



WEEKLY RATINGS EXPLAINED

In our constant endeavor to keep in touch with our stakeholders here's another attempt at keeping you informed on another topic of deep interest to all...

Understanding of Weekly Ratings and Time Spent

Ratings is a product of reach and time spent

We have been receiving queries on time spent while calculating ratings at a weekly level. This note is intended to clarify the same.

Time Spent has to be calculated using the formula at a daily level and should not be calculated as the average for the week. Example highlighting the issue:

		From BARC India Media Workstation			Calculated	
		A	B	C	D	E
1	Day	Rch`000 {Av(Wg)}	Ats(viewer) {Av(Wg)}	Rat`000 {Av(Wg)}	Time Spent in minutes	Calculated Rating (A x D/1440)
2	Saturday	1,061.52	00:04:58	3.67	4.97	3.66
3	Sunday	1,053.07	00:03:58	2.90	3.97	2.90
4	Monday	820.19	00:04:01	2.28	4.02	2.29
5	Tuesday	673.29	00:09:43	4.54	9.72	4.54
6	Wednesday	664.36	00:11:00	5.07	11.00	5.07
7	Thursday	704.01	00:08:43	4.26	8.72	4.26
8	Friday	758.83	00:06:13	3.28	6.22	3.28
9	[TOTAL]	819.33	00:06:57	3.72	6.95	3.95

Ratings match with Column C

 Ratings don't match

1440 is the total number of minutes in a day

This is because the Weekly TOTAL (Row 9) is a simple average of the 7 days (Rows 2 to 8) for all variables.

Rating for the week should be calculated as a WEIGHTED average of the seven days and not a simple average.



The number of viewers reached every day is different, and hence the time spent every day is a function of a different number of viewers.

See the same example as follows:

		From BARC India Media Workstation			Calculated		
		A	B	C	D	E	F
1	Day	Rch'000 {Av(Wg)}	Ats(viewer) {Av(Wg)}	Rat'000 {Av(Wg)}	Time Spent in minutes	Calculated Rating (A x D/1440)	Man-minutes spent daily (A x D)
2	Saturday	1,061.52	00:04:58	3.67	4.97	3.66	5272
3	Sunday	1,053.07	00:03:58	2.90	3.97	2.90	4177
4	Monday	820.19	00:04:01	2.28	4.02	2.29	3294
5	Tuesday	673.29	00:09:43	4.54	9.72	4.54	6542
6	Wednesday	664.36	00:11:00	5.07	11.00	5.07	7308
7	Thursday	704.01	00:08:43	4.26	8.72	4.26	6137
8	Friday	758.83	00:06:13	3.28	6.22	3.28	4717
9	[TOTAL]	819.33	00:06:57	3.72	6.95	3.95	
10	Sum of Rows 2 to 8	5,735.27					37448
11	Weighted Average Time spent in minutes (F10/A10)				6.53		
12	Rating Calculated using Weighted Ave Time spent in minutes (A9/D11)					3.72	

i.e. weighted ATS(viewer) is 00:06:53 and NOT 00:06:57 as arrived at by simple average (in B9)

Ratings MATCHES

Hope this explanation helps you all.

Starting with Week 24 we are introducing one more audience variable in BMW where the weighted average time spent will be directly available.

We will share more such insights and understandings on the way forward.

Request you to keep the feedback coming!