

Rounding in WO Media Sales

WO Media Sales frequently receives questions from clients related to rounding issues. This article explains why these questions may arise and how the math works. To explain this further, consider the following example of three numbers being summed:

$$\begin{array}{r} 8.301 \\ +1.311 \\ +2.144 \\ \hline 11.756 \end{array}$$

That certainly looks as if the total would be 11.8 when rounded to the tenths, right? Unfortunately, not. The numbers are first rounded to the tenth place, and then added, yielding the following:

$$\begin{array}{r} 8.3 \\ +1.3 \\ +2.1 \\ \hline 11.7 \end{array}$$

Similarly, looking at the problem above when rounding to whole numbers, the assumption might be the answer is 12. Adding the whole numbers actually yields the following:

$$\begin{array}{r} 8 \\ +1 \\ +2 \\ \hline 11 \end{array}$$

The more rounded numbers in the equation, the greater the totals may vary. *WO Media Sales* deals with ratings that have a resolution of 12 decimal places. The more *WO Media Sales* rounds to display something logical on the screen, the more discrepancy will appear even though the underlying math is correct.

If you have any questions or concerns, call or email.

WO Media Sales Support:

415.675.6775 Option 2, 1

sales-support@wideorbit.com