

Media Glossary 2011

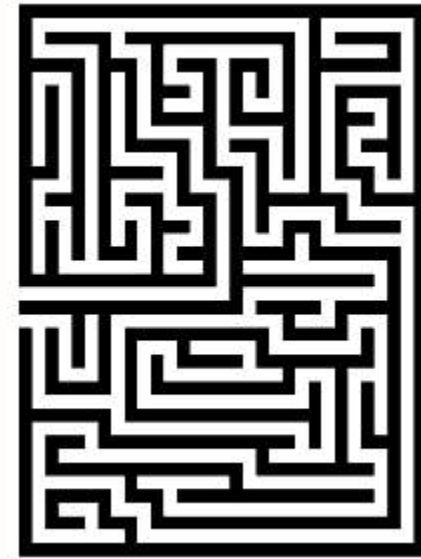


media research users council

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July 23, 2011

Dear Friends,

It brings me immense pleasure to present you the MRUC Media Glossary.

The previous edition was released in 2005 but, since then the media industry has undergone significant changes:

- The web and mobile media emerged amongst the fastest growing ways to access content (and advertising) across genres prompting industry-watchers to rename 'teenagers' as 'screenagers'.
- Print media innovated their advertising options and content, to keep up with digital media.
- Television saw the entry of DTH platforms and the emergence of completely new content genres.
- Outdoor went indoors...the result was increased fragmentation and multiple but, exciting challenges.

Through this glossary, MRUC aims to provide relevant, rich and informative reference material that will meet all your needs as far as media research is concerned. Hopefully this will help users refer to the right terms and definitions that are used not just nationally, but also globally.

In order to make the glossary comprehensive, we have classified the frequently asked media research terms into various media categories namely print, broadcast, out-of-home, internet and mobile.

We hope that MRUC's Media Glossary will provide you the meaning to all the media research terms you seek and will become relevant to all users of the advertising and media industry.

In case of any further details required, please do contact us.

Best wishes,



Shaswati Saradar
Director General

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Print Media

AIR (Average Issue Readership)

AIR of any publication is the number of people who claim to have read the publication within a time period equal to the periodicity of the publication preceding the day of interview.

Frequency of Issue	AIR
Quarterlies	Read in last 3 months
Bi-monthlies	Read in last 2 months
Monthlies	Read in last 4 weeks
Fortnightlies	Read in last 15 days
Weeklies	Read in last 7 days
Bi-Weeklies	Read in last 3 days
Sunday Issue	Read in last 7 days
Dailies Read	Yesterday

It is also defined as the readers of an average issue of a publication i.e. the estimated number of those who have read or looked at any issue of the publication within a specified time interval, which is equal to the periodicity of the publication (excluding the day of the interview).

Audited Circulation

Circulation that has been verified, usually by an independent company. The auditing company should be nationally or internationally recognised, and the audit period must be as upto date as possible. In India, print readership is verified by the ABC (Audit Bureau of Circulation).

Average Net Paid Circulation

Refers to the number of periodical sold over a period of time divided by the number of issues published.

ABC (Audit Bureau of Circulation)

An organisation with publishers, advertisers and advertising agencies as its members, formed for the purpose of certifying circulation figures of its member

magazines and newspapers, which have been audited by recognised professional accounting firms. Reports are released once in six months.

Advertorial

Paid for advertising produced in the editorial style of the magazine or newspaper in which it appears on the proviso that it is clearly entitled for "Advertisement" or "Promotion".

Bleed Ad

Refers to an advertisement that runs till the edge of the page and leaves no margin.

Circulation

The number of copies sold or distributed by a publication (usually in a specified geographical area) and certified by an audit firm.

CC (Column Centimeter)

This is a unit of measurement in a publication by which an advertising space is sold, measuring 1 cm deep by 1 column wide (normally 4.5cms). Generally, there are 8 columns of 4.5cms each on any page of a newspaper.

The formula used is: Column Centimeter = Number of Columns * Height in Centimeters

Composition

The percentage of a publication's readers who fall into a given target group: for example, 66% of "The Times" readers are in top senior management. It is also called Profile.

Cumulative Readership

The net reach achieved by a number of insertions of an advertisement in a single title or schedule. This is the number of people who have at least one opportunity to see (OTS) an advertisement. It is important because additional insertions in some titles will improve coverage more than additional insertions in others.

Double Spread (DS) Page

A single advertisement carried across two facing pages of a publication.

Duplication of Readership (between publications)

The proportion of average issue readers of one publication who are also average issue readers of another publication. (The base for duplication is average issue readership and not claimed/ total readership).

Display Advertising

Print advertising that is intended to attract attention and communicate easily through the use of space, illustrations, layout, headline and so on.

Drip Strategy

Advertising messages are delivered to consumers in drips over an extended period.

Effective Frequency

The minimum level of exposure to an advertisement that is likely to produce a positive change in awareness, attitude, or purchasing behaviour.

Effective Reach

The reach of a medium or media schedule at a predetermined level of frequency (as opposed to total reach). Usually computed at 1+, 3+, 5+ level of AOTS. (E.g. 45% reach at 3+ AOTS)

Exposure

The introduction of an advertisement to the target audience. It is generally expressed as opportunity to see (OTS).

Folder Test

A research technique to assess people's responses to print advertisements. A selection of advertisements placed in a folder is given to respondents and reactions are analysed.

Frequency

The periodicity of a publication is referred to as frequency for e.g. Daily, Weekly, Monthly etc.

Gutter

The crease (or white space) between two opposite pages of a newspaper or magazine.

Gross Coverage

Another name for Gross Reach or Gross Penetration.

Gross Impressions

Usually expressed in absolutes. Expressed as Number of people reached multiplied by Number of times reached.

GI= Reach in 000s X AOTS

Gross Reach

Sum total of all exposures to the ads in a schedule. Or the sum total of the opportunities to see insertions in each publication. This is a duplicated number.

Impacts

Estimate of the number of actual exposures to advertisements.

Incremental Reach

Incremental Reach is the positive change in the reach number, resulting from the addition of an insertion in a publication or the addition of a publication.

INS (Indian Newspapers Society)

Indian Newspaper Society was founded in 1939 with an objective of acting as a central organisation in Press, and to collect all information of interests to its members. Other important function of this body is to promote co-operation amongst its members.

Insertion

This refers to an advertisement in a print medium.

IRS (Indian Readership Survey)

IRS is the largest continuous readership research study in the world with an annual sample size exceeding 2.5 lakh respondents. In addition to readership of newspapers and magazines IRS also measures other media consumption namely, television viewing, radio listening, cinema attendance and internet usage.

IRS collects a comprehensive range of demographic information and provides extensive coverage of consumer and product categories, including cars, household appliances, household durables, household care and personal care products, food and beverages etc... IRS also provides in-depth understanding of media behaviour through its expanded media measures such as time spent using different media and frequency of media usage).

Last Issue Readership

Estimated number of people who claimed to have read or looked at any issue of a publication during its Last Issue Period. It is almost always synonymous with Average Issue Readership.

Masthead

This refers to the section of the publication, which denotes the name of the publication, usually the top section of the front page.

Noting

Percentage of a publication's readers who claimed to have read or looked at a specific editorial item, advertisement, type of ad, etc.

Net Reach

The unduplicated number of target individuals or households exposed to a media schedule at least once (also referred to as reach) is the net reach.

Pass-on Readership or Pass along Readership

Readers of an issue of a publication that was not bought by them or a member of their household. E.g. at a dentist's waiting room or a barber's shop. It is also known as Secondary Readers or Tertiary Readers.

Print Order (Run)

The number of copies printed (but not necessarily sold or distributed) by a publication is referred to as a Print Order (Run).

RPC (Readers Per Copy)

The average number of persons likely to be exposed to an average issue of a publication is referred to as Readers Per Copy.
Readers Per Copy = Readership / Circulation or Print Order

Readership

The average number of persons who are likely to be exposed to one issue of a publication is the readership of that publication. This is ascertained through a scientifically designed random sample survey, such as IRS.

Readership is defined in two ways:

1. Total Readership
2. Average Issue Readership

Unless otherwise specified, readership refers to average issue readership.

- **Sole Readership**

Overall for a publication is the estimated number of individuals who read only that particular publication and no other publications.

- **Sole Readership – Language**

The number of people who are readers of a publication of any language but do not read any other publication in that language. e.g. Sole Readership of an English Publication refers to the estimated number of readers of the English publication who read only that publication in the English language.

- **Sole Readership - Periodicity**

The number of people who are readers of a publication of any periodicity but do not read any other publication in that periodicity. e.g. Sole Readership of a monthly refers to the estimated number of readers of the monthly who read only that monthly across monthlies of all the languages.

Split Run

A facility offered by publications to advertisers, that allows different advertising copies to be run in different parts of the circulation area.

Supplement

Refers to the sections added to the main body of a newspaper and distributed free of cost at regular frequency.

Sq. Cms (Square Centimeter)

Refers to the height of the ad in centimeters * width of an ad in centimeters. E.g. Front page ad can be 20cms x 12cms = 240 sq cms (approximately equal to 60cms x 4 column centimeters). Some daily newspapers have recently changed their format to 7-column width (against 8 columns earlier) in line with some international formats. Consequently, the ad sales units have been changed to square centimeters.

Scheduling

The act of deciding how a media plan should be phased and eventually appear in media at a given period of time is called scheduling.

Tabloid

Refers to a newspaper smaller in size as compared to the broadsheet newspaper. E.g Mid-Day, Mumbai Mirror etc.

Tear Sheet

Refers to the page clipped from a newspaper or magazine as proof that an ad has appeared as scheduled. An invoice to seek payment normally accompanies it.

Total / Claimed Readership

“ It is an aided recall of readership of any publication enlisted in the survey during predefined period that varies by periodicity of the publication and it excludes the readership recall corresponding to the day of interview. ”

By readership we mean it is "read or looked at", it is not only careful reading but it could also be glancing through the pages. Just seeing the cover does not mean, "looking at". However, for dailies even seeing the cover page would be considered as "looking at" provided the daily is taken in the hand and some time is spent on it. It does not matter where it may have been looked at, for e.g. in a train or in a doctor's clinic or at a hairdresser's / barber's shop, in an office or a library or at a friend's place or even borrowed.

Publication Periodicity	Predefined Period
Quarterlies	In last 1 year
Bi-monthlies	In last one year
Monthlies	In last 6 months
Fortnightlies	In last 3 months
Weeklies	In an average month
Bi-weekly	In an average month
Five day dailies	In an average week
Six day dailies	In an average week
Dailies	In an average week

Voucher Copy

A free copy of a publication sent to the advertiser as proof that a paid-for advertisement had appeared.

Volume Discount

Discount incentives for advertisers who commit to a specified level of spend with a media owner or agency.

Out-of-Home**Airport Advertising**

A variety of advertising displays are available at airports, ranging from wall-mounted dioramas (backlit wall posters) to freestanding islands or specially built exhibits.

Arterials

Arterials are major connecting roads within cities or between towns.

Audience

The total number of people who have the opportunity to read an advertising message.

Audience Delivery

The size of an audience exposed to out of home advertising usually measured over one or more weeks. Audience delivery can be represented using several expressions, including: a GRP level, ratings or gross impressions.

Alternative Outdoor Media

Out-of-Home media that is used to create customised advertising programs, generally targeting specific consumer audiences. Alternative outdoor media includes, but is not limited to ambient media like: stadium/arena/speedway signage, airborne/airship displays, marine vessel displays, beach panels, ski resort panels, golf course panels, rest area panels, bicycle racks, gas pumps, parking meters and postcards.

Angled

Out-of-Home advertising structures are built for maximum visibility to vehicles approaching them. They are classified as angled when one end is set back more than 6' from the other end of the structure as measured along the line of travel.

Animation

It involves a special treatment such as moving components, flashing lights, etc. used to gain added attention and awareness. Animation is more commonly used on rotary, permanent or spectacular type bulletins (laws permitting).

Availability (Avail)

The available media space for sale at any given time. It is common to all media.

Angle of the site to traffic

Angle of the site to traffic refers to the angle at which the face of the site is in comparison to the flow of traffic towards the site.

Average Daily Traffic Count

The outdoor audience is measured by the number of vehicles passing a specific site multiplied by estimated average vehicle occupancy. Traffic counts are available from State Road or Transport Authorities and estimates of vehicle

occupancy for different types of roads are also available from the same source. All counts provided from this information should be for one-way viewing. Such traffic counts do not include pedestrian audience which may be significant when sites are within a CBD or at a retail shopping location.

Backlight Units (Backlit)

Advertising structures which house illumination in a box to throw light through translucent advertising printed on vinyl for a higher visibility and extended night viewing.

Back-to-Back Sign

An off-premise sign consisting of two displays, facing oriented in the opposite directions with not more than two faces per sign facing.

Banners

Banners can be stretched out on exterior or interior walls or hung from ceilings. This product is also a great advertisement at a bargain price.

Beach Advertising

Advertising panels affixed to lifeguard towers or other structures located at or near a beach.

Billboard, aka Hoarding

A large signboard used for displaying advertisements. It comes in many sizes and structures. A hoarding may be constructed on top of a building or on steel structure. A hoarding may carry single or multiple (rare) ads. Hoardings are further classified as-Hoarding, Unipole, Gantry, Public Utility etc.

Blocked Panel

An Out of Home advertising structure whose view has been obstructed on a more or less permanent basis.

Bulletin Structures

A type of outdoor advertising meant for longterm use and works best where traffic is heavy and visibility is good. They carry printed or painted messages, are created in sections, and are brought to the site where they are assembled and hung on the billboard structure.

Bus Panel

Advertising panels attached to the exterior or interior of a public bus.

Bus Shelter Displays

Posters positioned as an integral part of a free standing covered structure at a bus stop.

Bus Shelter Panel (Transit Shelter Panel)

A standard backlit advertising panel that is an integral component in free-standing structures located at bus stops.

Cantilevers

A projecting beam or member supported at only one end.

Campus Kiosks

Free-standing displays located on college campuses that often incorporate a campus directory.

Circulation

Circulation (potential viewers) is the foundation for determining the advertising value of outdoor sites. Outdoor circulation is based on traffic volume. There are three types of people in this volume: occupants of cars, pedestrians and mass transit passengers. Generally, outdoor circulation figures will only reflect people in vehicles. Occupancy rates vary by State, by type of location and time of day.

Charting

The process of selecting and scheduling individual unit locations to maximise Out of Home advertising objectives.

Clutter

Situation where more than one advertisement is present in a single panel or more than one panels are present in close proximity.

Contract Period

The period for which the outdoor media is sold. It is typically sold for 30-day period.

Copy

The advertising displayed on an outdoor unit. The quality of the ad's creative design can impact the number of people who notice it.

Cross-Read

An advertising display which is visible across traffic lanes on the opposite side of the roadway.

Coverage

The percentage of families or individuals in a market who are reached by outdoor advertising.

CPM (Cost Per Thousand)

The cost of reaching one thousand potential viewers of an outdoor advertising display. It is calculated by dividing the monthly cost by the monthly circulation in thousands.

Daily Impressions

The estimated number of people passing through an outdoor location on an average day.

Digital Out Of Home Media

It is a form of out-of-home advertising in which content and messages are displayed on an electronic screen, or digital sign. It can be changed without modification to the physical sign, typically with the goal of delivering targeted messages to specific locations at specific times. Digital signs may be scrolling message boards, LCD or plasma display panels, electronic billboards, projection screens, or other emerging display types like Organic LED screens (OLEDs) that can be controlled electronically using a computer or other device, allowing individuals or groups to remotely change and control their content (usually via the Internet).

DEC (Daily Estimated Circulation)

The number of people who will see your billboard per day. It is also referred to as Daily Impressions because of the estimated number of persons passing an outdoor location on an average day.

Direction (Facing)

The direction an Out of Home panel faces.

Eccentricity

Eccentricity is measured as the angle between the edge of the road to the nearest corner of the hoarding. It is measured in terms of degrees.

Effective Circulation

Estimate of the audience that has an opportunity to see an outdoor poster i.e. occupants of west bound vehicles for an east-facing poster.

End Panel

The advertising structure which is closest to the approaching line of traffic when more than one structure is built in the same facing.

Eye-Level Advertising

Advertisements posted at eye level so that the consumers glance falls at them by default without having to crane their necks.

Face

The surface area on an outdoor unit where an advertising copy is displayed. A structure may have more than one face.

Facing

The cardinal direction that an outdoor unit faces. E.g, a north facing bulletin is viewed by vehicles travelling south.

Frequency

The average number of times an individual notices an out of home advertising

message during a defined period of time. Frequency in outdoor advertising is typically measured over a four week period, but can be reported for any campaign length.

Flyover/Bridge panels

Panels on the sides of a flyover or bridge.

FOB (Foot-Over Bridge)

Panels on bridges used by pedestrians to cross over, usually at railway stations or busy road junctions.

Gantry

A framework of steel bars raised at two ends of a road to bridge over or around a road to direct the traffic. (Part of the structure is used to advertise).

Geo - Demographic Mapping

The method of identifying specific audience segments on a map, as they relate to out of home locations, both geographically and demographically.

Glow Sign

Illuminated shop front sign, typically backlit. These are normally made of acrylic or polycarbonates with vinyl graphics.

Gross Impressions

Gross Impressions refer to the total number of impression opportunities registered against the target audience in a showing.

GRP (Gross Rating Point)

GRP's represent the number of impression opportunities delivered by a media schedule (without regard to audience duplication) expressed as a percent of the population of a specific market. Reach x Frequency = GRP.

Ground Bulletin

A painted bulletin built on the ground as opposed to one built on a rooftop or a wall.

GPS Device

The Global Positioning System (GPS) is a satellite based navigation system made up of a network of 24 satellites placed into orbit by the US Department of Defense. GPS satellite circle the earth twice a day in a very precise orbit and transmit signal information to earth. GPS receivers take this information and use triangulation to calculate the user's exact location.

Head-On

A poster panel or painted bulletin located so that it directly faces approaching traffic.

Illuminated Unit

An outdoor unit equipped with lighting that provides night time illumination of an

advertising message, usually from dusk until midnight. The EOIs for an illuminated unit are calculated using an 18 or 24 hour viewing period.

Illegal Sign

A sign that was erected or maintained in violation of the State law, these are Rules and Regulations, or local law or ordinance.

Illuminated

Outdoor structure with internal or external electrical equipment installed to expose the advertiser's message to night-time circulation.

Impact

The degree of success of a campaign measured by the combined value of coverage and repetition. It is determined by the number of people exposed to the ad multiplied by the average number of times exposed during a predefined period.

Impressions

This is a term used by media to describe and quantify the number of individuals who have an "opportunity" to see an advertisement in a given amount of time.

Indoor Advertising

Indoor advertising panels located in heavy pedestrian traffic areas, such as public restrooms and nightclubs.

In-Store Display

Indoor Advertising panels located in stores and other retail venues with heavy pedestrian traffic.

IOAA (Indian Outdoor Advertising Association)

Indian Outdoor Advertising Association (IOAA) is a 'not-for-profit' company with limited liability.

Its main objective is to promote, protect and advance the professional and rightful interests of the Outdoor Advertising Media organisations, related people, and companies and of the medium itself.

IOS (Indian Outdoor Survey)

Indian Outdoor Survey (IOS) is the only media planning and buying tool for outdoor medium in India. It is the first syndicated study on the outdoor medium that resolves some of the key concerns of advertisers, media agencies and the media owners in India.

Kiosk

A small panel available on lampposts or dividers on roads.

Latitude

The distance in degrees north and south from the equator. These lines run laterally (horizontally) around the globe and parallel to the equator. One minute of latitude equals one nautical mile.

Longitude

The distance in degrees east and west from the prime meridian established in Greenwich, England. These lines run vertically around the globe and connect the poles.

Mall Displays

Backlit advertising structures located at strategic points in shopping malls; usually two or three-sided.

Mobile billboard

A truck equipped with one or more poster panel units. The truck can either be parked at specified venues or driven around designated localities.

Media Buying Service

Specialists in planning and buying out of home media and monitoring field operations for advertisers and agencies.

Major stoppage point

A traffic signal, curve, bend, speed breaker etc. in the road that makes traffic stop or slow down, near the site.

Neon Sign

A sign manufactured utilising neon tubing (in form of letters), which is visible to the viewer.

Obstruction

Obstruction refers to anything that deters the chance of seeing a site; Tree, building, another hoarding etc. could be considered as obstruction.

Out of Home

All advertising that is specifically intended to reach consumers outside the home. Out of home includes, but is not limited to, outdoor media.

Out of Home Advertising

Inclusive term that refers to a wide array of advertising vehicles designed to reach the consumer outside the home, including outdoor, transit, bus shelters, bus benches, aerials, airports, in-flight, in-store, movies, college campus/high schools, hotels, shopping malls, sport facilities, stadiums, taxis, telephone kiosks, trucks, truck stops, and other specialised media.

Outdoor Advertising

The term refers to many forms of media that carry advertising messages to consumer audiences outside the home. Outdoor products are divided among three primary categories, billboards, street furniture and transit.

Off-Premise Sign

A sign that advertises products or services that are not sold, produced, manufactured or furnished on the property where the sign is located. An outdoor display is an off-premise sign.

Open Space

Poster or painted display space not currently in use or under contract.

Public Utility

The outside walls of a public utility are used for advertising. The commonly observed Public utilities are:

- Water Huts
- Garbage Stations
- Public Restrooms

Package of Location

All specific advertising panels included in an out of home media program.

Poster

This is a term used for advertising messages that are printed on paper and posted onto advertising structures.

Pre-Ride (Recci)

Physical inspection of site selected for the campaign. Pre-ride is generally conducted between client and media buying agency.

Post-Ride

An in-market field check of out of home locations after advertising copy is in place.

Projection Media

The projection of large-scale images, graphics, photographs or logos onto buildings or other structures, for use in advertising campaigns, promotional advertising and outdoor advertising is called projection media.

Promotion

A method of increasing sales of merchandise through advertising; any activity designed to enhance sales.

P-O-P - Proof-of-Performance

Certification by an outdoor company that contracted advertising service has been rendered.

Periods

The time for which the media is sold for, usually in multiple of months.

Police Shelter

The outside walls and front panel of a shelter used by the traffic police to park their vehicles, for example, gypsies, jeeps, motorcycles, etc.

Reach

The approximate percentage of a target audience's population who notice an advertising message at least once during an Out of Home campaign.

Rail Advertising

Station or terminal advertising that is positioned in close proximity to train tracks.

Rate

The quoted or printed cost of out of home advertising, usually stated for a total program GRP level on a per week or month basis.

Recall

The recognition of an out of home advertising message by an individual or audience, generally based on a verbal stimulus.

Rotation /Rotary Bulletin

The movement of an advertiser's message from one bulletin location to another within a market at stated intervals to achieve greater reach in the market.

Stretch

A stretch is a homogenous part of a road without major traffic diversions. A stretch is the central idea in IOS. All estimations are carried out at stretch level.

Site

Sites are panels seen on the road that carry advertisements for people on the move.

Sites are classified as:

- a) Hoarding
- b) Bus shelter
- c) Kiosks

Shopping Mall Advertising

A standard backlit advertising structure located on shopping mall property with a size consistent to a bus shelter panel. Most mall advertising structures include a mall directory and multiple advertising panels.

Sign

Any structure used to display information regarding a product or service. An outdoor unit is a sign.

Sign Structure

The assembled components, which make up an outdoor advertising display, including but not limited to: uprights, supports, facings, and trim.

Signage

Graphic designs, as symbols, emblems, or words, used esp. for identification or as a means of giving directions or warning.

Show Card Signs

These signs are used for trades show, dinner menus, directional signage, point of purchase specials, for all interior signage. These signs are a great advertisement

at a great price. They come in a variety of sizes and are typically made of plastic or cardboard.

Spot Advertising

Any advertising presented in selected locales rather than on a national level.

Stadium Advertising

A variety of advertising formats available in stadium, ranging from wall-mounted dioramas (backlit posters) to field-side panels.

Standees

A poster or placard that occupies standing room, usually having advertisements on both sides.

Static Slides

They are full-colour advertisements without any animation or movement shown on screens for approximately 8-10 seconds each.

Station Advertising

Advertising panels located in subway or commuter rail stations or on transit platforms. Sizes vary.

Street Furniture

Advertising displays, many that provide a public amenity, positioned at close proximity to pedestrians for eye-level viewing or at a curbside to impact vehicular traffic. Street furniture displays include, but are not limited to, transit shelters, newsstands/news racks, kiosks, shopping mall panels, convenience store panels and in-store signage.

Structure

A physical framework on which out of home advertising is affixed or positioned.

Size of the Hoarding

It measured in terms of height and width.

Size = Height X Width

Subway Advertising

Advertising panels located in subway or commuter rail stations or on transit platforms. Sizes vary.

Subway Card

An advertising poster attached to the interior of a subway car.

Transit Media

Transit media is a form of out of home advertising that uses vehicular platforms to establish a mobile brand presence.

Traffic Count

The recording of the vehicles and pedestrians passing by a given point.

Transit Displays

Displays affixed to moving public transportation vehicles or in the common areas of transit terminals and stations. Transit displays include, but are not limited to: bus panels, train/rail panels, airport panels, taxi panels and mobile advertising signage.

Transit Poster (Bus)

Posters attached to the exterior of buses. Common displays are king panels, queen panels and tail panels. King panels are on the street-side of the bus. Queen panels are on the curbside of the bus and tail panels are on the back of the bus.

Transit Poster (Commuter Rail)

Posters displayed in commuter railway stations and on trains.

Transit Shelter

A curbside structure located at regular stopping points along urban bus routes.

Tri-Vision

An outdoor unit with a slatted face that allows three different copy messages to revolve at intermittent intervals.

Traffic Flow

A graphic presentation of the traffic volume upon any system of streets, arteries or highways, indication by width of lines, which vary with the amount of traffic carried.

UNP (Unique Pole)

A large hoarding supported by a single pole that carries a single advertisement.

Un-illuminated Unit

An outdoor unit that has not been equipped with lighting for night-time illumination of an advertising message.

Video Billboards

Bulletins, posters or wallscape with screens that can beam full colour ads to motorists from sundown to midnight. Potentially, Out of Home advertising may even include holographic displays, laser lighting systems, and satellite transmissions to enable advertisers to produce virtually any effect they desire on their out of home displays, laws permitting.

Visibility

Visibility refers to whether or not a particular site is visible from a certain predefined distance.

Television

Average Viewer

A respondent who claims to have watched a TV programme, the last instance of viewing being within the reference period excluding the date of interview i.e. yesterday for a Daily programme and last seven days for Weekly programmes.

Break Position

A broadcast commercial aired between two programs.

Broadcast Spectrum

An entire range of frequencies used for radio and television transmission.

C & S Household

If a household is an owner of TV and if any of the C & S channels are tuned in that household, then the household is defined as a C & S household.

Channel Surfing

Switching between channels rapidly without settling on any particular channel is called Channel Surfing.

Day - Part

Part of the day recognised to identify the time period of radio listening or TV viewing.

Digital Cable

Digital cable offers viewers more channels, it is a service provided by many cable operators. Contrary to what many consumers believe, digital cable is not the same thing as HDTV or DTV; rather, digital cable simply offers cable subscribers the option of paying for more services.

DTH (Direct to Home)

Direct to Home is a satellite transmission that delivers a signal directly to a home via an earth station or a receiver dish.

EPG (Electronic Program Guide)

An interactive list of upcoming TV programming that can be transmitted along with a DTV program.

Fixed Position

A guaranteed time for a radio or TV ad that will not be preempted.

GRPs (Gross Rating Points)

The sum of all ratings (%) for all programs in a schedule.

HDTV

High Definition TV. The highest quality digital television, generally widescreen

16:9. It consists of either 1080 interlaced or 720 progressively scanned lines of resolution and includes the ability to transmit digital surround sound. Note that HDTV and DTV is not the same thing — HDTV is one format of DTV.

IBF (Indian Broadcasting Foundation)

Indian Broadcasting Foundation (IBF) was established in 1999. One of its objectives are to promote, aid, help, encourage, develop protect and secure the interests of the Indian television industry and other related entities, and to disseminate knowledge, regarding the latest developments in the television industry, amongst its members.

Infomercial

A long (more than two minutes) commercial providing extensive product/service description and sales information.

OTO (One Time Only)

A spot which is available only once.

Pay Television

A TV system providing programs which are available only to the households who subscribe.

Pay Per View

A type of Pay TV where viewers are charged each time they watch the special event or movie being broadcast.

Piggyback

Back-to-back scheduling of two or more brand commercials of one advertiser in network or spot positions.

Pre-emption

An interruption of a regularly scheduled program. Therefore, if an advertiser has a spot pre-empted, he may receive a make good from the station.

Premium

This normally refers to an extra cost to be paid for ensuring that an ad appears on a specific page or place in an issue or a specific position in an advertising capsule on TV.

Prime Time

This refers to that part of the day when the listening or viewing audience is largest as compared to other parts of the day, at an overall universe level.

Pulsing

Refers to the concentrated bursts of advertising at regular intervals.

PVR (Personal Video Recorder)

A set-top box that stores video information in digital form.

Share of Audience

% of audience listened to a particular radio station or watched a TV channel as compared to overall universe listened or watched.

Many people confuse ratings with shares since both are expressed in percentages. A rating always relates to a total population (e.g. Census Data), whereas audience “share” always is expressed in terms of the total listening/viewing population.

TAM (Television Audience Measurement)

Television Audience Measurement (TAM) or TAM Media Research is the TV Viewership analysis firm of India. Its objective is to help provide perspective on a complex industry such as media.

TRP (Television Rating Point)

This is a percentage of the target audience watching a single programme or a commercial or a slot at a given point in time. Expressed ad% by default.

$TRP = (\text{Viewers at any given time} / \text{Estimated universe}) * 100$

Radio**Average Listener**

A respondent who claims to have listened to a radio programme, the last instance of listening being within the reference period excluding the date of interview i.e. yesterday for Daily programmes and last seven days for Weekly programmes.

CPM (Cost Per Mil or Cost Per Thousand)

Estimate of how much it costs an advertiser to reach 1,000 listeners

Drive Time

Morning and evening hours when many radio listeners drive to and from work. Drive times are generally from 7am - 12noon and 5pm - 10pm.

Drop-in Ad

A local commercial inserted into a national program, or, more generally, an advertising message inserted into a larger advertisement, as for a local dealer or retailer, or a phrase, such as a public service slogan, or symbol; also called a hitch-hike ad.

Exclusive Cume

The number of persons who tune only to one station during a day part.

FM or FM Radio

It is a radio wave broadcast technology that conveys sound – voice and music – using a carrier wave which varies its frequency during transmission, producing high quality audio clarity and tone.

Infomercial

An audio or video segment that combines advertising with information, sold as a commercial and available on some cable networks and other broadcast media.

In-house

Referring to a division or unit that is part of or within an organisation, but is differentiated from an outside agency.

Jingle

A programming element such as an anthem or musical song produced by professional studio singers for commercials or radio station promotional announcements.

Promo

Short for promotion (the short-form plural is promos). The term refers to the overall activity conducted by a radio station or TV channel, or any organisation, designed to help sell a particular product or service. More specifically, the word refers to the preliminary advertisement or announcement of a radio or TV program, broadcasted earlier in the day of the program or on the preceding day or days.

Digital Media

Ad Network

Ad networks (advertising network, banner network, online ad network) are advertising companies which administer ad sales, billing, serving and collection for web sites. Ad networks often aggregate sites into specific categories or demographic groups, then sell ad inventory to advertisers either to specific sites within the networks, specific categories or demographics, or via run of network buys which target sites within the network.

ADSL (Asymmetric Digital Subscriber Line)

ADSL line is where the upload speed is different from the download speed. Usually the download speed is much greater.

App (Application)

Short for application. Application is a program or a group of programs designed for end users. A killer app, for example, is an application that surpasses (i.e., kills) its competitors.

Blog (weB LOG)

A blog is basically a journal that is available on the web. The activity of updating a blog is "blogging" and someone who keeps a blog is a "blogger." Blogs are typically updated daily using software that allows people with little or no technical background to update and maintain the blog.

Bluetooth

A technology that allows voice and data connections between a wide range of mobile and stationary devices through short-range digital two-way radio. For instance, it specifies how mobile phones, Wireless Information Devices (WIDs), computers and PDAs interconnect with each other, with computers, and with office or home phones.

Blogsphere or Blogosphere

The current state of all information available on blogs and/or the sub-culture of those who create and use blogs

Bug

The problem with computer software or hardware that causes it to malfunction or crash.

CAN (Campus Area Network)

The computers are within a limited geographic area, such as a campus or military base.

CDMA (Code Division Multiple Access)

A protocol for wireless data and voice communication, CDMA is widely used in cell phone networks, but also in many other data communication systems. CDMA

uses a technique called "Spread Spectrum" whereby the data being transmitted is spread across multiple radio frequencies, making more efficient use of available radio spectrum.

CPC (Cost-Per-Click)

Unique to internet advertising, this is the fee paid to the web publisher each time a visitor clicks on an internet ad.

Click-Through Rates

The number of times a web page ad is clicked on as a percentage of the number of times the web page ad is displayed.

Cookie

A cookie is a piece of information sent to a browser by a Web Server. The browser then returns that information to the Web server. This is how some Web pages "remember" your previous visits. Cookies might contain information such as login or registration information, online shopping cart information, user preference, etc.

CPL (Cost Per Lead)

Similar to CPA (cost per action), the CPL ad pricing model pays web publishers for every banner click that results in a lead or inquiry for the advertiser. In other words, advertisers pay publishers only when a visitor not only click the ad and visit the advertiser's site, but also performs a desired action on that site (such as request information via an online form).

Cyber Crime

Cyber crime encompasses any criminal act dealing with computers and networks (called hacking). Additionally, cyber crime also includes traditional crimes conducted through the Internet. For example; hate crimes, telemarketing and Internet fraud, identity theft, and credit card account thefts are considered to be cyber crimes when the illegal activities are committed through the use of a computer and the Internet.

Cyberspace

The word Cyberspace is used to describe the whole range of information resources available through computer networks.

Download

Transferring data (usually a file) from another computer to the computer you are using. It is the opposite of upload.

Email (Electronic Mail)

Messages, usually text, sent from one person to another via computer. E-mail can also be sent automatically to a large number of addresses.

Encryption

A means of making data unreadable to everyone except the recipient of a message. Encryption is often used to make the transmission of credit card numbers secure for those who are shopping on the Internet.

Eyeballs

A viewing audience for a WWW (World Wide Web) site.

FAQ (Frequently Asked Questions)

FAQs are documents that list and answer the most common questions on a particular subject. There are hundreds of FAQs on diverse subjects. FAQs are usually written by people who are tired of answering the same question over and over.

Finger

An internet software tool for locating people on other internet sites. Finger is also sometimes used to give access to non-personal information, but the most common use is to see if a person has an account at a particular internet site. Many sites do not allow incoming Finger requests, but many do.

Ghost Site

A website that remains live but is no longer updated or maintained or only done so very infrequently. Unlike a site that is no longer available and results in a 404 error message when the user tries to access it, ghost sites can be accessed even though they have not been updated.

HAN (Home-Area Network)

A network contained within a user's home that connects a person's digital devices.

#Hashtag

The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorise messages.

Hit

As used in reference to the World Wide Web. Hit means a single request from a web browser for a single item from a web server; thus in order for a web browser to display a page that contains three graphics, four hits would occur at the server: 1 for the HTML page, and one for each of the 3 graphics.

Home Page (or Homepage)

Originally, it is the web page that your browser is set to use when it starts up. The more common meaning refers to the main web page for a business, organisation, person or simply the main page out of a collection of web pages.

HSIA (High Speed Internet Access)

Broadband internet coverage with speeds in excess of 256 Kilobytes Per Second (KBPS).

HTML (HyperText Markup Languages)

The coding language used to create Hypertext documents for use on the World Wide Web.

HTTP (HyperText Transfer Protocol)

The protocol for moving hypertext files across the internet.

Hypertext

Generally, any text that contains links to other documents – words or phrases in the document that can be chosen by a reader and which cause another document to be retrieved and displayed.

IAMAI (Internet And Mobile Association of India)

The Internet & Mobile Association of India (IAMAI) is a not-for-profit industry body registered under the Societies Act, 1896. Its mandate is to expand and enhance the online and mobile value added services sectors. The association also addresses the issues, concerns and challenges of the Internet and Mobile economy and takes a leading role in its development.

Internet

The vast collection of inter-connected computer networks. The Internet connects tens of thousands of independent networks into a vast global internet and is probably the largest Wide Area Network in the world.

Intranet

A private computer network within an organisation.

IP Number (Internet Protocol Number)

It is sometimes called a dotted quad. A unique number consisting of four parts separated by dots, e.g. 165.113.245.2 Every machine that is on the Internet has a unique IP number - if a machine does not have an IP number, it is not really on the Internet. Many machines (especially servers) also have one or more Domain Names that are easier for people to remember.

ISDN (Integrated Services Digital Network)

It is a very high-speed telephone & internet connectivity facility. It can provide speeds of roughly 128000 bits-per-second over regular phone lines. In practice most people will be limited to 56,000 or 64,000 bits-per-second.

JavaScript

A scripting language that allows lines of Java code to be inserted into HTML scripts.

JPEG (Joint Photographic Experts Group)

JPEG is most commonly used as a format for image or picture files. JPEG format is preferred to the GIF because of flexibility options.

Landing Page

A landing page is the advertiser's web page to which a user is directed after clicking an ad. For affiliate, CPL and CPA sales, it is important that the landing page is one which entices users to immediately purchase a product or service, rather than simply the home page of the advertising site.

Lead

A lead indicates a potential customer who has expressed interest in a product or service, generally by means of requesting additional information or following through on an online registration. Some affiliate programs pay on a CPL, or Cost Per Lead, basis.

Leased Line

Refers to line such as telephone line or fiber-optic cable that is rented for an exclusive use by an organisation. This allows faster data transfer.

Link

A highlighted word or picture within a hypertext document that when clicked bring you to another place within the document or to another document altogether.

Login

The act of connecting to a computer system by giving credentials, usually with "username" and "password."

Maillist (or Mailing List)

A (usually automated) system that allows people to send e-mail to one address, where upon their message is copied and sent to all of the other subscribers to the maillist. In this way, people who have many different kinds of e-mail access can participate in discussions together.

MAN (Metropolitan-Area Network)

A data network designed for a town or city.

MMA (Mobile Marketing Association)

The Mobile Marketing Association (MMA) is the premier global non-profit trade association representing all players in the mobile marketing value chain. The MMA's primary focus is to establish mobile as an indispensable part of the marketing mix. The MMA works to promote, educate, measure, guide and protect the mobile marketing industry worldwide.

Modem (MOdulator, DEModulator)

A device that connects a computer to a phone line in order to enable access to the internet or other remote computers.

Netiquette

The etiquette of the internet.

Network

A network is a group of two or more computer systems linked together. The types of computer networks include LANs (Local Area Networks), Wide Area Networks (WANs), MANs (Metropolitan-Area Networks) and HANs (Home-Area Networks).

New Media

A generic term for the many different forms of electronic communication that are made possible through the use of computer technology. The term is in relation to "old" media forms, such as print newspapers and magazines that are static representations of text and graphics.

Node

Any single computer connected to a network.

Optimisation

A computer program or manual efforts that calculates the best media schedule for a given budget, target group or candidate media.

Path

The hierarchical description of where a directory, folder, or file is located on your computer or on a network.

PDF (Portable Document Format)

A file format designed to enable printing and viewing of documents with all their formatting (typefaces, images, layout, etc.) appearing the same regardless of what operating system is used. A PDF document should look the same on Windows, Macintosh, Linux, OS/2, etc. The PDF format is based on the widely used Postscript document-description language. Both PDF and Postscript were developed by the Adobe Corporation.

Phishing

An identity theft scam in which criminals send out spam that imitates the look and language of legitimate correspondence from e-commerce sites. The fake messages generally link to web sites which are similarly faked to look like the sites of the respected companies. On the sites, you are directed to enter your personal information for authentication or confirmation purposes. The information, when submitted, however, goes to the thieves, not to the "spoofed" company.

Ping

A DOS command to check if a server is running well and to track system errors.

Pop-up ads (or pop-ups)

Term for unsolicited advertising that appears as its own browser window.

Rich Media

Rich media advertisements are banners (or popups, skyscrapers, interstitials, etc.) which are constructed using dynamic tools such as Flash, HTML forms, Java, ASP, Shockwave, Javascript, or other languages or applications that increase the appearance and/or functionality of the ad beyond that which can be achieved with a static or animated image. For example, a rich media ad may include sound, a user registration form, a multiple page Flash application, or other more sophisticated media. Rich media ads usually command higher CPM levels than simple image redirects.

SEO (Search Engine Optimisation)

Short for search engine optimisation or search engine optimiser it is the process of increasing the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP). The higher a website ranks in the results of a search, the greater the chance that that site will be visited by a user.

Spam

To send a message (usually an advertisement) to many discussion groups (bulletin boards, mailing lists, and/or newsgroups), without regard for its topical relevance

SMO (Social Media Optimisation)

Abbreviated as SMO, social media optimisation is the process of increasing the awareness of a product, brand or event by using a number of social media outlets and communities to generate viral publicity. Social media optimisation includes using RSS feeds, social news and bookmarking sites, as well as social media sites and video and blogging sites. SMO is similar to SEO (Search Engine Optimisation) in that the goal is to drive traffic to your Web site.

Surf

To search for information on the web in a random, non-linear way

Thread

A series of postings on a particular topic. Threads can be a series of bulletin board messages (for example, when someone posts a question and others reply with answers or additional queries on the same topic). A thread can also apply to chats, where multiple conversation threads may exist simultaneously.

Unique Users or Unique Visitors or Unique Impressions

Unique users refers the number of distinct individuals, as determined by IP address, user login, cookie, or some combination thereof, who visit a web site or view a banner ad. Most ad networks favor sites which generate a large number of unique impressions over sites whose users view large numbers of pages.

URL (Uniform Resource Locator)

The World Wide Web (WWW) address of a site on the Internet.

VAS (Value Added Services)

Additional services offered by a network which add value to those services already available on the network. VAS generates additional revenue by offering increased benefits to its subscribers.

Visits

The number of distinct visits to a web site within a specified time period, such as one day or one month. Visits are an imprecise term and numbers may vary

considerably depending on the type of calculation used, but many log and statistical applications define a visit as a single browser session by a single IP address. Page views and unique visitor counts, computed individually and in combination, are far more useful in determining the relative popularity of a web page or web site.

Webmaster

The person responsible for administering a web site.

Web 2.0

Web 2.0 is the term given to describe a second generation of the World Wide Web that is focused on the ability for people to collaborate and share information online. Web 2.0 basically refers to the transition from static HTML Web pages to a more dynamic Web that is more organised and is based on serving webapplications to users. Blogs, wikis, and web services are all seen as components of Web 2.0.

Worm:

A worm is a virus that does not infect other programs. It makes copies of itself, and infects additional computers (typically by making use of network connections) but does not attach itself to additional programs; however a worm might alter, install or destroy files and programs.

Webliography:

A listing of source World Wide Web sites.

Market Research Terms

Accompaniment

The objective is to impart field training to the interviewer so that they become perfect in understanding the sampling methodology involved in the study, administering the questionnaire and in recording the responses.

Audience

The number of people or households who are exposed to a medium or a campaign.

Booster Sampling

Booster sampling refers to a situation when the first stage of contacting / listing has not yielded or is not likely to yield sufficient number of successful interviews as desired by research. The objective of booster sampling is to reduce field time and increase chances of successful interviews. We can do these interviews anywhere based on the target definition given by the research.

Briefing

Briefing is a detailed explanation of all the questions in a questionnaire. The briefing is done to make the interviewers understand each and every aspect of the project viz., the type of project, the objective of the study, target respondent, sampling methodology involved in the study, type of questionnaire, administering the questionnaire and responding of responses.

Call Backs

Two or more attempts made to contact a respondent at an eligible address or telephone number after failing to contact him or her at the first attempt. Especially important for achieving representative samples of people who are difficult to interview because of their lifestyles (e.g. SEC A1+).

Casualty

Sometimes a respondent cannot be interviewed for various reasons, for instance, the house is locked, he refuses to be interviewed, or he is not available even after a certain number of attempts (normally three attempts are made to contact a respondent) etc. In such cases the interview is said to have become a casualty.

Causal Research

A type of research carried out to ascertain the cause & effect relationship between two or more phenomena.

Contact Sheet

The record of contacts made by an interviewer on each day in a particular starting point is kept in the contact sheet. This involves recording of the status of a particular contact i.e. whether the listed questionnaire is administered or whether the contact is a casualty.

CWE (Chief Wage Earner)

The member of a household who contributes the most towards household

expenditure (not necessarily the one who earns the maximum).

CAPI (Computer-Aided Personal Interviewing)

CAPI relates to personal interviews. Rather than entering responses on paper, an interviewer would key in responses from their respondent or interviewee directly into a purpose-built computer program on a small device.

CAPI applications provide full control of the flow of questions (skips and filters), eliminating inconsistencies on the spot, out-of-range, blank and null responses, as well as data entry errors, reducing costs by eliminating paper forms and data entry, and immediate data retrieval.

CATI (Computer-Aided Telephone Interviewing)

Responses are keyed directly into a computer and administration of the interview is managed by a specifically designed programme. The programme checks for invalid responses and it will not accept responses outside prescribed limits, hence subsequent editing and keying in of data is avoided.

CAWI (Computer-Aided Web Interviewing)

Respondents complete a website (or HTML) survey and some computer software presents each question only after the previous question has been completed. Subsequent questions can be tailored to previous question answers, enabling sophisticated routing plans to be used in these surveys.

CASI (Computer Aided Self-Interview)

Computer Aided Self-Interview (CASI) is an interview method wherein the interviewee communicates directly with a computer instead of the interviewer.

CLT (Central Located Test) or In-hall test

In CLTs, the respondents satisfying certain conditions are brought to a central place for the purpose of interviewing them before and/or after certain events like testing food or drink, viewing an ad film or an ad, exposing them to a concepts, etc.

Cluster Head Household Selection

Within a town/village, households are selected randomly from the voter's list. For the IRS, cluster sampling method is used for household selection. In this method, around each randomly selected household, a predetermined number of households are contacted and interviewed.

Convenience Selection

This applies to studies where the interviews need to be done at street corners, shops, petrol stations, etc. Obviously, such a sampling plan aims at reducing the field time by avoiding house to house contacts.

DM (Decision Maker)

The decision maker is the member of the household who takes purchase decisions for expensive products in the household e.g. durables like Refrigerator, Television etc.

Demographics

Population statistics with regard to Socio-Economic factors like SEC, age,

income, gender, occupation, education etc. Normally used by planners to define target audience.

Descriptive Research

The objective of descriptive research is to describe a phenomenon, usually market characteristics or functions. IRS is a Descriptive Research.

Education

The word 'education' refers to the level of education the respondent has received.

Exploratory Research

The primary objective of exploratory research is to provide insights into, and an understanding of, the problem at hand. Exploratory research is used when the problem needs to be defined more precisely.

Family Structure

Nuclear Family without elders refers to a single married couple with or without children.

Nuclear family with elders refers to a household consisting of a nuclear family with elder relatives (e.g. one parent, widowed uncles/aunts, and unmarried elder brothers/ sisters).

Joint Family refers to a household where more than one married couple are staying together and sharing the same kitchen.

Siblings living together refer to a household where there are unmarried brothers/ sisters living together.

Field Supervisor

The person who is responsible for selecting, hiring and training interviewers. He or she is also responsible for the data collection phase of the survey and following the agreed instructions.

HH (Household)

A private household consists of either one person living alone or a group of persons who are related by blood, marriage or adoption, commonly staying together and sharing food from the same kitchen. (Two or more friends/ colleagues living together in a house will not be considered a household. Servants and paying guests or Hostels will not be included in households.)

HS (Household Size)

The total number of members in the household staying and sharing food from a common kitchen is known as the household size. It includes children of all ages by excludes servants and guests.

Housewife

The person in the household who takes decisions with regard to purchase of household commodities normally listed in the provision list.

- Need not always decide on the brands.
- Need not always physically go to the shop to buy these products; the housewife may only be suggesting the requirements while someone else implements it.

- Housewife may be a male or female.

Illiterate

A person who cannot "read by self and understand" any language is classified as an illiterate.

Interviewer

The person who is administering the interview.

ISD (IRS Sampling District)

The IRS Sampling District is a cluster of 'geographically contiguous districts' within a SCR (Socio-Cultural Region). This ISD demarcation allows micro level analyses of IRS data.

Judgmental selection

Where the starting points are selected judgmentally which will have respondents as required in the study.

Kish Grid Selection

It is a technique used to randomly select an individual from a household for the purpose of administering the "individual" section of the questionnaire. This technique enables proper representation of the universe in a random sample survey.

Languages – Can Read

All the languages that a person can read as well as understand.

Listing Questionnaire

It is a very short questionnaire where the basic details are (mostly demographic) recorded for screening respondents into categories. It is usually administered to a larger sample size than the detailed/main questionnaire. The listing questionnaire helps us to identify the target respondent for the project.

Media Mix

The selection of media to be used for advertising the client's product, best suited to reach the desired target audience in the selected market, and for showcasing the creative message.

Media Reach

The size of the audience exposed to an advertisement through a particular medium (usually expressed as a proportion of the target universe) is referred to as media reach. It is normally defined as follows for each medium:

TV = Those who watch TV at least once a week

Press = The average issue readers

Radio = Those who listen to the radio at least once a week

Cinema = Those who visit a cinema at least once a month

Medium

Any media class used to convey an advertising message to the public, such as newspapers, magazines, direct mail, internet, radio, TV and outdoor is referred to as a medium.

Mock-Calls

Mock-calls are a classroom training to make interviewer ready to face the actual field situation. It aims at making the interviewers thorough in administering the questionnaire properly, perfect in recording responses and skilled in handling different types of respondents.

MHI (Monthly Household Income)

The total monthly income of a family is the sum of the incomes of all members of the family.

In addition to the main source of income, the following are also included:

- Income from properties, rent, interest, dividends, etc.
- Regular contribution received by the family from members of the household who are not members of the family (paying guest/s sharing the same house and kitchen).
- Contribution towards household expenses received by the head of the household from members of the household other than members of the family of the head of the household.
- Contributions received from family members who are living at other places.
- Income from livestock.

Mother Tongue

Mother tongue is the language in which a person's mother communicates with him/her during his/her childhood. If the person's parents have different mother tongues, the mother's mother tongue is considered.

MRSI (Market Research Society of India)

Market Research Society of India (MRSI) is a unique non-profit autonomous market research body formed by a large fraternity of research suppliers and users spread across India.

One of its objectives are to promote, protect, improve, market research in all its branches, and to promote the art and science of marketing research for diffusion of knowledge acquired by such research to advertisers, publishers and public, and like minded institutions.

Panel

Research method in which the same respondents are interviewed again and again, over a period of time. This helps in understanding trends and patterns of consumption.

Penetration

1. Same as coverage or reach. Penetration refers to the proportion of the target market that has an opportunity to see an advertisement or campaign.

2. Refers to the percentage of universe or the population or households that own or consume a product or service.

Pilots

It is a 'dummy interview' that is carried out to familiarise one's self with the questionnaire before going into the field. It is also done to test the questionnaire before putting it into the field or before finalising the questionnaire for the project.

Population

The number of people represented by a survey, or the number of people in a target group.

Pop Strata:

The urban areas covered under IRS have been defined in terms of 6 population strata while the rural areas are defined in terms of 3 pop strata. The town class and village class definitions are as follows:

Town Class	Population
1	40 Lakh +
2	10-40 Lakhs
3	5-10 Lakhs
4	1-5 Lakhs
5	Below 1 lakh
Town Class	Population
1	5000+
2	1000 – 5000
3	Below 1000

Primary Audience

That segment of the target audience, which is likely to be the most potential for buying a brand or category or service. It is also referred to as primary target group.

Profile

A term used to define a set of audience through a combination of demographic/psychographic variables.

Probing

Extracting information from the respondent to the maximum possible extent without giving him/her any clue.

Psychographics

The criteria for segmenting consumers by life-style, attitudes, beliefs, values, personality, buying motives or the extent of product usage.

Quantitative Research

A study that aims to quantify attitudes or behaviours, measure variables on which they hinge, compare, and point out correlations. It is most often conducted via survey on a sample that must be representative of the overall population. If so, then the results can be extrapolated to the entire population studied.

Qualitative Research

It is concerned with understanding the process, which underlie various behavioural patterns. “Qualitative Research” is primarily concerned with “Why”. The qualitative research usually involves group discussions or depth interviews.

Questionnaire

A structured technique for collecting data consisting of a series of questions. Questionnaires can be self-completion or administered by an interviewer.

Quota Sample

This is in contrast to random sample. A research sample that is recruited according to one or more desired characteristics such as SEC, age, gender etc.

Random Sample

A research sample where every person in the target population has equal chance of selection and represents one section of the universe in terms of any of the demographic variables such as SEC, age, gender etc.

Reach

The number of different persons exposed to a specific media vehicle or schedule at least once. Usually measured over a specific period of time, e.g., four weeks. Also known as cumulative, unduplicated or net audience.

Reporting Unit

This refers to any geographical unit that is reported separately in the IRS Analyser Software.

Right Hand Rule

Starting from a starting point, an investigator is to move as per this rule. As the interviewer comes out of the first household interviewed, he should move towards his right along the same footpath from the house he interviewed first.

Note:

Under no circumstance, shall an interviewer cross railway tracks, main road, canals, bridge or flyovers. This has to be avoided, since there is a high probability of the interviewer going over to a locality which is completely different in characteristics/ consumer behaviour as compared to the starting point.

Sample

Those respondents identified as being eligible to be interviewed or questioned for a survey.

Sampling Frame

Data used to generate the sample. More specifically, grouping or listing of all the eligible units (such as countries, postcodes) or electoral rolls, which are used to generate the sample.

Secondary Audience

Target Audience, who are less significant for a specific brand/ advertising campaign, as compared to the primary audience.

SOV (Share of Voice)

The brand's share of the total category gross rating points (GRPs, defined under Television definitions).

SOE (Share of Expenditure)

The brand's share of the category expenditure on a medium/media.

Scrutiny

To check for errors committed by the interviewers in coding the responses and also the discrepancies in coding or asking the questions.

SCR (Socio Cultural Regions)

At the time of independence, when the Indian sub-continent had to be divided politically and administratively into a number of units (states and districts), it was important that such a division should be made so that each such unit was homogeneous in composition.

Therefore, territories were then grouped not by geographical contiguity alone. Based on a number of **Socio-Cultural** parameters, the State Re-organisation Commission (1954) drew up the district and state boundaries.

These form the basis of the SCRs (Socio - Cultural Regions) :

- Linguistic homogeneity
- Geographical contiguity
- Financial, economic and administrative homogeneity
- Rationalisation of culture and lifestyles, making each one unique from other districts
- Caste and class considerations

SEC (Socio - Economic Classification) – Revised from May, 2011

SEC refers to the “socio - economic” of the respondent. The new SEC system is used to classify households in India.

It's based on two variables:

- Education of chief earner
- Number of “consumer durables” (from a predefined list) - owned by the family. The list has 11 items, ranging from 'electricity connection' and 'agricultural land'- to cars and air conditioners.

PRODUCT GRID

	Items owned / have access at home	
1a	Electricity Connection	01
	Ceiling Fan	02
	LPG Stove	03
	Two Wheeler	04
	Colour TV	05
	Refrigerator	06
	Washing Machine	07
	Personal Computer/ Laptop	08
	Car/Jeep/Van	09
	Air Conditioner	10
1b	Agricultural land	11

Chief Earner: Education							
No. of Durables	Illiterate	Literate but no formal schooling/ School-Upto 4 years	School-5 to 9 years	SSC/ HSC	Some College (incl a Diploma) but not Grad	Graduate / Post Graduate: General	Graduate / Post Graduate: Professional
	1	2	3	4	5	6	7
None	E2	E2	E2	E2	E2	E1	E2
1	E2	E1	E1	E1	D2	D2	D2
2	E1	E1	D2	D2	D1	D1	D1
3	D2	D2	D1	D1	C2	C1	C2
4	D1	C2	C2	C1	C1	B2	B2
5	C2	C1	C1	B2	B1	B1	B1
6	C1	B2	B2	B1	A3	A3	A3
7	C1	B1	B1	A3	A3	A2	A2
8	B1	A3	A3	A3	A2	A1	A2
9+	B1	A3	A3	A2	A2	A1	A1

SEC Urban (Socio Economic Class) - OLD

The Market Research Society of India (MRSI) classification categorised eight socio-economic groups based on the occupation and education of the Chief Wage Earner of the household in Urban India viz A1, A2, B1, B2, C, D, E1 and E2.

A1 denotes the upper-most SEC and E2 denotes the lowest SEC.

SEC Rural (Socio Economic Class) - OLD

As originally conceptualised and classified by IRS, Rural SEC is categorised into 4 groups based on the education and the type of household viz. R1, R2, R3 and R4.

R1 denotes the upper-most Rural SEC and R4 the lowest SEC.

Standard Deviation

A measure of the dispersion of a set of data from its mean. The more spread apart the data is, the higher the deviation.

Standard Error

The absolutely correct value of any measurement can only be determined by conducting a census of all cases in the universe and as and when conducted, it will require years of fieldwork, followed by long drawn data compilation (and expenses will be prohibitive).

Now one would imagine that the larger the sample the lower the relative error though true, beyond a sample size, the ratio between "Reductions in SE" to the "incremental sample" will be insignificant.

Formula

$$SE = Z * \sqrt{P*(1-P)/N}$$

- Where Z is a function of confidence level typically for IRS, which operates at 90% confidence level. The Z value is equal to 1.64.
- P = incidence of a phenomenon
- N = sample size
- SE = standard error
- Relative Error is Standard Error expressed as a percentage of incidence of the phenomenon.
- RE = SE/P

Note: All sample sizes in IRS are determined so that any measurement with incidence >

10% is measured at 90% confidence with an acceptable relative error less than +/-15%.

Skipping pattern

The researcher might specify that all households falling on the path of the interviewer moving by the Right Hand Rule, should not be contacted. Certain specified numbers may be required to be skipped. For example, it may be specified that every third household is to be contacted. In that case, the

interviewer has to contact the first household starting from the starting point and then contact 4th, 7th, 19th..... household and continue in this fashion.

SP (Stating address or starting point)

It is the point (address) from where an interviewer has to start his interviewing in a particular area. Interviewers may be given the addresses of each respondent, or may be given a starting address. A starting address usually has both name (of the respondent or of the head of the household) and the address.

Spontaneous Recall

Refers to a measurement technique, in which respondents are provided “no cues” to recall brands/ advertisements.

Target Audience

Refers to the desired or intended audience for advertising as described or determined by the advertiser. Usually defined in terms of specific demographic (SEC, age, sex, income, etc), purchase or ownership characteristics.

Tactical Advertising

A short term advertising campaign usually based on an existing strategy and used to take advantage of specific circumstances.

TGI (Target Group Index)

A large scale quantitative research that provides information on product and media consumption coupled with psychographics in addition to demographic parameters.

Test Market

Refers to the geographic location selected for the introduction of a new brand or advertising campaign. Apart from marketing efforts, media availability and media costs also play a crucial part in the selection of a test market.

Top of Mind

In advertising research, this phrase is used to describe the first brand name or advertising campaign that a respondent mentions without aiding or prompting in any manner.

Tabulation Punching

Analysing and processing the data.

Urban and Rural Classification

According to the Census of India 2001, the following criteria were adopted for treating a place as urban:

1. All statutory towns, i.e., all places with a municipality, corporation, cantonment board or notified town area committee, etc.
2. All other places which satisfied the following criteria:
 - A minimum population of 5,000
 - At least 75% of the male working population engaged in non-agricultural pursuits

3. A density of population of at least 400 per sq. km. (1,000 per sq. mile),
4. Apart from these, the outgrowths (OGs) of cities and towns have also been treated as urban.
All areas not identified as 'Urban' are classified as 'Rural'.

UA (Un-aided Awareness)

Asking the respondent to name as many brand names (of a product) as possible on his own without giving him any clue. The respondent is given time to think and the order he mentions the brand name is not important.

Universe

The overall set for any targeting.

Unweighted Base

Another name for unweighted sample. Those survey respondents who were successfully interviewed.

Unstructured Questionnaire

It's a questionnaire where the answers are to be recorded exactly the way they are given by the respondents (without any codes). These are open-ended questions where interviewers elicit responses to the maximum extent possible.

Vox Pop

A qualitative consumer research tool, usually in the form of a brief street interview, where people are recorded giving spontaneous answers to set questions.

Weighting

In a random sample survey, this is a method used for controlling sample biases if any. For e.g. if the proportion of male to female in the sample is 40:60 vis-à-vis universe distribution of 50:50, then weighting enables correction of the sampling biases through differential weights.

Weighting Unit

Any geographical unit that is separately weighted and projected to the universe is referred to as a weighting unit. Usually a number of weighting units will cumulate to a reporting unit (every geographic unit for which you can generate outputs from IRS software).

Miscellaneous Terms

AAAI (Advertising Agencies Association of India)

The Advertising Agencies Association of India (AAAI) is the official, national organisation of advertising agencies. It was formed to promote their interests so that they continue to make an essential and ever-increasing contribution to the nation. One of its objectives is to benefit Indian consumers and to protect their interests by helping ensure that advertising is honest and in good taste.

Accumulation

A method of counting audiences wherein each person exposed to a vehicle is counted once, in a given time period (also known as cumulative reach).

Account

A term commonly used within the advertising business to refer to the corporate entity employing an advertising agency.

Advertiser

An organisation or person who pays for the production, execution, and placement of an advertisement.

Agency of Record

An advertising agency that coordinates an advertiser's promotion of several products handled by more than a single agency.

Aided Recall

A measurement technique in which, the respondent is aided with brands/ advertisements as cues.

Algorithm

A defined mathematical process that leads to an assured development of a desired output from a given input.

ASCI (Advertising Standard Council of India)

Advertising Standards Council of India (ASCI) is a self regulatory voluntary organisation of the advertising industry. Its main objective is to promote responsible advertising thus enhancing the public's confidence in Advertising.

ASCII (American Standard Code for Information Interchange)

This is the default worldwide standard for the code numbers used by computers to represent all the upper and lower-case Latin letters, numbers, punctuation etc. There are 128 standard ASCII codes each of which can be represented by a 7 digit binary number: 0000000 through 1111111.

Audience

The number of people or households who are exposed to a medium or a campaign.

Audience Flow

The movement of the audience between programs and stations. By scheduling programs consecutively that appeal to similar audiences, the networks and local stations try to maintain the same audience across time slots.

Awareness raising is often the aim of a campaign and is expressed as a percentage of the target audience. There are two types of awareness: spontaneous or aided.

AOTS or Average OTS

Average number of time a consumer is likely to be exposed to a message in any medium or media (typically expected to be the level at which campaigns are effective).

Awareness

Penetration of a product, concept or advertisement into the conscious mind. Awareness-raising is often the aim of a campaign and is expressed as a percentage of the target audience. There are two types of awareness: spontaneous or aided.

Banking

Banking is the free commercial time available to a sponsor for taking spots on another program (normally in the same station/ category).

Back Checks

Planned and unplanned checks conducted by MRUC and its representatives to maintain hygiene and recommended improvements.

Barter

A term used to indicate that advertising was paid for by the advertiser using goods and services rather than cash.

Base

The survey universe, sub-universe or primary target group on which an analysis is based – e.g. Males 25+ Years.

Blockbuster

A program on TV that far exceeds average ratings, especially recently released movies.

Body Copy

The main copy, other than the headline, which appears in a print advertisement.

Brand Development Index

This refers to the ratio of the percentage of a brand's sale in a market to the target population percentage in the same market.

$$\text{BDI} = \frac{\% \text{ of brand's total sales in a given market}}{\% \text{ of total population in a given market}}$$

Burst/ Flighting

Scheduling period characterised by the concentrated advertising in a short period of time, usually followed by a period of no activity.

Brand Recall

Brand Recall is the extent to which a brand name is recalled as a member of a brand, product or service class.

Business-to-Business Advertising (B2B)

Advertising directed at corporate decision-makers and professionals rather than at consumers.

Campaign

Series of related advertising communications, scheduled for a given period of time and related by verbal and/ or visual themes and common objectives.

CDI (Category Development Index)

The percentage of total sales of a product related to the population percentage in a market.

% of category's total sales in a given market

$$\text{CDI} = \frac{\text{---}}{\text{---}}$$

% of total population in a given market

CDGR or Compounded Daily Growth Rate

CDGR is calculated using census details from two consecutive releases. In IRS, we have used Census 1991 and 2001 to calculate the CDGR for various projections using the formula detailed below:

$$Y = X(1 + R/100)^n$$

Where, Y = the population corresponding to Census 2001

X = the population corresponding to Census 1991

n = the number of days/ years in between census 1991 and census 2001 and R = is the CDGR.

Client

An organisation that employs an advertising agency to create advertisements.

Commercial

An audio or video advertising announcement, usually presented on television, radio or in a movie theater.

Copywriter

A person responsible for writing advertising copy and generating creative concepts, often in collaboration with an art director or creative director.

Cluster Analysis

Cluster Analysis is the name given to a diverse collection of techniques that can be used to classify objects (e.g. individuals, quadrates, species etc).

The classification has the effect of reducing the dimensionality of a data table by reducing the number of cases. The objects in the cluster do not necessarily have all the characteristics that define the cluster, but they do have more in common within that group than any of the other clusters.

Clutter

An excessive number of commercials or other non-program elements, which appear right one after the other.

Confidence Level

The probability that the statisticians associate with an interval estimate of a population parameter indicating how confident they are that the interval estimate will include the population parameter.

E.g. in IRS 90% confidence limits of + / - 15% RE indicate a 90% probability that the true figure falls within 1.5% above or below the value stated.

Continuity

A method of scheduling advertising so that audiences have an opportunity to see the ads at regular intervals.

Cost Efficiency

The value of an advertising schedule in relation to its cost. Usually expressed as the cost of reaching one thousand people in the target market, and allows the cost efficiency of a range of titles or programs to be compared.

CPA (Cost-Per-Action)

Metric for assessing advertising expenditure determined by dividing the total cost for a certain advertisement by how many people actually responded (e.g., purchase activity, phone inquiries, website traffic, etc.) within a specified time after the promotion was delivered.

CPT (Cost Per Thousand)

CPT is a figure used in comparing or evaluating the cost efficiency of media vehicles.

(CPT is the cost to deliver to 1000 people and is calculated by dividing the cost by the audience delivery and multiplying the quotient by 1000.)

The formula is as follows:

$$\text{CPT} = (\text{Media Cost} / \text{Impressions}) * 1000$$

Coverage Area

The specific geography where a media vehicle has its coverage. In broadcast, coverage usually describes the area to which the station's signal extends. In print, coverage usually means the circulation area.

Cumulative Reach (Cume)

The number or proportion of different people reached at least once, by a certain number of issues of a given publication or a program on TV or Radio slots.

DAR (Day after Recall)

The most common method used to test advertisements or for tracking consumer behavior. Visuals or questionnaires are administered approximately 24 hours after the preliminary exposure of what is being ascertained. For example if an advertisement is being tested for recall, then one day after the advertisement was exposed on Print or TV, the same is shown to respondents, and detailed questions are asked for checking out the "extent" of recall.

Denotation

A description of a media text indicating its common sense, obvious meaning

Direct Marketing

Marketing via leaflets, brochures, letters, catalogs, or print ads mailed or distributed directly to current and potential consumers. The direct marketing industry has grown enormously as a result of increasingly specialised mailing lists.

Genre

A category of media texts characterised by a particular style, form or content.

Hiatus

A period during a campaign when an advertiser's schedule is suspended for a time, after which it resumes.

Impression

An impression is the number of times your ads were shown across various media, i.e. TV, Radio, Internet advertising, etc.

Lifestyle

An expression used in advertising research to describe a population in terms of its members' work and free time, what they eat, drink, wear, read, prefer to watch on TV, their attitudes etc.

Load Factor

The average number of person riding in each vehicle. A numerical factor reflecting average number of passengers in a car which is applied to vehicle counts at advertising structure locations, that translate vehicle counts into potential audience counts.

Media

Refers to any mass communication vehicle used to convey an advertising message such as newspapers, magazines, radio, television, cinema or outdoor signs.

Media Literacy

The process of understanding and using the mass media in an assertive and non-passive way. This includes an informed and critical understanding about the nature of media, the techniques used by them and the impact of these techniques.

Orienteering

Using a map and compass in the field to determine your route of travel. It has commonly come to mean a type of competition at which competitors try to navigate across challenging terrain from point to point arriving at the finish first.

Proposal

A quote that is provided to an advertiser by a media company, specifying service and cost provisions associated with an advertising program. It is common to all media.

Rating

A measure of audience for a television or radio program, used to establish advertising rates.

ROI (Return on Investment)

A measure of operating performance and efficiency in using assets, computed by dividing net income by average total assets.

Roadblock or Roadblocking

A method of scheduling broadcast commercials to obtain maximum reach by simultaneously showing the identical advertisement on several different channels.

Teaser

An advertisement that precedes the major portion of an advertising campaign, intended to build curiosity.

Unduplicated Audience

The total audience reached by a media plan after discounting the duplication factors between media and media vehicles (also called net reach).

Vehicle

Refers to a specific publication in the press, or a programme in electronic media, or an outdoor site.

Wastage (Spillover)

Advertising reach of audiences or markets other than the specified target audience or market, usually uncontrollable.

Weight

The total impact of an advertising campaign in terms of number of commercials, insertions, advertising rupees, reach and frequency.