

TELEVISION DATA COLLECTION

Campaign Media Analysis Group (CMAG), a Kantar Media Solution, provides commercial occurrence and expenditure information, as well as PSA and promotion data, for over 980 stations in 210 local media markets. Spot Television is monitored 21 hours a day (5:00AM - 2:00AM) utilizing the MediaWatch Technology. The monitored stations constitute the principal stations in each market, typically including the network affiliates and major independents. Public Broadcasting Stations are not monitored.

Over 75 national cable stations, 12 national networks, and 8 Spanish-language networks are also monitored.

TELEVISION CLASSIFICATION

CMAG employs a descriptive naming convention for classification of television creatives. Each television creative receives a unique title based on several factors including but not limited to the campaign, state, and issues presented within the commercial. In addition to the creative title, each classified ad is tagged with a number of identifying attributes relating to the content of the ad. These attributes include...

- Ad Type
- Party Affiliation
- Election
- Level
- Year
- Issues
- Race
- State
- Tone

Due to the broad scope of messages that are relevant to today's climate of political and public affairs advertising, CMAG may include ads in its core dataset that fall outside of the standard definition of an "Issue Ad".

Classified ads are routinely checked for accuracy and titles and attributes can change over time.

EDITING

MediaWatch collects both local and network commercials broadcast on a network affiliate, and does not distinguish between them. Network spots are identified in local markets by comparing brands advertised during network programs on the local affiliate to brands advertised over the network feeds.

Barter identification involves comparing commercial activity across the local markets being edited, typically in 15 markets within the same region. An automated process compares data across markets to determine which creatives appear in the same barter programs across markets.

Creatives appearing in 50 percent or more of the markets being edited are identified as potential barter spots. Barter identification takes place between 2 days and 60 days of an individual creative occurrence. Once barter identification is complete, that data is considered “final”. Until data is finalized, occurrence data is subject to change.

TELEVISION RATES

Television stations, rep firms and agency sources are polled quarterly. These industry sources provide average 30-second daypart-level rates (and program rates for sports and specials) for the upcoming quarter. This information is used to estimate rates to be applied for that quarter. To account for the time it takes for any given rate to populate within the system, CMAG uses an average cost function based on rates from historical program averages airing in the same market on the same station during the same daypart. These temporary estimates are updated with actual sourced rates when they become available.

Several weeks after the local data are produced, Kantar Media receives the results from a national broadcasting industry survey conducted monthly by the Television Bureau of Advertising (TVB). This new information provides a national advertising growth trend as reported by responding stations. Expenditures are adjusted to reflect these industry spot revenue patterns. Once this final rate data is available, all temporary rates calculated using the average cost function are replaced with the final data.

CMAG may occasionally adjust station-level estimated rates for any given week based on known media buys. When CMAG obtains actual ad buy information, station rates are adjusted upward or downward to reflect the actual cost of an ad buy.