

**Appendix K .....Glossary,  
BIA Explanation of Station Revenue Estimates, and  
BIA Program Format Categories**

## Glossary

**Ascription** - A statistical technique that assigns diary credit based on the eligible stations' historical (previous available survey year) diary mentions in the county from which the diary was received. The diary mentions are transformed into probability ranges for the purpose of assigning credit. A random number is generated, and, within whichever station's range the number falls, that station receives credit.

**Average Local Commercial Share (LCS)** - calculated by dividing the station's Arbitron 12+ 6am-midnight share by the total commercial share for a ratings period. LCS is averaged over four ratings periods in the year (*i.e.*, in 1993 BIA used Fall '92, Winter '93, Spring '93 and Summer '93 for radio). LCS is adjusted for "lost listening" (*i.e.* shares received by out-of-market stations or non-commercial stations) and totals 100% for the commercial stations in the market.

**Average Quarter -Hour Persons (AQH Persons)** - The average number of persons listening to a particular station for at least five minutes during a fifteen-minute period.

**Average Quarter-Hour Rating (AQH Rating or AQH PUR)** - The average Quarter-Hour Persons estimate expressed as a percentage of the population being measured.

**Average Quarter-Hour Share (Share)**- The Average Quarter-Hour Persons estimated for a given station expressed as a percentage of the Metro Total Average Quarter-Hour Persons estimates within a reported daypart.

**Cost-Per-Thousand** - The cost per 1,000 individuals (or homes) delivered by a medium or media schedule.

**Cost-Per-Rating Point or Cost Per Point (CPP)**- The cost of an advertisement (*i.e.* one 60 second spot) for reaching one percent of the listeners in the metro market.

**Cume Persons** - The total number of different persons who tune to a radio station during the course of a daypart for at least five minutes.

**Cume Rating or Cume PUR** - The Cume Persons audience expressed as a percentage of all persons estimated to be in the specified demographic group.

**Demographic Groups** - Classifications of populations according to sex, age, race, ethnicity income, etc.

**Duopoly\*** - A situation in which two stations on the same service (*i.e.*, AM or FM) in the same market are licensed to a single entity.

**Effective Reach** - The number of individuals ( or homes) reached by a media schedule at a given level

of frequency.

**Frequency** - The number of times individuals (or homes) are exposed to an advertising message.

**General Market Format** - for the purpose of this study are all program formats other than the Black, Spanish, Ethnic, and Urban categories as employed by BIA Research. A list of BIA Research format categories and subcategories is included in this appendix.

**Gross Rating Points (GRPs)** - The sum of ratings delivered by a given list of media vehicles.

**Index** - A percentage which relates numbers to a base.

**Local Commercial Share (LCS)** - is calculated by dividing the station's Arbitron 12+ 6am-midnight share by the total commercial share (reduced by the shares received by adjacent market stations and PBS stations). The LCS is averaged over four ratings periods in the year.

**Media Mix** - The use of two or more different media plans in one advertising plan.

**Metro Survey Area (Metro)** - The primary reporting area for local radio. Metro Survey Area definitions generally correspond to the federal government's Metropolitan Areas, subject to exceptions dictated by historical industry usage and other marketing considerations as determined by Arbitron.

**Minority Discounts** - industry jargon for the advertiser and/or ad agency practice of compensating stations that air minority-formatted programming at rates that are lower than what is paid to a general market station with a comparable number of listeners. In some instances, the "discount" involves discrepancies between the general market cost per point paid to minority-formatted and general market formatted stations.

**Minority-Formatted Programming** - programming formats intended to appeal to racial/ethnic minority listeners. For the purpose of this study they include the following four format categories employed by BIA Research: Black, Spanish, Ethnic, Urban. Within each of these categories there may be several format subcategories (e.g. Urban includes rhythm and blues, urban adult contemporary, and urban rap). A list of BIA Research format categories and subcategories is included in this appendix.

**No Urban/Spanish dictates** - industry jargon for the advertiser and/or ad agency practice of prohibiting the placement of advertising on stations that air program formats that are either urban or Spanish.

**Power Ratio** - is calculated by a two-step process. The estimated revenue share for the station is determined by dividing the station revenues by the market revenues times 100. This calculated

revenue share figure is divided by the local commercial share. A power ratio greater than 1 indicates the station is overselling its audience share while a ratio less than 1 indicates a station is underselling its audience share.

**Rating** - The estimated percentage of the demographic population listening to a given station to total radio during a specified time period.

**Reach** - The number of different individuals (or homes) exposed to a media schedule within a given period of time.

**Reach Station** - The total counties in which Arbitron has determined that a specific radio station should be eligible for a diary credit. This area includes counties within the station's signal penetration and may include additional counties if diarykeepers residing in those counties historically report listening to that station (typically due to commuting and travel patterns.)

**Revenues** - Gross station revenues are BIA estimates based on results of surveys of General Managers and Group Owners. These surveys generally yield a 20% response rate. Revenues for stations not responding to the surveys are based upon estimates of the top 10 station revenues for each metro market supplied by General Managers in those markets. In addition, BIA uses a model based upon the Arbitron 12+ share, station format and historical data to estimate revenues for stations not responding to the survey.

**Respondents** - Sample persons who provide information in response to survey questions.

**Share** - See "Average Quarter-Hour Share"

**Superduopoly\*** - A combination of three or more same-service (i.e., AM or FM) stations that are co-owned and serve the same Arbitron market.

**Target Demographics** - Demographic groupings of multiple discreet demographics, (e.g., Men 18-34, Women 18-49, Persons 25-54) as opposed to discreet demographics, (e.g., Men 18-24, Women 25-34).

*\* Source: Definitions come from Radio Business Report 1997. Cannot be reprinted without permission from Radio Business Report, Inc.*

#### Source

1. Arbitron Radio Description Methodology, Radio Market Reports, The Arbitron Company 1996
2. Interpreting BIA's Numbers in Media Access Pro, BIA Research Inc.

3. **Radio Business Report, Radio Business Report, Inc., 1997**



## Interpreting BIA's Numbers in MEDIA Access Pro

The average local commercial share (LCS) is calculated to adjust for "lost listening" (radio) or "lost viewing" (TV), which means shares received by out-of-market stations or non-commercial stations. The LCS totals 100% for the commercial stations in the market. It is calculated by dividing the station's Arbitron 12+ 6am-midnight share by the total commercial share for a ratings period. For TV, the 9am-midnight share is divided by the total commercial share (reduced by the shares received by adjacent market stations and PBS stations). The LCS is averaged over four ratings periods in the year (ie, in 1993 we used Fall 92, Winter 93, Spring 93, and Summer 93 for radio and Feb, May, July and Nov 93 for television).

The power ratio shows if the station is overselling or underselling its audience share. It is calculated in a two-step process. The estimated revenue share for the station is determined by dividing the station revenues by the market revenues times 100. Then this calculated revenue share figure is divided by the local commercial share. A power ratio greater than 1 indicates the station is overselling its audience share; while a ratio less than 1 indicates a station underselling its audience share.

**Viable - True or False.** A viable station is an FM receiving significant ratings/revenues which BIA feels is a serious competitor in the market.

Demographic information comes from Market Statistics, Inc. which publishes *Demographics USA*.

Market revenue figures are BIA estimates based on results of surveys to General Managers and Group Owners. We also use projected growth rates and other economic indicators to estimate these figures. Individual station revenues were estimated for the first time in 1994. These are also based on surveys.

Revenue share is the percent of market revenues for the station. This is calculated by multiplying the power ratio by LCS.

**For further information regarding BIA calculations,  
please contact Donna Grigsby, Director of Research, at BIA, 703-818-2425.**



## RADIO FORMATS AND CODES

70s	70s Hits	REL	Chrstn Cntry	AC	Mix AC	ROCK	Rock/Spn
70s	70s Oldies	CLAS	Classical/Nws	ROCK	Modern Rock	VAR	Shopping
AAA	AAA	CLAS	Class/Jazz	NAC	NAC <i>NEW AGE CONTEMP</i>	JAZZ	Smooth Jazz
AAA	AAA/NAC	MOR	Classic MOR	NAC	NAC/Jazz	SAC	Soft AC
AAA	AAA/Talk	CLAS	Classical	NAC	NAC/Soft AC	SAC	Soft Hits
AC	AC	HITS	Clas Hits	NAC	New Age	JAZZ	Soft Jazz
AC	AC/AOR	ROCK	Clas Rck/AC	ROCK	New Rock	AC	Soft Rock
AC	AC/CHR	ROCK	Clas Rock	NEWS	News	SPAN	Spn/Cntry
AC	AC/Country	CTRY	Cntry/Gospl	NEWS	News/Info	SPAN	Spn/Ethnic
AC	AC/MOR	CTRY	Cntry/Polka	NEWS	News/Inspir	SPAN	Spn/MOR
AC	AC/News	CTRY	Cntry/Venry	NEWS	News/Jazz	SPAN	Spn/News
AC	AC/Nws/Info	CMDY	Comedy	NEWS	News/MOR	SPAN	Spn/Oldies
AC	AC/Nws/Oldies	CTRY	Country	NEWS	News/Nostal	ETHN	Spn/Portg
AC	AC/Nws/Spts	CTRY	Country/CHR	NEWS	News/Oldies	SPAN	Spn/Talk
AC	AC/Nws/Talk	CTRY	Country/Nws	NEWS	News/Sports	SPAN	Spn/Urban
AC	AC/Oldies	CTRY	Country/Old	NEWS	News/Talk	SPAN	Spanish
AC	AC/Sports	CTRY	Country/Rck	NOST	Nostalgia	SPRT	Sports
AC	AC/Talk	CTRY	Country/Tlk	NOST	Nstlg/Sprts	SPRT	Sports/Cntry
AC	AC/Tlk/Spts	DARK	DARK	NEWS	Nws/Inf/Jaz	SPRT	Sports/News
AOR	AOR	CHR	Dance	NEWS	Nws/Inf/MOR	SPRT	Sports/Olds
AOR	AOR/ClasRck	VAR	Diverse	NEWS	Nws/Spts/Tk	SPRT	Sports/Talk
AOR	AOR/Talk	EASY	Easy	NEWS	Nws/Talk/AC	TALK	Talk
NOST	Adult Stndrd	EASY	Easy/Nostlg	NEWS	Nws/Tk/Cntry	TALK	Talk/AC
CHR	Adult CHR	VAR	Eclectic	NEWS	Nws/Tk/Gospl	TALK	Talk/CHR
OLD	Adult Hts	EDUC	Education	NEWS	Nws/Tk/Nost	TALK	Talk/Easy
ROCK	Adult Rock	ETHN	Ethnic	NEWS	Nws/Tk/Olds	TALK	Talk/Ethnic
MOR	Adult Trnd	ETHN	Ethnic/AC	NEWS	Nws/Tk/Spts	TALK	Talk/Info
ROCK	Alternative	ETHN	Ethnic/Talk	OLD	Oldies	TALK	Talk/Nostlg
ETHN	Asian	FOLK	Folk	OLD	Oldies/AC	TALK	Talk/Oldies
OLD	Beach	FS	FullService	OLD	Oldies/AOR	TALK	Talk/Sports
NOST	Big Band	REL	Gospel	BLCK	Oldies/Blck	SPAN	Tejano
NOST	Big Band/AC	REL	Gospel/AC	OLD	Oldies/CHR	TALK	Tk/Spts/Old
NOST	Big Band/FS	REL	Gospel/Insp	OLD	Oldies/Info	CHR	Top 40
NOST	BigBand/Spt	REL	Gospel/R&B	OLD	Oldies/Rock	CHR	Top 40/Gospl
NOST	BigBand/Tlk	REL	Gospel/Talk	OLD	Oldies/Spts	INFO	Traffic/Info
ETHN	Bilingual	ETHN	Greek	OLD	Oldies/Talk	INFO	Travel Info
BLCK	Black	ETHN	Hawaiian	OLD	Oldies/Nws/Tk	REL	Urb Chrstn
BLCK	Black AC	ETHN	Health	ETHN	Polish	URBN	Urb/Gospl
REL	Black Gospl	AC	Hot AC	VAR	Polka	URBN	Urban
BLCK	Black Talk	INFO	Info/Sports	ETHN	Portuguese	URBN	Urban AC +
CTRY	Blue Grass	INFO	Information	ROCK	Progressive	URBN	Urban Rap
EASY	Bill Music	REL	Inspiration	PUBL	Public	URBN	Urban/Olds
NEWS	Bus News	ETHN	Internet	NEWS	Public Svc	URBN	Urban/Rap
NEWS	Bus/Finan	ETHN	Japanese	BLCK	R&B Oldies	URBN	Urban/Talk
NEWS	BusNws/Spts	JAZZ	Jazz	SPAN	Ranchera	VAR	Variety
CHR	CHR	JAZZ	Jazz/AC	ROCK	Rock/Clas/Uz	VAR	Variety Hit
CHR	CHR/AC	JAZZ	Jazz/Gospl	REL	Relg Music	TALK	Variety/Tlk
CHR	CHR/Dance	ETHN	Korean	REL	Relig/Farm	NEWS	Weather
CHR	CHR/Rock	ETHN	Korean/Spn	REL	Religion		
CHR	CHR/Urban	SAC	Lite AC	URBN	Rhythm/Blus		
KIDS	Children	AC	Lite Rock	ROCK	Rock		
REL	Christian	MOR	MOR	ROCK	Rock & Roll		
REL	Chrstn/MOR	MOR	MOR/Country	ROCK	Rock AC		
REL	ChrsContemp	MOR	MOR/Nostalg	ROCK	Rock/Oldies		
REL	Chrstn Talk	MOR	MOR/Talk	ROCK	Rock/Rap		
SPAN	Chrstn/Spn	SPAN	Medican	ROCK	Rock/Rhythm		

*BFL Music = Nostalgic*