

Meter Balance Panel Data for TV Diary Stations

Best Practices

What you need to know

We all know that the impact of the pandemic is far reaching and Diary services are no exception. At Numeris, we understand respondents are struggling to find the time to complete a diary over 7 days while juggling work, family life, health challenges and so much more. As a result, all around the world, we see reduced Diary return rates.

In light of this challenge Numeris will no longer produce the TV Diary market service with no diaries planned for Spring 2021 and beyond.

In lieu of the TV Diary data and as an interim solution we are asking clients to use the audience data from our Meter balance panels to directionally inform audience behaviours for stations in the diary markets. As part of our cross-platform Video measurement, and aware that the need for electronic and passive measurement capturing real time audience data has never been greater, our long term plan includes the design of a hybrid audience measurement solution for the TV Diary markets using Set Top Box data, Meter data and other demographic data. This initiative has been years in the making, and is the best solution to support our clients moving forward.

TV Meter Balance Regions

Understanding the value and importance of local market TV measurement, we recommend the use of TV Meter data from the National Balance regions for directional insights as an interim solution for the top 15 Extended Markets (EMs) that were previously part of the TV Diary service.

Details of the National balance regions are outlined below. The distribution of the households within the balance regions are proportional to the population. Sub regions will not be reported.

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National Balance Region	Target Number of Households	Included Geographies
Prairie/Western Balance	217	Manitoba , Saskatchewan, British Columbia Balance, Alberta Balance
Ontario Balance	291	Ontario Balance
Quebec Franco Balance	400	Quebec Franco Balance
Atlantic Balance	220	Newfoundland, Nova Scotia/ Prince Edward Island, New Brunswick

Effective April 26, those TV stations previously available in only the TV diary service will be included in the meter data.

Best Practices

- Balance Region Meter data is for directional purposes only and is not meant to be used as currency.
- Analysis should be limited to include Reach and Average Minute Audience (AMA).
- Use broader demographic groups (2+, 18+, 25-54), dayparts and time periods.
- Due to smaller sizes for sample and tuned sample in the Balance Region Meter data, caution should be used when tuned sample falls below 10.
- Time periods for seasonal programming can be combined for the same period over two years (similar to a 2-book average). For non-seasonal programming, such as news programs, extending the period of the analysis over consecutive weeks or months may be more appropriate.
- For stations in the Ottawa-Gatineau EM, the combined regions of Ontario Balance and Quebec Balance are recommended for stations in the Ottawa-Gatineau EM.
- Data can be analyzed at the daypart level only, program schedules are not available for these stations.

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Key Differences Between Meter and Diary

- Meter data is reported at the minute level and audiences are reported as AMA. In Diary, reporting is done in 15-minute increments creating Average Quarter Hour audiences (AQH). They are both expressed in thousands (000).
- Meter data is based on exposure to media detected by panelists wearing the PPM. Diary data, on the other hand, is based on recall as entered by respondents using a paper diary.
- Meter data is collected continuously from a group of panelists over a longer period of time. Diary data is based on information gathered from a group of respondents from a snapshot in time (one-week survey period).
- Total day in Meter is 2a-2a and 6a-2a in Diary.

Below is a list of the 15 Extended Markets (EMs) that were previously part of the TV Diary service.

Market No.	Extended Market Description
8	St. John's Corner Brook
2078	Halifax
3010	Saint John/Moncton
4197	Quebec
4351	Sherbrooke
4661	Trois-Rivières
5073	Ottawa-Gatineau Anglo
5074	Ottawa-Gatineau Franco
5338	Kitchener/Cambridge/Waterloo
5336	Kitchener/Cambridge/Waterloo-London
5367	London
6117	Winnipeg
7072	Regina-Moose Jaw
7108	Saskatoon
9231	Kelowna
9331	Prince George/Kamloops