MMS Panel Data Delivery 2

Step by step calculation examples

2026-10-28



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Updates

Version	Paragraph	Update	Date
v1		Document created	2026-10-15
v2	Examples 8–13	Added MMS's test cases TF8–TF13: reach and frequency across several viewing days (Golden Rules §5.5), with the packages of 2026-08-25 – 2026-08-31	2026-10-28

Introduction

This document contains step by step calculation examples with results, based on the MMS Panel Data Delivery 2 test data package:

- SWO_XP_CH, DEM_XP_PAN, DEM_XP_ES and STATION_XP: four of the ten files in each viewing day's package (package IDs are MMS internal; 2026-08-24: e2cf84d1ade8e7f2)
- Test data days: 2026-08-24 (Examples 1–7) and 2026-08-24 – 2026-08-31 (Examples 8–13); one package per viewing day in the data folder, named <viewing day>_<package id>

Examples 1–7 are MMS's test cases TF1–TF7 (channel/service level, one viewing day) and Examples 8–13 the test cases TF8–TF13 (reach and frequency across several viewing days), Golden Rules Panel Data Delivery 2, section 5. The complete results are in the attached Excel file.

The purpose is to demonstrate how the calculation rules are applied in practice, and can serve as a source of comparison when implementing the calculations in external systems.

Please note that the test data is only meant to be used for technical implementation. It is not possible to draw any conclusions from the audience levels.

The test data is an early version of the Delivery 2 data set – panel measurement and modelled data in an expanded panel with replicas, calibrated towards census (Golden Rules §1.2, §1.4, §2.2) – from a panel still being built up and a calibration model still under development.

The test data is also produced by systems still under development, which might lead to inconsistencies in data that will not appear in production status.

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Definitions used in the examples

Term	Definition
Platform TV	platform = 01 (Broadcast): audio-matched viewing on the TV screen (device_type = 01)
Platform Online	platform = 02: streaming on any device type (01 TV screen, 05 digital devices)
Cross-platform	TV + Online; viewing time is summed, reach counts each panelist once
Activity codes	01 Live, 03 VOD, 04 Catch-up, 07 Non-tagged streaming. ”Live only” = activity_code 01 on both platforms
Target group	gender (01 men, 02 women) and age from DEM_XP_PAN / DEM_XP_ES; A = all, M = men, K = women
W	Σ weight of DEM_XP_PAN rows with viewer_type = 1 in the target group (§3.2); guests (type 2) count in A and reach, not in W
U	Σ weight of DEM_XP_ES rows in the target group, universe period 20260629–20261231 (§3.1)
Viewing time slot	statements clipped to the slot; t = seconds inside the slot; L = slot length in seconds
Reach criterion	reached when a statement on the platform has t ≥ c (§5.4), c = the example's criterion for that platform; a panelist counts once
Media company	station_id → media_company_id → media_company_name via STATION_XP

W and U per target group

Target group	W	U
A3-99	10287488,5	10295615,8435
M30-44	1107001	1107245,2159
M3-99	5167147,3	5172430,8518
K3-59	3623338,9	3626676,8371

Example 1



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Example 1

Reporting type: ”As viewed” – per viewing day
Activity type: All viewing (Live + Catch-up + VOD + Non-tagged streaming)
Platform: TV, Online and Cross-platform
Device type: All device types
Reporting level: Per station_id (channel / streaming service)
Target group: A3-99
Viewing day: 20260824
Viewing time slot: 02:00:00-25:59:59
Reach criteria: TV 1 sec, Online 1 sec
Metrics: Average viewing time, rating and reach.

This example calculates the viewing per station during one viewing day, regardless of when the content was originally broadcast or published – separately for platform TV (Broadcast, only on the TV screen), for Online streaming on all device types and cross-platform in total. Only the stations svt1 (1), TV4 (29), YouTube (7000), Netflix (7019) and TV4 Play (7043) are shown in this document. See the attached Excel file for the complete results for all 118 stations with viewing on the day.

Example 1: Average viewing time

Calculation step	Calculation
1 $A_{m,d}$	$\Sigma_v (t_v \times w_p)$
2 *Sum of viewing time*$_{m,d}$	$A_{m,d} \times U_{m,d} / W_{m,d}$
3 *Average viewing time*$_{m,d}$	(round(Sum of viewing time$_{m,d}$) / $U_{m,d}$) / 60

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions

station_id	Station	Platform	W	U	U/W	A	Sum of viewing time	Average viewing time (min)
1	svt1	TV	10287488,5	10295615,8435	1,0007900	5842858461,3	5847474448,7	**9,46596**
1	svt1	Online	10287488,5	10295615,8435	1,0007900	95480295,4	95555726,9	**0,15469**
1	svt1	Cross-platform	10287488,5	10295615,8435	1,0007900	5938338756,7	5943030175,7	**9,62065**
29	TV4	TV	10287488,5	10295615,8435	1,0007900	8159456963	8165903114,5	**13,21906**
29	TV4	Online	10287488,5	10295615,8435	1,0007900	154963456,3	155085880,9	**0,25105**
29	TV4	Cross-platform	10287488,5	10295615,8435	1,0007900	8314420419,3	8320988995,4	**13,47012**
7000	YouTube	TV	10287488,5	10295615,8435	1,0007900	0	0,0	**0,00000**
7000	YouTube	Online	10287488,5	10295615,8435	1,0007900	13820450287,1	13831368748,6	**22,39039**
7000	YouTube	Cross-platform	10287488,5	10295615,8435	1,0007900	13820450287,1	13831368748,6	**22,39039**
7019	Netflix	TV	10287488,5	10295615,8435	1,0007900	0	0,0	**0,00000**
7019	Netflix	Online	10287488,5	10295615,8435	1,0007900	6290901584,7	6295871536,1	**10,19183**
7019	Netflix	Cross-platform	10287488,5	10295615,8435	1,0007900	6290901584,7	6295871536,1	**10,19183**
7043	TV4 Play	TV	10287488,5	10295615,8435	1,0007900	0	0,0	**0,00000**
7043	TV4 Play	Online	10287488,5	10295615,8435	1,0007900	3877512913,9	3880576234,9	**6,28192**
7043	TV4 Play	Cross-platform	10287488,5	10295615,8435	1,0007900	3877512913,9	3880576234,9	**6,28192**

Example 1: Rating

Calculation step	Calculation
1 $A_{m,d}$	$\Sigma_v (t_v \times w_p)$
2 *Sum of viewing time*$_{m,d}$	$A_{m,d} \times U_{m,d} / W_{m,d}$
3 *Absolute rating*$_{m,d}$	round(Sum of viewing time$_{m,d}$ / L)
4 *Relative rating*$_{m,d}$	Absolute rating$_{m,d}$ / $U_{m,d}$

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions; L = slot length in seconds

station_id	Station	Platform	W	U	U/W	A	Sum of viewing time	L	Absolute rating	Relative rating
1	svt1	TV	10287488,5	10295615,8435	1,0007900	5842858461,3	5847474448,7	86400	67679	**0,006573575**
1	svt1	Online	10287488,5	10295615,8435	1,0007900	95480295,4	95555726,9	86400	1106	**0,000107424**
1	svt1	Cross-platform	10287488,5	10295615,8435	1,0007900	5938338756,7	5943030175,7	86400	68785	**0,006680999**
29	TV4	TV	10287488,5	10295615,8435	1,0007900	8159456963	8165903114,5	86400	94513	**0,009179927**
29	TV4	Online	10287488,5	10295615,8435	1,0007900	154963456,3	155085880,9	86400	1795	**0,000174346**
29	TV4	Cross-platform	10287488,5	10295615,8435	1,0007900	8314420419,3	8320988995,4	86400	96308	**0,009354273**
7000	YouTube	TV	10287488,5	10295615,8435	1,0007900	0	0,0	86400	0	**0,000000000**
7000	YouTube	Online	10287488,5	10295615,8435	1,0007900	13820450287,1	13831368748,6	86400	160085	**0,015548851**
7000	YouTube	Cross-platform	10287488,5	10295615,8435	1,0007900	13820450287,1	13831368748,6	86400	160085	**0,015548851**
7019	Netflix	TV	10287488,5	10295615,8435	1,0007900	0	0,0	86400	0	**0,000000000**
7019	Netflix	Online	10287488,5	10295615,8435	1,0007900	6290901584,7	6295871536,1	86400	72869	**0,007077673**
7019	Netflix	Cross-platform	10287488,5	10295615,8435	1,0007900	6290901584,7	6295871536,1	86400	72869	**0,007077673**
7043	TV4 Play	TV	10287488,5	10295615,8435	1,0007900	0	0,0	86400	0	**0,000000000**
7043	TV4 Play	Online	10287488,5	10295615,8435	1,0007900	3877512913,9	3880576234,9	86400	44914	**0,004362439**
7043	TV4 Play	Cross-platform	10287488,5	10295615,8435	1,0007900	3877512913,9	3880576234,9	86400	44914	**0,004362439**

Example 1: Reach

Calculation step	Calculation
1 ***Weighted viewers*** $_{m,d}$	Σ_p ($w_p \times D_p$), D_p = 1 if panelist p has a statement with $t \geq c_{platform}$, else 0 (each panelist once)
2 ***Absolute reach*** $_{m,d}$	round(Weighted viewers$_{m,d}$ × $U_{m,d}$ / $W_{m,d}$)
3 ***Relative reach*** $_{m,d}$	Absolute reach$_{m,d}$ / $U_{m,d}$

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions; c = reach criterion in seconds per platform

station_id	Station	Platform	W	U	U/W	Weighted viewers	Absolute reach	Relative reach
1	svt1	TV	10287488,5	10295615,8435	1,0007900	2456076,2	2458017	**0,238744048**
1	svt1	Online	10287488,5	10295615,8435	1,0007900	66769,1	66822	**0,006490335**
1	svt1	Cross-platform	10287488,5	10295615,8435	1,0007900	2474012,3	2475967	**0,240487508**
29	TV4	TV	10287488,5	10295615,8435	1,0007900	1831183,2	1832630	**0,178001008**
29	TV4	Online	10287488,5	10295615,8435	1,0007900	20252,6	20269	**0,001968702**
29	TV4	Cross-platform	10287488,5	10295615,8435	1,0007900	1837376,5	1838828	**0,178603012**
7000	YouTube	TV	10287488,5	10295615,8435	1,0007900	0	0	**0,000000000**
7000	YouTube	Online	10287488,5	10295615,8435	1,0007900	2720952	2723102	**0,264491415**
7000	YouTube	Cross-platform	10287488,5	10295615,8435	1,0007900	2720952	2723102	**0,264491415**
7019	Netflix	TV	10287488,5	10295615,8435	1,0007900	0	0	**0,000000000**
7019	Netflix	Online	10287488,5	10295615,8435	1,0007900	1406486,5	1407598	**0,136718194**
7019	Netflix	Cross-platform	10287488,5	10295615,8435	1,0007900	1406486,5	1407598	**0,136718194**
7043	TV4 Play	TV	10287488,5	10295615,8435	1,0007900	0	0	**0,000000000**
7043	TV4 Play	Online	10287488,5	10295615,8435	1,0007900	907032,8	907749	**0,088168499**
7043	TV4 Play	Cross-platform	10287488,5	10295615,8435	1,0007900	907032,8	907749	**0,088168499**

Example 2

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Example 2

Reporting type: ”As viewed” – per viewing day
Activity type: Live only (activity_code = Live on both platforms)
Platform: TV, Online and Cross-platform
Device type: All device types
Reporting level: Per station_id (channel / streaming service)
Target group: A3-99
Viewing day: 20260824
Viewing time slot: 02:00:00-25:59:59
Reach criteria: TV 15 sec, Online 15 sec (MMS standard)
Metrics: Average viewing time, rating and reach.

This example calculates the live viewing per station during one viewing day – activity_code = Live on both platforms – separately for platform TV (Broadcast, only on the TV screen), for Online streaming on all device types and cross-platform in total. Stations without live viewing get zero in all metrics. Only the stations svt1 (1), TV4 (29), YouTube (7000), Netflix (7019) and TV4 Play (7043) are shown in this document. See the attached Excel file for the complete results for all 118 stations.

Example 2: Average viewing time

Calculation step	Calculation
1 $A_{m,d}$	$\Sigma_v (t_v \times w_p)$
2 *Sum of viewing time*$_{m,d}$	$A_{m,d} \times U_{m,d} / W_{m,d}$
3 *Average viewing time*$_{m,d}$	(round(Sum of viewing time$_{m,d}$) / $U_{m,d}$) / 60

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions

station_id	Station	Platform	W	U	U/W	A	Sum of viewing time	Average viewing time (min)
1	svt1	TV	10287488,5	10295615,8435	1,0007900	4683561922,5	4687262040,0	**7,58780**
1	svt1	Online	10287488,5	10295615,8435	1,0007900	95480295,4	95555726,9	**0,15469**
1	svt1	Cross-platform	10287488,5	10295615,8435	1,0007900	4779042217,9	4782817767,0	**7,74248**
29	TV4	TV	10287488,5	10295615,8435	1,0007900	7570113134,9	7576093691,7	**12,26427**
29	TV4	Online	10287488,5	10295615,8435	1,0007900	154963456,3	155085880,9	**0,25105**
29	TV4	Cross-platform	10287488,5	10295615,8435	1,0007900	7725076591,2	7731179572,6	**12,51533**
7000	YouTube	TV	10287488,5	10295615,8435	1,0007900	0	0,0	**0,00000**
7000	YouTube	Online	10287488,5	10295615,8435	1,0007900	0	0,0	**0,00000**
7000	YouTube	Cross-platform	10287488,5	10295615,8435	1,0007900	0	0,0	**0,00000**
7019	Netflix	TV	10287488,5	10295615,8435	1,0007900	0	0,0	**0,00000**
7019	Netflix	Online	10287488,5	10295615,8435	1,0007900	0	0,0	**0,00000**
7019	Netflix	Cross-platform	10287488,5	10295615,8435	1,0007900	0	0,0	**0,00000**
7043	TV4 Play	TV	10287488,5	10295615,8435	1,0007900	0	0,0	**0,00000**
7043	TV4 Play	Online	10287488,5	10295615,8435	1,0007900	1566646654,1	1567884339,6	**2,53811**
7043	TV4 Play	Cross-platform	10287488,5	10295615,8435	1,0007900	1566646654,1	1567884339,6	**2,53811**

Example 2: Rating

Calculation step	Calculation
1 $A_{m,d}$	$\Sigma_v (t_v \times w_p)$
2 *Sum of viewing time*$_{m,d}$	$A_{m,d} \times U_{m,d} / W_{m,d}$
3 *Absolute rating*$_{m,d}$	round(Sum of viewing time$_{m,d}$ / L)
4 *Relative rating*$_{m,d}$	Absolute rating$_{m,d}$ / $U_{m,d}$

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions; L = slot length in seconds

station_id	Station	Platform	W	U	U/W	A	Sum of viewing time	L	Absolute rating	Relative rating
1	svt1	TV	10287488,5	10295615,8435	1,0007900	4683561922,5	4687262040,0	86400	54251	**0,005269330**
1	svt1	Online	10287488,5	10295615,8435	1,0007900	95480295,4	95555726,9	86400	1106	**0,000107424**
1	svt1	Cross-platform	10287488,5	10295615,8435	1,0007900	4779042217,9	4782817767,0	86400	55357	**0,005376755**
29	TV4	TV	10287488,5	10295615,8435	1,0007900	7570113134,9	7576093691,7	86400	87686	**0,008516829**
29	TV4	Online	10287488,5	10295615,8435	1,0007900	154963456,3	155085880,9	86400	1795	**0,000174346**
29	TV4	Cross-platform	10287488,5	10295615,8435	1,0007900	7725076591,2	7731179572,6	86400	89481	**0,008691175**
7000	YouTube	TV	10287488,5	10295615,8435	1,0007900	0	0,0	86400	0	**0,000000000**
7000	YouTube	Online	10287488,5	10295615,8435	1,0007900	0	0,0	86400	0	**0,000000000**
7000	YouTube	Cross-platform	10287488,5	10295615,8435	1,0007900	0	0,0	86400	0	**0,000000000**
7019	Netflix	TV	10287488,5	10295615,8435	1,0007900	0	0,0	86400	0	**0,000000000**
7019	Netflix	Online	10287488,5	10295615,8435	1,0007900	0	0,0	86400	0	**0,000000000**
7019	Netflix	Cross-platform	10287488,5	10295615,8435	1,0007900	0	0,0	86400	0	**0,000000000**
7043	TV4 Play	TV	10287488,5	10295615,8435	1,0007900	0	0,0	86400	0	**0,000000000**
7043	TV4 Play	Online	10287488,5	10295615,8435	1,0007900	1566646654,1	1567884339,6	86400	18147	**0,001762595**
7043	TV4 Play	Cross-platform	10287488,5	10295615,8435	1,0007900	1566646654,1	1567884339,6	86400	18147	**0,001762595**

Example 2: Reach

Calculation step	Calculation
1 ***Weighted viewers*** $_{m,d}$	Σ_p ($w_p \times D_p$), D_p = 1 if panelist p has a statement with $t \geq c_{platform}$, else 0 (each panelist once)
2 ***Absolute reach*** $_{m,d}$	round(Weighted viewers$_{m,d}$ × $U_{m,d}$ / $W_{m,d}$)
3 ***Relative reach*** $_{m,d}$	Absolute reach$_{m,d}$ / $U_{m,d}$

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions; c = reach criterion in seconds per platform

station_id	Station	Platform	W	U	U/W	Weighted viewers	Absolute reach	Relative reach
1	svt1	TV	10287488,5	10295615,8435	1,0007900	1748434,6	1749816	**0,169957390**
1	svt1	Online	10287488,5	10295615,8435	1,0007900	63993,7	64044	**0,006220512**
1	svt1	Cross-platform	10287488,5	10295615,8435	1,0007900	1772145,2	1773545	**0,172262158**
29	TV4	TV	10287488,5	10295615,8435	1,0007900	1334601,3	1335656	**0,129730559**
29	TV4	Online	10287488,5	10295615,8435	1,0007900	20252,6	20269	**0,001968702**
29	TV4	Cross-platform	10287488,5	10295615,8435	1,0007900	1346513	1347577	**0,130888431**
7000	YouTube	TV	10287488,5	10295615,8435	1,0007900	0	0	**0,000000000**
7000	YouTube	Online	10287488,5	10295615,8435	1,0007900	0	0	**0,000000000**
7000	YouTube	Cross-platform	10287488,5	10295615,8435	1,0007900	0	0	**0,000000000**
7019	Netflix	TV	10287488,5	10295615,8435	1,0007900	0	0	**0,000000000**
7019	Netflix	Online	10287488,5	10295615,8435	1,0007900	0	0	**0,000000000**
7019	Netflix	Cross-platform	10287488,5	10295615,8435	1,0007900	0	0	**0,000000000**
7043	TV4 Play	TV	10287488,5	10295615,8435	1,0007900	0	0	**0,000000000**
7043	TV4 Play	Online	10287488,5	10295615,8435	1,0007900	275948,2	276166	**0,026823650**
7043	TV4 Play	Cross-platform	10287488,5	10295615,8435	1,0007900	275948,2	276166	**0,026823650**

Example 3

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Example 3

Reporting type: ”As viewed” – per viewing day
Activity type: All viewing (Live + Catch-up + VOD + Non-tagged streaming)
Platform: TV, Online and Cross-platform
Device type: All device types
Reporting level: Per station_id (channel / streaming service)
Target group: M30-44 (men 30-44)
Viewing day: 20260824
Viewing time slot: 20:00:00-21:59:59
Reach criteria: TV 60 sec, Online 15 sec
Metrics: Average viewing time, rating and reach.

This example calculates the viewing per station within the time slot 20:00:00-21:59:59 of the viewing day, for men 30-44. Statements are clipped to the slot before the metrics are calculated; the rating is calculated over the slot length L = 7 200 seconds. The reach criterion differs per platform: 60 seconds on TV and 15 seconds Online. Only the stations svt1 (1), TV4 (29), YouTube (7000), Netflix (7019) and TV4 Play (7043) are shown in this document. See the attached Excel file for the complete results for all 118 stations.

Example 3: Average viewing time

Calculation step	Calculation
1 $A_{m,d}$	$\Sigma_v (t_v \times w_p)$
2 *Sum of viewing time*$_{m,d}$	$A_{m,d} \times U_{m,d} / W_{m,d}$
3 *Average viewing time*$_{m,d}$	(round(Sum of viewing time$_{m,d}$) / $U_{m,d}$) / 60

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions

station_id	Station	Platform	W	U	U/W	A	Sum of viewing time	Average viewing time (min)
1	svt1	TV	1107001	1107245,2159	1,0002206	74835946,9	74852456,5	**1,12671**
1	svt1	Online	1107001	1107245,2159	1,0002206	1976589,6	1977025,7	**0,02976**
1	svt1	Cross-platform	1107001	1107245,2159	1,0002206	76812536,5	76829482,1	**1,15647**
29	TV4	TV	1107001	1107245,2159	1,0002206	95079462,6	95100438,1	**1,43149**
29	TV4	Online	1107001	1107245,2159	1,0002206	0	0,0	**0,00000**
29	TV4	Cross-platform	1107001	1107245,2159	1,0002206	95079462,6	95100438,1	**1,43149**
7000	YouTube	TV	1107001	1107245,2159	1,0002206	0	0,0	**0,00000**
7000	YouTube	Online	1107001	1107245,2159	1,0002206	528065136,1	528181632,7	**7,95039**
7000	YouTube	Cross-platform	1107001	1107245,2159	1,0002206	528065136,1	528181632,7	**7,95039**
7019	Netflix	TV	1107001	1107245,2159	1,0002206	0	0,0	**0,00000**
7019	Netflix	Online	1107001	1107245,2159	1,0002206	103225295,8	103248068,4	**1,55413**
7019	Netflix	Cross-platform	1107001	1107245,2159	1,0002206	103225295,8	103248068,4	**1,55413**
7043	TV4 Play	TV	1107001	1107245,2159	1,0002206	0	0,0	**0,00000**
7043	TV4 Play	Online	1107001	1107245,2159	1,0002206	180393991,1	180433787,9	**2,71596**
7043	TV4 Play	Cross-platform	1107001	1107245,2159	1,0002206	180393991,1	180433787,9	**2,71596**

MMS

Example 3: Rating

Calculation step	Calculation
1 $A_{m,d}$	$\Sigma_v (t_v \times w_p)$
2 *Sum of viewing time*$_{m,d}$	$A_{m,d} \times U_{m,d} / W_{m,d}$
3 *Absolute rating*$_{m,d}$	round(Sum of viewing time$_{m,d}$ / L)
4 *Relative rating*$_{m,d}$	Absolute rating$_{m,d}$ / $U_{m,d}$

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions; L = slot length in seconds

station_id	Station	Platform	W	U	U/W	A	Sum of viewing time	L	Absolute rating	Relative rating
1	svt1	TV	1107001	1107245,2159	1,0002206	74835946,9	74852456,5	7200	10396	**0,009389067**
1	svt1	Online	1107001	1107245,2159	1,0002206	1976589,6	1977025,7	7200	275	**0,000248364**
1	svt1	Cross-platform	1107001	1107245,2159	1,0002206	76812536,5	76829482,1	7200	10671	**0,009637432**
29	TV4	TV	1107001	1107245,2159	1,0002206	95079462,6	95100438,1	7200	13208	**0,011928704**
29	TV4	Online	1107001	1107245,2159	1,0002206	0	0,0	7200	0	**0,000000000**
29	TV4	Cross-platform	1107001	1107245,2159	1,0002206	95079462,6	95100438,1	7200	13208	**0,011928704**
7000	YouTube	TV	1107001	1107245,2159	1,0002206	0	0,0	7200	0	**0,000000000**
7000	YouTube	Online	1107001	1107245,2159	1,0002206	528065136,1	528181632,7	7200	73359	**0,066253617**
7000	YouTube	Cross-platform	1107001	1107245,2159	1,0002206	528065136,1	528181632,7	7200	73359	**0,066253617**
7019	Netflix	TV	1107001	1107245,2159	1,0002206	0	0,0	7200	0	**0,000000000**
7019	Netflix	Online	1107001	1107245,2159	1,0002206	103225295,8	103248068,4	7200	14340	**0,012951061**
7019	Netflix	Cross-platform	1107001	1107245,2159	1,0002206	103225295,8	103248068,4	7200	14340	**0,012951061**
7043	TV4 Play	TV	1107001	1107245,2159	1,0002206	0	0,0	7200	0	**0,000000000**
7043	TV4 Play	Online	1107001	1107245,2159	1,0002206	180393991,1	180433787,9	7200	25060	**0,022632746**
7043	TV4 Play	Cross-platform	1107001	1107245,2159	1,0002206	180393991,1	180433787,9	7200	25060	**0,022632746**

MMS

Example 3: Reach

Calculation step	Calculation
1 ***Weighted viewers*** $_{m,d}$	Σ_p ($w_p \times D_p$), D_p = 1 if panelist p has a statement with $t \geq c_{platform}$, else 0 (each panelist once)
2 ***Absolute reach*** $_{m,d}$	round(Weighted viewers$_{m,d}$ × $U_{m,d}$ / $W_{m,d}$)
3 ***Relative reach*** $_{m,d}$	Absolute reach$_{m,d}$ / $U_{m,d}$

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions; c = reach criterion in seconds per platform

station_id	Station	Platform	W	U	U/W	Weighted viewers	Absolute reach	Relative reach
1	svt1	TV	1107001	1107245,2159	1,0002206	87565,5	87585	**0,079101719**
1	svt1	Online	1107001	1107245,2159	1,0002206	2309,1	2310	**0,002086259**
1	svt1	Cross-platform	1107001	1107245,2159	1,0002206	87565,5	87585	**0,079101719**
29	TV4	TV	1107001	1107245,2159	1,0002206	45021,1	45031	**0,040669401**
29	TV4	Online	1107001	1107245,2159	1,0002206	0	0	**0,000000000**
29	TV4	Cross-platform	1107001	1107245,2159	1,0002206	45021,1	45031	**0,040669401**
7000	YouTube	TV	1107001	1107245,2159	1,0002206	0	0	**0,000000000**
7000	YouTube	Online	1107001	1107245,2159	1,0002206	237218,6	237271	**0,214289479**
7000	YouTube	Cross-platform	1107001	1107245,2159	1,0002206	237218,6	237271	**0,214289479**
7019	Netflix	TV	1107001	1107245,2159	1,0002206	0	0	**0,000000000**
7019	Netflix	Online	1107001	1107245,2159	1,0002206	65741	65756	**0,059387026**
7019	Netflix	Cross-platform	1107001	1107245,2159	1,0002206	65741	65756	**0,059387026**
7043	TV4 Play	TV	1107001	1107245,2159	1,0002206	0	0	**0,000000000**
7043	TV4 Play	Online	1107001	1107245,2159	1,0002206	54607,6	54620	**0,049329633**
7043	TV4 Play	Cross-platform	1107001	1107245,2159	1,0002206	54607,6	54620	**0,049329633**

Example 4

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Example 4

Reporting type: ”As viewed” – per viewing day
Activity type: All viewing (Live + Catch-up + VOD + Non-tagged streaming)
Platform: TV, Online and Cross-platform
Device type: All device types
Reporting level: Per media company (station_id grouped by media_company_id in STATION_XP)
Target group: A3-99
Viewing day: 20260824
Viewing time slot: 02:00:00-25:59:59
Reach criteria: TV 15 sec, Online 15 sec (MMS standard)
Metrics: Average viewing time, rating and reach.

This example calculates the viewing per media company during one viewing day – every station_id is grouped by its media_company_id in STATION_XP. Viewing time is summed over the company's stations; reach counts each panelist once per company. Only the media companies Sveriges Television, TV4 Media, Viaplay Group, Alphabet Inc. and Netflix Inc. are shown in this document. See the attached Excel file for all 23 media companies with viewing on the day.

Example 4: Average viewing time

Calculation step	Calculation
1 $A_{m,d}$	$\Sigma_v (t_v \times w_p)$
2 *Sum of viewing time*$_{m,d}$	$A_{m,d} \times U_{m,d} / W_{m,d}$
3 *Average viewing time*$_{m,d}$	(round(Sum of viewing time$_{m,d}$) / $U_{m,d}$) / 60

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions

Media company	Platform	W	U	U/W	A	Sum of viewing time	Average viewing time (min)
Sveriges Television	TV	10287488,5	10295615,8435	1,0007900	10340218133,8	10348387134,9	**16,75209**
Sveriges Television	Online	10287488,5	10295615,8435	1,0007900	5819189533,9	5823786822,4	**9,42762**
Sveriges Television	Cross-platform	10287488,5	10295615,8435	1,0007900	16159407667,7	16172173957,2	**26,17971**
TV4 Media	TV	10287488,5	10295615,8435	1,0007900	10728377190,5	10736852845,8	**17,38095**
TV4 Media	Online	10287488,5	10295615,8435	1,0007900	4078787836,8	4082010169,4	**6,60801**
TV4 Media	Cross-platform	10287488,5	10295615,8435	1,0007900	14807165027,3	14818863015,2	**23,98895**
Viaplay Group	TV	10287488,5	10295615,8435	1,0007900	4146475087,4	4149750894,4	**6,71767**
Viaplay Group	Online	10287488,5	10295615,8435	1,0007900	717356704	717923431,7	**1,16218**
Viaplay Group	Cross-platform	10287488,5	10295615,8435	1,0007900	4863831791,4	4867674326,1	**7,87985**
Alphabet Inc.	TV	10287488,5	10295615,8435	1,0007900	0	0,0	**0,00000**
Alphabet Inc.	Online	10287488,5	10295615,8435	1,0007900	13820450287,1	13831368748,6	**22,39039**
Alphabet Inc.	Cross-platform	10287488,5	10295615,8435	1,0007900	13820450287,1	13831368748,6	**22,39039**
Netflix Inc.	TV	10287488,5	10295615,8435	1,0007900	0	0,0	**0,00000**
Netflix Inc.	Online	10287488,5	10295615,8435	1,0007900	6290901584,7	6295871536,1	**10,19183**
Netflix Inc.	Cross-platform	10287488,5	10295615,8435	1,0007900	6290901584,7	6295871536,1	**10,19183**

Example 4: Rating

Calculation step	Calculation
1 $A_{m,d}$	$\Sigma_v (t_v \times w_p)$
2 *Sum of viewing time*$_{m,d}$	$A_{m,d} \times U_{m,d} / W_{m,d}$
3 *Absolute rating*$_{m,d}$	round(Sum of viewing time$_{m,d}$ / L)
4 *Relative rating*$_{m,d}$	Absolute rating$_{m,d}$ / $U_{m,d}$

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions; L = slot length in seconds

Media company	Platform	W	U	U/W	A	Sum of viewing time	L	Absolute rating	Relative rating
Sveriges Television	TV	10287488,5	10295615,8435	1,0007900	10340218133,8	10348387134,9	86400	119773	**0,011633398**
Sveriges Television	Online	10287488,5	10295615,8435	1,0007900	5819189533,9	5823786822,4	86400	67405	**0,006546961**
Sveriges Television	Cross-platform	10287488,5	10295615,8435	1,0007900	16159407667,7	16172173957,2	86400	187178	**0,018180360**
TV4 Media	TV	10287488,5	10295615,8435	1,0007900	10728377190,5	10736852845,8	86400	124269	**0,012070089**
TV4 Media	Online	10287488,5	10295615,8435	1,0007900	4078787836,8	4082010169,4	86400	47245	**0,004588846**
TV4 Media	Cross-platform	10287488,5	10295615,8435	1,0007900	14807165027,3	14818863015,2	86400	171515	**0,016659033**
Viaplay Group	TV	10287488,5	10295615,8435	1,0007900	4146475087,4	4149750894,4	86400	48030	**0,004665092**
Viaplay Group	Online	10287488,5	10295615,8435	1,0007900	717356704	717923431,7	86400	8309	**0,000807043**
Viaplay Group	Cross-platform	10287488,5	10295615,8435	1,0007900	4863831791,4	4867674326,1	86400	56339	**0,005472135**
Alphabet Inc.	TV	10287488,5	10295615,8435	1,0007900	0	0,0	86400	0	**0,000000000**
Alphabet Inc.	Online	10287488,5	10295615,8435	1,0007900	13820450287,1	13831368748,6	86400	160085	**0,015548851**
Alphabet Inc.	Cross-platform	10287488,5	10295615,8435	1,0007900	13820450287,1	13831368748,6	86400	160085	**0,015548851**
Netflix Inc.	TV	10287488,5	10295615,8435	1,0007900	0	0,0	86400	0	**0,000000000**
Netflix Inc.	Online	10287488,5	10295615,8435	1,0007900	6290901584,7	6295871536,1	86400	72869	**0,007077673**
Netflix Inc.	Cross-platform	10287488,5	10295615,8435	1,0007900	6290901584,7	6295871536,1	86400	72869	**0,007077673**

Example 4: Reach

Calculation step	Calculation
1 ***Weighted viewers*** $_{m,d}$	Σ_p ($w_p \times D_p$), D_p = 1 if panelist p has a statement with $t \geq c_{platform}$, else 0 (each panelist once)
2 ***Absolute reach*** $_{m,d}$	round(Weighted viewers$_{m,d} \times U_{m,d} / W_{m,d}$)
3 ***Relative reach*** $_{m,d}$	Absolute reach$_{m,d}$ / $U_{m,d}$

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions; c = reach criterion in seconds per platform

Media company	Platform	W	U	U/W	Weighted viewers	Absolute reach	Relative reach
Sveriges Television	TV	10287488,5	10295615,8435	1,0007900	3175899	3178408	**0,308714704**
Sveriges Television	Online	10287488,5	10295615,8435	1,0007900	1631984,9	1633274	**0,158637815**
Sveriges Television	Cross-platform	10287488,5	10295615,8435	1,0007900	3922006	3925104	**0,381240332**
TV4 Media	TV	10287488,5	10295615,8435	1,0007900	2475679,3	2477635	**0,240649519**
TV4 Media	Online	10287488,5	10295615,8435	1,0007900	945330,4	946077	**0,091891249**
TV4 Media	Cross-platform	10287488,5	10295615,8435	1,0007900	2811061,7	2813283	**0,273250580**
Viaplay Group	TV	10287488,5	10295615,8435	1,0007900	1624875,2	1626159	**0,157946744**
Viaplay Group	Online	10287488,5	10295615,8435	1,0007900	191736,2	191888	**0,018637836**
Viaplay Group	Cross-platform	10287488,5	10295615,8435	1,0007900	1771775,8	1773176	**0,172226317**
Alphabet Inc.	TV	10287488,5	10295615,8435	1,0007900	0	0	**0,000000000**
Alphabet Inc.	Online	10287488,5	10295615,8435	1,0007900	2717337,3	2719484	**0,264140003**
Alphabet Inc.	Cross-platform	10287488,5	10295615,8435	1,0007900	2717337,3	2719484	**0,264140003**
Netflix Inc.	TV	10287488,5	10295615,8435	1,0007900	0	0	**0,000000000**
Netflix Inc.	Online	10287488,5	10295615,8435	1,0007900	1406486,5	1407598	**0,136718194**
Netflix Inc.	Cross-platform	10287488,5	10295615,8435	1,0007900	1406486,5	1407598	**0,136718194**

Example 5

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Example 5

Reporting type: ”As viewed” – per viewing day
Activity type: Live only (activity_code = Live on both platforms)
Platform: TV, Online and Cross-platform
Device type: All device types
Reporting level: Per media company (station_id grouped by media_company_id in STATION_XP)
Target group: M3-99 (men 3-99)
Viewing day: 20260824
Viewing time slot: 19:00:00-20:29:59
Reach criteria: TV 15 sec, Online 15 sec (MMS standard)
Metrics: Average viewing time, rating and reach.

This example calculates the live viewing per media company (activity_code = Live on both platforms) within the time slot 19:00:00-20:29:59 of the viewing day, for men 3-99. Statements are clipped to the slot; the rating is calculated over the slot length L = 5 400 seconds. Viewing time is summed over the company's stations; reach counts each panelist once per company. Companies without live viewing in the slot get zero in all metrics. Only the media companies Sveriges Television, TV4 Media, Viaplay Group, Alphabet Inc. and Netflix Inc. are shown in this document. See the attached Excel file for all 23 media companies.

Example 5: Average viewing time

Calculation step	Calculation
1 $A_{m,d}$	$\Sigma_v (t_v \times w_p)$
2 *Sum of viewing time*$_{m,d}$	$A_{m,d} \times U_{m,d} / W_{m,d}$
3 *Average viewing time*$_{m,d}$	(round(Sum of viewing time$_{m,d}$) / $U_{m,d}$) / 60

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions

Media company	Platform	W	U	U/W	A	Sum of viewing time	Average viewing time (min)
Sveriges Television	TV	5167147,3	5172430,8518	1,0010225	1224588642,9	1225840818,8	**3,94992**
Sveriges Television	Online	5167147,3	5172430,8518	1,0010225	173354574,3	173531834,2	**0,55916**
Sveriges Television	Cross-platform	5167147,3	5172430,8518	1,0010225	1397943217,2	1399372653,0	**4,50907**
TV4 Media	TV	5167147,3	5172430,8518	1,0010225	900721534,2	901642547,0	**2,90528**
TV4 Media	Online	5167147,3	5172430,8518	1,0010225	347233675	347588731,1	**1,12000**
TV4 Media	Cross-platform	5167147,3	5172430,8518	1,0010225	1247955209,2	1249231278,1	**4,02529**
Viaplay Group	TV	5167147,3	5172430,8518	1,0010225	295271658	295573581,5	**0,95240**
Viaplay Group	Online	5167147,3	5172430,8518	1,0010225	0	0,0	**0,00000**
Viaplay Group	Cross-platform	5167147,3	5172430,8518	1,0010225	295271658	295573581,5	**0,95240**
Alphabet Inc.	TV	5167147,3	5172430,8518	1,0010225	0	0,0	**0,00000**
Alphabet Inc.	Online	5167147,3	5172430,8518	1,0010225	0	0,0	**0,00000**
Alphabet Inc.	Cross-platform	5167147,3	5172430,8518	1,0010225	0	0,0	**0,00000**
Netflix Inc.	TV	5167147,3	5172430,8518	1,0010225	0	0,0	**0,00000**
Netflix Inc.	Online	5167147,3	5172430,8518	1,0010225	0	0,0	**0,00000**
Netflix Inc.	Cross-platform	5167147,3	5172430,8518	1,0010225	0	0,0	**0,00000**

Example 5: Rating

Calculation step	Calculation
1 $A_{m,d}$	$\Sigma_v (t_v \times w_p)$
2 *Sum of viewing time*$_{m,d}$	$A_{m,d} \times U_{m,d} / W_{m,d}$
3 *Absolute rating*$_{m,d}$	round(Sum of viewing time$_{m,d}$ / L)
4 *Relative rating*$_{m,d}$	Absolute rating$_{m,d}$ / $U_{m,d}$

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions; L = slot length in seconds

Media company	Platform	W	U	U/W	A	Sum of viewing time	L	Absolute rating	Relative rating
Sveriges Television	TV	5167147,3	5172430,8518	1,0010225	1224588642,9	1225840818,8	5400	227008	**0,043888069**
Sveriges Television	Online	5167147,3	5172430,8518	1,0010225	173354574,3	173531834,2	5400	32136	**0,006212940**
Sveriges Television	Cross-platform	5167147,3	5172430,8518	1,0010225	1397943217,2	1399372653,0	5400	259143	**0,050100815**
TV4 Media	TV	5167147,3	5172430,8518	1,0010225	900721534,2	901642547,0	5400	166971	**0,032280954**
TV4 Media	Online	5167147,3	5172430,8518	1,0010225	347233675	347588731,1	5400	64368	**0,012444439**
TV4 Media	Cross-platform	5167147,3	5172430,8518	1,0010225	1247955209,2	1249231278,1	5400	231339	**0,044725392**
Viaplay Group	TV	5167147,3	5172430,8518	1,0010225	295271658	295573581,5	5400	54736	**0,010582258**
Viaplay Group	Online	5167147,3	5172430,8518	1,0010225	0	0,0	5400	0	**0,000000000**
Viaplay Group	Cross-platform	5167147,3	5172430,8518	1,0010225	295271658	295573581,5	5400	54736	**0,010582258**
Alphabet Inc.	TV	5167147,3	5172430,8518	1,0010225	0	0,0	5400	0	**0,000000000**
Alphabet Inc.	Online	5167147,3	5172430,8518	1,0010225	0	0,0	5400	0	**0,000000000**
Alphabet Inc.	Cross-platform	5167147,3	5172430,8518	1,0010225	0	0,0	5400	0	**0,000000000**
Netflix Inc.	TV	5167147,3	5172430,8518	1,0010225	0	0,0	5400	0	**0,000000000**
Netflix Inc.	Online	5167147,3	5172430,8518	1,0010225	0	0,0	5400	0	**0,000000000**
Netflix Inc.	Cross-platform	5167147,3	5172430,8518	1,0010225	0	0,0	5400	0	**0,000000000**

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Example 5: Reach

Calculation step	Calculation
1 ***Weighted viewers*** $_{m,d}$	Σ_p ($w_p \times D_p$), D_p = 1 if panelist p has a statement with $t \geq c_{platform}$, else 0 (each panelist once)
2 ***Absolute reach*** $_{m,d}$	round(Weighted viewers$_{m,d}$ × $U_{m,d}$ / $W_{m,d}$)
3 ***Relative reach*** $_{m,d}$	Absolute reach$_{m,d}$ / $U_{m,d}$

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions; c = reach criterion in seconds per platform

Media company	Platform	W	U	U/W	Weighted viewers	Absolute reach	Relative reach
Sveriges Television	TV	5167147,3	5172430,8518	1,0010225	650221,1	650886	**0,125837545**
Sveriges Television	Online	5167147,3	5172430,8518	1,0010225	69464,9	69536	**0,013443582**
Sveriges Television	Cross-platform	5167147,3	5172430,8518	1,0010225	688522,1	689226	**0,133249921**
TV4 Media	TV	5167147,3	5172430,8518	1,0010225	452513,2	452976	**0,087575071**
TV4 Media	Online	5167147,3	5172430,8518	1,0010225	116317,3	116436	**0,022510886**
TV4 Media	Cross-platform	5167147,3	5172430,8518	1,0010225	509850	510371	**0,098671401**
Viaplay Group	TV	5167147,3	5172430,8518	1,0010225	222060,4	222287	**0,042975345**
Viaplay Group	Online	5167147,3	5172430,8518	1,0010225	0	0	**0,000000000**
Viaplay Group	Cross-platform	5167147,3	5172430,8518	1,0010225	222060,4	222287	**0,042975345**
Alphabet Inc.	TV	5167147,3	5172430,8518	1,0010225	0	0	**0,000000000**
Alphabet Inc.	Online	5167147,3	5172430,8518	1,0010225	0	0	**0,000000000**
Alphabet Inc.	Cross-platform	5167147,3	5172430,8518	1,0010225	0	0	**0,000000000**
Netflix Inc.	TV	5167147,3	5172430,8518	1,0010225	0	0	**0,000000000**
Netflix Inc.	Online	5167147,3	5172430,8518	1,0010225	0	0	**0,000000000**
Netflix Inc.	Cross-platform	5167147,3	5172430,8518	1,0010225	0	0	**0,000000000**

Example 6

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Example 6

Reporting type: ”As viewed” – per viewing day
Activity type: All viewing (Live + Catch-up + VOD + Non-tagged streaming)
Platform: TV, Online and Cross-platform
Device type: TV screen only (device_type = 01)
Reporting level: Per media company (station_id grouped by media_company_id in STATION_XP)
Target group: K3-59 (women 3-59)
Viewing day: 20260824
Viewing time slot: 02:00:00-25:59:59
Reach criteria: TV 15 sec, Online 15 sec (MMS standard)
Metrics: Average viewing time, rating and reach.

This example calculates the viewing per media company during one viewing day on the TV screen only (device_type = 01), for women 3-59. Online here is streaming on the TV screen (apps on the TV set). Viewing time is summed over the company's stations; reach counts each panelist once per company. Only the media companies Sveriges Television, TV4 Media, Viaplay Group, Alphabet Inc. and Netflix Inc. are shown in this document. See the attached Excel file for all 23 media companies.

Example 6: Average viewing time

Calculation step	Calculation
1 $A_{m,d}$	$\Sigma_v (t_v \times w_p)$
2 *Sum of viewing time*$_{m,d}$	$A_{m,d} \times U_{m,d} / W_{m,d}$
3 *Average viewing time*$_{m,d}$	(round(Sum of viewing time$_{m,d}$) / $U_{m,d}$) / 60

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions

Media company	Platform	W	U	U/W	A	Sum of viewing time	Average viewing time (min)
Sveriges Television	TV	3623338,9	3626676,8371	1,0009212	1378124813,6	1379394386,8	**6,33911**
Sveriges Television	Online	3623338,9	3626676,8371	1,0009212	1090987936,4	1091992989,8	**5,01834**
Sveriges Television	Cross-platform	3623338,9	3626676,8371	1,0009212	2469112750	2471387376,6	**11,35745**
TV4 Media	TV	3623338,9	3626676,8371	1,0009212	1823189604,4	1824869185,7	**8,38632**
TV4 Media	Online	3623338,9	3626676,8371	1,0009212	967899591,3	968791251,7	**4,45215**
TV4 Media	Cross-platform	3623338,9	3626676,8371	1,0009212	2791089195,7	2793660437,4	**12,83848**
Viaplay Group	TV	3623338,9	3626676,8371	1,0009212	726241565,9	726910603,1	**3,34057**
Viaplay Group	Online	3623338,9	3626676,8371	1,0009212	61218629,7	61275026,3	**0,28159**
Viaplay Group	Cross-platform	3623338,9	3626676,8371	1,0009212	787460195,6	788185629,4	**3,62217**
Alphabet Inc.	TV	3623338,9	3626676,8371	1,0009212	0	0,0	**0,00000**
Alphabet Inc.	Online	3623338,9	3626676,8371	1,0009212	1770196361,2	1771827123,4	**8,14257**
Alphabet Inc.	Cross-platform	3623338,9	3626676,8371	1,0009212	1770196361,2	1771827123,4	**8,14257**
Netflix Inc.	TV	3623338,9	3626676,8371	1,0009212	0	0,0	**0,00000**
Netflix Inc.	Online	3623338,9	3626676,8371	1,0009212	2437221391,3	2439466638,6	**11,21075**
Netflix Inc.	Cross-platform	3623338,9	3626676,8371	1,0009212	2437221391,3	2439466638,6	**11,21075**

Example 6: Rating

Calculation step	Calculation
1 $A_{m,d}$	$\Sigma_v (t_v \times w_p)$
2 *Sum of viewing time*$_{m,d}$	$A_{m,d} \times U_{m,d} / W_{m,d}$
3 *Absolute rating*$_{m,d}$	round(Sum of viewing time$_{m,d}$ / L)
4 *Relative rating*$_{m,d}$	Absolute rating$_{m,d}$ / $U_{m,d}$

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions; L = slot length in seconds

Media company	Platform	W	U	U/W	A	Sum of viewing time	L	Absolute rating	Relative rating
Sveriges Television	TV	3623338,9	3626676,8371	1,0009212	1378124813,6	1379394386,8	86400	15965	**0,004402102**
Sveriges Television	Online	3623338,9	3626676,8371	1,0009212	1090987936,4	1091992989,8	86400	12639	**0,003485009**
Sveriges Television	Cross-platform	3623338,9	3626676,8371	1,0009212	2469112750	2471387376,6	86400	28604	**0,007887110**
TV4 Media	TV	3623338,9	3626676,8371	1,0009212	1823189604,4	1824869185,7	86400	21121	**0,005823789**
TV4 Media	Online	3623338,9	3626676,8371	1,0009212	967899591,3	968791251,7	86400	11213	**0,003091811**
TV4 Media	Cross-platform	3623338,9	3626676,8371	1,0009212	2791089195,7	2793660437,4	86400	32334	**0,008915600**
Viaplay Group	TV	3623338,9	3626676,8371	1,0009212	726241565,9	726910603,1	86400	8413	**0,002319755**
Viaplay Group	Online	3623338,9	3626676,8371	1,0009212	61218629,7	61275026,3	86400	709	**0,000195496**
Viaplay Group	Cross-platform	3623338,9	3626676,8371	1,0009212	787460195,6	788185629,4	86400	9123	**0,002515526**
Alphabet Inc.	TV	3623338,9	3626676,8371	1,0009212	0	0,0	86400	0	**0,000000000**
Alphabet Inc.	Online	3623338,9	3626676,8371	1,0009212	1770196361,2	1771827123,4	86400	20507	**0,005654488**
Alphabet Inc.	Cross-platform	3623338,9	3626676,8371	1,0009212	1770196361,2	1771827123,4	86400	20507	**0,005654488**
Netflix Inc.	TV	3623338,9	3626676,8371	1,0009212	0	0,0	86400	0	**0,000000000**
Netflix Inc.	Online	3623338,9	3626676,8371	1,0009212	2437221391,3	2439466638,6	86400	28235	**0,007785364**
Netflix Inc.	Cross-platform	3623338,9	3626676,8371	1,0009212	2437221391,3	2439466638,6	86400	28235	**0,007785364**

Example 6: Reach

Calculation step	Calculation
1 ***Weighted viewers*** $_{m,d}$	Σ_p ($w_p \times D_p$), D_p = 1 if panelist p has a statement with $t \geq c_{platform}$, else 0 (each panelist once)
2 ***Absolute reach*** $_{m,d}$	round(Weighted viewers$_{m,d}$ × $U_{m,d}$ / $W_{m,d}$)
3 ***Relative reach*** $_{m,d}$	Absolute reach$_{m,d}$ / $U_{m,d}$

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions; c = reach criterion in seconds per platform

Media company	Platform	W	U	U/W	Weighted viewers	Absolute reach	Relative reach
Sveriges Television	TV	3623338,9	3626676,8371	1,0009212	711484,4	712140	**0,196361582**
Sveriges Television	Online	3623338,9	3626676,8371	1,0009212	330003,2	330307	**0,091077042**
Sveriges Television	Cross-platform	3623338,9	3626676,8371	1,0009212	861637,9	862432	**0,237802274**
TV4 Media	TV	3623338,9	3626676,8371	1,0009212	636875,1	637462	**0,175770279**
TV4 Media	Online	3623338,9	3626676,8371	1,0009212	166801,4	166955	**0,046035257**
TV4 Media	Cross-platform	3623338,9	3626676,8371	1,0009212	670281,8	670899	**0,184990014**
Viaplay Group	TV	3623338,9	3626676,8371	1,0009212	406917,9	407293	**0,112304740**
Viaplay Group	Online	3623338,9	3626676,8371	1,0009212	24094,9	24117	**0,006649889**
Viaplay Group	Cross-platform	3623338,9	3626676,8371	1,0009212	427121	427514	**0,117880368**
Alphabet Inc.	TV	3623338,9	3626676,8371	1,0009212	0	0	**0,000000000**
Alphabet Inc.	Online	3623338,9	3626676,8371	1,0009212	280453,9	280712	**0,077401989**
Alphabet Inc.	Cross-platform	3623338,9	3626676,8371	1,0009212	280453,9	280712	**0,077401989**
Netflix Inc.	TV	3623338,9	3626676,8371	1,0009212	0	0	**0,000000000**
Netflix Inc.	Online	3623338,9	3626676,8371	1,0009212	542886,1	543386	**0,149830278**
Netflix Inc.	Cross-platform	3623338,9	3626676,8371	1,0009212	542886,1	543386	**0,149830278**

Example 7

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Example 7

Reporting type: ”As viewed” – per viewing day
Activity type: All viewing (Live + Catch-up + VOD + Non-tagged streaming)
Platform: TV, Online and Cross-platform
Device type: Digital devices only (device_type = 05)
Reporting level: Per media company (station_id grouped by media_company_id in STATION_XP)
Target group: K3-59 (women 3-59)
Viewing day: 20260824
Viewing time slot: 02:00:00-25:59:59
Reach criteria: TV 15 sec, Online 15 sec (MMS standard)
Metrics: Average viewing time, rating and reach.

This example calculates the viewing per media company during one viewing day on digital devices only (device_type = 05), for women 3-59. Broadcast viewing only exists on the TV screen, so TV is zero for every company; Cross-platform equals Online. Viewing time is summed over the company's stations; reach counts each panelist once per company. Only the media companies Sveriges Television, TV4 Media, Viaplay Group, Alphabet Inc. and Netflix Inc. are shown in this document. See the attached Excel file for all 23 media companies.

Example 7: Average viewing time

Calculation step	Calculation
1 $A_{m,d}$	$\Sigma_v (t_v \times w_p)$
2 *Sum of viewing time*$_{m,d}$	$A_{m,d} \times U_{m,d} / W_{m,d}$
3 *Average viewing time*$_{m,d}$	(round(Sum of viewing time$_{m,d}$) / $U_{m,d}$) / 60

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions

Media company	Platform	W	U	U/W	A	Sum of viewing time	Average viewing time (min)
Sveriges Television	TV	3623338,9	3626676,8371	1,0009212	0	0,0	**0,00000**
Sveriges Television	Online	3623338,9	3626676,8371	1,0009212	684131562,9	684761807,0	**3,14687**
Sveriges Television	Cross-platform	3623338,9	3626676,8371	1,0009212	684131562,9	684761807,0	**3,14687**
TV4 Media	TV	3623338,9	3626676,8371	1,0009212	0	0,0	**0,00000**
TV4 Media	Online	3623338,9	3626676,8371	1,0009212	550977721,2	551485299,7	**2,53439**
TV4 Media	Cross-platform	3623338,9	3626676,8371	1,0009212	550977721,2	551485299,7	**2,53439**
Viaplay Group	TV	3623338,9	3626676,8371	1,0009212	0	0,0	**0,00000**
Viaplay Group	Online	3623338,9	3626676,8371	1,0009212	229601079,2	229812595,1	**1,05612**
Viaplay Group	Cross-platform	3623338,9	3626676,8371	1,0009212	229601079,2	229812595,1	**1,05612**
Alphabet Inc.	TV	3623338,9	3626676,8371	1,0009212	0	0,0	**0,00000**
Alphabet Inc.	Online	3623338,9	3626676,8371	1,0009212	2675333417,1	2677798020,9	**12,30602**
Alphabet Inc.	Cross-platform	3623338,9	3626676,8371	1,0009212	2675333417,1	2677798020,9	**12,30602**
Netflix Inc.	TV	3623338,9	3626676,8371	1,0009212	0	0,0	**0,00000**
Netflix Inc.	Online	3623338,9	3626676,8371	1,0009212	637784317,7	638371865,3	**2,93369**
Netflix Inc.	Cross-platform	3623338,9	3626676,8371	1,0009212	637784317,7	638371865,3	**2,93369**

Example 7: Rating

Calculation step	Calculation
1 $A_{m,d}$	$\Sigma_v (t_v \times w_p)$
2 *Sum of viewing time*$_{m,d}$	$A_{m,d} \times U_{m,d} / W_{m,d}$
3 *Absolute rating*$_{m,d}$	round(Sum of viewing time$_{m,d}$ / L)
4 *Relative rating*$_{m,d}$	Absolute rating$_{m,d}$ / $U_{m,d}$

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions; L = slot length in seconds

Media company	Platform	W	U	U/W	A	Sum of viewing time	L	Absolute rating	Relative rating
Sveriges Television	TV	3623338,9	3626676,8371	1,0009212	0	0,0	86400	0	**0,000000000**
Sveriges Television	Online	3623338,9	3626676,8371	1,0009212	684131562,9	684761807,0	86400	7925	**0,002185196**
Sveriges Television	Cross-platform	3623338,9	3626676,8371	1,0009212	684131562,9	684761807,0	86400	7925	**0,002185196**
TV4 Media	TV	3623338,9	3626676,8371	1,0009212	0	0,0	86400	0	**0,000000000**
TV4 Media	Online	3623338,9	3626676,8371	1,0009212	550977721,2	551485299,7	86400	6383	**0,001760013**
TV4 Media	Cross-platform	3623338,9	3626676,8371	1,0009212	550977721,2	551485299,7	86400	6383	**0,001760013**
Viaplay Group	TV	3623338,9	3626676,8371	1,0009212	0	0,0	86400	0	**0,000000000**
Viaplay Group	Online	3623338,9	3626676,8371	1,0009212	229601079,2	229812595,1	86400	2660	**0,000733454**
Viaplay Group	Cross-platform	3623338,9	3626676,8371	1,0009212	229601079,2	229812595,1	86400	2660	**0,000733454**
Alphabet Inc.	TV	3623338,9	3626676,8371	1,0009212	0	0,0	86400	0	**0,000000000**
Alphabet Inc.	Online	3623338,9	3626676,8371	1,0009212	2675333417,1	2677798020,9	86400	30993	**0,008545840**
Alphabet Inc.	Cross-platform	3623338,9	3626676,8371	1,0009212	2675333417,1	2677798020,9	86400	30993	**0,008545840**
Netflix Inc.	TV	3623338,9	3626676,8371	1,0009212	0	0,0	86400	0	**0,000000000**
Netflix Inc.	Online	3623338,9	3626676,8371	1,0009212	637784317,7	638371865,3	86400	7389	**0,002037402**
Netflix Inc.	Cross-platform	3623338,9	3626676,8371	1,0009212	637784317,7	638371865,3	86400	7389	**0,002037402**

Example 7: Reach

Calculation step	Calculation
1 ***Weighted viewers*** $_{m,d}$	Σ_p ($w_p \times D_p$), D_p = 1 if panelist p has a statement with $t \geq c_{platform}$, else 0 (each panelist once)
2 ***Absolute reach*** $_{m,d}$	round(Weighted viewers$_{m,d}$ × $U_{m,d}$ / $W_{m,d}$)
3 ***Relative reach*** $_{m,d}$	Absolute reach$_{m,d}$ / $U_{m,d}$

t = seconds of the statement inside the slot; w = weight (DEM_XP_PAN, guests included); U, W as in Definitions; c = reach criterion in seconds per platform

Media company	Platform	W	U	U/W	Weighted viewers	Absolute reach	Relative reach
Sveriges Television	TV	3623338,9	3626676,8371	1,0009212	0	0	**0,000000000**
Sveriges Television	Online	3623338,9	3626676,8371	1,0009212	247326,8	247555	**0,068259459**
Sveriges Television	Cross-platform	3623338,9	3626676,8371	1,0009212	247326,8	247555	**0,068259459**
TV4 Media	TV	3623338,9	3626676,8371	1,0009212	0	0	**0,000000000**
TV4 Media	Online	3623338,9	3626676,8371	1,0009212	175428,9	175591	**0,048416500**
TV4 Media	Cross-platform	3623338,9	3626676,8371	1,0009212	175428,9	175591	**0,048416500**
Viaplay Group	TV	3623338,9	3626676,8371	1,0009212	0	0	**0,000000000**
Viaplay Group	Online	3623338,9	3626676,8371	1,0009212	56474,2	56526	**0,015586170**
Viaplay Group	Cross-platform	3623338,9	3626676,8371	1,0009212	56474,2	56526	**0,015586170**
Alphabet Inc.	TV	3623338,9	3626676,8371	1,0009212	0	0	**0,000000000**
Alphabet Inc.	Online	3623338,9	3626676,8371	1,0009212	712287,8	712944	**0,196583272**
Alphabet Inc.	Cross-platform	3623338,9	3626676,8371	1,0009212	712287,8	712944	**0,196583272**
Netflix Inc.	TV	3623338,9	3626676,8371	1,0009212	0	0	**0,000000000**
Netflix Inc.	Online	3623338,9	3626676,8371	1,0009212	160698,3	160846	**0,044350795**
Netflix Inc.	Cross-platform	3623338,9	3626676,8371	1,0009212	160698,3	160846	**0,044350795**

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Definitions used in Examples 8–13

Term	Definition
Panel day	the first day of the period (§3.15): its sample, their weights and U are used in every iteration, and its W_{d1} in the reach step; the daily ratings of steps 1–2 use each viewing day's own W_d
Panel-day sample	the panelists (viewer_type 1 and 2; identity = household_number + individual_number) in DEM_XP_PAN of the panel day in the target group, kept with the panel day's weight and target group; their viewing on later days counts, a guest's on the panel day only
True rating	Σ_d Absolute rating$_{S,d}$ (§5.2) over the days so far – every panelist and guest of each day, at that day's weights
Raw rating	the same sum over the panel-day sample only, each statement at the panelist's panel-day weight, grossed with the viewing day's U / W_d
F_i, Fr_i, Fr_0	F_i = Σ panel-day weights of sample panelists with exactly i viewing days with a statement t ≥ c on the platform (Cross-platform: on either platform, the day counts once); $Fr_i = F_i / U$; $Fr_0 = 1 - \Sigma Fr_i$
k	the NBD shape parameter from Fr_0 and RawR = Raw / U (Lambert W, secondary branch); 120 when the formula exceeds 120, when its W argument is 0 or when its denominator is 0; if Raw = 0 nothing is fitted (k = 0, reach 0)
p_raw, p_true	a = Raw / k / U, b = a · True / Raw; p_raw = a / (a + 1), p_true = b / (b + 1)
Adjusted distribution	$\hat{Fr}_i = \Gamma(k+i) / (i!\,\Gamma(k)) \cdot [\ p_true^i\,(1-p_true)^k - p_raw^i\,(1-p_raw)^k\ ] + Fr_i$ for i = 0…n; the n:th element is increased by $1 - \Sigma_{i=0\ldots n} \hat{Fr}_i$ so the vector sums to 1
Reach after day n	round($\Sigma_{i\geq 1} \hat{Fr}_i \cdot U \cdot U / W_{d1}$); relative reach = reach / U
Cumulative reach over time	every step repeated after each new day d1, d1+d2, …, with the panel day fixed
W_d (A3-99)	sum of DEM_XP_PAN weights, viewer_type 1: 24th 10287488,5 · 25th 10288077,5 · 26th 10288244,1 · 27th 10288197,4 · 28th 10287492,3 · 29th 10288554,1 · 30th 10288485,0 · 31st 10288638,1
As broadcast, KO8 (Example 13)	the broadcasts of the panel day, viewed live or time-shifted up to 7 days later (Live + T0–T7); the frequency counts consumption days
In-home (Example 12)	statements with location = 01 (02 = out of home)

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Example 8



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Example 8

Reporting type: ”As viewed” – accumulated over the period
Activity type: All viewing (Live + Catch-up + VOD + Non-tagged streaming)
Platform: TV, Online and Cross-platform
Device type: All device types
Reporting level: Per station_id (channel / streaming service)
Target group: A3-99
Period: 20260824–20260830 (7 viewing days; panel day 20260824)
Viewing time slot: 02:00:00-25:59:59
Reach criteria: TV 15 sec, Online 15 sec (MMS standard)
Metrics: Cumulative raw and true rating, Fr0, k and reach after each viewing day (Golden Rules §5.5)

This example calculates the reach that builds up over the seven viewing days 20260824–20260830, per station: after each day, the panel-day sample's frequency of viewing days is modelled with the negative binomial distribution and corrected with the true and raw ratings of the period so far (Golden Rules §5.5). The panel day is the first day of the period, 20260824; its panelists and their weights are used in every step, its W in the reach step. Only svt1 (1) is shown in this document, one slide per platform. See the attached Excel file for the complete results for every station with viewing in the period.

Example 8: Calculation steps

Calculation step	Calculation
1 ***Absolute rating$_{S,d}$ (true)***	round(Σ_v ($t_v \times w_{p,d}$) × U / W_d / L) over every panelist and guest of day d, at day d's weights (§5.2)
2 ***Absolute raw rating$_{S,d}$***	round(Σ_v ($t_v \times w_{p,d1}$) × U / W_d / L) over the panel-day sample only: each statement at the panelist's panel-day weight, grossed with day d's U / W_d (guests: the panel day only)
3 ***True$_{S,(d1+...+dn)}$, Raw$_{S,(d1+...+dn)}$***	Σ_d Absolute rating$_{S,d}$ and Σ_d Absolute raw rating$_{S,d}$ over the days so far
4 ***F_i***	Σ_p w_p over the sample panelists with exactly i viewing days on which a statement had t ≥ c, i = 1…n (Cross-platform: a day counts once, on either platform)
5 ***Fr_i, Fr_0***	$Fr_i = F_i / U$; $Fr_0 = 1 - \Sigma_i Fr_i$
6 ***RawR***	RawR = Raw / U; if Raw = 0 nothing is fitted: k = 0 and reach = 0 (even if True > 0)
7 ***k***	k = | −RawR · ln Fr_0 / (ln Fr_0 − RawR · W_{-1}(Fr_0^(1/RawR) · ln Fr_0 / RawR)) |; k = 120 if k > 120, if the argument of W_{-1} is 0 (Fr_0 = 1, or the power underflows) or if the denominator is 0 (whenever −ln Fr_0 ≥ RawR – nearly every row here)
8 ***a, b, p_raw, p_true***	a = Raw / k / U; b = a · True / Raw; p_raw = a / (a + 1); p_true = b / (b + 1)
9 ***Adjusted $\hat{Fr}_i$***	Γ(k + i) / (i! Γ(k)) · [p_true^i (1 − p_true)^k − p_raw^i (1 − p_raw)^k] + Fr_i for i = 0…n ($\hat{Fr}_0$ from Fr_0); then $\hat{Fr}_n$ += 1 − $\Sigma_{i=0...n}$ $\hat{Fr}_i$
10 ***Absolute reach$_{m,(d1+...+dn)}$***	round($\Sigma_{i \geq 1}$ $\hat{Fr}_i$ · U · U / W_{d1}); Relative reach = Absolute reach / U
11 ***Cumulative reach over time***	steps 1–10 after each new day: d1, d1+d2, …, d1+…+dn, with the panel day fixed

t = seconds of the statement inside the slot, end_time inclusive: t = min(end, slot end) − max(start, slot start) + 1 (length_seconds = end_time − start_time + 1); $w_{p,d}$ = the panelist's weight in DEM_XP_PAN of day d, a panelist = household_number + individual_number; U = the A3-99 universe (one DEM_XP_ES file for every day here); W_d = day d's sum of member weights, listed on the Definitions slide (W_{d1} = 10287488,5); c = 15 s; Cross-platform: the sums of steps 1–2 run over both platforms' statements and are rounded once per day; W_{-1} = the Lambert W function, secondary branch; Γ = the gamma function. §5.5's special cases (Fr_0 < 0 → 0; leading zero elements removed and restored) do not arise in these examples.

Example 8: svt1 (1), TV

Day	Raw (day)	True (day)	Raw (d1...dn)	True (d1...dn)	RawR = Raw / U	Fr0	k	Absolute reach	Relative reach
2026-08-24	67679	67679	67679	67679	0,006573575	0,765603813	120	2415160	**0,234581402**
2026-08-25	71462	85495	139141	153174	0,013514587	0,685094942	120	3258547	**0,316498503**
2026-08-26	78690	90220	217831	243394	0,021157646	0,635346010	120	3782315	**0,367371419**
2026-08-27	64929	76869	282760	320263	0,027464117	0,595385816	120	4205484	**0,408473283**
2026-08-28	79561	95662	362321	415925	0,035191775	0,541979550	120	4770969	**0,463398117**
2026-08-29	60519	67706	422840	483631	0,041069908	0,504623057	120	5162438	**0,501421001**
2026-08-30	158716	179730	581556	663361	0,056485791	0,466875233	120	5570213	**0,541027665**

Raw and True are the cumulative ratings after the day; U = 10295615,8435 and U/W_{d1} = 1,0007900 (A3-99, panel day 2026-08-24, used in the reach step); an empty row would be a day with no statement at all of the station on the platform (the cumulative values continue on the next day)

Example 8: svt1 (1), Online

Day	Raw (day)	True (day)	Raw (d1...dn)	True (d1...dn)	RawR = Raw / U	Fr0	k	Absolute reach	Relative reach
2026-08-24	1106	1106	1106	1106	0,000107424	0,993784374	120	64044	**0,006220512**
2026-08-25	1364	1303	2470	2409	0,000239908	0,989701131	120	106056	**0,010301084**
2026-08-26	2125	2566	4595	4975	0,000446306	0,988336754	120	120555	**0,011709353**
2026-08-27	1481	1477	6076	6452	0,000590154	0,987223960	120	132017	**0,012822642**
2026-08-28	1078	913	7154	7365	0,000694859	0,984738786	120	157459	**0,015293791**
2026-08-29	1096	975	8250	8340	0,000801312	0,982915602	120	176123	**0,017106602**
2026-08-30	1196	2034	9446	10374	0,000917478	0,981449774	120	192065	**0,018655028**

Raw and True are the cumulative ratings after the day; U = 10295615,8435 and U/W_{d1} = 1,0007900 (A3-99, panel day 2026-08-24, used in the reach step); an empty row would be a day with no statement at all of the station on the platform (the cumulative values continue on the next day)

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Example 8: svt1 (1), Cross-platform

Day	Raw (day)	True (day)	Raw (d1...dn)	True (d1...dn)	RawR = Raw / U	Fr0	k	Absolute reach	Relative reach
2026-08-24	68785	68785	68785	68785	0,006680999	0,763300832	120	2438889	**0,236886170**
2026-08-25	72826	86798	141611	155583	0,013754495	0,682690657	120	3283257	**0,318898554**
2026-08-26	80815	92787	222426	248370	0,021603953	0,633111427	120	3805701	**0,369642871**
2026-08-27	66410	78346	288836	326716	0,028054271	0,593862323	120	4221525	**0,410031324**
2026-08-28	80639	96575	369475	423291	0,035886634	0,540751484	120	4783790	**0,464643405**
2026-08-29	61615	68681	431090	491972	0,041871220	0,503017986	120	5179016	**0,503031201**
2026-08-30	159912	181764	591002	673736	0,057403268	0,465270161	120	5587551	**0,542711683**

Raw and True are the cumulative ratings after the day; U = 10295615,8435 and U/W_{d1} = 1,0007900 (A3-99, panel day 2026-08-24, used in the reach step); an empty row would be a day with no statement at all of the station on the platform (the cumulative values continue on the next day)

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Example 9

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Example 9

Reporting type: ”As viewed” – accumulated over the period
Activity type: Live only (activity_code = Live on both platforms)
Platform: TV, Online and Cross-platform
Device type: All device types
Reporting level: Per station_id (channel / streaming service)
Target group: A3-99
Period: 20260824–20260830 (7 viewing days; panel day 20260824)
Viewing time slot: 02:00:00-25:59:59
Reach criteria: TV 15 sec, Online 15 sec (MMS standard)
Metrics: Cumulative raw and true rating, Fr0, k and reach after each viewing day (Golden Rules §5.5)

Example 8 for live viewing only – activity_code = Live on both platforms: only live statements count in the ratings and in the frequency of viewing days. A station without live viewing on a platform has zero raw rating and zero reach there. Only svt1 (1) is shown in this document, one slide per platform. See the attached Excel file for the complete results for every station with viewing in the period.

Example 9: Calculation steps

Calculation step	Calculation
1 ***Absolute rating$_{S,d}$ (true)***	round(Σ_v ($t_v \times w_{p,d}$) × U / W_d / L) over every panelist and guest of day d, at day d's weights (§5.2)
2 ***Absolute raw rating$_{S,d}$***	round(Σ_v ($t_v \times w_{p,d1}$) × U / W_d / L) over the panel-day sample only: each statement at the panelist's panel-day weight, grossed with day d's U / W_d (guests: the panel day only)
3 ***True$_{S,(d1+...+dn)}$, Raw$_{S,(d1+...+dn)}$***	Σ_d Absolute rating$_{S,d}$ and Σ_d Absolute raw rating$_{S,d}$ over the days so far
4 ***F_i***	Σ_p w_p over the sample panelists with exactly i viewing days on which a statement had t ≥ c, i = 1…n (Cross-platform: a day counts once, on either platform)
5 ***Fr_i, Fr_0***	$Fr_i = F_i / U$; $Fr_0 = 1 - \Sigma_i Fr_i$
6 ***RawR***	RawR = Raw / U; if Raw = 0 nothing is fitted: k = 0 and reach = 0 (even if True > 0)
7 ***k***	k = | −RawR · ln Fr_0 / (ln Fr_0 − RawR · W_{-1}(Fr_0^(1/RawR) · ln Fr_0 / RawR)) |; k = 120 if k > 120, if the argument of W_{-1} is 0 (Fr_0 = 1, or the power underflows) or if the denominator is 0 (whenever −ln Fr_0 ≥ RawR – nearly every row here)
8 ***a, b, p_raw, p_true***	a = Raw / k / U; b = a · True / Raw; p_raw = a / (a + 1); p_true = b / (b + 1)
9 ***Adjusted $\hat{Fr}_i$***	Γ(k + i) / (i! Γ(k)) · [p_true^i (1 − p_true)^k − p_raw^i (1 − p_raw)^k] + Fr_i for i = 0…n ($\hat{Fr}_0$ from Fr_0); then $\hat{Fr}_n$ += 1 − $\Sigma_{i=0...n}$ $\hat{Fr}_i$
10 ***Absolute reach$_{m,(d1+...+dn)}$***	round($\Sigma_{i \geq 1}$ $\hat{Fr}_i$ · U · U / W_{d1}); Relative reach = Absolute reach / U
11 ***Cumulative reach over time***	steps 1–10 after each new day: d1, d1+d2, …, d1+…+dn, with the panel day fixed

t = seconds of the statement inside the slot, end_time inclusive: t = min(end, slot end) − max(start, slot start) + 1 (length_seconds = end_time − start_time + 1); $w_{p,d}$ = the panelist's weight in DEM_XP_PAN of day d, a panelist = household_number + individual_number; U = the A3-99 universe (one DEM_XP_ES file for every day here); W_d = day d's sum of member weights, listed on the Definitions slide (W_{d1} = 10287488,5); c = 15 s; Cross-platform: the sums of steps 1–2 run over both platforms' statements and are rounded once per day; W_{-1} = the Lambert W function, secondary branch; Γ = the gamma function. §5.5's special cases (Fr_0 < 0 → 0; leading zero elements removed and restored) do not arise in these examples.

Example 9: svt1 (1), TV

Day	Raw (day)	True (day)	Raw (d1...dn)	True (d1...dn)	RawR = Raw / U	Fr0	k	Absolute reach	Relative reach
2026-08-24	54251	54251	54251	54251	0,005269330	0,830176783	120	1749816	**0,169957390**
2026-08-25	60118	72900	114369	127151	0,011108515	0,766653628	120	2416984	**0,234758565**
2026-08-26	66836	77675	181205	204826	0,017600210	0,727904494	120	2826801	**0,274563566**
2026-08-27	56604	67072	237809	271898	0,023098084	0,692403782	120	3202669	**0,311071144**
2026-08-28	66753	81298	304562	353196	0,029581718	0,647477979	120	3679429	**0,357378233**
2026-08-29	47512	53967	352074	407163	0,034196497	0,615340174	120	4016559	**0,390123239**
2026-08-30	135964	153218	488038	560381	0,047402507	0,579433376	120	4402191	**0,427579182**

Raw and True are the cumulative ratings after the day; U = 10295615,8435 and U/W_{d1} = 1,0007900 (A3-99, panel day 2026-08-24, used in the reach step); an empty row would be a day with no statement at all of the station on the platform (the cumulative values continue on the next day)

Example 9: svt1 (1), Online

Day	Raw (day)	True (day)	Raw (d1…dn)	True (d1…dn)	RawR = Raw / U	Fr0	k	Absolute reach	Relative reach
2026-08-24	1106	1106	1106	1106	0,000107424	0,993784374	120	64044	**0,006220512**
2026-08-25	1364	1303	2470	2409	0,000239908	0,989701131	120	106056	**0,010301084**
2026-08-26	2125	2566	4595	4975	0,000446306	0,988336754	120	120555	**0,011709353**
2026-08-27	1481	1477	6076	6452	0,000590154	0,987223960	120	132017	**0,012822642**
2026-08-28	1078	913	7154	7365	0,000694859	0,984738786	120	157459	**0,015293791**
2026-08-29	1096	975	8250	8340	0,000801312	0,982915602	120	176123	**0,017106602**
2026-08-30	1196	2034	9446	10374	0,000917478	0,981449774	120	192065	**0,018655028**

Raw and True are the cumulative ratings after the day; U = 10295615,8435 and U/W_{d1} = 1,0007900 (A3-99, panel day 2026-08-24, used in the reach step); an empty row would be a day with no statement at all of the station on the platform (the cumulative values continue on the next day)

Example 9: svt1 (1), Cross-platform

Day	Raw (day)	True (day)	Raw (d1...dn)	True (d1...dn)	RawR = Raw / U	Fr0	k	Absolute reach	Relative reach
2026-08-24	55357	55357	55357	55357	0,005376755	0,827873803	120	1773545	**0,172262158**
2026-08-25	61482	74203	116839	129560	0,011348423	0,764155779	120	2442658	**0,237252248**
2026-08-26	68961	80242	185800	209802	0,018046516	0,725576348	120	2851153	**0,276928845**
2026-08-27	58085	68549	243885	278351	0,023688238	0,690786724	120	3219679	**0,312723304**
2026-08-28	67831	82211	311716	360562	0,030276576	0,645990657	120	3694925	**0,358883340**
2026-08-29	48608	54943	360324	415505	0,034997809	0,613641538	120	4034107	**0,391827654**
2026-08-30	137160	155252	497484	570757	0,048319985	0,577734740	120	4420510	**0,429358483**

Raw and True are the cumulative ratings after the day; U = 10295615,8435 and U/W_{d1} = 1,0007900 (A3-99, panel day 2026-08-24, used in the reach step); an empty row would be a day with no statement at all of the station on the platform (the cumulative values continue on the next day)

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Example 10

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Example 10

Reporting type: ”As viewed” – accumulated over the period
Activity type: All viewing (Live + Catch-up + VOD + Non-tagged streaming)
Platform: TV, Online and Cross-platform
Device type: All device types
Reporting level: Per media company (station_id grouped by media_company_id in STATION_XP)
Target group: A3-99
Period: 20260824–20260830 (7 viewing days; panel day 20260824)
Viewing time slot: 23:00:00-24:59:59
Reach criteria: TV 15 sec, Online 15 sec (MMS standard)
Metrics: Cumulative raw and true rating, Fr0, k and reach after each viewing day (Golden Rules §5.5)

This example calculates the reach that builds up over the seven viewing days 20260824–20260830 per media company (station_id grouped by media_company_id in STATION_XP), within the slot 23:00:00–24:59:59 of each viewing day: the daily ratings are calculated over L = 7 200 seconds and a panelist's viewing day counts when a statement has at least 15 seconds inside the slot. The panel day is 20260824. Only Sveriges Television is shown in this document, one slide per platform. See the attached Excel file for the complete results for all 23 media companies.

Example 10: Calculation steps

Calculation step	Calculation
1 ***Absolute rating$_{S,d}$ (true)***	round(Σ_v ($t_v \times w_{p,d}$) × U / W_d / L) over every panelist and guest of day d, at day d's weights (§5.2)
2 ***Absolute raw rating$_{S,d}$***	round(Σ_v ($t_v \times w_{p,d1}$) × U / W_d / L) over the panel-day sample only: each statement at the panelist's panel-day weight, grossed with day d's U / W_d (guests: the panel day only)
3 ***True$_{S,(d1+...+dn)}$, Raw$_{S,(d1+...+dn)}$***	Σ_d Absolute rating$_{S,d}$ and Σ_d Absolute raw rating$_{S,d}$ over the days so far
4 ***F_i***	Σ_p w_p over the sample panelists with exactly i viewing days on which a statement had t ≥ c, i = 1…n (Cross-platform: a day counts once, on either platform)
5 ***Fr_i, Fr_0***	$Fr_i = F_i / U$; $Fr_0 = 1 - \Sigma_i Fr_i$
6 ***RawR***	RawR = Raw / U; if Raw = 0 nothing is fitted: k = 0 and reach = 0 (even if True > 0)
7 ***k***	k = | −RawR · ln Fr_0 / (ln Fr_0 − RawR · W_{-1}(Fr_0^(1/RawR) · ln Fr_0 / RawR)) |; k = 120 if k > 120, if the argument of W_{-1} is 0 (Fr_0 = 1, or the power underflows) or if the denominator is 0 (whenever −ln Fr_0 ≥ RawR – nearly every row here)
8 ***a, b, p_raw, p_true***	a = Raw / k / U; b = a · True / Raw; p_raw = a / (a + 1); p_true = b / (b + 1)
9 ***Adjusted $\hat{Fr}_i$***	Γ(k + i) / (i! Γ(k)) · [p_true^i (1 − p_true)^k − p_raw^i (1 − p_raw)^k] + Fr_i for i = 0…n ($\hat{Fr}_0$ from Fr_0); then $\hat{Fr}_n$ += 1 − $\Sigma_{i=0...n}$ $\hat{Fr}_i$
10 ***Absolute reach$_{m,(d1+...+dn)}$***	round($\Sigma_{i \geq 1}$ $\hat{Fr}_i$ · U · U / W_{d1}); Relative reach = Absolute reach / U
11 ***Cumulative reach over time***	steps 1–10 after each new day: d1, d1+d2, …, d1+…+dn, with the panel day fixed

t = seconds of the statement inside the slot, end_time inclusive: t = min(end, slot end) − max(start, slot start) + 1 (length_seconds = end_time − start_time + 1); $w_{p,d}$ = the panelist's weight in DEM_XP_PAN of day d, a panelist = household_number + individual_number; U = the A3-99 universe (one DEM_XP_ES file for every day here); W_d = day d's sum of member weights, listed on the Definitions slide (W_{d1} = 10287488,5); c = 15 s; Cross-platform: the sums of steps 1–2 run over both platforms' statements and are rounded once per day; W_{-1} = the Lambert W function, secondary branch; Γ = the gamma function. §5.5's special cases (Fr_0 < 0 → 0; leading zero elements removed and restored) do not arise in these examples.

Example 10: Sveriges Television, TV

Day	Raw (day)	True (day)	Raw (d1...dn)	True (d1...dn)	RawR = Raw / U	Fr0	k	Absolute reach	Relative reach
2026-08-24	46165	46165	46165	46165	0,004483947	0,972045548	120	288036	**0,027976568**
2026-08-25	55465	57395	101630	103560	0,009871192	0,956194325	120	453275	**0,044026021**
2026-08-26	42849	47175	144479	150735	0,014033060	0,943940420	120	583795	**0,056703262**
2026-08-27	43552	49946	188031	200681	0,018263211	0,929394432	120	739923	**0,071867775**
2026-08-28	64070	67824	252101	268505	0,024486248	0,912612095	120	916427	**0,089011383**
2026-08-29	79870	82629	331971	351134	0,032243919	0,887474687	120	1177980	**0,114415691**
2026-08-30	48986	60906	380957	412040	0,037001866	0,874058345	120	1327594	**0,128947507**

Raw and True are the cumulative ratings after the day; U = 10295615,8435 and U/W_{d1} = 1,0007900 (A3-99, panel day 2026-08-24, used in the reach step); an empty row would be a day with no statement at all of the station on the platform (the cumulative values continue on the next day)

Example 10: Sveriges Television, Online

Day	Raw (day)	True (day)	Raw (d1…dn)	True (d1…dn)	RawR = Raw / U	Fr0	k	Absolute reach	Relative reach
2026-08-24	51745	51745	51745	51745	0,005025926	0,984037225	120	164476	**0,015975344**
2026-08-25	45343	45591	97088	97336	0,009430033	0,973950067	120	268658	**0,026094408**
2026-08-26	28287	32853	125375	130189	0,012177513	0,968002235	120	334455	**0,032485186**
2026-08-27	52958	59821	178333	190010	0,017321256	0,956161962	120	463174	**0,044987498**
2026-08-28	58039	61620	236372	251630	0,022958510	0,948454701	120	546019	**0,053034127**
2026-08-29	41788	47426	278160	299056	0,027017325	0,936572410	120	673872	**0,065452326**
2026-08-30	48147	50404	326307	349460	0,031693782	0,928794148	120	756104	**0,073439415**

Raw and True are the cumulative ratings after the day; U = 10295615,8435 and U/W_{d1} = 1,0007900 (A3-99, panel day 2026-08-24, used in the reach step); an empty row would be a day with no statement at all of the station on the platform (the cumulative values continue on the next day)

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Example 10: Sveriges Television, Cross-platform

Day	Raw (day)	True (day)	Raw (d1…dn)	True (d1…dn)	RawR = Raw / U	Fr0	k	Absolute reach	Relative reach
2026-08-24	97910	97910	97910	97910	0,009509873	0,961829063	120	393304	**0,038201115**
2026-08-25	100807	102987	198717	200897	0,019301128	0,939458668	120	625942	**0,060796946**
2026-08-26	71136	80028	269853	280925	0,026210477	0,922904796	120	805156	**0,078203773**
2026-08-27	96510	109767	366363	390692	0,035584370	0,901063305	120	1042881	**0,101293698**
2026-08-28	122110	129444	488473	520136	0,047444758	0,880271523	120	1263814	**0,122752638**
2026-08-29	121659	130055	610132	650191	0,059261341	0,849022669	120	1593324	**0,154757522**
2026-08-30	97132	111310	707264	761501	0,068695648	0,834692103	120	1753805	**0,170344837**

Raw and True are the cumulative ratings after the day; U = 10295615,8435 and U/W_{d1} = 1,0007900 (A3-99, panel day 2026-08-24, used in the reach step); an empty row would be a day with no statement at all of the station on the platform (the cumulative values continue on the next day)

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Example 11



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Example 11

Reporting type: ”As viewed” – accumulated over the period
Activity type: All viewing (Live + Catch-up + VOD + Non-tagged streaming)
Platform: TV, Online and Cross-platform
Device type: TV screen only (device_type = 01)
Reporting level: Per media company (station_id grouped by media_company_id in STATION_XP)
Target group: A3-99
Period: 20260824–20260830 (7 viewing days; panel day 20260824)
Viewing time slot: 23:00:00-24:59:59
Reach criteria: TV 15 sec, Online 15 sec (MMS standard)
Metrics: Cumulative raw and true rating, Fr0, k and reach after each viewing day (Golden Rules §5.5)

Example 10 on the TV screen only (device_type = 01). TV is unchanged (Broadcast viewing is always on the TV screen); Online is the streaming on the TV set (the apps on the TV), and Cross-platform their union. Only Sveriges Television is shown in this document, one slide per platform. See the attached Excel file for the complete results for all 23 media companies.

Example 11: Calculation steps

Calculation step	Calculation
1 ***Absolute rating$_{S,d}$ (true)***	round(Σ_v ($t_v \times w_{p,d}$) × U / W_d / L) over every panelist and guest of day d, at day d's weights (§5.2)
2 ***Absolute raw rating$_{S,d}$***	round(Σ_v ($t_v \times w_{p,d1}$) × U / W_d / L) over the panel-day sample only: each statement at the panelist's panel-day weight, grossed with day d's U / W_d (guests: the panel day only)
3 ***True$_{S,(d1+...+dn)}$, Raw$_{S,(d1+...+dn)}$***	Σ_d Absolute rating$_{S,d}$ and Σ_d Absolute raw rating$_{S,d}$ over the days so far
4 ***F_i***	Σ_p w_p over the sample panelists with exactly i viewing days on which a statement had t ≥ c, i = 1…n (Cross-platform: a day counts once, on either platform)
5 ***Fr_i, Fr_0***	$Fr_i = F_i / U$; $Fr_0 = 1 - \Sigma_i Fr_i$
6 ***RawR***	RawR = Raw / U; if Raw = 0 nothing is fitted: k = 0 and reach = 0 (even if True > 0)
7 ***k***	k = | −RawR · ln Fr_0 / (ln Fr_0 − RawR · W_{-1}(Fr_0^(1/RawR) · ln Fr_0 / RawR)) |; k = 120 if k > 120, if the argument of W_{-1} is 0 (Fr_0 = 1, or the power underflows) or if the denominator is 0 (whenever −ln Fr_0 ≥ RawR – nearly every row here)
8 ***a, b, p_raw, p_true***	a = Raw / k / U; b = a · True / Raw; p_raw = a / (a + 1); p_true = b / (b + 1)
9 ***Adjusted $\hat{Fr}_i$***	Γ(k + i) / (i! Γ(k)) · [p_true^i (1 − p_true)^k − p_raw^i (1 − p_raw)^k] + Fr_i for i = 0…n ($\hat{Fr}_0$ from Fr_0); then $\hat{Fr}_n$ += 1 − $\Sigma_{i=0...n}$ $\hat{Fr}_i$
10 ***Absolute reach$_{m,(d1+...+dn)}$***	round($\Sigma_{i \geq 1}$ $\hat{Fr}_i$ · U · U / W_{d1}); Relative reach = Absolute reach / U
11 ***Cumulative reach over time***	steps 1–10 after each new day: d1, d1+d2, …, d1+…+dn, with the panel day fixed

t = seconds of the statement inside the slot, end_time inclusive: t = min(end, slot end) − max(start, slot start) + 1 (length_seconds = end_time − start_time + 1); $w_{p,d}$ = the panelist's weight in DEM_XP_PAN of day d, a panelist = household_number + individual_number; U = the A3-99 universe (one DEM_XP_ES file for every day here); W_d = day d's sum of member weights, listed on the Definitions slide (W_{d1} = 10287488,5); c = 15 s; Cross-platform: the sums of steps 1–2 run over both platforms' statements and are rounded once per day; W_{-1} = the Lambert W function, secondary branch; Γ = the gamma function. §5.5's special cases (Fr_0 < 0 → 0; leading zero elements removed and restored) do not arise in these examples.

Example 11: Sveriges Television, TV

Day	Raw (day)	True (day)	Raw (d1...dn)	True (d1...dn)	RawR = Raw / U	Fr0	k	Absolute reach	Relative reach
2026-08-24	46165	46165	46165	46165	0,004483947	0,972045548	120	288036	**0,027976568**
2026-08-25	55465	57395	101630	103560	0,009871192	0,956194325	120	453275	**0,044026021**
2026-08-26	42849	47175	144479	150735	0,014033060	0,943940420	120	583795	**0,056703262**
2026-08-27	43552	49946	188031	200681	0,018263211	0,929394432	120	739923	**0,071867775**
2026-08-28	64070	67824	252101	268505	0,024486248	0,912612095	120	916427	**0,089011383**
2026-08-29	79870	82629	331971	351134	0,032243919	0,887474687	120	1177980	**0,114415691**
2026-08-30	48986	60906	380957	412040	0,037001866	0,874058345	120	1327594	**0,128947507**

Raw and True are the cumulative ratings after the day; U = 10295615,8435 and U/W_{d1} = 1,0007900 (A3-99, panel day 2026-08-24, used in the reach step); an empty row would be a day with no statement at all of the station on the platform (the cumulative values continue on the next day)

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Example 11: Sveriges Television, Online

Day	Raw (day)	True (day)	Raw (d1…dn)	True (d1…dn)	RawR = Raw / U	Fr0	k	Absolute reach	Relative reach
2026-08-24	27983	27983	27983	27983	0,002717953	0,990434977	120	98556	**0,009572618**
2026-08-25	31022	30463	59005	58446	0,005731080	0,983809138	120	166270	**0,016149592**
2026-08-26	20721	25914	79726	84360	0,007743684	0,981755341	120	192589	**0,018705923**
2026-08-27	35321	43270	115047	127630	0,011174368	0,974252876	120	277736	**0,026976142**
2026-08-28	48735	53120	163782	180750	0,015907936	0,968639875	120	339824	**0,033006671**
2026-08-29	33097	38154	196879	218904	0,019122605	0,960076560	120	432959	**0,042052754**
2026-08-30	39887	41744	236766	260648	0,022996779	0,954327229	120	493927	**0,047974498**

Raw and True are the cumulative ratings after the day; U = 10295615,8435 and U/W_{d1} = 1,0007900 (A3-99, panel day 2026-08-24, used in the reach step); an empty row would be a day with no statement at all of the station on the platform (the cumulative values continue on the next day)

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Example 11: Sveriges Television, Cross-platform

Day	Raw (day)	True (day)	Raw (d1…dn)	True (d1…dn)	RawR = Raw / U	Fr0	k	Absolute reach	Relative reach
2026-08-24	74148	74148	74148	74148	0,007201900	0,967732809	120	332473	**0,032292677**
2026-08-25	86487	87858	160635	162006	0,015602272	0,948676348	120	530177	**0,051495414**
2026-08-26	63571	73089	224206	235095	0,021776842	0,935619043	120	674021	**0,065466798**
2026-08-27	78872	93216	303078	328311	0,029437579	0,917349607	120	876093	**0,085093793**
2026-08-28	112805	120945	415883	449256	0,040394184	0,898652085	120	1076278	**0,104537506**
2026-08-29	112967	120783	528850	570039	0,051366524	0,870149341	120	1377011	**0,133747317**
2026-08-30	88873	102651	617723	672690	0,059998645	0,856783118	120	1527314	**0,148346056**

Raw and True are the cumulative ratings after the day; U = 10295615,8435 and U/W_{d1} = 1,0007900 (A3-99, panel day 2026-08-24, used in the reach step); an empty row would be a day with no statement at all of the station on the platform (the cumulative values continue on the next day)

Example 12



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Example 12

Reporting type: ”As viewed” – accumulated over the period
Activity type: All viewing (Live + Catch-up + VOD + Non-tagged streaming)
Platform: TV, Online and Cross-platform
Device type: All device types
Location: In-home only (location = 01)
Reporting level: Per media company (station_id grouped by media_company_id in STATION_XP)
Target group: A3-99
Period: 20260824–20260830 (7 viewing days; panel day 20260824)
Viewing time slot: 23:00:00-24:59:59
Reach criteria: TV 15 sec, Online 15 sec (MMS standard)
Metrics: Cumulative raw and true rating, Fr0, k and reach after each viewing day (Golden Rules §5.5)

Example 10 for in-home viewing only: statements with location = 01. Broadcast viewing is always in-home, so TV is unchanged; Online loses the out-of-home streaming (location = 02). Only Sveriges Television is shown in this document, one slide per platform. See the attached Excel file for the complete results for all 23 media companies.

Example 12: Calculation steps

Calculation step	Calculation
1 ***Absolute rating$_{S,d}$ (true)***	round(Σ_v ($t_v \times w_{p,d}$) × U / W_d / L) over every panelist and guest of day d, at day d's weights (§5.2)
2 ***Absolute raw rating$_{S,d}$***	round(Σ_v ($t_v \times w_{p,d1}$) × U / W_d / L) over the panel-day sample only: each statement at the panelist's panel-day weight, grossed with day d's U / W_d (guests: the panel day only)
3 ***True$_{S,(d1+...+dn)}$, Raw$_{S,(d1+...+dn)}$***	Σ_d Absolute rating$_{S,d}$ and Σ_d Absolute raw rating$_{S,d}$ over the days so far
4 ***F_i***	Σ_p w_p over the sample panelists with exactly i viewing days on which a statement had t ≥ c, i = 1…n (Cross-platform: a day counts once, on either platform)
5 ***Fr_i, Fr_0***	$Fr_i = F_i / U$; $Fr_0 = 1 - \Sigma_i Fr_i$
6 ***RawR***	RawR = Raw / U; if Raw = 0 nothing is fitted: k = 0 and reach = 0 (even if True > 0)
7 ***k***	k = | −RawR · ln Fr_0 / (ln Fr_0 − RawR · W_{-1}(Fr_0^(1/RawR) · ln Fr_0 / RawR)) |; k = 120 if k > 120, if the argument of W_{-1} is 0 (Fr_0 = 1, or the power underflows) or if the denominator is 0 (whenever −ln Fr_0 ≥ RawR – nearly every row here)
8 ***a, b, p_raw, p_true***	a = Raw / k / U; b = a · True / Raw; p_raw = a / (a + 1); p_true = b / (b + 1)
9 ***Adjusted $\hat{Fr}_i$***	Γ(k + i) / (i! Γ(k)) · [p_true^i (1 − p_true)^k − p_raw^i (1 − p_raw)^k] + Fr_i for i = 0…n ($\hat{Fr}_0$ from Fr_0); then $\hat{Fr}_n$ += 1 − $\Sigma_{i=0...n}$ $\hat{Fr}_i$
10 ***Absolute reach$_{m,(d1+...+dn)}$***	round($\Sigma_{i \geq 1}$ $\hat{Fr}_i$ · U · U / W_{d1}); Relative reach = Absolute reach / U
11 ***Cumulative reach over time***	steps 1–10 after each new day: d1, d1+d2, …, d1+…+dn, with the panel day fixed

t = seconds of the statement inside the slot, end_time inclusive: t = min(end, slot end) − max(start, slot start) + 1 (length_seconds = end_time − start_time + 1); $w_{p,d}$ = the panelist's weight in DEM_XP_PAN of day d, a panelist = household_number + individual_number; U = the A3-99 universe (one DEM_XP_ES file for every day here); W_d = day d's sum of member weights, listed on the Definitions slide (W_{d1} = 10287488,5); c = 15 s; Cross-platform: the sums of steps 1–2 run over both platforms' statements and are rounded once per day; W_{-1} = the Lambert W function, secondary branch; Γ = the gamma function. §5.5's special cases (Fr_0 < 0 → 0; leading zero elements removed and restored) do not arise in these examples.

Example 12: Sveriges Television, TV

Day	Raw (day)	True (day)	Raw (d1...dn)	True (d1...dn)	RawR = Raw / U	Fr0	k	Absolute reach	Relative reach
2026-08-24	46165	46165	46165	46165	0,004483947	0,972045548	120	288036	**0,027976568**
2026-08-25	55465	57395	101630	103560	0,009871192	0,956194325	120	453275	**0,044026021**
2026-08-26	42849	47175	144479	150735	0,014033060	0,943940420	120	583795	**0,056703262**
2026-08-27	43552	49946	188031	200681	0,018263211	0,929394432	120	739923	**0,071867775**
2026-08-28	64070	67824	252101	268505	0,024486248	0,912612095	120	916427	**0,089011383**
2026-08-29	79870	82629	331971	351134	0,032243919	0,887474687	120	1177980	**0,114415691**
2026-08-30	48986	60906	380957	412040	0,037001866	0,874058345	120	1327594	**0,128947507**

Raw and True are the cumulative ratings after the day; U = 10295615,8435 and U/W_{d1} = 1,0007900 (A3-99, panel day 2026-08-24, used in the reach step); an empty row would be a day with no statement at all of the station on the platform (the cumulative values continue on the next day)

Example 12: Sveriges Television, Online

Day	Raw (day)	True (day)	Raw (d1…dn)	True (d1…dn)	RawR = Raw / U	Fr0	k	Absolute reach	Relative reach
2026-08-24	44299	44299	44299	44299	0,004302705	0,986005801	120	144193	**0,014005282**
2026-08-25	45283	45480	89582	89779	0,008700985	0,976398682	120	243377	**0,023638897**
2026-08-26	26627	31008	116209	120787	0,011287232	0,972061467	120	292400	**0,028400438**
2026-08-27	46277	54057	162486	174844	0,015782057	0,961031209	120	413690	**0,040181181**
2026-08-28	56181	59674	218667	234518	0,021238846	0,953685189	120	492732	**0,047858429**
2026-08-29	40861	44625	259528	279143	0,025207623	0,942578850	120	610773	**0,059323600**
2026-08-30	47645	49938	307173	329081	0,029835321	0,935190618	120	689032	**0,066924797**

Raw and True are the cumulative ratings after the day; U = 10295615,8435 and U/W_{d1} = 1,0007900 (A3-99, panel day 2026-08-24, used in the reach step); an empty row would be a day with no statement at all of the station on the platform (the cumulative values continue on the next day)

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Example 12: Sveriges Television, Cross-platform

Day	Raw (day)	True (day)	Raw (d1…dn)	True (d1…dn)	RawR = Raw / U	Fr0	k	Absolute reach	Relative reach
2026-08-24	90464	90464	90464	90464	0,008786653	0,963797639	120	373020	**0,036230956**
2026-08-25	100748	102875	191212	193339	0,018572177	0,941907283	120	600662	**0,058341532**
2026-08-26	69476	78184	260688	271523	0,025320292	0,926964029	120	763109	**0,074119801**
2026-08-27	89828	104003	350516	375526	0,034045171	0,905762849	120	995152	**0,096657841**
2026-08-28	120251	127499	470767	503025	0,045724997	0,885502012	120	1210539	**0,117578105**
2026-08-29	120732	127254	591499	630279	0,057451541	0,855029109	120	1530301	**0,148636179**
2026-08-30	96631	110844	688130	741123	0,066837187	0,841088574	120	1686835	**0,163840126**

Raw and True are the cumulative ratings after the day; U = 10295615,8435 and U/W_{d1} = 1,0007900 (A3-99, panel day 2026-08-24, used in the reach step); an empty row would be a day with no statement at all of the station on the platform (the cumulative values continue on the next day)

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Example 13



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Example 13

Reporting type: ”As broadcast” – accumulated over the period (KO8)
Activity type: Live + T0–T7 (KO8: viewed on the broadcast day or time-shifted up to 7 days)
Platform: TV
Device type: TV screen only (device_type = 01)
Reporting level: Per station_id (TV channel)
Target group: A3-99
Broadcast day: 20260824 (= the panel day)
Consumption days: 20260824–20260831 (8 days: the broadcast day and the 7 days after it)
Broadcast time slot: 02:00:00-25:59:59
Reach criteria: TV 15 sec (MMS standard)
Metrics: Cumulative raw and true rating, Fr0, k and reach after each consumption day (Golden Rules §5.5)

This example follows the broadcasts of 20260824 as they are viewed live and time-shifted during the seven days after it (KO8: Live + T0–T7), on the TV screen and for platform TV only. The frequency distribution counts the consumption days on which a panelist watched the day's broadcasts for at least 15 seconds; the reach is read after each consumption day 20260824–20260831. In SWO_XP_CH only Catch-up statements (activity_code 04) carry broadcast_date and the broadcast start/end, so the selection is the Live statements of 20260824 plus the Catch-up statements with broadcast_date = 20260824 on each consumption day. Only svt1 (1) is shown in this document; see the attached Excel file for all 88 TV channels with viewing of the day's broadcasts.

Example 13: Calculation steps

Calculation step	Calculation
1 ***Absolute rating$_{S,d}$ (true)***	round(Σ_v ($t_v \times w_{p,d}$) × U / W_d / L) over every panelist and guest of day d, at day d's weights (§5.2)
2 ***Absolute raw rating$_{S,d}$***	round(Σ_v ($t_v \times w_{p,d1}$) × U / W_d / L) over the panel-day sample only: each statement at the panelist's panel-day weight, grossed with day d's U / W_d (guests: the panel day only)
3 ***True$_{S,(d1+...+dn)}$, Raw$_{S,(d1+...+dn)}$***	Σ_d Absolute rating$_{S,d}$ and Σ_d Absolute raw rating$_{S,d}$ over the days so far
4 ***F_i***	Σ_p w_p over the sample panelists with exactly i viewing days on which a statement had t ≥ c, i = 1…n (Cross-platform: a day counts once, on either platform)
5 ***Fr_i, Fr_0***	$Fr_i = F_i / U$; $Fr_0 = 1 - \Sigma_i Fr_i$
6 ***RawR***	RawR = Raw / U; if Raw = 0 nothing is fitted: k = 0 and reach = 0 (even if True > 0)
7 ***k***	k = | −RawR · ln Fr_0 / (ln Fr_0 − RawR · W_{-1}(Fr_0^(1/RawR) · ln Fr_0 / RawR)) |; k = 120 if k > 120, if the argument of W_{-1} is 0 (Fr_0 = 1, or the power underflows) or if the denominator is 0 (whenever −ln Fr_0 ≥ RawR – nearly every row here)
8 ***a, b, p_raw, p_true***	a = Raw / k / U; b = a · True / Raw; p_raw = a / (a + 1); p_true = b / (b + 1)
9 ***Adjusted $\hat{Fr}_i$***	Γ(k + i) / (i! Γ(k)) · [p_true^i (1 − p_true)^k − p_raw^i (1 − p_raw)^k] + Fr_i for i = 0…n ($\hat{Fr}_0$ from Fr_0); then $\hat{Fr}_n$ += 1 − $\Sigma_{i=0...n}$ $\hat{Fr}_i$
10 ***Absolute reach$_{m,(d1+...+dn)}$***	round($\Sigma_{i \geq 1}$ $\hat{Fr}_i$ · U · U / W_{d1}); Relative reach = Absolute reach / U
11 ***Cumulative reach over time***	steps 1–10 after each new day: d1, d1+d2, …, d1+…+dn, with the panel day fixed

t = seconds of the statement inside the slot, end_time inclusive: t = min(end, slot end) − max(start, slot start) + 1 (length_seconds = end_time − start_time + 1); $w_{p,d}$ = the panelist's weight in DEM_XP_PAN of day d, a panelist = household_number + individual_number; U = the A3-99 universe (one DEM_XP_ES file for every day here); W_d = day d's sum of member weights, listed on the Definitions slide (W_{d1} = 10287488,5); c = 15 s; Cross-platform: the sums of steps 1–2 run over both platforms' statements and are rounded once per day; W_{-1} = the Lambert W function, secondary branch; Γ = the gamma function. §5.5's special cases (Fr_0 < 0 → 0; leading zero elements removed and restored) do not arise in these examples. As broadcast (Example 13): the slot is tested on broadcast_start_time–broadcast_end_time (Catch-up) or on the viewing times (Live); with the whole-day slot t = length_seconds for every selected statement.

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Example 13: svt1 (1), TV

Day	Raw (day)	True (day)	Raw (d1...dn)	True (d1...dn)	RawR = Raw / U	Fr0	k	Absolute reach	Relative reach
2026-08-24	63708	63708	63708	63708	0,006187877	0,786873011	120	2196007	**0,213295351**
2026-08-25	1507	2025	65215	65733	0,006334250	0,779754836	120	2269866	**0,220469182**
2026-08-26	993	1343	66208	67076	0,006430698	0,772770659	120	2342177	**0,227492657**
2026-08-27	853	699	67061	67775	0,006513549	0,768687009	120	2384101	**0,231564681**
2026-08-28	1171	1051	68232	68826	0,006627287	0,760903773	120	2464178	**0,239342458**
2026-08-29	1891	1571	70123	70397	0,006810957	0,753410011	120	2541074	**0,246811268**
2026-08-30	748	1400	70871	71797	0,006883610	0,749670574	120	2580252	**0,250616577**
2026-08-31	309	967	71180	72764	0,006913622	0,747447298	120	2603814	**0,252905124**

Raw and True are the cumulative ratings after the consumption day; U = 10295615,8435 and U/W_{d1} = 1,0007900 (A3-99, panel day 2026-08-24, used in the reach step); an empty row would be a consumption day without any statement of the 24th's broadcasts on the channel