# Reach and Frequency

WideOrbit prides itself on making *WO Media Sales* the most precise and accurate ratings system in the market today. This is reflected in its **Reach and Frequency Model**.

Just like the weatherman's software changes the forecast model in Winter as opposed to Summer, *WO Media Sales* changes according to the market's climate as reported by Nielsen Media Research. It is widely accepted that more people watch television in Winter than Summer. Should the model change? Should the model change if a new station is added to a market? How about if a station changes affiliation? The answer to all of these questions is "Yes!"

This can only be done by using an *adaptive* reach & frequency model. How is this accomplished? Each sweep, Nielsen Media Research releases Daypart Summary Cumes which report on the total number of unique viewers for a given daypart. *WO Media Sales* uses these numbers to help define the model used to calculate reach and frequency. This is best illustrated by using a couple of examples.

We'll begin by looking at the cumes for an average station in Birmingham market. The first graph shows the difference between the November 2013 and the May 2014 book for Prime…
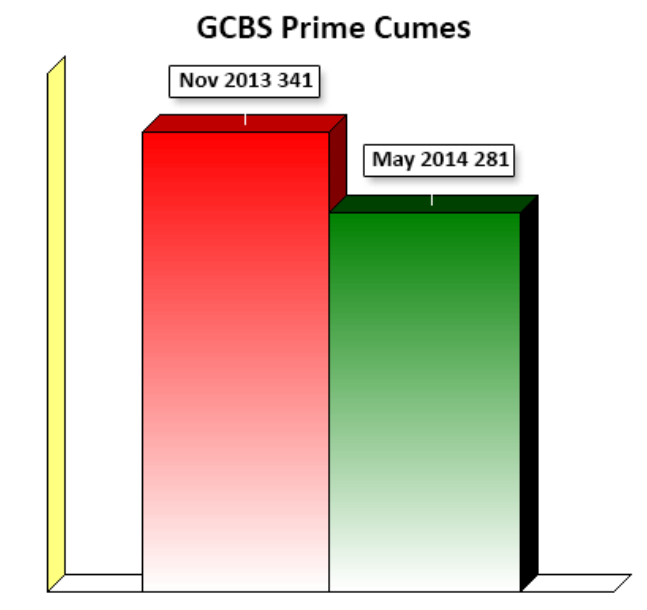
You'll note that Nielsen reflects that which we already know - There are more unique people watching television during the Fall than in the Summer.

The change is even more dramatic when looking at Sunday afternoons…

GCBS Sunday Cumes
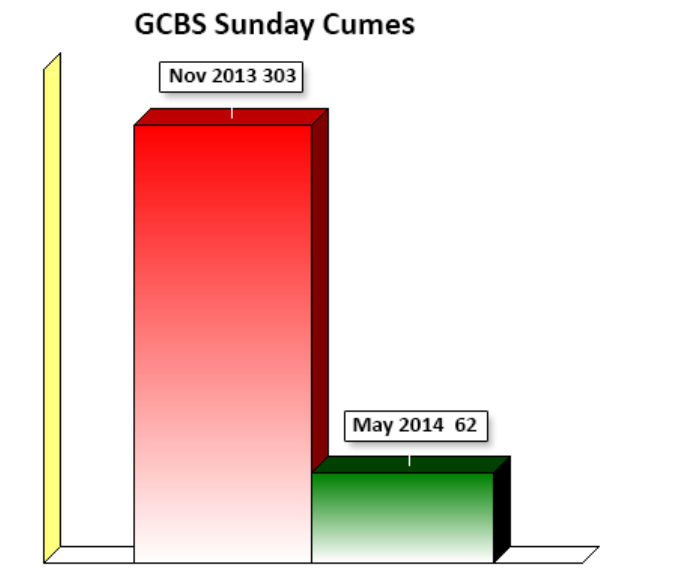
The cumes for Fall are dramatically higher than in the Summer. This is because the station is a CBS affiliate which runs football in November. The *WO Media Sales* model will reflect this reality by giving CBS the credit it deserves for running football in the fall. This is also true for any other network: credit is given where it is due.

Cumes and R&F

Cumes affect reach & frequency by helping define the curve of how quickly a schedule builds reach. We'll again illustrate this by taking a look at two stations with very different cumes.

May 2014 Prime
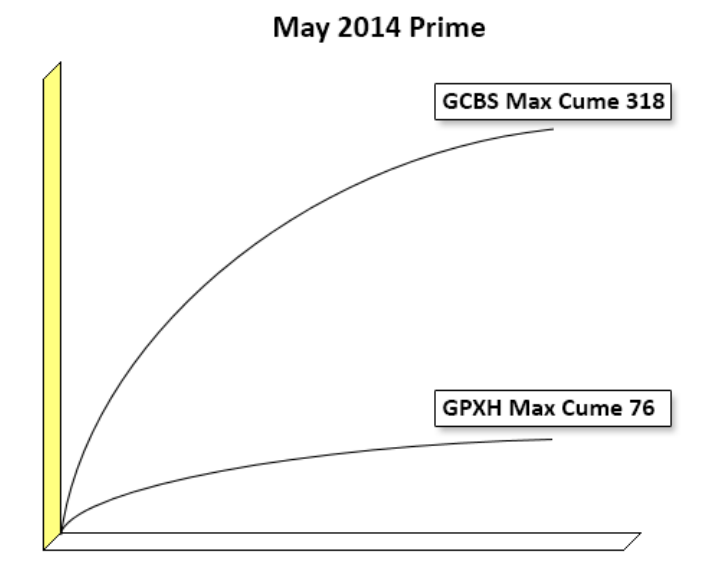
Assuming the same schedule length, the reach for GCBS will build faster than for GPXH. Conversely the frequency for GPXH will build faster because it's essentially the same people watching the station over and over again. The math for this is quite simple:

GRPs = Reach * Frequency

Note that as the reach increases, the frequency will decrease (and vice versa) assuming the same number of GRPs. Note also that frequency is defined as the average number of times a household or a person viewed a given television program (http://www.nielsenmedia.com/ratings101.htm). The more people watching, the fewer average number of times they will watch it.

Summary

The *WO Media Sales* **Reach and Frequency Model** is the most modern and accurate model for Reach projection / forecasting in the market today. We will continue to develop and hone this model to more accurately reflect today's market using the latest data provided by Nielsen Media Research, and data from others, should that become available and in some way improve our model.

Remember that Cume can increase any time we have potential for new viewers. If we:

1. **Add more programs**
2. **Add programs from other dayparts**
3. **Add weeks to the campaign**

These are things you can control to some degree, thus adding the potential to affect Reach and Frequency in your campaigns.

Please call or email with any questions or concerns:

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