

## Glossary

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| <b>1990 Act</b>                    | Broadcasting Act 1990.   |
| <b>1996 Act</b>                    | Broadcasting Act 1996.   |
| <b>Advertiser</b>                  | A company which owns a product, brand or service which it advertises. See also <b>local advertiser</b> and <b>national advertiser</b> .  |
| <b>Advertising agency</b>          | A company which creates advertisements for an <b>advertiser</b> and/or plans and buys media space or time.   |
| <b>Airtime advertising revenue</b> | Revenue taken by stations in exchange for broadcasting radio advertisements, excluding revenue attracted as a result of programme sponsorship or product promotions.                                   |
| <b>AM</b>                          | <b>Waveband</b> of lesser quality than <b>FM</b> , often poorly received at night.   |
| <b>Audience</b>                    | Also referred to as <b>reach</b> . See also <b>weekly reach</b> .  |
| <b>Break</b>                       | A break in radio or television transmission during which advertisements are transmitted.   |
| <b>Campaign</b>                    | Period over which an <b>advertiser</b> arranges for the broadcasting of a particular advertising message.  |
| <b>Capital</b>                     | Capital Radio plc.   |
| <b>Case</b>                        | Case Associates.   |
| <b>Commercial minutage</b>         | The number of minutes on broadcast media during which commercials are broadcast.   |
| <b>Commercial radio</b>            | Radio services licensed by the <b>RA</b> which carry advertisements. This excludes all the BBC stations.   |
| <b>Conditional selling</b>         | Making the purchase of airtime on one radio station within a group conditional on the purchase of another within the same group.   |
| <b>Coverage</b>                    | The proportion (expressed in percentage terms) of a target <b>audience</b> having an opportunity to hear or see advertising.   |
| <b>CRCA</b>                        | Commercial Radio Companies Association Limited.  |
| <b>CPT</b>                         | Cost per thousand. Cost of 1,000 <b>impacts</b> , ie reaching 1,000 listeners, readers or viewers with a given advertisement.  |
| <b>DAB</b>                         | Digital audio broadcasting. A new digital technology to transmit radio broadcasts that may eventually replace analogue broadcasts. It promises CD-quality reception and additional services (eg text). |
| <b>Daypart</b>                     | A section of the listening or viewing day. For example, 4.00 pm to 7.00 pm Monday to Friday is usually known as peak <b>drivetime</b> .  |
| <b>Demographics</b>                | Data collected on listeners, including sex, age, social grade, household income, terminal education age, working status, home ownership, tenure in current home, size of household and marital status. |

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| <b>Digital radio</b>       | See <b>DAB</b> .  |
| <b>Display advertising</b> | All advertising on radio, television, cinema, transport and <b>outdoor</b> . Also includes press advertising other than advertising in classified sections.   |
| <b>Drivetime</b>           | The period of the radio broadcasting day that coincides with the regular commuting of listeners to and from the workplace. This <b>daypart</b> is very highly regarded among <b>advertisers</b> because of the high attention span of the <b>audience</b> . |
| <b>Effective reach</b>     | The percentage of the target <b>audience</b> which has the opportunity to hear the desired number of radio spots.   |
| <b>Fair Trading Act</b>    | Fair Trading Act 1973.  |
| <b>FM</b>                  | A high-quality stereo <b>waveband</b> preferred for music-based radio broadcasting. See also <b>AM</b> .  |
| <b>Frequency</b>           | The measure that identifies where on the radio to tune to hear a particular radio station. Alternatively, the number of times the <b>audience</b> has an opportunity to hear (or see) an advertisement expressed over a period of time.                     |
| <b>ILR</b>                 | Independent local radio. A general term referring to the local <b>commercial radio</b> stations that are regulated by the <b>RA</b> .   |
| <b>Impact</b>              | When one person sees or hears one advertising message. Impacts are summed to give total impacts for an advertising <b>campaign</b> , or total impacts for all commercial airtime on a certain station.  |
| <b>Inventory</b>           | The amount of <b>commercial minutage</b> that is available for <b>advertisers</b> .   |
| <b>INR</b>                 | Independent national radio: Classic FM, Talk AM and Virgin AM, holders of the three national licences awarded by the <b>RA</b> .  |
| <b>IPA</b>                 | Institute of Practitioners in Advertising. A body representing the collective views of <b>advertising agencies</b> which liaises with government departments, industry and consumer organizations.  |
| <b>IRN</b>                 | Independent Radio News Limited.   |
| <b>ISBA</b>                | The Incorporated Society of British Advertisers Limited. An organization that promotes and protects <b>advertisers'</b> views and interests.  |
| <b>ITC</b>                 | Independent Television Commission. Public body responsible for licensing and regulating commercially-funded television services provided in and from the UK.  |
| <b>ITV</b>                 | Independent Television. A generic term referring to the television organization controlled by the <b>ITC</b> , consisting of 13 separate television areas.  |
| <b>ITV region</b>          | One of the 13 UK geographical areas which are served by the 14 regional Channel 3 <b>ITV</b> licensees, and a national breakfast-time licensee.   |
| <b>Listening</b>           | For <b>audience</b> tracking purposes this is recorded in terms of 15-minute segments and is defined as at least five minutes' listening within a particular segment. (Between midnight and 6.00 am, listening is recorded in 30-minute segments.)          |

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| <b>Local advertiser</b>       | An <b>advertiser</b> whose business is bounded within the <b>TSA</b> .  |
| <b>LSA</b>                    | London Station Area, the <b>TSA</b> for the London area.  |
| <b>MEAL</b>                   | Media Expenditure Analysis Ltd. The first computerized advertising monitoring system in the UK.   |
| <b>MMS</b>                    | Media Monitoring Services Ltd. Founded in 1980 to monitor advertising expenditure.  |
| <b>MSM</b>                    | Media Sales & Marketing. The radio <b>sales house</b> established in 1989 by <b>Capital</b> for the purpose of offering <b>national advertisers</b> access to third party <b>ILR</b> client stations. |
| <b>Multiplex</b>              | A radio <b>frequency</b> which can carry between six and eight digital radio services.  |
| <b>National advertiser</b>    | An advertiser whose business coverage extends beyond the local <b>TSA</b> and usually nationwide.   |
| <b>OFT</b>                    | Office of Fair Trading.   |
| <b>Outdoor advertising</b>    | A generic term for <b>display advertising</b> outside the home, mainly consisting of posters and transport advertising.   |
| <b>Primary medium</b>         | The first-choice medium for an <b>advertiser</b> ; traditionally this has been television or press. See also <b>secondary medium</b> .  |
| <b>Production costs</b>       | The expense of creating and producing an advertisement.   |
| <b>Promise of performance</b> | A description of the output of a station in line with the station's original licence application. This forms part of a station's licence and represents the <b>RA</b> 's requirements of the service. |
| <b>RA</b>                     | Radio Authority. The body which licenses and regulates all <b>ILR</b> and <b>INR</b> services in the UK.  |
| <b>RAB</b>                    | The Radio Advertising Bureau Ltd. A collaborative marketing organization for the <b>commercial radio</b> industry.  |
| <b>RAJAR</b>                  | Radio Joint Audience Research Ltd: the company which manages the UK's agreed system of public service and commercial radio <b>audience</b> measurement.   |
| <b>Ratecard</b>               | A price list issued by a media owner for different advertisement sizes or time lengths, position etc.   |
| <b>Rating</b>                 | <b>Impact</b> expressed as a percentage of the population group being measured.   |
| <b>Reach</b>                  | See <b>weekly reach</b> .   |
| <b>Sales house</b>            | An organization which sells advertising time and space on behalf of other media owners.   |
| <b>Secondary medium</b>       | The medium chosen by <b>advertisers</b> to back up the main focus of advertising; traditionally this has been radio, cinema or <b>outdoor advertising</b> . See also <b>primary medium</b> .          |

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| <b>Simulcasting</b>      | The simultaneous broadcasting of a programming service on more than one radio <b>frequency</b> or <b>waveband</b> .   |
| <b>Solus advertising</b> | Advertising solely with one radio group or station, possibly in return for agreed discounts or other preferential terms from that supplier.   |
| <b>Solus listener</b>    | A listener who listens to only one <b>commercial radio</b> station in the course of a week.   |
| <b>Total hours</b>       | The total length of time listened to radio, or to a station, by the population group being measured, calculated by summing every 15 minutes listened between 6.00 am and midnight and every 30 minutes listened between midnight and 6.00 am.   |
| <b>TSA</b>               | Total survey area. The area used for marketing and <b>audience</b> research purposes by <b>commercial radio</b> stations. In London it is greater than the area bounded by the M25. See also <b>LSA</b> .   |
| <b>Virgin</b>            | Virgin Radio Limited, a wholly-owned subsidiary of <b>Virgin Holdings</b> .   |
| <b>Virgin Holdings</b>   | Virgin Radio Holdings Limited.  |
| <b>Waveband</b>          | In the context of sound broadcasting, the range of <b>frequencies</b> allocated to and used by sound broadcasting services. Domestic broadcasting in the UK uses three wavebands, which are referred to as <b>FM</b> for the VHF Band II range and <b>AM</b> for the low and medium <b>frequencies</b> (the long and medium waves). |
| <b>Weekly reach</b>      | Number in thousands or as a percentage of the UK/area adult population who listen to a station for at least five minutes in the course of an average week.  |