panels for clients. Developed within the Ipsos Group, it is used by Ipsos MediaCT under their brand name. See **Mediator**.
Image Resolution	The number of pixels in an image.
iMP	Abbreviation of **I**nteractive **M**edia **P**layer (developed by the BBC).
Impacts	The gross number of opportunities to see an advertisement.
	In terms of **television** and **radio** research, one impact is one person's viewing or listening to one spot. These are added together to give total impacts for an advertising campaign, or total impacts for all commercial airtime on a certain station. Total monthly impacts are used to assess the performance of television stations in reaching target audiences - both by making year on year comparisons, and by calculating a cost per thousand for different audience categories. The impacts total may be weighted.
Impressions	Another name for **Impacts**.
Impulse Pay Per View	Also known as IPPV. A **pay-per-view** facility that allows subscribers to purchase programmes without the need to order it in advance. See **Video On Demand** and **Pay Per View**.
Incentive	A gift to the respondent for participating in a research project.
In Home Viewing	Where the TV audience is restricted to people who are watching TV in a private house. See **Out of Home Viewing**.
Infomercial	An advertorial that contains a lot of information. These are often used on direct response television such as shopping channels. See **Home Shopping**.
Informant	See **Respondent**.
Information Superhighway	Term used to describe on-line services such as the **Internet** and **Interactive TV**.
Inline	A browser that allows certain media or file formats to be directly supported so eliminating the need for a helper function. See **Browser**.

i

InnoScreen

InnoScreen is Ipsos' global concept screening system that helps manufacturers reduce risk inherent to new product development by prioritising concepts for further development based on market potential and providing an action plan for each concept tested. It is the next step from **ConStruct**, but with **InnoScreen**, manufacturers can identify strong concepts to develop, marginal performers to rework and re-test, and weak performers not to pursue.

InnoScreen's methodology is unique in screening concepts relative to their industry and type of product or service, leading to results that are far more relevant and accurate than traditional concept screening delivers. InnoScreen is based on the Ipsos Vantis proven forecasting model and database of over 8,000 new products and services in technology, financial services, durables and other services categories.

InnoScreen is unique in the research marketplace because it:

• Evaluates concepts compared to sector-specific norms

• Assesses penetration potential based on multiple measures that affect decision making

• Uses measures proven to relate to in-market success

• Is able to recognise niche or breakthrough products

• Provides clear and concise deliverables that are easily communicated to management

• Delivers advice on how to strengthen concepts with potential

• Can be used in countries all over the world

Interactive Research

A generic term to describe using the Internet as a research tool. Ipsos is a leading authority on interactive research. In 2007 Ipsos conducted over 1 million online interviews for our UK clients, around 30% of all UK interviews conducted.

Ipsos offer clients a range of online tools including;
• **Online qualitative** research tools such as the Interactive Focus (online focus groups) and Bulletin Boards.

• **Ipsos MediaCT** can recruit and manage panels of your consumers, using our **Mediator** application, giving you access to regular feedback to provide the consumer insight you need to answer business decision.

- **Ipsos Online Panels** has over 1.7 million panellists worldwide available to conduct online surveys in 24 countries.

- **Web workshops** provide an in-depth qualitative evaluation of websites, by combining the richness and creativity of a group discussion with live experience of the site – using a specially designed Internet lab.

Interactive Television

The mixing of traditional television with interactive content in order to create a richer viewing experience. Interactive features include links to further programme related information, Internet sites, e-mail, betting and **on-line shopping**. See On-line Shopping.

Interface

The software that allows a user to operate an application.

International Roaming

The ability to use a mobile phone outside its home country.

Internet

A global network of computer networks which contains a huge variety of information entered by users. Information is in the form of 'pages' or 'sites', which have their own individual address or **URL** (**Uniform Resource Locator**). The Internet is often confused with the World Wide Web (or Web), however they are not the same. The Internet is the connection of computers around the World. The Web is just one of the ways to make these machines communicate. Its outstanding feature is **hypertext**, a method of cross-referencing. In most Web sites, certain words or phrases appear in coloured text or underlined. When one of these words or phrases is selected the user will be transferred to the site or page that is associated with that word or phrase. Sometimes there are buttons or images that are 'clickable'. If the pointer is moved over a spot and it changes to a hand, this indicates that clicking on the image will transfer the user to another site.

Internet Relay Chat

Also known as IRC. This software allows **Internet** users worldwide to connect with other users and enables them to chat in real time by typing messages. See Chat.

Internet Research

This covers both researching the Internet itself (e.g. measuring Internet penetration), as well as using the Internet as a research tool. The Ipsos Group has built up a great deal of expertise in both these areas. In terms of using the internet as a research tool, Ipsos has a range of products both including online **Bulletin Boards, Interactive Focus** (online focus groups) and **Mediator** (online proprietary panel solutions). Additionally, the Ipsos Online Panel is a panel of over 1.7 million respondents globally signed up to take part in online market research. See Interactive Research.

Internet TV	Television programmes available on the internet.
Intranet	A private **Web** site designed for sharing data and **e-mails** within an organisation. Usually made secure by a firewall. See **Extranet**.
Intrusion Index	The Intrusion Index is a measure used by Ipsos-ASI's to assess the efficiency of TV advertising at generating recall. It is a core component of the Brandgraph tracking approach. The index compares achieved levels of un-aided playback of a brand's advertising (Proven Recall) for a TV commercial with expected levels of Proven Recall (known as the Intrusion Norm). The Intrusion Norm is based on four key inputs; the Proven Recall 'start point', the weekly media plan for the campaign (measured in TVR's), the expected level of build in Proven Recall per week on air, and the expected level of decay per week when off-air. Intrusion modelling is used mainly to measure advertising efficiency, but can also be applied to examine 'what if' scenarios for specific campaigns using alternative media laydowns. See **Advertising Post-testing, Tracking**.
IP	Abbreviation of **I**nternet **P**rotocol, which defines how packets of data get from source to destination.
iPod	A Portable Media Player (developed by Apple Computer). See also **PMP**.
ISDN	Abbreviation of **I**ntegrated **S**ervices **D**igital **N**etwork. An international standard for **digital** communications over telephone lines, which allows for the transmission of data at 64 or 128 Kbps.
ISP	Abbreviation of **I**nternet **S**ervice **P**rovider.
Issue	Recognition In a readership survey, the measurement of reading by using issues of the publication, stripped issues, front covers, and/or table of contents.
Issue Specific Audience	In readership research, the audience to a specific issue of a publication. It can be used as an alternative method to Recent Reading for measuring AIR (average issue audience) or as a complementary measure to AIR obtained through Recent Reading. See also **Recent Reading**.
Itemised Billing	The facility to list all call charges and timings on a phone invoice.
IPTV	Abbreviation of Internet Protocol Television. Television content that, instead of being delivered through traditional broadcast and cable formats, is received by the viewer through the technologies used for computer networks

i

j

Java   A computer programming language that allows animation and interaction to be used on the **Internet**.

JIC   Abbreviation for **J**oint **I**ndustry **C**ommittee. The JIC model of commissioning and controlling media surveys stands in contrast to the model of conducting media studies as proprietary research.

JICPOPS   In the UK, abbreviation for **J**oint **I**ndustry **C**ommittee for **Pop**ulation **S**tatistics. It provides the major media currency surveys NRS, BARB and Rajar with population data which are not in conflict with each other.

JICREG   JICREG represents the **J**oint **I**ndustry **C**ommittee for **Reg**ional newspapers. JICREG provides an accredited research-based standard currency for regional and local press advertising

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Key Driver Analysis

Key Driver Analysis is a statistical technique used for measuring the impact of underlying factors on the overall view of a product or service. This analysis identifies elements of a customer interaction that are most strongly related to customers' behaviours or attitudes.

The most straightforward method for carrying out Key Driver Analysis is to look at the correlation between critical attribute satisfaction scores and a dependent variable. The higher the correlation, the stronger the relationship.

Keyword Searching

On the internet, a search method for a relevant website using a key word.

Kiosk

Electronic devices that are installed to be used by general public. They are usually designed for a specific purpose for example automated travel information at train stations etc. See **Touch Screen**.

Key Performance Indicators (KPI)

Key Performance Indicators (KPI's) are a key set of performance based criteria used between companies to help define and measure progress to an agreed target.

I

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LAN   Abbreviation for **L**ocal **A**rea **N**etwork, a computer network that covers a relatively small area (home, office, group of buildings). See in contrast WAN (Wide Area Network).

Last Issue Readership   Estimate of the number of people who claimed to read or look at any issue of a publication during its **Last Issue Period** (e.g. "yesterday" for a daily, "last week" for a weekly, "last month" for a monthly, etc.). Last Issue Period is also known as **Last Publication Period**. See AIR and Recent Reading.

Last Issue/ Publication Period   See Last Issue Readership.

Latency   Latency and **bandwidth** are the two factors that influence the speed of **Internet** connection. Latency refers to the amount of time it takes for data to move across a connection. See Bandwidth.

LCD   Abbreviation of **L**iquid **C**rystal **D**isplay. This technology is used in many items such as mobile phones, watches and computers and is used to display information on a screen.

Lifestyle Research   The investigation of the impact that people's lifestyles have on their attitudes and behaviour.

Lifestyles   **Psychographic Groups** created with advertisers' needs in mind. Most are based on **Cluster Analysis** of quantitative **Attitude Research**.

Light Listener/ Viewer   Opposite to heavy listener/viewer. See Heavy Listener and Heavy Viewer.

Log File   A file that is used to record the activity of visitors to a website. Log files enable a **Web** site owner to identify who visits their site and how they navigate through it.

Longitudinal Analysis   Analysis of two or more sets of data from the same respondents over time. Can therefore only be conducted on samples of people involved in regular research (e.g. panels) or repeated interviews. Is normally restricted to 'continuous reporters' – i.e. those respondents providing information for all periods.

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Magazine Page

Exposure Studies Research designed to estimate how often pages in magazines are read and the value to advertisers of that **Repeat Reading**. Abbreviated to **MPX** or **PEX (Page EXposure)**. See **QRS**.

Mailsort

Mailsort is Royal Mail unique address coding scheme to allow business customers to automatically direct mail. Using Mailsort on large volume mailouts (in mail out quantities of 4,000 and more) allow a discounted postal rate to be offered.

Market Landscaping

Market Landscaping is a high-end analytical approach, developed by Ipsos for their Technology clients, that provides a detailed, consumer-perceived picture of the current marketplace that will enabling clients to:

• Better position new and existing brands

• Uncover white space opportunities for new product development and

• Integrate concept testing into the market landscape to determine if new ideas fit with white space opportunities.

Market Penetration

See **Penetration**.

Mastering

The name given to the process of transferring videotape material onto master optical disk that is then used to produce video disks or **CD-ROMs**. See **CD-ROM**.

Masthead Cards

A Masthead card is the reproduction of a publication's "mast head" (logo as appearing on front cover) in the form of a show-card, which is used as recall-aid in the interview. Masthead cards may be loose (for Card Sorting methods) or bound into a booklet, then called Masthead Booklet. With **DS-CAPI** and **CASI** they are on screen. See also **Card Sorting**.

MATV

Abbreviation of **M**aster **A**ntennae **S**et. A MATV set is a set receiving a TV signal by wire from a communal aerial on a multi-occupancy building, such as a block of flats.

Media Brand

Print, broadcast and other media, which use various platforms using the same brand name – be it television, online, mobile and/or print.

+ Media*Graph 360

+ Media*Graph 360
This Ipsos MediaCT proprietary tool identifies and quantifies the role of each communication vehicle and can demonstrate how different platforms add, individually or in combination, to intention to purchase / intention to use a particular service.

Media Plan

See Media Schedule.

Media Player

Special computer software which allows the playing of audio or video files.

Media Schedule

A plan of the advertising **campaign** which details which advertisements are to be used, using which media, on which dates, at what time of day and the number to be used etc. Also known as a **Media Plan**.

Mediator

Ipsos offer a complete research service for those clients wishing to develop a deep and rapid relationship with their customers or competitors' customers.

We recruit, manage, incentivise, script, launch and produce data for our clients via online proprietary panels. Combining research disciplines in recruiting and managing panels with online techniques in fast turnaround of research surveys, our clients benefit by having their own fully flexible and cost effective research vehicle for their annual custom research projects.

Memory Effects

Differences in response levels resulting from the respondent's ability to remember something he or she is asked about - such as reading events, when products were purchased, etc. The respondent's ability to remember reading events is especially important because of the extensive nature of readership questions on most readership surveys and the influence that inaccurate replies can have on readership scores.

The most obvious memory effect is the respondent's ability to remember the names of the publications, TV and radio programmes, etc., that he or she read, watched or listened to and to confuse them with each other.

Memory Prompts

See Aided Recall.

Meter

Electronic device mainly used in television research. See Peoplemeters and Personal Meters.

Middleware

Software that connects two applications so allowing data transfer to take place.

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MIDI	Abbreviation of **M**usical **I**nstrument **D**igital **I**nterface. This refers to any interface that is used to connect musical instruments to computers.
Migration	Migration is the activity of a mobile phone user transferring their mobile number and occasionally their equipment to another provider.
Mobile Internet Connection	Any **Internet** connection using a mobile phone or other hand held devices such as **PDA's**. See **General Packet Radio System** and **Web Enabled**.
Mobile TV	Television available on mobile handsets.
Modem	(MOdulate DEModulate) A device for communicating between computers using telephone lines or **cable** connections. Converts **analogue** signals into **digital** format.
MOSAIC	A proprietary **Geodemographic** classification system that is available for a number of European countries.
MP3	Compressed **audio** computer files that retain near CD quality sound. It is a widely used format for downloading music from the **Internet** since **MP3** files are quick to download.
MPX	See **Magazine Page Exposure Studies**.
Multi-Channel Home	Households that are capable of receiving broadcasts from either **cable** or satellite channels in addition to terrestrial channels.
Multimedia	1) Generic term used to describe applications that can bring together a combination of media such as text, sound, graphics, animation and video. Due to the size of the files they generate multimedia often uses delivered on **CD-ROM**. See **New Media**.
	2) The use of more than one medium for ad campaigns – e.g. Press and TV, or Posters and Radio, etc. This would be termed a multimedia campaign.
Multiplex	A carrier of digital radio and television.
Multi-Stage Sampling	The selection of a nationally representative sample may involve several stages of selection - Local Authorities at the first stage, wards at the second stage and individual addresses at the third stage. This is referred to as multi-stage sampling.

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Narrowcasting	Programmes designed for minority or special audiences.
Near Video On Demand	A pay per view facility offered by **digital** television providers where a subscriber can request from a list of videos a movie with staggered start times (usually half to quarter-hour intervals). This avoids the cost of using video on demand technology. See Impulse Pay Per View and Pay Per View.
Net Audience	Net Audience is the estimate of the number of people who will have at least one opportunity to see or hear a programme or channel/station or an insertion in a given schedule or hear a commercial.
Net Coverage	See Coverage.
Net Impacts	See Impacts.
Net OTS	See OTS.
Network	A National or regional station or channel offering common programmes through a series of transmitters or a group of stations or channels affiliated with each other for common programming, at certain times of day.
Next*TV	Next* TV is the flagship of a generation of Ipsos products used to evaluate commercials. Next*TV is a television advertising pre-test designed to deliver insights in the key areas that marketers need to understand;

- The potential of the commercial to affect sales.

- How it is contributing to brand equity.

- Whether the advertising is in line with its strategy and objectives.

- How to optimise effectiveness.

Other Ipsos advertising pre-testing products include **Next*Print** and **Next*360** (for campaign evaluation).

New Media	Generic term used to describe the digital publishing and multimedia sector. This phrase is often associated with interactive technology such as the Internet. See Multimedia.

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NICAM	Abbreviation of **N**ear **I**nstantaneous **A**mplitude Companding And Modulation. A system developed in the UK by the BBC used to transmit digital stereo audio as part of an analogue TV signal that is then decoded by Nicam compatible TV sets and video recorders.
Niche Channel	A channel aimed at a **niche market**.
Niche Market	A market that is closely defined as a relatively small number of individuals to be targeted.
No go areas	A term used in face to face interviewing to describe areas that are not suitable for interviewers to work. At Ipsos, we have defined around 1% of the country as 'no-go'. This is either because an area is dangerous or because access is denied on the grounds of security.
Noise	Disruptive electrical signals caused by electrical devices like power lines and radio transmitters. These signals can interfere with data carried on **cable** lines.
Nomogram	Chart used to estimate **Confidence Limits**. A nomogram for one survey should not be used to estimate the confidence limits of other surveys. This is because the **Design Factor** of the survey is built into the nomogram, and the design factor varies from survey to survey.
Noting Scores	Percentage of a publication's readers who claimed to read or look at a specific editorial item, advertisement, type of advertisement, etc. Noting scores should be used with caution as they have been shown to reflect interest and involvement in the subject of articles or advertisements rather than genuine exposure: eye-tracking tests have indicated that respondents do not claim to have been exposed to pages that they did actually read or look at. Actual exposure is higher than noting scores generally indicate.

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NRS | (**N**ational **R**eadership **S**urveys Ltd). NRS is the joint industry company responsible for the provision of readership estimates for UK newspapers and consumer magazines. Currently it publishes data for around 250 titles. NRS Ltd is funded by the Institute of Practitioners in Advertising (IPA), Newspaper Publishers Association (NPA) and Periodical Publishers Association (PPA). Ipsos MediaCT has operated this service for NRS Ltd for many years. The current contract, awarded in 2002, included the introduction of Ipsos Double Screen CAPI technology which provides on-screen display of mastheads and other visual aids. The annual sample size for the NRS is 36,000 individuals, selected using random probability methods.

NS-SEC | Abbreviation of **N**ational **S**tatistics **S**ocio-**E**conomic **C**lassification, the Government's classification system. See also **Socio-Economic Groups**.

NVOD | See **Near Video On Demand**

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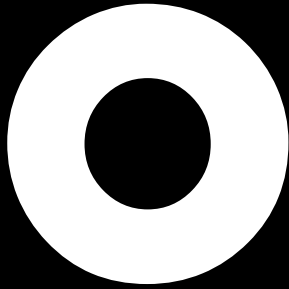
Abbreviation of **O**utput **A**rea, a geographical unit for which the Government's Census data are made available to users. In UK media research (e.g. NRS, BARB) used as Primary Sampling Units. See **Sample** and **Primary Sampling Units**.

Object Database

Also known as ODB. A database that can manage complicated data such as **audio** and video images.

Occupational Groups

See **Socio-Economic Groups**.

OCR

See **Optical Character Recognition**

OFCOM

Abbreviation of **O**ffice **F**or **Com**munications, the UK's independent regulator and competition authority for the communications industries.

Omnibus Surveys

Quantitative surveys where the questionnaire is shared between clients.

Omnibus surveys provide a cost-efficient means of achieving large samples, particularly if only a limited number of questions are asked. They can also be cost-efficient at achieving good samples of groups of people who are difficult and therefore expensive to locate. The savings arise because these groups are often sub-samples of the omnibus survey's total universe.

Capibus is the Ipsos in-home omnibus survey. Ipsos revolutionised the omnibus market in Europe in the 1990s with the pioneering introduction of CAPI technology, continuing in 2003 with the introduction of Britain's first international online omnibus, bringing to our clients the benefits of greater flexibility, improved data quality and faster delivery of results.

• **Capibus GB** delivers a 2000 face-to-face sample every week a day after the end of fieldwork. All interviews are carried out in-home by Ipsos MORI interviewers using the **C**omputer **A**ssisted **P**ersonal **I**nterviewing.

• **i-omnibus** combines the benefits of an omnibus methodology with the unmatched speed of online research. Being the first service of its type, it remains the fastest method of international data collection currently available. Weekly sample of 1000 adults 16-64.

- **Capibus Europe** remains the only weekly in-home omnibus service that can offer a truly harmonised service across the five major markets of Europe - Great Britain, France, Germany, Italy and Spain.

- **Global Omnibus Services** allows clients to carry out omnibus research in just about any market in the world using our network of suppliers.

Online

Directly controlled by or connected to a computer.

Online Panels

Panels of internet users recruited to carry out research studies online. See **Access Panels**.

Online Research

See **Interactive Research**.

On-line Shopping

Purchasing from the **Internet** usually over a secure server. Also known as **e-Commerce**. See **Home Shopping, Secure Server** and **Encryption**.

Opportunities To See (OTS)/ Hear (OTH)

Opportunities **T**o **S**ee the advertisements in a campaign. The term "opportunity" recognises that while everyone who reads/ looks at an advertisement could see that advertisement, not everyone does so.

The definition in terms of television research is to say that someone who is "in the room with the set switched on and turned to a particular channel" has an opportunity to see a commercial transmitted on that channel at that time.

The definition in terms of print research is the number of people who claim to have read or looked at a publication during the issue period.

In terms of poster, cinema and radio research OTS occurs when a person passes a poster site, when he/she sits in a cinema and when he/she finds him/herself listening to a radio station at a time when a given commercial is transmitted (OTH - opportunity to hear).

"Opportunity to see" is abbreviated to OTS. See **Gross OTS, Net Reach (= Net OTS) and Average Frequency (= Average OTS)**.

Optical Character Recognition	Also known as OCR. This allows a scanner to identify characters on a printed page and can save them as a text document.
Optimisation	A computer programme that calculates the "best" media schedule for a given budget, target group and candidate media. Optimisations should be used with caution.
Order Effects	Differences in survey results, caused by the order in which questions have been asked and items have been presented e.g. the order in which publications are listed in a readership survey. See **Title Confusion** and **Title Rotation**.
OTH/OTS	Abbreviation of **O**pportunities **T**o **H**ear / **O**pportunities **T**o **S**ee Out of Home Research, on out of home media such as posters, bus sides, rail systems, shopping centres, clubs, bars and other locations outside the home. The Ipsos group undertakes out of home research in a number of countries. This can include studies of specific environments or more general travel surveys. These can either be conducted using software that allows interviewers to plot specific journeys on laptops or via GPS (Global Positioning Satellite) meters. The electronic maps generated are then overlaid by poster sites.
Out of Home Viewing	The TV audience where people are watching anywhere outside a private house, such as in pubs, clubs, offices, and other work places, hospitals, doctors'/dentists' waiting rooms, hotel rooms, airport lounges, post offices, etc. This type of "non-domestic" viewing may be particularly important for some broadcasters, e.g. niche satellite channels.
Overclaim	When respondents claim to own, purchase, fly more frequently, earn more, to have read a publication, have seen an advertisement (and so on) more than they actually do or have done. The opposite of **Underclaim**.
Overlap Area	In the UK, an area where more than one ITV1 (i.e. commercial) station can be widely received.
Oversampling	Used to provide larger samples of certain groups of people than representative sampling would give. These are usually sub-universes that are of particular interest to advertisers (such as top management, etc.). To do this, quotas are set for the sample sizes of these groups. The quota sample then has to be weighted back to the overall survey universe so that the sub-universe is not over-represented. Also known as **Booster Samples**.

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Packet Switching

The way in which data is transferred on the **Internet**. All transmitted data is put into chunks with each chunk having an address of where it came from and is going to. Packet switching therefore allows data from different machines to co-exist on the same line.

Page Impression

In online research, the single display of a website, regardless of how often the same user is counted or how long he/she stays with the site.

Page Traffic

The percentage of a publication's readers who claimed to have read or looked at anything on a particular page of that publication. Hence:

• **Spread Traffic** is the percentage of a publication's readers who claimed to have read or looked at anything on a particular double page spread of that publication.

• **Average Page Traffic** is the average of the page traffic scores for each of the pages in a publication.

• Like **Noting Scores**, page traffic scores have been shown to reflect interest and involvement in the subject of articles or advertisements rather than genuine exposure: eye-tracking tests have indicated that respondents do not claim to have been exposed to pages that they did actually read or look at. Actual exposure is higher than page traffic scores generally indicate.

Page View

An internet user's request to load a single HTML page. See HTML.

PAL

Abbreviation of **P**hase **A**lternating **L**ine. The colour television and video system used in most European countries and other countries in the world (excluding the United States, France and Eastern Europe).

Panel

a) Sample of people used for regular research (keeping diaries etc.) or periodic (repeated interviews) research who are therefore susceptible to longitudinal analysis.

b) Panel is also another word for the location of a poster.

Parallel Poster

This is a poster which is positioned parallel to a road and can be seen from both sides of that road.

Parallel Readership	When a respondent reads more than one issue of a publication during its **Last Publication Period** (i.e. "yesterday" for a daily, "last week" for a weekly, "last month" for a monthly, etc.). This can lead to an underestimate in a readership survey, an opposite effect to **Replicated Readership**.
Parent Survey	A survey used to provide either a universal estimate for another survey or the **Sampling Frame** of another survey (though sampling frames can of course be provided by other means - such as directories, etc.). See **Sample** and **Sampling Frame** for more detailed explanations of how a **Parent Survey** relates to the final sample.
Passages	In outdoor research this is a measure of the number of people passing a site. The number of gross passages is reduced by a visibility adjustment (taking into account the position and location of the panel) to give the number of net passages.
Passive Sensing	An approach to TV audience measurement where no active participation from panel members is required. For example, image recognition might be used to identify household members. However no such technique has yet been successfully implemented.
Pass-On Readers	Readers of of a publication issue that was not bought by themselves or a member of their household, or who were not the original recipients of a title sent free of charge. Also referred to as **Secondary Readers**.
Patronage	See **Reach**.
Pay Cable	Cable programming service for which subscribers pay a monthly fee on top of that required for the basic cable service.
Pay-Per-View	Pay-TV service enabling users to pay for each programme watched, rather than on a monthly subscription basis. Programming often consists of blockbuster films or popular sporting events.
Pay-TV	TV service supported by subscription income rather than by advertising. Includes **Pay Cable** and **Subscription TV**.
PDA	Abbreviation for **P**ersonal **D**igital **A**ssistant. Often a hand-held device, such as a Palm Pilot, Pocket PC, Hand Spring and Journada. They are used as personal organiser and some can provide to access to the Internet.

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Penetration	Another name for **Coverage** and **Reach**. Strictly speaking, penetration refers to the proportion - usually expressed as a percentage of the target market or target group reached, hence the term **Market Penetration**.
Peoplemeters	Peoplemeters are used to record electronically who is watching TV. They consist of a recording unit or set meter (which is usually placed on top of the TV set being measured), and a separate handset. The handset looks like a TV remote-control unit, and has a number of buttons on it. Each member of the panel household is given an individual number, which they press on the handset each time they start or stop watching TV. TV set usage and channel choice are recorded automatically. The information is stored in a central unit and is then collected overnight via the household telephone line (some systems use GSM modems as an alternative).
Penalty/Reward Analysis	See **Requirement / Reward Analysis**
Peripheral	A generic term used to describe any devices such as printers, **modems**, joysticks and monitors that are connected to a computer and controlled by its microprocessor. See **Plug and Play**.
Persistence	The length of time that a TV set needs to be tuned to a particular channel before this is recorded by the meter (with BARB this is currently set to 10 seconds).
Personal Communication Device	Also known as PCD. A term used to describe small portable communication devices such as pagers and cellular phones.
Personal Meters	A new type of device currently under development to permit the measurement of an individual's overall television viewing, radio listening or both. Designed to be worn or carried by selected individuals, personal meters can potentially capture viewing/listening in all types of out of home locations. The channel/station identification technique may be based on either audio comparison or recognition of a broadcaster code.
Personal Television	A TV set-top device that enables viewers to pause, fast-forward and rewind live programmes. Some of the appliances also have the capability to suggest programmes for users by recognising their viewing behaviour. Companies offering this technology include Replay TV and TiVo.

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PEX	See **Magazine Page Exposure Studies**.
Picture in Picture	This is also known as PIP. A facility where some television sets and set top terminals are able to show a small secondary picture from another channel within the main picture.
Placeshifting	The viewing (or listening) of broadcast media via the internet on a remote PC, laptop or other device, or of viewing of stored media shifted from, say, a PC to another device, using specially developed software. Not to be confused with Time Shift viewing.
Platform	(i) The computer hardware and operating system that applications are run on. (ii) The means of delivering media content to users e.g. print, analogue terrestrial, satellite, DAB, internet etc.
Plug and Play	This is the name given to computer systems that can automatically configure a device that is added to it. These devices include such things as printers, **modems** and monitors. See **Peripheral**.
Plus one (+1)	Plus one television channels are channels that repeat everything from a main channel one hour after the original broadcast. Channel 4 were the first of the five main terrestrial channels to offer a +1 channel in August 2007.
PML	Abbreviation of **P**ersonalised **M**edia **L**ist, a technique developed by Ipsos UK. With this technique, a respondent of a readership survey is only asked about those publications of the media list, which are deemed relevant to him/her, based on demographics and broad interests.
PMP	Abbreviation of **P**ortable **M**edia **P**layer.
Podcast	Audio or video clips that can be downloaded as files from the internet for listening/viewing in own time. Once downloaded, any future related episodes would automatically follow when available.
Pop Up	An on-line advertisement that appears in a separate window over a web page that is being viewed.
Population	The number of people in the survey **Universe**, sub-universe or **Target Group**.

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Postcode Address File (PAF)	A list of all the postal delivery points in the UK compiled by the Royal Mail. This is frequently used as a sampling frame.
Postal Survey	See **Self-Completion Survey**.
Poster Research	See **Out of Home Research**.
Poster Specialist	A company that constructs an outdoor campaign for a client, often using sites bought from a number of different contractors.
Postar	**Post**ar (**Post**er **A**udience **R**esearch) is the industry body for the Out of Home advertising industry.

The data published tells subscribers how many people see an advertising campaign and how often they do so. The information is the currency for planning, buying, selling and evaluating advertising investment in this area.

The standard approach for media audience research is to measure the "opportunity to see" an advertising message. Postar does this and then adds a further level of scrutiny by adjusting the data to account for the real likelihood of seeing, or having "eyes-on", the panel.

The research was originally devised as a measure of roadside billboards. For the next round of research that Ipsos MediaCT will be conducting for Postar, the measurement is being extended to include, underground, rail, buses, malls, supermarkets, airports and stadiums.

With this research, a new generation of measurement using GPS meters is being developed to introduce accurate data collection along with state of the art data modelling techniques. |
| **Poster** | Posters come in a variety of standard sizes, measured by the number of sheets. In the UK, 4 sheet posters are typically found at bus shelters, or in shopping areas, 16 sheets on the side of buildings and 48, 64 or 96 sheets and larger on major roads. Some large posters use back lighting and are able to rotate different advertisements. |
| **PPM** | Abbreviation of **P**ortable **P**eople **M**eter. A peoplemeter carried by the respondent. See **Peoplemeters**. |

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Price Evaluation	Ipsos use a number of pricing approaches, two of which are described in this section:
	The **Gabor Granger** method is a method to determine the price for a new product or service. It was developed in the 1960s by **Clive Granger** and **André Gabor.** Respondents are asked to complete a survey where they are asked to say if they would buy a product at a particular price. The price is changed and respondents again say if they would buy or not. From the results we can work out what the optimum price is for each individual. By taking a sample of customers we can work out what levels of demand would be expected at each price point across the market as a whole (at the demand curve). Using this estimate of demand, the price elasticity (or expected revenue) can be calculated and so the optimum price-point in the market established.
	Van Westendorf - Is a poweful technique used in pricing research. It involves just 4 simple, open ended questions:
	• At what price would you consider this product to be cheap?
	• At what price would you consider this product to be expensive?
	• At what price would you consider this product so cheap that you would doubt its quality?
	• At what price would you consider this product so expensive that you would not buy it?
	The outputs are powerful as you are able to estimate the optimum price range for a new product or service. This is typically used for a product with no prior market references at earlier stages of product development (post ideation for example). Within Ipsos MediaCT this could be in conjunction with our Construct solution
Primary Readers	Either purchasers of a publication and other members of their household or the original recipients of a title sent free of charge. These are the people most likely to read a publication in the greatest depth.
Primary Sampling Units	A group of eligible units (geographic areas, post codes, addresses, etc.) used as the first stage in the creation of the **Sample**. See Sampling Frame for a detailed sample. Abbreviated to **PSU**.

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Print Run	The number of copies of an issue of a publication that were print-ed. A publication's **Print Run** should logically be larger than its **Circulation**, which is the number of copies actually distributed.
Private Household	A single person, or group of people living together whose food and household expenses are managed as one unit.
Probability Model	A type of mathematical model used to evaluate media schedules. See **Schedule Evaluation**.
Probability Sample	Also known as a **Random Sample**. See **Sample**.
Profile	The way a TV/radio programme's audience or a publication's readership breaks down across a single variable like age, job title, income, and so on. For example, a TV programme's audi-ence's profile by age might be 29% aged under 35, 27% aged 33-44, 19% aged 45-54 and 25% aged 55+. The profile should always sum to 100%.
Programme Attribution Service (PAS)	The **P**rogramme **A**ttribution **S**ervice **(PAS)** is the service that Ipsos runs for BARB and the TV industry that assigns unique programme and genre codes to all television programmes.
Programme Genre	The classification of programmes by type e.g. sport, drama, chat show etc.
Programme Sponsorship	A form of promotion where a company associates its name with a programme, usually by references to itself or an associated product at the beginning and/or end of the programme and the programme breaks. See **Sponsorship Research**.
Projectible Universe	See **Universe**.
Protocol	Standards that identify how traffic and communication are han-dled by a computer or network. See **Network**.
PSU	See **Primary Sampling Unit**.
Psychographic Groups	Classification of those researched by a survey into groups defined by their attitudes, motivations and values rather than by their **Demographics** or purchasing habits.
	These groups are usually devised using **Cluster Analysis** of **Attitude Surveys**. Respondents are grouped according to the extent to which they agree with various attitude questions. See **Cluster Analysis, Attitude Research** and **Lifestyle Research**.

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Public Switch Telephone Network

Also known as **PSTN**. The name given to the landline telephone network.

Publication Interval

See **Publication Period**.

Publication Period

The time interval between issues of a publication. Hence the **Last Publication Period** (also known as the **Last Issue Period**) is "yesterday" for a daily, "last week" for a weekly, "last month" for a monthly and so on. Another name for the publication period is **Publication Interval**.

Publisher's Statement

A document issued by a publisher giving circulation details of a publication and/or one of its regional or demographic editions. Publisher's Statements often bear the logo, official format and imprimatur of an independent auditing company, but they should not be confused with the official circulation audit certificate. Unlike the audit certificate, not all the details printed on such a Publisher's Statement will have been verified by the auditing company. For example, in the UK, neither **ABC** nor **BPA** audit breakdowns of paid circulation, yet unverified circulation break-downs appear on Publisher's Statements bearing the ABC and BPA logo. See **Audited Circulation**.

PVR

A **Personal Video Recorder (PVR)** is a device that records video in a digital format to a disk drive or other memory medium within a device. The term includes stand-alone set-top boxes, portable media players (PMP) and software for personal computers which enables video capture and playback to and from disk. Some manufacturers have started to offer televisions with PVR hardware and software built in to the television itself.

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QRS See **Quality of Reading Survey**.

Quality Control An important aspect of conducting media research covering all stages of a project including data collection, analysis and reporting procedures.

Quality of Reading Survey The aim of the Quality of Reading Survey is to give advertisers, media planners, buyers and media owners a greater understanding of the value of the print medium and the differences within it. The survey measures a wealth of behavioural and attitudinal characteristics among the readers of magazines and newspaper sections and supplements, including time spent reading, number of times a publication is picked up, how a publication is read, page exposures (PEX), action taken as a result of reading and attitude statements.

Quota Sample See **Sample**.

q

Radio Index

The appreciation index for radio programmes is sometimes referred to as an RI – Radio Index. See **Appreciation Index**.

Radio Ratings

See **Ratings**.

RAJAR

(**Ra**dio **J**oint **A**udience **R**esearch Ltd). RAJAR is the industry company responsible for the provision of radio audience research information in the UK and is jointly owned by the BBC and the Radio Centre (Commercial Radio). Ipsos MediaCT has been RAJAR's contractor since 1992 when the service commenced. The information is collected using personalised diaries which are personally placed and collected. Over 130,000 adult diaries are processed annually (there is an additional sample for children aged 4 –15) making RAJAR the largest radio audience research system outside the USA.

Random Sample

Sample designed to strict procedures to ensure that each member of the target population has an equal chance of being selected for interview. Sometimes referred to as EPSEM (**E**qual **P**robability of **S**election for **E**very **M**ember). Also known as a **Probability Sample**. See **Sample**.

Ratings (Rating Points)

Television Ratings are the percentage of the potential TV audience who are viewing at a given time. TV ratings (TVRs) can apply to any time period, such as one minute, a quarter hour, an individual commercial, a commercial break or a programme. For a programme or time period longer than a minute the rating is the average of all the minutes comprising the period involved. For an individual commercial, of 60 seconds or less, the UK calculation is based on the minute in which the commercial appeared.

For a given category of individuals (e.g. men, women or children) this is the number of individuals viewing, expressed as a percentage of all such individuals.

Spot Ratings, in terms of **television** research, are the estimated audiences for a specific commercial spot, expressed as a percentage of the total target market. They are used to buy and sell TV advertising.

Radio Ratings are similarly expressed as a percentage of the population group being measured.

Spot Ratings for **radio** are usually based on the quarter-hour or half-hour which the commercial was aired.

RDD | **Random Digit Dialing** (RDD) is a method for selecting people for involvement in telephone surveys by generating telephone numbers at random. Random digit dialing has the advantage that it includes unlisted numbers that would be missed if the numbers were selected from a phone book.

An important consideration in random digit dialing surveys is bias introduced by non-responders. Non-response bias can be a problem if responders differ from non-responders for the measured variables. For example, non-responders may not have been contacted because they are rarely at home.

Various techniques are used to reduce the non-response rate, such as multiple call attempts, incentives, advance letters, and leaving messages on answering machines. Reducing the non-response rate may directly reduce non-response bias. In addition, when trying to calculate total error estimates, response rate calculations can be imprecise because it can be difficult to determine whether certain telephone numbers are interviewable. There are methods that Ipsos has developed to take account of such effects.

An additional error consideration with telephone surveys is lack of coverage due to not being part of the sample frame. Only 1% of the population does not have access to a telephone in the UK. However, in 2007, around 11% of the population live in households where there is no fixed landline telephone. Landline RDD is the traditional method of interviewing on these surveys. It is possible to generate mobile phone RDD samples and this is now a more accurate method of contact on surveys of younger people as mobile coverage is higher than landline coverage. Including mobile RDD in with landline RDD on surveys though does introduce other survey biases that need to be taken into account.

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Reach | In broadcast research, the estimate of the number of people exposed to a TV or radio station/channel at least once in a defined period or who have had an opportunity to see a single advertisement or a given schedule. Sometimes called **Coverage** or **Penetration**. Specific reach definitions are as follows;

Campaign Reach - the number of different individuals who are exposed to any part of a schedule of commercials. May also be expressed as a percentage of the total population.

Channel Reach (or **Patronage**) is the absolute percentage of people who watch a channel at all over a particular period of time (typically one day, week or month). It is a key measure for both broadcasters and advertisers. The calculation is made minute-by-minute and then an average is taken.

Channel reach is particularly important for public-service broadcasters, who have a remit to appeal to all the people some of the time.

For advertisers, channel reach is a strong indication of how much that channel may be able to contribute to their campaign.

Daily/Weekly Reach - is the estimated number of people who viewed a particular television channel in an average day/week (in the UK this must be for at least three consecutive minutes) or whoever listened to a particular radio station in an average day/week (in the UK the criteria is that they must have listened for at least five minutes in a fifteen minute period).

Effective Reach - is the percentage of the target audience who have the opportunity to see (OTS) the desired number of TV spots, or hear radio spots, or see press ads etc. For example, if it is desired that the target audience see between two and eight spots, then the effective reach of the schedule is the percentage with between two and eight OTS.

Reach and Frequency

The number of people who, for example, have had an opportunity to see an insertion in a given issue of a publication or who watch a television channel and the frequency which they read or watch it. **Reach and Frequency Analysis** or **Schedule Evaluations** calculate reach and frequency. See Schedule Evaluation for an explanation of how the calculations are made.

Reach and Frequency Analysis

See Reach and Frequency and Schedule Evaluation.

Readers Per Copy (RPC)

Estimate of the number of people who read an average circulated copy of a publication. It is calculated by dividing a title's total **Average Issue Readership** by its circulation, ideally its **Audited Circulation**. If a title's total readership is not measured by a readership survey then the number of readers per copy can only be guessed at.

r

Readership-Remembrance	The number and percentage of people who remember having seen individual posters - based on home interviews.
Reading and Noting	The readership measurement technique by which page traffic scores are obtained. "Noting" is generally accepted to mean seeing the page, and "Reading" is reading some part of the page. See **Noting Scores** and **Page Traffic**.
Reading Frequency ("How Often")	The estimation of the frequency of exposure to a publication. Measurement techniques include verbal frequency scales (or categories), numeric frequency scales (or categories), mixtures of both, and recognition of a series of publications.
Reading Probability	For a given publication, reading probabilities are calculated for people falling within each claimed reading frequency group. The probability may be calculated in two ways, either on the claimed frequency or as an "observed frequency". The former is straight arithmetic, e.g. reading 3 out of 6 is a probability of 0.5 for the average issue. Observed frequency is a cross-tabulation, and the probability is the proportion within the frequency grouping who in fact qualified as average-issue-readers in answer to a recent-reading question.
Real Audio	Software that permits **Internet** users to listen to **audio** in real time. For instance, as a page is loading, the user can hear music or other sounds. See **Real Time**.
Real Time	The process by which software enables large quantities of fast changing audio/video data to be received almost immediately. See **Real Audio**.
Recall	The respondent's ability to remember something he or she is asked about. See **Aided Recall** and **Memory Effects**.
Recency	In readership surveys recency measures, for a given publication, the lapsed time between the last reading event and the day of interview.
Recent Reading	The term to describe the technique that establishes readership levels by asking respondents when they last read or looked at any issue of each publication. In most markets recent reading is the approach favoured for the estimation of readership levels. See **Recency**.

r

Recognition	See **Issue Recognition**.
Red button	A button on the remote control for certain digital television set top boxes in the United Kingdom and used to access interactive television services
Regular Readership	Estimate of the number of people who read a publication on a regular basis. This can be defined in a variety of ways, such as those who read three out of the last four issues of a title, irrespective of whether it is a daily, weekly, monthly publication. Not to be confused with **Average Issue Readership**.
Repeat Reading	When an issue of a publication or a particular page inside it is read or looked at on more than one occasion. It is not measured by most readership surveys but is extremely valuable to advertising. See also **Opportunity To See**.
Replicated Readership	When a respondent reads the same issue of a publication during two or more different **Publication Periods** (i.e. "yesterday", "last week", "last month", etc.). This leads to the statistical probability of a single reader being counted twice or more as an average-issue-reader, resulting in readership figures which are over-estimated. See also **Parallel Readership**.
Requirement / Reward Analysis	A key driver analysis that looks at the Equity statements/ usership areas that are associated with dissatisfaction and those correlating with satisfaction.
	The analysis will identify and quantify those attributes that increase satisfaction (**Rewards**), delivering on these will add value to the consumer.
	By contrast it will do the same for those attributes that decrease satisfaction (**Requirements**). These are often the costs of entry. No reward for doing it right, but doing it wrong has serious and significant implications.
Respondent	Person who was successfully interviewed for a survey or who completed a usable questionnaire. Another name for **Informant**.

r

Response Function	Response functions attempt to identify a relationship between the number of **Opportunities To See** insertions in a schedule and the resulting effectiveness of the advertising. To do this, values - i.e. **Weights** - are put on the different numbers of opportunities to see insertions in the schedule; hence response functions are also known as **Frequency Weights**. Applying these weights gives the **Effective Reach** of the schedule, which is a measure of its effectiveness.
	Response functions can be stipulated for any schedule evaluation or **Optimisation**.
Response Rate	The number of successfully completed interviews or returned questionnaires expressed as a percentage of those it was attempted to screen or interview/question. The response rate should exclude cases that are outside the scope of the survey, for example addresses that are unoccupied.
RFID	Abbreviation of **R**adio **F**requency **ID**entification. RFID tags use radio waves to identify people or objects. The technology is considered as a possible means of measuring readership audiences electronically.
Rim Weighting	See **Weighting**.
Road blocking	Placing a commercial on as many cable (or other minority) services as possible at the same time, to maximise ratings.
ROI	Abbreviation of **R**eturn **O**n **I**nvestment.
Rotation	A change in the order of presentation of publications over the sample of interviews. Rotations may be obtained randomly (e.g. shuffling of logo cards) or systematically (e.g. calculated permutation orders; forward and reverse orders; randomised starting points etc.). Rotations may be applicable (a) to the order of groups of publications and (b) to titles within publication groups. The same principle is also applied to pre-listed stations in TV/radio diaries.
RPC	Abbreviation of **R**eaders **P**er **C**opy.
RR Survey	Abbreviation of **R**ecent **R**eading **S**urvey.

r

Sample

Those respondents identified as being eligible to be interviewed or questioned for a survey. It often refers to those actually interviewed or questioned (i.e. those who were successfully interviewed or who returned usable questionnaires), which is the Analysis Sample. In fact, it is usually the **analysis sample** that is quoted in computer analysis of readership surveys.

Random or **Probability Sample**: Every member of the universe has an equal chance of being sampled. This is frequently the most expensive sampling method, but often the best.

Quota Sample: Interviewers are set quotas for groups they have to interview. For example, each interviewer might be asked to interview 10 people aged 20-25, 10 people aged 26-45, 10 people aged 46+, etc., so that the survey sample will be comprised of pre-selected proportions of each group. The quotas are then weighted at the analysis stage to attempt to represent the universe. Quota sampling is usually cheaper than random sampling - often considerably so - but, unlike random sampling, the composition of the universe must be known before the survey is carried out. Statistical error cannot be calculated for quota samples.

To derive the sample: a directory, **Parent Survey** or other data source is used to generate the **Sampling Frame** (which is a list of all potentially eligible addresses, individuals, post codes, companies, etc.). In some cases these units are then interviewed or sent questionnaires directly, but in many cases they need to be **Screened** first to confirm eligibility before being interviewed or sent questionnaires. Those who are successfully interviewed or who return usable questionnaires are the **Analysis Sample**. Screening is often necessary to identify eligible units within the sampling frame. For example, if the sampling frame is a list of eligible geographic areas, screening will identify addresses or individuals living at those addresses; if it is a list of eligible organisations, screening will identify eligible individuals working in those organisations. Screening is also used to confirm or to double-check the accuracy of the sampling frame data (such as entries in directories).

Sample Weights

See Weights.

Sampling Error

Statistical term synonymous with Standard Error. See Design Factor and Standard Error.

Sampling Frame	Known data used to generate the sample. More specifically, a grouping or listing of all the eligible units (such as countries, post codes, addresses, establishments, etc.) which are used to provide the sample. The sampling frame is often derived from one or more directories, Parent Surveys or lists. See **Sample**.
Sampling Point	A geographic district where interviews were carried out. The definition of the districts will be determined by the structure of the sampling frame. The selection of sampling points is usually the first stage of a multi-stage sampling procedure (the second stage comprises the selection of individuals within these points).
Sampling Procedure	See **Sample**.
Schedule Evaluation	An estimate of how a schedule or schedules perform against given target markets. A means of comparing different schedules. Generated by computer to give - for each schedule - **Reach, Average Frequency, Gross OTS, Cost-Per-Thousand Net Reach** and usually **Cost-Per-Thousand Gross OTS. Frequency Distributions** can also be provided if requested.
Scrambling	In **cable** television this refers to process of electronically modifying or encrypting a broadcast signal to allow only persons with an appropriate **decoder** to view the output.
Screen Grabs	The name given to the process of capturing images and video stills to a **digital** file.
Screening	The identification of eligible units (people, addresses, companies, etc.) within the **Sampling Frame**. For example, if the sampling frame is a list of eligible geographic areas, screening is necessary to identify eligible addresses or individuals within those areas; if it is a list of eligible organisations, screening is necessary to identify eligible individuals working in those organisations. These are then sampled.
Search Engine	A sophisticated database or index that helps users find content or information on the **Web** or similar environment. See **Content**.
Secondary Readers	See **Pass-On Readers**.

S

Secure Server	Encrypting system that allows confidential information (such as credit card details) to be sent safely over the Internet. See **Online Shopping** and **Encryption**.
Self-Completion Survey	A survey for which the questionnaire or a diary is wholly or partly completed by the respondent him/herself. The method of placement and/or collection (=return) of questionnaire or diary may be postal (e.g. by mail) or personal through the interviewer, or by mixed methods (e.g. personal placement and postal return). Self-completion surveys may also be conducted electronically via e-mail or the world-wide-web. A major consideration is adequate response: this may be ensured through choice of method (e.g. personal placement and collection is generally more effective in response rate terms than postal methods, but less effective in cost terms) and through other devices. Length of questionnaire, choice of layout, length and style of introductory letter, number of reminders and choice of incentive are all very important factors.
Service Provider	The company or group that provides access to the Internet or an online service (e.g. AOL, Orange, Netcom etc.).
Set Meters	TV meters which only collect information on set/equipment/channel – i.e. no information on who is viewing. Rarely used nowadays except in single source panels in order to reduce respondent workload. See **Peoplemeters**.
Set-Top Box	See **Decoder**. Also known as a Converter.
Share	Channel or Audience Share is calculated by comparing the average minutes viewed/listened for each channel/station in a given time period (See **Hours of Viewing**). Reporting in decimal minutes per day is preferable to hours, because of the greater precision allowed. This becomes increasingly important as the number of channels available increases, and the average time spent watching each of them falls. The minutes viewed per day should be calculated for the whole time that TV is available in the day, usually 24 hours.
Share of Viewing/ Listening	The percentage of total viewing or listening time accounted for by a channel/station.

S

Shareware	Software that can be downloaded from the **Internet** for users to try before deciding to buy. Once the software has been used for a set trial period the user must normally pay a fee for its continued usage. See **Freeware**.
Shockwave	Shockwave allows interactive **multimedia** content such as sounds and animation to be seen on the **Internet**. See **Multimedia**.
Signal Strength Indicator	The display on a mobile phone that indicates if a user has a good signal reception for making and receiving calls.
Significance Testing	Statistical technique for measuring the significance of research results, taking account of sample size and construction.
Sim Card	Abbreviation of **S**ubscriber **I**dentity **M**odule **Card**. A card used inside a mobile phone containing a computer chip which stores information such as the users identity and received SMS messages.
Simple Random Sample	A single-stage sample where every member of the population has an equal chance of being selected. See **Stratification**.
Simulation	The systematic ascription of figures to populations in analysis for which such figures were not obtained by standard interviewing methods. The three terms Simulation, Adjustment and Ascription are used loosely and inter-changeably. There is a difference between invention and amendment, but the borderline is not clearly defined. (See also **Ascription**).
Single-Copy-Sales	The sales figure applicable to the single copies of a publication which are sold, on a "casual" basis, by the retailer to the buyer; that is, it excludes "committed" sales via subscriptions, or via regular orders from a newsagent.
Single Source	In media research, a "single source" survey refers to a survey which collects media, consumer and demographic data from the same respondents.
SIR	Abbreviation of **S**pecific **I**ssue **R**eadership. See **Issue Specific Audience**.

S

Site-Centric Measurement	In internet research, the method of measuring website audiences through counting page requests for the given site regardless of where they come from geographically or whether they come from work-place or home-based computers or any other devices, including mobile phones. See **in contrast User-Centric Measurement**.
Skeletonised Copies	Stripped-down copies of publications consisting of the front cover and a number of key pages/articles. These may be used as the test issues in surveys which determine **Average Issue Readership** from the number of people who claim to read a specific issue of each title, because it would be physically difficult for interviewers to carry around full issues of all the titles asked about.
SMATV	A SMATV or satellite master antennae TV set is a set receiving a TV signal by wire from a communal satellite dish on a multi-occupancy building.
SMS	Also known as Short Message Service. This technology allows mobile phone users to send and receive text messages up to 160 characters long.
Social Class	See **Socio-Economic Groups**.
Social Grade	See **Socio-Economic Groups**.
Socio-Economic Groups	Classification of social status, usually based on the occupation of the head of household. Also used: **NS-SEC** and **Social Grade. NS-SEC** is a description of social differences used by the government, whereas **Social Grade** refers specifically to the A,B,C1,C2,D,E classification system used by market research and marketing practitioners in the UK. See also **NS-SEC**
	There may be only limited comparability between the composition of the socio-economic/occupational groups used by different surveys, particularly between surveys in different countries. International surveys, on the other hand, aim to use the same classification system in each country.
Socio-Economic Data	Indication of 'class' based on occupation of the head of the household.
Spam	A term used to describe unsolicited e-mails. See **Email**.
Sponsorship	A form of promotion where a company associates itself or/and a product with a particular activity or event.

S

Sponsorship Research	Research to aid the understanding of this communication method in the multi platform world. Ipsos MediaCT offers a number of approaches to clients wishing to thoroughly evaluate their propositions:

• Awareness measures

• Fit and favourability scores

• Image measures

All of these we look at by key demographic or users / non users of service etc.

On top of these traditional approaches, we also offer our full "communication vehicle" evaluation tool:

+ Media*Graph 360
This Ipsos MediaCT proprietary tool identifies and quantifies the role of each communication vehicle and can demonstrate how different platforms add, individually or in combination, to intention to purchase / intention to use a particular service

Spontaneous Recall	The respondent's ability to remember things he or she is asked about without visual aids or other **Memory Prompts**. See **Aided Recall**.
Spot Ratings	See **Ratings**.
Spread Traffic	See **Page Traffic**.
Stand Alone Computer	Name given to any computer that is not part of a network and not connected to any other computers. See **Network**.
Standard Error	A measure of the amount by which a survey finding may differ from reality. It is used to calculate **Confidence Limits**. The standard error varies from one survey finding to another. Its magnitude depends on the sample size, percentage of the sample which fall into the group being measured and the **Design Factor** (which is a function of the **Sampling Procedure**) of the survey.
Standby Time	The amount of battery power time that a mobile phone has whilst not in use for conversation and left on to receive calls.
Stickiness	The degree to which an **Internet** site can keep online users and encourage return visits.

S

Stratification	If some important detail is known about the population which is being sampled, and this is associated with the variables that are to be measured, it is possible to increase the efficiency of the sample. This is achieved by ordering the sampling units according to the detail that is known and selecting systematically through the ordered frame. This assists an unbiased representation in respect of this detail. This deliberate arrangement of the sampling frame before sampling is called stratification.
Streaming Audio/Video	Compressed **digital** multimedia files either audio and/or video that are transmitted one-way over the **Internet** in real time. This means that the content sent can be viewed or heard almost as soon as data is fed to the receiver without the necessity to transfer an entire large file first. An example of streaming audio is Internet radio. An example of streaming video are real time images sent via a webcam.
Subscription TV	System usually transmitted over the air but scrambled to stop non-subscribers viewing. A device attached to the TV set decodes the signal for subscribers.
Sugging	Selling under the guise of research. (To be outlawed by Consumer Protection from Unfair Trading Regulations published by the Department for Business Enterprise & Regulatory Reform.)
Surfing	a) The process of moving between **Internet** web pages/sites by clicking on links to go from one page to the next. b) Also sometimes used to describe frequent channel changing when watching TV.
Survey Population	See **Population**
Survey Sample	See **Sample**.
Survey Universe	See **Population and Universe**.
Syndication	The packaging of a radio or TV programme for sale to individual stations.

S

t

T1 Line Connection	A high-speed phone line composed of **fibre optic** cabling used by companies to access the **Internet**.
Talk Time	This is the period of time that a mobile phone can transmit using a single battery charge.
Target Audience	Generally used interchangeably with **Target Market or Group**. However, **Target Audience** is sometimes used to mean the near-est meaningful approximation to the **Target Market or Group** specified in the creative brief.
Target Group	See **Target Audience**.
Target Market	See **Target Audience**.
Target Ratings	Total number of ratings that a time-buyer aims to achieve by area in a given time. See **Ratings**.
Telephone Interview	When the respondent is interviewed by telephone either for the main interview or at the **Screening** stage of a survey.
	Telephone interviewing can be more economical than face-to-face research. Also it may make contact with individuals difficult to reach in face-to-face surveys. Moreover, since telephone sam-ples are unclustered, the design factor will be lower than more clustered face-to-face samples.
	The disadvantage with telephone surveys is that a high propor-tion of the sampling frame must be contactable by telephone. This is not a great problem with, say, **ABs** in the UK, where virtu-ally 100% of British AB households have a telephone, but there may be difficulties in the developing world where telephone penetration is much lower
	A future concern may be a decline in consumer use of fixed line telephones in favour of mobile phones for which no directories/sampling frames exist.
Telephone Screening	When eligible units (usually people or addresses) within the **Sampling Frame** are identified by telephone. These are then sampled. See **Screening**.

Telescoping	Telescoping occurs when a respondent overclaims behaviour or events, i.e. they believe they have seen/read/heard/done something more recently than is in fact the case. See **Memory Effects**.
Teletext	The reception of broadcast textual information on a specially adapted TV set. Transmission occurs in the vertical blanking interval of the normal over-the-air signal. Includes Ceefax and Teletext UK in Britain.
Television Rating Points/ TVRs	See **Ratings**.
Teleworkers	Workers that operate from home, communicating with the office via telephone and the **Internet**.
Threshold	See **Hurdle Question**.
Through The Book	Methodology that establishes readership levels by showing the respondent copies of a specific issue of each title and asking him or her whether or not they have read or looked at that particular issue.
Time Shift Audience	For a particular broadcast, the timeshift audience is the cumulative audience who view that particular broadcast as video playback within seven days of its transmission.
Time-Related Filter	Within a specific time period stated. See also **Hurdle Question**.
Time-Shift	Time-shift viewing is the recorded viewing of programmes or recordings on video and viewed in real time (i.e. not fast forwarded) within a week of transmission.
Title Confusion	This occurs when respondents mistake one title for another. They might confuse, for instance, two titles with similar-sounding names or two titles with similar-looking mastheads. Title confusion can be reduced by grouping titles on one card. See **Extended Media List**.
Title Rotation	See **Rotation**.
Total Hours of Listening/ Viewing	Total amount of time spent listening to the radio/watching television or a given radio/TV station by all individuals who watch/ listen to it in, for example, an average week.

t

Touch Screen	Computer monitors that respond to either heat or pressure generated for example by a finger. This technology is used in such environments as kiosks. See **Kiosks**.
Tracking	Tracking studies monitor the extent to which a variable is changing over time. Advertising tracking, for example, monitors the recall of advertisements at different stages during a campaign. The research may be either continuous or else repeated at regular intervals.

The Ipsos group's proprietary brand/ad tracking approach, marketed by Ipsos ASI, is called **Brand*Graph**, which incorporates the validated Equity*Builder model.

Brand*Graph 360 is an enhanced version of this approach, designed to help isolate the contribution of different media within a mixed campaign. Research and development is in progress to adapt this approach for media planning.

See also **Brand Equity, Advertising Post-testing** |
Trade and Technical Publication	Occupations. Such publications are often distributed under controlled circulation. See **Controlled Circulation**.
Traffic Count	Counting the movement of people or vehicles past a given point.
Transmission Logs	Transmission logs are records (usually electronic) of exactly what was transmitted on television.
Transportable	A high-powered portable phone that can be used on the fringes of a networks' coverage. These are often used in remote areas.
TSA	The Total Survey Area of a radio station defined using its own criteria which will include signal quality and marketing elements. In the UK, each TSA is defined in terms of postcode sectors.
TVCR	The name given to a television set with a built-in video recorder.
TVRs	Abbreviation of **T**elevision **R**atings. See **Ratings**.

t

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Underclaim | See Overclaim.

Unduplicated Net Readership | The part of the readership of a publication (or schedule of publications) which does not overlap with another specified publication (or other publications within the schedule). See Duplication.

Uniform Resource Locator (URL) | A Uniform Resource Locator (URL) refers to the format used by World-Wide Web documents to locate other files, effectively the 'address' for a Web site. A URL gives the type of resource being accessed (e.g., ftp, telnet, web, etc.) and the path of the file. The format used is:

protocol://host.domain[:port]/path/filename
... where protocol can be one of:
http:// a file on a World-Wide Web server
file:// a file on your local system (for example, your hard drive)
ftp:// a file on an anonymous FTP server
telnet:// used to connect to a remote computer and run a program on it
... where host.domain is the site's Internet address:
www.unc.edu (an educational site)
www.glaxo.com (a commercial site)
library.niehs.nih.gov (a government site)
www.inect.co.uk (a commercial site in the UK).

Unique Audience | In internet research, the un-duplicated audience to a website. See Unique Visitors.

Unique Users | See Unique Visitors.

Unique Visitors | In internet research, the un-duplicated number of individuals who have visited a website at least once during a specified time period.

Universal Remote Control | A remote control unit that is able to control more than one brand of Television, video recorder or set top box etc.

Universe | Either the collection of people whose total number represents the ultimate potential reach of a piece of activity or all of the people researched by a survey or any sub-group of it. Often used interchangeably with **Population**, which is the number of people in the universe.

u

Unweighted Base	See **Base**.
Unweighted Sample	Those survey respondents who were successfully interviewed or who returned usable questionnaires (i.e. the **Analysis Sample**) before sample weights have been applied. Sometimes called the **Unweighted Base**. The number of respondents in the unweighted sample is the **Unweighted Count**. See **Weights**.
UPS	Abbreviation of **U**ninterruptible **P**ower **S**upply. A device that provides battery back-up supply and protects against power surges. Computer owners often use these.
URL	Abbreviation of **U**niform **R**esource **L**ocator.
User-Centric Measurement	In internet research, the measurement of website audiences through sample-based panels of respondents, whose online activities are monitored by specialist research providers. See in contrast **Site-Centric Measurement**.
User Generated Content	Refers to various kinds of media content, publicly available, that are produced by end-users.
User Session	Refers to the period of time that an Internet user spends on-line surfing the **Internet** in a single session. See **Surfing**.

u

V

VAI | See Visibility Adjusted Impact.

Van Westendorf | See Price Evaluation.

Validation | The validation of audience or readership claims obtained by one method via another thought to be more accurate (but which may only be viable in specific conditions).

VCR | Abbreviation of **V**ideo **C**assette **R**ecorder. A device that electronically records images and sounds onto video cassettes which can also be played back for viewing purposes.

Video Conferencing | Sound and video links that allow people in different locations to engage in a virtual meeting. See Whiteboard.

Video On Demand | A pay per view facility offered by some **digital** television providers to households where a subscriber can request from a list of videos a movie that can be seen at any time and will start immediately. Some of the systems have the ability to offer VCR type functions such a pause, rewind, and fast-forward. See Impulse Pay Per View, Near Video On Demand and Pay Per View.

Virus | A programme that is passed from one computer to another via infected files. Viruses can potentially cause great damage to a computer but can be prevented by installing computer anti-virus software. There are many types of viruses.

Visibility Adjusted Impact (VAI) | The amount of people who view a poster site. VAIs use computer experiments to measure eye movement when passing a site and are calculated by measuring this information against the gross number of people who pass the site. The better the panel, the closer the VAI to the gross.

Visual Clutter | The level of distraction (usually associated with posters or printed media) that draws attention away from the advertising message e.g. a poster against a background of trees has less distractions than a poster in a busy high street. (Existing experimental evidence suggests that this can be at least as important as whether the poster is solus or shares the site with other panels, which is another aspect of clutter).

V

W

Walled Garden

On the **Internet** this refers to a browsing environment that controls which Web sites a user can access. This facility is often used to stop children coming into contact with adult content through the use of password controls.

A walled garden also refers to **Internet, digital** television and mobile phone operator services that are only made available to their subscribers..

WAN

Abbreviation of **W**ide **A**rea **N**etwork. A computer network that covers a wide geographical area. See in contrast **LAN** (Local Area Network).

WAP

Abbreviation of **W**ireless **A**pplication **P**rotocol, the international standard for mobile internet access.

WAPI

Abbreviation of **W**eb **A**ided **P**ersonal **I**nterviewing. Synonymous with CAWI (Computer Aided Web Interview).

(The) Web

The World Wide Web or WWW consists of graphic and text documents published on the Internet that are interconnected through clickable "**hypertext**" links. A Web page is a single document. A Web site is a collection of related documents.

The World Wide Web is often confused with the **Internet**. Please see **Internet** for an explanation of how they differ.

Web 2.0

A term describing the trend towards a new generation of web design and technology concepts, allowing greater interactive use of the internet.

Web 3.0

Web 3.0 is a term used to describe the future of the World Wide Web. Following the introduction of the phrase "Web 2.0" as a description of the recent evolution of the Web, many technologists, journalists, and industry leaders have used the term "Web 3.0" to hypothesise about a future wave of Internet innovation.

Web Analytics	Web Analytics is the study of the behaviour of website visitors.
	Data collected usually includes web traffic reports. It can also include email response details, sales and lead information, user performance data and external source data such as site referral information.
	The two main approaches to collecting analytics data are :-
	• Logfile analysis – reading the logfiles in which the web server records all transactions
	• Page tagging – a 'mark' is left on each page that notifies a third-party server when a page is rendered by a browser
Web Based Discussions	Also known as newsgroups or communities of forums. **Internet** based bulletin boards that allow people to post comments about specific topics. Unlike **Internet** chat these are not live. See **Chat**.
Web Enabled	This refers to the facility on digital handsets such as **PDA's** and mobile phones that allows users to access the **Internet** using these devices. See **Mobile Internet Connection**.
Website Traffic	The amount of visitors or visits a website receives.
Weekly Reach	See **Reach**.
Weighted Sample	A sample to which all the necessary **Sample Weights** have been applied. **See Weights**.
Weighting	**Cell weighting** is the traditional form of weighting and involves target variables (e.g. sex, age and region) being interlaced to form a matrix of target cells in the population. The sample is analysed into interlacing cells in the same way. A weight is then calculated for each cell to achieve the target for that cell. The overall target may be set to equal the actual sample size (in which case the average weight = 1), or the population size (in which case grossing up is done at the same time as weighting). Cells incurring very high weights can be amalgamated with neighbouring cells to bring the weights down.
	Rim weighting looks at each target variable in turn. The sample is weighted to the first variable (e.g. region). Keeping this set of weights, the computer then compares the balance of the sample

W

with the targets for the second variable (e.g. sex). Fresh weights are calculated to correct this, which are multiplied by the first set of weights. This process is then repeated until all the target variables have been covered. At this stage, the weighted sample will not be exactly balanced against any one variable, but the overall balance should be an improvement. The whole process can then be repeated as often as necessary, until the weighted sample reaches a satisfactory level of accuracy or no further improvement is possible. The advantage of rim-weighting is that only the marginal totals are needed for each variable.

Weighting Matrix

See **Weighting**.

Weights

a) Frequency Weights: Different values put on different numbers of **Opportunities To See** insertions in a schedule in line with the relationship that is judged to exist between OTS and the resulting effectiveness of the advertising. See **Response Function**, which makes use of frequency weights, for a fuller explanation.

Market Weights: Different values put on consistent parts of the **Target Market** in line with how important each of them is judged to be by (or to) the advertiser.

b) Media Weights: Different values put on different titles in line with how important each of them is judged to be to the advertiser. Used most often to reflect the perceived quality of an advertising medium (e.g. reproduction quality, editorial environment, where the publication is usually read, etc.) or to reflect the different chances that an ad in a given publication is actually seen (because of the number of other ads in a publication, the way certain types of publication are read, time spent reading, etc. See **Impacts, Page Traffic** and **Noting Scores**.

c) Sample Weights: Different values put on constituent parts of the sample to restore them to the correct proportions. For example, if AB's have been oversampled by a factor of two in order to double the number of AB's available for analysis, they will be given a sample weight of 0.5 so that their combined contribution to the total sample is correct. A sample to which all the necessary sample weights have been applied is the **Weighted Sample**.

W

Whiteboard	A video conferencing device that allows users in different location to draw on a shared virtual surface. See **Video Conferencing**.
Widescreen	This refers to televisions that can have screens that can display pictures with a wider aspect ratio than normal. Most standard televisions have an aspect ratio of 4:3 and widescreen televisions offer a ratio of 16:9.
Widget	A **web widget** is a portable chunk of code that can be installed and executed within any separate HTML-based web page by an end user without requiring additional compilation. They are derived from the idea of code reuse. Other terms used to describe web widgets include: gadget, badge, module, capsule, snippet, mini and flake. Web widgets often but not always use DHTML, JavaScript, or Adobe Flash.
Wi-Fi	**Wi-Fi** or wireless WAN is the trade name for a popular wireless technology used in home networks, mobile phones, video games and more. Wi-Fi is supported by nearly every modern personal computer operating system and most advanced game consoles.
Wiki	An open-source webpage that can be immediately edited by any reader.
WiMAX	**WiMAX**, the **W**orldwide **I**nteroperability for **M**icrowave Access, is a telecommunications technology aimed at providing wireless data over long distances in a variety of ways, from point-to-point links to full mobile cellular type access. The name "WiMAX" was created by the WiMAX Forum, which was formed in June 2001 to promote conformance and interoperability of the standard. The forum describes WiMAX as "a standards-based technology enabling the delivery of last mile wireless broadband access as an alternative to cable and DSL". It is effectively Wi-Fi with a much longer range of up to 10,000M whereas Wi-Fi goes up to 100M only.
Word of Mouth	Ipsos MediaCT have a proprietary product which measures the multiplier effect of the Word of Mouth communication on sales. See also **Buzz Marketing**.

W

Worldwide Readership Research Symposia

A bi-annual conference run jointly by Ipsos MediaCT and the KMR Group to foster the spreading of best practice in readership research. Started in 1981 and held alternately in European and American venues.

World Wide Web (WWW)

See **Web**.

WRRS

See **Worldwide Readership Research Symposia**

W

X

X

XML

The **Extensible Markup Language (XML)** is a general-purpose specification for creating custom markup languages. It is classified as an extensible language because it allows its users to define their own elements. Its primary purpose is to facilitate the sharing of structured data across different information systems, particularly via the Internet, and it is used both to encode documents and to serialize data.

XML is recommended by the World Wide Web Consortium (W3C). It is a fee-free open standard. The W3C recommendation specifies both the lexical grammar and the requirements for parsing

XML is a particularly useful way of saving complex data-sets such as poster site information which require a number of different variables

X

z

Zapping   Flicking through different TV channels, often to avoid a commercial break.

Zipping   Fast-forwarding through recorded commercials when watching a home-recorded videotape.

Z-test   A statistical way of undertaking tests of significance of survey results. See Significance Testing.

Translation of Key Media Research Terms

ENGLISH	FRENCH	GERMAN	ITALIAN	SPANISH
Advertising Post-Testing	Post-test publicitaire	Anzeigen-post-test	Post-test pubblicitario	Post-test publicitario
Advertising Pre-Testing	Pré-test publicitaire	Anzeigen-pre-Test	Pre-test pubblicitario	Pre-test publicitario
Audience	Audience	Leser/Hörer/seherschaft	Audience	Audiencia
Average Issue Readership	Lecture derrière période	Leser pro Ausgabe (LPA)	Lettori del numero medio	Lettori del giorno medio
Campaign	Campagne	Kampagne	Campagna pubblicitaria	Campaña
Cost PerThousand (CPT)	cout pour mille, cost au mille (CPM)	Tausenderpreis (TP), Tausenderkontaktpreis (TKP)	Costo per mille contatti	Coste Por Mil (CPM)
Day-After-Recall	Day after recall	Day-After Recall (DAR)	Day After Recall	Recuerdo del dia después
Diary	Carnet	Tagebuch	Diario	Agenda
Digital TV	Télévision Numérique	Digital TV	TV Digitale	TV Digital
Frequency	Répétition	Häufigkeit	Frequenza	Frecuencia
Gross Rating Point (GRP)	Gross Rating Point (GRP)	Bruttoreichweite/ Gross Rating Point (GRP)	Gross Rating Point (GRP)	Gross Rating Point (GRP)
impacts	Impacts	Werbewirkung, auch Impact	Impatti	Impactos
Internet	Internet	Internet	Internet	Internet
Media Schedule	Plan média	Streuplan/Mediaplan	Piano Media	Plan de Medios
Network	Réseau	Sendernetz/Verbund	Network	Network (Red)

ENGLISH	FRENCH	GERMAN	ITALIAN	SPANISH
Opportunities-To see (OTS)	Occasions de Voir (ODV)	Kontakt/Sehwahrscheinlichkeit (OTS)	Opportunities To See (OTS)	Opportunities To See (OTS)
Opportunities-To see (OTH)	Occasions d'entendre (OTH)	Kontakt/ Hörwahrscheinlichkeit (OTH)	Opportunities To Hear (OTH)	Opportunities To Hear (OTH)
Outdoor Research	Étude Affichage, sur le média affichage	Außenwerbungsstudie	Ricerche sulla pubblicità esterna	Estudios del Medio Exterior
Poster	Affiche	Plakate	Poster	Poster
Ratings	Taux d'Audiente	Einschaltquote	Indice di ascolto	Rating
Reach	pénétration	Reichweite	Copertura	Reach
Readership	Audience	Leserschaft	Lettura	Lectores
Recall	Mémorisation	Erinnerung/Recall	Ricordo	Recuerdo
Sample	Echantillon	Stichprobe	Campione	Muestra
Set-top Box	Décodeur	Decoder/Set-Top Box	Set-top Box/Decoder	Decodificador
Share	Part de Marche	Marktanteil	Share	Cuota
Tracking	Tracking	Verlaufstudie/Tracking/Tracking	Tracking	Tracking or Seguimiento
Universe	Univers/Population étudiée	Grundgesamtheit	Universo	Universo
Video Recorder (VCR)	Magnétoscope	Videokassetten Rekorder	Videoregistratore	Video Reproductor
Viewing	Consommation TV	Zuschauen	Spettatori TV	Visionado
Weighting	Pondération, Redressement	Gewichtung	Ponderazione	Ponderación
Wofld Wide Web	World Wide Web	World Wide Web (Das Web)	World Wide Web	Web mundial

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