The Ratings Process

Step 1
Survey the Population

Step 2
Recruit the Panel

Step 3
Install the Peoplemeters

Step 8
Integrate With Network
Program Name Logs

Step 6
Match Our Library of
References With...

Step 4
Retrieve the Data

Step 9
Deliver the Data
at 9AM

Step 7
Confirm We Can Use the
Data & 'Weight Up' Our Panel

Step 5
Audio From the Homes
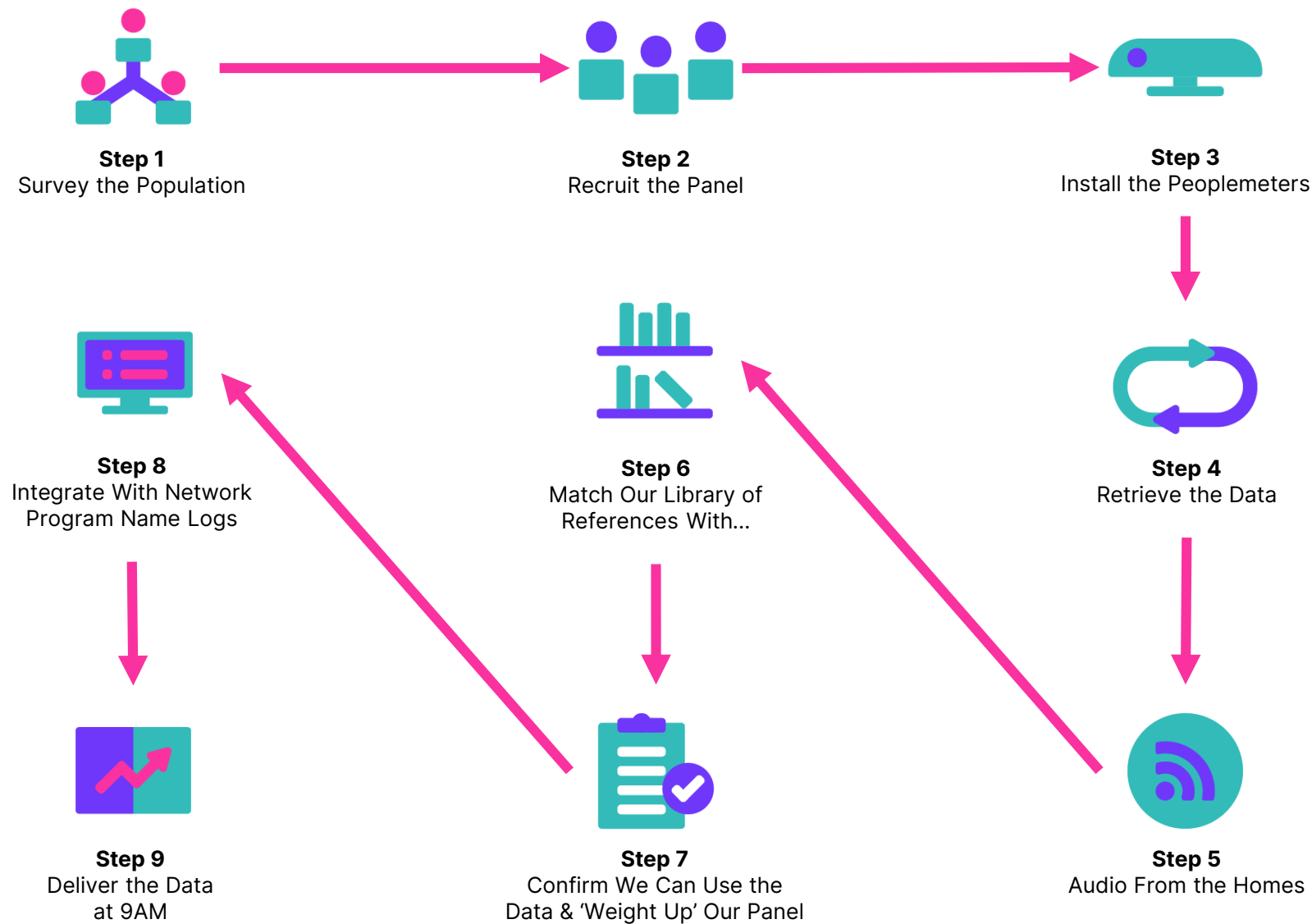
The Ratings Process

Step 1: Establishment Survey

A large scale survey to define the population to be represented and its characteristics.

Step 2: The Panel

Homes are selected based on a statistical design ensuring the sample accurately reflects the markets being measured.

Step 3: The Peoplemeter

The Peoplemeter is installed on every working TV set in each panel home and collects 5 types of data: TV set time on/off, channel being watched as a digital audio signature, source of channel and who is watching.

Step 4: Polling

Each night between 02:00 and 0:600 the data stored in the panel home is retrieved via the meters' transmission unit.

Steps 5 & 6: Central Audio Matching

Audio signatures from people meters are matched to signatures from the reference site to identify household viewing from each TV set.

The Ratings Process

Step 7: Pollux, Production Software

Controls fundamental processes of collecting, consolidating and validating the daily household data into a minute-by-minute database.

Step 8: Program Name Database

Broadcast logs provided by FTA networks and EPG Logs from subscription TV channels are used to build a program database for integration with viewing data.

Step 9: Data Delivery

Each day data subscribers can download the previous day's data to perform complex analyses using the various application software products available.

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

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