

TİAK A.Ş. TELEVISION AUDIENCE MEASUREMENT SURVEY INFORMATION

▪ **SCOPE OF MEASUREMENT:**

As per TV Audience Measurement, TV viewing behaviors of viewers are tracked in **40 provinces** where the survey is conducted. Panel Universe consists of households with **at least one television in operating condition** in both **urban and rural** settlements across 40 provinces included in the sample. The measurement results include TV viewing data of people living in panel households **at and above the age of 5** and **guests** visiting these households.

▪ **SAMPLING METHOD:**

The process that involves selection of panel households and inclusion in panel is conducted with a probability sampling method called “**multi-stage random sampling**”. At the first stage, an Establishment Survey is conducted in order to forecast the values associated with the universe. Universe Values are determined based on the results from the Establishment Survey and a study conducted with TurkStat Population Statistics. Target audiences are stratified by universe values found, and candidate panelists are randomly selected from the strata and invited to the panel.

Households to become panelists are selected among the households which are surveyed by TurkStat with addresses in 40 provinces. Any household that is not included in the address pool selected by TurkStat and excluded from the Establishment Survey may not be included in any panel.

▪ **SAMPLE SIZE:**

Ratings data obtained from the measurement is reported in terms of **~14,000 household members** living in **4,400 (Gross) / 4,000 (Net) houses** and **~750** guests visiting these households. Data announced for different target audiences (Total / AB SES / 20+ABC1, etc.) in the relevant month is defined by the monthly average number of people included in the said target audience, and these sub-group samples are shared along with the results of reviewed breakdowns.

▪ **DATA COLLECTION METHOD:**

The data collection method is **passive observation**, which is the most effective method to measure behavior. Each piece of data associated with the viewings performed by panelists in their respective households is collected through a device called **peoplemeter**, which is installed in each house and operates together with TV and sound systems. Panelists use the designated buttons on the device (remote control) during viewing and enable the incoming data to be matched with the corresponding household member.

The ratings data collected from the houses is compiled for daily reports and necessary analyses through **Instar Analytics** developed by the measuring company, **Kantar Media**, and shared with all subscribers verified by **TİAK A.Ş.**

▪ **APPLICATION TIME:**

Data collection process is regularly maintained on a **24/7** basis. Measurements are performed at all times when television is viewed in the households, and data regarding the channels viewed / members viewing is collected regularly. Data collected can be reported in terms of desired timebands — daily or monthly — as well as audience groups (Women, Men, People in A/B, etc.)

In addition to the reports published on our website, TİAK A.Ş. Subscribers can retrieve reports for desired timebands through the relevant software.

Monthly data includes sectional data from all viewings occurring throughout the said month. The title of the relevant table published on our website indicates the time period (month or year) associated with the published data.