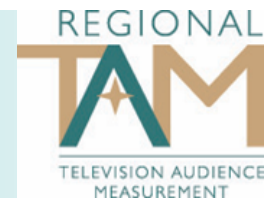


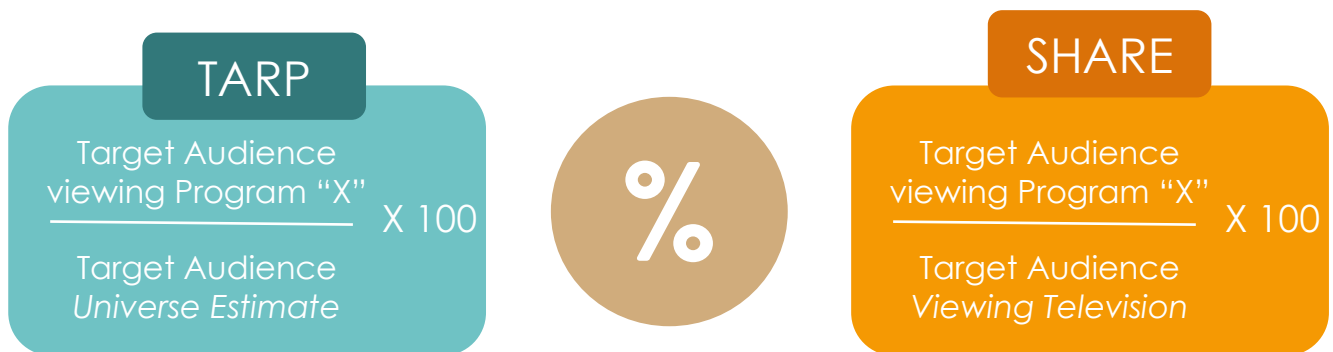
# Understanding TARPs and Share



Both TARPs and Share are audience presented as a percentage however there is a key difference between the two.

The difference is the divisor of each metric.

- TARP uses the divisor of the **relevant universe** (potential population)
- Share uses the divisor of the **relevant TV Viewing Audience** (only those watching Television during that time)

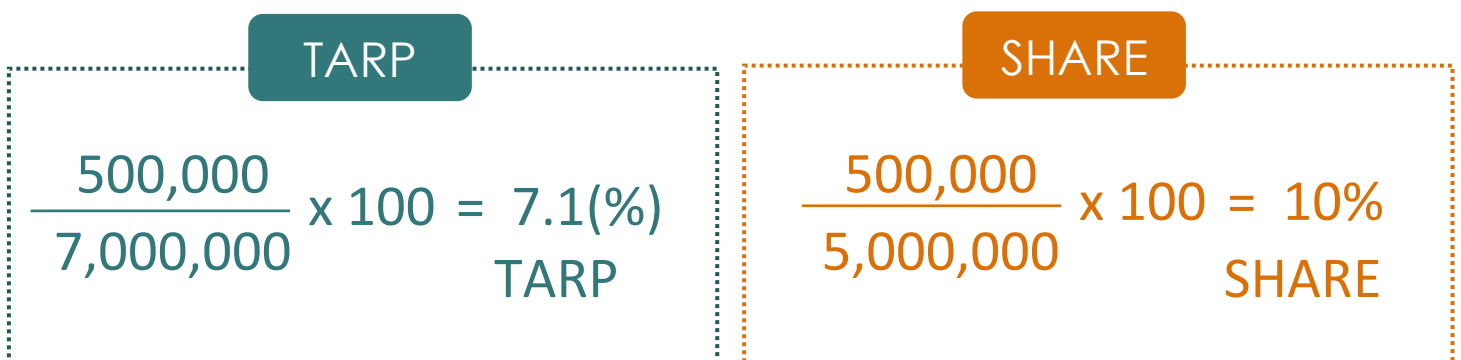


For example:

Program "X" Total People Audience = 500,000

Potential Total People in Market "Y" = 7,000,000

Potential Total People watching Total TV in Market "Y" = 5,000,000



# Understanding TARPs and Share



## Different Share Types

Depending on the analysis required, the type of share that can be used can vary, which will ultimately change the divisor in the share equation.

Typical share types used in analysis include:

<b>Share to All</b>	All FTA and STV TV Viewing
<b>Free to Air (FTA) Share</b>	Includes FTA channels only
<b>Commercial Share</b>	Includes only commercial FTA channels
<b>3 Station Primary Share</b>	Includes only commercial FTA primary channels
<b>Network Share</b>	Utilises the entire network grouping (primary channel + multi channels)

If you have any questions, please contact Regional TAM on:



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