

# The Ratings Process: 9 Steps



**Establishment Survey** A large scale survey to define the population to be represented and its characteristics.



**The Panel** Homes are selected based on a statistical design ensuring the sample accurately reflects the markets being measured.



**The Peplemeter** Is installed on every working TV set in each panel home & collects 5 types of data: TV set time on/off, channel being watched as a digital audio signature, source of channel and who is watching.



**Program Name Database** Broadcast logs are provided by 3<sup>rd</sup> party supplier to integrate with viewing data to produce program rating data



**Reference Site** A unique audio signature is captured for each TV channel at the central reference site for the purpose of identifying content from peplemeters using audio matching technology.



**Polling** Each night between 02:00 and 06:00 the data stored in the panel homes is retrieved via the meters' transmission unit.



**Data Delivery** Each day data subscribers can download the previous day's data to perform complex analyses using the various application software products available.



**Pollux , Production Software** Controls fundamental processes of collecting, consolidating and validating the daily household data into a minute-by-minute database.



**Central Audio Matching** Audio signatures from peple meters are matched to signatures from the reference site to identify household viewing from each TV set.