

READING CHARTS / DEFINITIONS OF VARIABLES

REPORT PERIODS

DAILY REPORTS

It is a report that shows the rating % values of the first ten programs with the highest rating value among the programs broadcast on the specified date.

In addition to linear viewing on the broadcasting date, viewing on the same day as live (Linear + VOSDAL) that occurs on the same day as the original broadcast but in different time consists total viewing of each program in this report.

MONTHLY REPORTS

It is a report that is published at the end of every month and indicates the consolidated viewing performance of channels for the relevant month.

In addition to live viewing on the broadcasting date, consolidated viewing (Live + 7) includes ratings within 7 days following broadcasting.

Monthly reports are published on the first business day following the 7 days after the last date of the month. The bottom part of tables explains the value applying to the dates for channels included in measurement system in the relevant month. If no time slot is specified for a channel, the values in report will apply to the entire month mentioned.

ANNUAL REPORTS

It is a report that is published at the end of every year and indicates the consolidated viewing performance of channels for the relevant year. Annual reports are published on the first business day following the 7 days after the last date of the year.

The bottom part of tables explains the value applying to the dates for channels included in measurement system in the relevant year. If no time slot is specified for a channel, the values in report will apply to the entire year mentioned.

TARGET AUDIENCE DESCRIPTIONS

TOTAL POPULATION

The Total Population Universe consists of all people at and above the age of 5, living in the households with at least one television in operating condition, across the urban and rural settlements with a population of 10,000 in 40 provinces included in the sample, and their visitors who are at and above the age of 5.

AB

The AB Socio-Economic Status Universe consists of people at and above the age of 5, living in the households in AB SES group, with at least one television in operating condition, across the urban and rural settlements in 40 provinces included in the sample, and their visitors who are at and above the age of 5.

The Socio-Economic Status that households are associated with is calculated by the Researchers Association of Turkey (TÜAD) according to the occupation and education status of the person providing the highest income to the household, based on the SES 2012 scale.

<https://tuad.org.tr/projeler/sosyo-ekonomik-statü-2012>

20+ABC1

Consisting of people who are at and above the age of 20 and part of the ABC1 Socio-Economic Status group, this universe consists of people living in the households in A, B or C1 SES groups, with at least one television in operating condition, across the urban and rural settlements in 40 provinces included in the sample, and their visitors who are at and above the age of 20.

TIMEBANDS

The viewing performance of channels are reported on the basis of timebands defined as Total Day, Prime Time, Off-Prime Time.

TOTAL DAY

It covers the 24-hour timeband defined as the period between 02:00 and 26:00, where the measurement day starts at 02:00 AM and continues until the same hour next day.

PRIME TIME (20:00-23:00)

Defined as the time between 20:00 and 23:00, it is the three-hour period when viewing activity is at its highest.

OPT (07:00-20:00)

Defined as the time between 07:00 and 20:00, it is the thirteen-hour period when viewing activity is at the lowest (OPT stands for "Off Prime Time").

OPT (07:00-18:00) - The period between 07:00 and 18:00

PT (18:00-25:00) - The period between 18:00 and 25:00
(PT stands for "Prime Time").

PT (18:00-24:00) - The period between 18:00 and 24:00

PT (19:00-29:00) - The period between 19:00 PM and 24:00

MEASUREMENT RESULTS

RTG% (RATING %)

It is the average audience rate per minute for programs or commercials for a certain period of time.

It is calculated by the ratio of the average number of audience (people in the relevant target audience) per minute, at a certain timeband (e.g. 13:00 - 13:45) to the target audience universe selected.

SHARE

The share received from total viewing.

It is the ratio of average number of viewers per minute at a certain time slot to the average number of viewers per minute associated with Total TV in that same certain time slot. In other words, it indicates the percentage of a channel's audience across the entire population of viewers at the relevant timeband.

TTV / TOTAL TV VIEWING

TTV rating indicates the percentage of people watching TV in a target audience selected at a minute on average at the relevant timeband. TTV share figure is always 100 as it reflects the whole of total TV viewing.