

MMS Golden Rules for calculating metrics from AAM Panel data

2025-02-19



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0. Updates

Paragraph	Title	Date
2.8	Added calculation rules for reach across multiple days.	2020-06-11
1.1	Added paragraph "The virtual panel".	2021-05-06
1.7	Added paragraph "Universes".	2021-05-06
2.8	Updated recommendation on which panel-day to use in RoF calculations and minor adjustments of the description.	2021-05-06
3	Added section "Calculation of metrics on total Site level".	2021-05-06
2.9-2.10	Added metrics "Completions" and "Completion Rate".	2021-11-24
1.2-1.3	Added descriptions to cover Ads.	2021-12-10
4.1	Updated standard criteria for reach calculations.	2022-09-01
2.3	Changed name from Onlinerating to Rating.	2022-10-14
2.11	Added calculating rules for TRP.	2022-10-14
3.2-3.3	Added information of Total amount of viewing-time and Total average viewing-time in population.	2022-10-14
2.9-2.10	Updated the definition of completions and completion rate.	2022-10-17
2.2	Updated definition of Total viewing time (also affects all measures that refer to Total viewing time).	2022-10-17
2.2	Updated definition of Total viewing time (also affects all measures that refer to Total viewing time).	2022-11-11
2.3, 2.7	Updated viewing measurements which use universe as a denominator in the calculation to use each day's universe.	2024-08-20
3.1-3.3	Updated definitions of number of contacts and Total viewing time on Site level from viewing day 2024-12-30	2025-02-19

1. Components

1.1 The virtual panel

The AAM virtual panel is based on the combination of two main data sources:

- The Census traffic measurement where each individual impression is measured at a detailed level but does not give information about the audience behind the traffic.
- The Online panel where 5000 panelists are measured across their digital devices. This data provides insights of the behavior within different socio-demographic target groups but could not on its own handle the long-tail of fragmented viewing.

The aim of AAM model is to combine the strengths from each data set into one single data source to be used for calculations of all different audience metrics.

This data source is a user-centric dataset consisting of ca 46 000 virtual panelists and their viewing across all platforms and Sites measured in the Census measurement. This dataset gives the ability to calculate audience metrics (including reach and frequency) in a similar way as a traditional panel-based measurement as for example MMS TV Audience measurement.

The boosted panel size gives much better long-tail coverage and ability to analyze also smaller programs that would not be covered by the Online panel on its own.

The plan for up-coming development is also to combine the current AAM-panel with the TAM-measurement to have a virtual panel that cover all available platforms and where total video ratings can be calculated.

The process behind the virtual panel includes several different modelling steps like imputation of missing panel-devices, "cloning" of panelists to boost sample size, cookie deletion model, calibration against census and weighting of panelists.

In addition, there are extra modelling steps to integrate two areas which currently are not covered in the Online panel, the kids target group (age 3-14) and the Big Screen platform. Additional data sources are needed in this part of the process:

- TAM viewing data for kids age 3-14.
- A survey about the online panelists streaming behavior in the big screen.

A description of all parts involved in the modelling process is published at mms.se.

1.2 AAM Data

The AAM data delivery consists of four datasets: AAM Panelist file, AAM viewing file, AAM metadata file and AAM site summary file. MMS will in addition to these file deliveries also publish universe figures for the different target group components on mms.se.

All these components are needed to calculate the metrics as described in this document.

- The panelist file contains all possible panel viewers, their weights, and sociodemographic variables.
- The viewing file contains viewing statements at a panelist level, which allows for calculations of several different metrics including reach metrics. There will be two viewing files, one for content and one for ads.
- The metadata file contains information about the titlecodes/filmcodes included in the viewing file, such as title name, date of publication, program length etc. There will be two metadata files, one for content and one for ads.
- The site summary file contains aggregated total number of starts and duration from census measurement per SiteID and Date, to be used according to the description in section 3. This file exists for content only.
- The universe figures contain the number of individuals in Swedish population per each target module (gender and age group). To be used for calculating relative audience and as an input parameter in the Reach and Frequency population.

Data are being delivered daily, with a delay of two working days (data for Monday are for example being delivered on Wednesday).

The AAM data should only be used according to the rules as described in this document.

1.3 Objects of measurement

The smallest object of measurement is the titlecode/filmcode which is a unique ID referring to a specific episode or clip within a Site (content) or to a specific ad. Calculations can be made over an aggregation of multiple titlecodes, for example a complete series.

The combination of SiteID and Titlecode/Filmcode is the unique key between the viewing file and metadata file.

Please note that different metrics require different approaches when performing calculations across multiple titlecodes or viewing days. This will be described per each metric separately in section (2).

In the rest of the document, "Titlecode" will be used to refer to either a titlecode (content) or a filmcode (ad). For each metric, it will be specified if it applies for both content and ads, or just one of them.

1.4 Calibration

The AAM model uses a calibration step to ensure that the number of contacts and total sum of viewing time calculated by the panel is equal to the result coming directly from the Census traffic measurement. This calculation is performed by the combination of SiteID, titlecode, and viewing day.

Please observe that only objects (titlecodes) that are observed in the AAM panel can be calibrated against the census measurement. The object behind the AAM method is to create a big panel with great long-tail coverage, but there can still exist very small titles that consequently have a small probability of being observed in the panel. For objects too small to be captured by the panel, there will be a discrepancy in comparison with the census traffic measurement.

Calculations of total number of starts or viewing time for a Site should always be done according to the rules in section 3 to avoid discrepancies between census measurement and AAM data due to titles not being watched by any panelist.

1.5 Report types

The AAM data can be used for two different reporting types:

Viewing day reports – A viewing day is the day when the viewing took place. In this type of report the metrics are calculated and reported per each viewing day in the selected time frame, regardless of when the content originally was published.

Consolidated reports- The base for consolidated reports is the publication day for when the specific content was published and hence made available for viewing. The metrics are then accumulated over the X number of viewing days following the date of publication.

The three standard consolidation periods are:

- **K08**- Publication day + the 7 following viewing days.
- **K028**-Publication day + the following 27 viewing days.
- **SoFar**- Publication day + all following viewing days so far available in the measurement.

Consolidated reports are best used to for example analyze the sociodemographic profiles of the complete audience for a program, or to compare different programs based on an equivalent number of measured days.

Consolidated reports are only applicable for content, since the concept of publication day doesn't exist for ads. Results for ads can only be reported in the form of a viewing day report.

1.6 Target modules

The sociodemographic information available today are combinations of gender and age brackets. There is currently a total of 18 possible target modules that can be combined into desired target group constellations.

1.7 Universes

The AAM panel is weighted with respect to gender, age groups and cross-device access, for each panelist to represent the correct number of device users in the Swedish population.

The universe figures are being derived from the establishment survey (MMS Basundersökning). They will be published on mms website mms.se and updated twice a year.

The universe numbers to use in the calculations of relative audience are the total sum of individuals in Swedish population per each target module.

2. Calculation of metrics on content/ad level

2.1 Number of contacts

This metric can be calculated for both content and ad.

Number of contacts is defined as the total number of non-unique contacts made during a specific period. The calculation can be made for a specific titlecode or aggregated over a selection of multiple titlecodes. The results can also be aggregated freely over a longer time period.

Per the viewing days (d) and Titlecodes (t) that matches the selection, the number of contacts is calculated according to the formula:

$$\text{Number of contacts}_{d,t} = \sum_{v=1}^V (c_v * w_p * cf_v)$$

Where:

V= Total number of relevant viewing statements v in AAM viewing file.

c= Number of uncalibrated contacts for viewing statement v .

w= Weight for panelist p belonging to viewing statement v .

cf= Contacts calibration factor for viewing statement v .

Calculation across multiple titlecodes

The results per each combination of titlecode and viewing day separately can be summarized into the desired aggregation of multiple titlecodes.

Viewing days d1-d11

		d1	d2	d3	d4	d5	d6	d7	d8	d9	d10	d11
Titlecodes t1 & t2	t1	1000	888	23	0	13	556	33	22	21	2	57
	t2			2987	456	1028	332	35	276	18	100	224

The total number of contacts on viewing day d3 for t1+t2= 3010

Calculation across multiple viewing days

A viewing report can contain the aggregated number of contacts for a longer *viewing period* by summarizing the results from each viewing day.

Viewing days d1-d11

		d1	d2	d3	d4	d5	d6	d7	d8	d9	d10	d11
Titlecodes t1 & t2	t1	1000	888	23	0	13	556	33	22	21	2	57
	t2			2987	456	1028	332	35	276	18	100	224

The total number of contacts for t1+t2 during viewing period (d3-d7)=5463

Consolidated results

The consolidated number of contacts equals the aggregated number of contacts for the publication date and the X following viewing days (the 7 following viewing days for KO8).

Assume d1 and d3 as publication dates for t1 and t2 respectively in the below example:

		Viewing days d1-d11										
		d1	d2	d3	d4	d5	d6	d7	d8	d9	d10	d11
Titlecodes t1 & t2	t1	1000	888	23	0	13	556	33	22	21	2	57
	t2			2987	456	1028	332	35	276	18	100	224

The consolidated number of contacts for t1+t2 consists of the aggregated number of contacts for viewing days d1-d8 for titlecode t1 and d3-d10 for titlecode t2.

2.2 Total viewing-time

Total viewing time is defined as the total aggregated duration of all contacts. The calculation can be made for a specific titlecode or aggregated over a selection of multiple titlecodes. The results can also be aggregated freely over a longer time period.

The formula up until viewing day 26th of September 2022:

$$\text{Total viewing time (old)}_{D,t} = \sum_{v=1}^V (d_v * w_p * df_v)$$

The formula including co-viewing from the viewing day 26th of September 2022:

$$\text{Total viewing time (new)}_{D,t} = \sum_{v=1}^V (d_v * w_p * vf_v)$$

Where:

V= Total number of viewing statements **v** in AAM viewing file.

d= Viewing time duration for viewing statement **v**.

w= Weight for panelist **p** belonging to viewing statement **v**.

vf= Viewing factor (viewing_factor) for viewing statement **v**.

The formula above calculates the total viewing time in seconds. When reporting total viewing-time, the result should be rounded to number of hours.

		Viewing days d1-d11										
		d1	d2	d3	d4	d5	d6	d7	d8	d9	d10	d11
Titlecodes t1 & t2	t1	48000	41820	1020	0	420	14799	1320	780	600	60	2820
	t2			75510	20700	44955	10936	855	5355	270	3915	6930

Total viewing-time in seconds for titlecode 2 on viewing day d3 is 75510. This gives 21 hours.

Calculation across multiple titlecodes

The results per each combination of titlecode and viewing day separately can be summarized into the desired aggregation of multiple titlecodes.

Calculation across multiple viewing days

A viewing report can contain the aggregated total viewing time for a longer *viewing period* by summarizing the results from each separate viewing day.

Consolidated results

The consolidated number of contacts equals the aggregated total viewing time for the publication date and the X following viewing days (the 7 following viewing days for KO8).

The logic for calculating total viewing time across multiple titlecodes and/or viewing days is equivalent to the approach for number of contacts. See section (2.1) for more detailed illustration of the scenarios.

2.3 Rating

Rating is defined as the average number of viewers per second during the length of a program. Rating is a non-unique measure of the program's audience size, where the intensity of viewing time has been considered.

The rating per each combination of titlecode(*t*) and viewing day (*d*) is calculated as:

$$Rating_{d,t} = \frac{Total\ viewing\ time_{d,t}}{L_t}$$

Where:

V= Total number of viewing statements *v* in AAM viewing file.

L= Program length for titlecode *t*

d= Viewing time duration for viewing statement *v*.

w= Weight for panelist *p* belonging to viewing statement *v*.

The numerator of the formula above equals the calculation of total viewing time in section (2.2).

		Viewing days d1-d11										
		d1	d2	d3	d4	d5	d6	d7	d8	d9	d10	d11
Titlecodes t1 & t2	t1	48000	41820	1020	0	420	14799	1320	780	600	60	2820
	t2			75510	20700	44955	10936	855	5355	270	3915	6930

The base for the calculation of rating is the total viewing time calculated exactly as in (2.2).

Assume program length 60 seconds and 45 seconds for titlecodes t1 and t2 respectively in below example:

Viewing days d1-d11

		d1	d2	d3	d4	d5	d6	d7	d8	d9	d10	d11
Titlecodes t1 & t2	t1	800	697	17	0	7	245	22	13	10	1	47
	t2			1678	697	999	243	19	119	6	87	154

The rating for t2 on viewing day d3 will be: (75510/45)=1678.

Consolidated rating

To calculate the consolidated rating, the total viewing time in seconds needs to be calculated according to (2.2) for each viewing day included in the consolidation period. Then the aggregated total viewing time across the consolidation period should be divided with the length of the program (displayed in seconds).

$$Rating_{(d1+d2+\dots+dD),t} = \frac{\sum_{d=1}^D (Total\ viewing\ time_{d,t})}{L_t}$$

Where:

D= Number of days included in the consolidation period.

L= Program length (in seconds) for titlecode **t**

Viewing days d1-d11

		d1	d2	d3	d4	d5	d6	d7	d8	d9	d10	d11
Titlecodes t1 & t2	t1	48000	41820	1020	0	420	14799	1320	780	600	60	2820
	t2			75510	20700	44955	10936	855	5355	270	3915	6930

*The consolidated (K08) rating for titlecode is
t2=(75510+20700+44955+10936+855+5355+270+3915)/45=3197*

The rating can also be displayed in relative figures, where the absolute rating is divided by the universe size of the selected target modules for every day *d*, and then summed across all days of the selected period:

$$Relative\ rating_{(d1+d2+\dots+dD),t} = \sum_{d=1}^D \frac{Rating_{d,t}}{U_{M,d}} * 100$$

Where:

U= The aggregation of universe sizes for all relevant target-modules **M**.

Rating across multiple titlecodes

The calculated rating for specific titlecodes are not aggregable across multiple titlecodes.

Calculation needs to be done once on the total selection of titles.

The rating across multiple titlecodes are being done by summing the total weighted viewing time for all selected titlecodes, and dividing it by sum of each individual titlecodes program length (in seconds):

$$Rating_{d,(t1+t2...+tT)} = \frac{\sum_{t=1}^T (Total\ viewing\ time_{d,t})}{L_{t1} + L_{t2} + \dots + L_{tT}}$$

Where:

L= Program length (in seconds) for titlecode **t**

Average rating across multiple titlecodes

The rating can also be calculated as an average across multiple titlecodes. In this case, the rating for each titlecode are first calculated specifically. Then the sum of ratings should be divided by the number of unique titlecodes in the selection:

The rating for multiple titlecodes, for example a complete series, should instead be calculated as the average rating across the selected titlecodes:

$$Rating_{D,(t1+t2...+tT)} = \frac{\sum_{t=1}^T (Rating_{D,t})}{T}$$

Where:

T= Number of unique titlecodes included in the selection.

		Viewing days d1-d11										
		d1	d2	d3	d4	d5	d6	d7	d8	d9	d10	d11
Titlecodes t1 & t2	t1	800	697	17	0	7	245	22	13	10	1	47
	t2			1678	345	999	243	19	119	6	87	154

The average rating for the two titlecodes t1+t2 on viewing day d3 is (17+1678)/2=847,5 (848).

2.4 Reach within a single viewing day

This metric can be calculated for both content and ads.

This metric calculates the number of unique individuals viewing a title or groups of titles each day. The object of measurement can be a specific titlecode, or a group of titlecodes belonging to for example a series or a complete Site.

For a titlecode (t) or a group of selected titlecodes (T) the absolute reach per each viewing-day (d) are to be calculated as:

$$\text{Absolute reach (single day)}_{d,(t1,t2\dots tT)} = \sum_{p=1}^P w_p * D_{p,v}$$
$$D_{p,v} = \begin{cases} 1, & \text{if first matching } v \text{ for panelist } p \\ 0, & \text{else} \end{cases}$$

Where:

P= Total number of panel-members in selected target-module(-s).

w= Weight for panelist p .

v= Viewing statement for panelist p that matches the selection criteria.

D= A 'dummy'-variable that indicates if the panel-members viewing statement v should be considered in the reach calculation or not. Each individual panelist should only be counted once, regardless the number of times the panelist has viewed any titlecode in the selection.

The accumulated sum of weights of unique panel-members could then to be divided with the universe size of the current target-module(-s) in order to calculate the relative reach:

$$\text{Relative reach (single day)}_{M,d,T} = \frac{\text{Absolute reach (single day)}_{M,d,T}}{U_M}$$

Where:

U= The aggregation of universe sizes for all relevant target-modules M .

Reach criterion

The reach calculation can be combined with a reach criterion stating that the panelist needs to have been viewing for at least X continuous seconds/minutes to be included. The reach criterion should be based on the column Duration in the viewing file. For the absolute reach formula in 2.3 this means that the 'dummy'-variable D should be set to 1 only for the first viewing statement of each panelist p where the duration is equal to or longer than the specified reach criterion.

Calculation across multiple titlecodes

Reaches for separate titlecodes cannot be aggregated with each other. The reach calculation should always be performed directly on the complete selection of unique titlecodes.

Calculation across multiple viewing days

For calculating reach across a period of multiple viewing days, see section (2.6).

Consolidated results

Calculation of consolidated reach requires a reach calculation across several viewing days, which will be further specified in section (2.6).

2.5 Average viewing-time per start

Average viewing-time per start is a calculation of the time spent on average per start of the content measured. Average viewing-time is calculated by dividing total viewing-time (2.2) with total number of contacts (2.1) for the specific selection of titles and time period.

$$\text{Average viewing time per start} = \frac{\text{Total viewing time}}{\text{Number of contacts}}$$

2.6 Average viewing-time per viewer

This metric calculates the average viewing-time per the number of unique individuals who have watched the content measured. Average viewing-time per viewer is calculated by dividing total viewing-time (2.2) with the absolute reach of unique individuals (2.3)

$$\text{Average viewing time per viewer} = \frac{\text{Total viewing time}}{\text{Absolute reach}}$$

2.7 Average viewing-time in population

The average viewing-time can also be calculated in relation to the size of the population (as a whole or as a specific target-group). This definition is equivalent to the one used for calculating average viewing time in MMS TV audience measurement. When comparing average viewing-time between online video and broadcast TV, this is the definition to be used.

The average viewing time in population is calculated by dividing the total viewing time with the universe target of the selected target modules for day d and then summarized across all days of the selected period:

$$\text{Average viewing time in population}_{(d_1+d_2+\dots+d_D)} = \sum_{d=1}^D \frac{\text{Total viewing time}_d}{U_{M,d}}$$

Where:

U= The aggregation of universe sizes for all relevant target-modules **M**.

2.8 Reach and frequency across multiple viewing days

This metric can be calculated for both metrics and ads.

This section refers to calculation of unique viewers over a period covering several different TV-days. The calculation can be performed on a selection of multiple titlecodes combined.

Panel-day

In this kind of calculation, a certain *panel-day* should be used. The official recommendation is to use the first day of the selected period as the panel-day. The panel-day used for a specific analysis should always be shown in the final report of the results.

Example: The selected period for the analysis is 20210101-20210107. In this case 20210101 will be used as the panel-day.

The base for the calculation is the set of all possible panelists, including their weights, from the AAM panelist-file belonging to the panel-day. Only this set of panelists and their viewing during the selected viewing-period are to be considered in the reach calculation. Any viewing made by a panelist not belonging to the panel-day should not be included in the calculation.

To correct for differences between the reporting samples for each specific day and the used sample belonging to the panel-day, MMS will use the negative binomial distribution (NBD) to model the final frequency distribution. This is the same method as used for Reach and Frequency in the TV currency.

MMS official recommendation is to not perform reach and frequency calculations for periods longer than 28 days.

Reach criterion

The calculation of reach across multiple days can be combined with a reach criterion in a similar way as for reach within a single day (2.3).

The calculation of the below described input parameters *True*, *Raw* and the frequency distribution F_i should then be limited to the set of viewing statements where the *Duration* is equal to or longer than the specified reach criterion.

Calculation of input parameters

The first step is to calculate the input parameters needed for the NBD modelling:

- “True” number of contacts
- “Raw” number of contacts
- “Raw” frequency vector of the number of individuals who have viewed exactly 1 viewing-day, exactly 2 viewing-day...exactly n viewing-days during the selected period.

1. The true number of contacts are basically the total sum of contacts for the selection of T titlecodes and complete period of D viewing-days.

$$True_{D,T} = \sum_{v=1}^V (c_v * w_p * cf_v)$$

Where:

V= Total number of relevant viewing statements v in AAM viewing file.

c= Number of uncalibrated contacts for viewing statement v .

w= Weight for panelist p belonging to viewing statement v .

cf= Contacts calibration factor for viewing statement v .

2. The *raw* number of contacts are calculated in a similar way, but with one important difference. Only the viewing statements belonging to panelists included in the reporting sample of the chosen panel-day are to be considered. Also, the panelists weights from the panel-day should be used.

The raw number of contacts for the selection of T titlecodes and D viewing-days are then calculated as:

$$Raw_{D,T} = \sum_{v=1}^V (c_v * pw_p * cf_v)$$

Where:

V= Total number of relevant viewing statements v in AAM viewing file, belonging to panelists that are included in the panel-day sample.

c= Number of uncalibrated contacts for viewing statement v .

pw= Weight for panelist p on the panel-day, according to AAM panelist file.

cf= Contacts calibration factor for viewing statement v .

3. For each panelist belonging to the panel-day, all viewing statements (fulfilling the reach criterion) for all viewing-days in the selected period should be used to count the number of active viewing-days within the period.

By then summarizing the weights for the panelists who have viewed exactly 1 viewing-day, exactly 2 viewing-days...exactly n viewing-days

$$F_i = \sum_{p=1}^P pw_p$$

$$\text{for } i = 1, 2, 3, \dots, n$$

Where:

P= Total number of possible panelists belonging to the panel-day, according to the AAM Panelist file.

pw= Weight for panelist p at the panel-day, according to the AAM Panelist file.

i= Number of days viewed within the period

The “raw” frequency distribution will be adjusted by fitting the negative binomial distribution to it as described in the following section.

Fitting the probability model

1. Calculate the relative frequency distribution by dividing each element of the input frequency vector with the universe size of the selected target-module(-s):

$$Fr_i = \frac{F_i}{U_M}$$

for $i = 1, 2, 3, \dots, n$

2. Calculate the share of individuals watching exactly 0 days of the period by summarizing all elements of the frequency vector calculated in the previous step, and subtract this from 1:

$$Fr_0 = 1 - \sum_{i=1}^n Fr_i$$

Special case: In case $\sum_{i=1}^n Fr_i > 1$, let element $Fr_0 = 0$.

3. Add element Fr_0 to the frequency vector Fr to make it cover $i = 0, 1, 2, \dots, n$ number of active viewing days.

Special case: In case Fr begins with one or more elements where $Fr_i = 0$, these elements should be removed from the frequency vector before applying the probability model in the following steps.

Example: Assume the following relative frequency distribution:

Exactly 0 days: 0

Exactly 1 day: 0

Exactly 2 days: 0.5

Exactly 3 days: 0.4

Exactly 4 days: 0

Exactly 5 days: 0.1

Since the distribution begins with two elements with value 0, these two elements should be removed from the frequency vector. The remaining Fr_i will then cover the counts $i = 2, 3, 4, 5$.

4. Before being able to apply the model, it is necessary to estimate the needed NBD parameters. The first step is to estimate the parameter k :

$$k = \text{abs} \left[\frac{\text{RawR} * \ln(\text{Fr}_0)}{\ln(\text{Fr}_0) - \text{RawR} * W_{-1} \left[\frac{\text{Fr}_0^{\frac{1}{\text{RawR}}} * \ln(\text{Fr}_0)}{\text{RawR}} \right]} \right]$$

Where:

RawR= The relative version of the input parameter Raw , where it is divided by the universe size of the relevant target-module(-s):

$$\text{RawR} = \frac{\text{Raw}}{U_M}$$

Fr₀ = The value of the 0-element in the frequency vector, as calculated in step 2.

W₋₁[]= The Lambert W function, using the secondary branch.

Special case: In case $k > 120$, let $k = 120$.

5. After estimating the value of k , the parameters a and b can be calculated as:

$$a = \frac{\frac{\text{Raw}}{k}}{U_M}$$

Where:

Raw: The input parameter of raw number of contacts

U: The aggregation of universe sizes for all relevant target-modules M.

$$b = a * \frac{\text{True}}{\text{Raw}}$$

Where:

True: The input parameter of “true” number of contacts.

Raw: The input parameter of “raw” number of contacts.

6. With the values of a and b , the NBD probabilities of p_{raw} and p_{true} can be calculated as:

$$p_{raw} = \frac{a}{(a + 1)}$$

$$p_{true} = \frac{b}{(b + 1)}$$

7. With all needed parameters, each element of the frequency distribution Fr will be adjusted by using the function of the negative binomial distribution:

$$\widehat{Fr}_i = \frac{\Gamma(k + i)}{i! \Gamma(k)} [(p_{true})^i (1 - p_{true})^k - (p_{raw})^i (1 - p_{raw})^k] + Fr_i$$

Where:

$\Gamma()$ = Gamma function.

i = The number of $i = 0, 1, 2, \dots, n$ active viewing days as remaining after step (3.).

Final adjustments and reach calculation

1. The next step is to adjust the sum of the frequency shares to make it equal to 1 (=100% of the population).

In case the sum of $\widehat{Fr} \neq 1$, the difference should be added by adjusting the last, n^{th} , element of the frequency distribution as:

$$\widehat{Fr}_n = \widehat{Fr}_n + \left(1 - \sum_{i=0}^n \widehat{Fr}_i \right)$$

Special case: In case any elements of the frequency distribution were removed due to the special case rule in step (3.), these should now be included again (with their values of 0) to make the full adjusted frequency distribution \widehat{Fr}_i cover the complete number of $i = 0, 1, 2, \dots, n$ number of active viewing days.

2. The relative reach across the selected period can now be calculated as the sum of elements $i = 1, 2, \dots, n$, i.e. the share of individuals who have watched during at least one of the viewing-days within the period:

$$\text{Relative reach (across multiple days)} = \sum_{i=1}^n \widehat{Fr}_i$$

Calculate the absolute frequency counts by factor all elements of the relative frequency distribution \widehat{Fr} with the universe size of the relevant target-modules(-s):

$$\widehat{F}_i = \widehat{Fr}_i * U_M$$

The sum of the absolute frequency distribution \widehat{F} gives the absolute number of reached individuals during the selected period:

$$Absolute\ reach\ (multiple\ days) = \sum_{i=1}^n \widehat{F}_i$$

Cumulative reach over time

The reach calculation can be used to display the growth of additional reached individuals day by day for a selection of Titlecode(s) and viewing period.

All above steps including calculation of input parameters, fitting the probability model and final reach calculation needs to be done in an iterative way adding each day within the period one at a time for d1, d1+d2, d1+d2+d3 etc up until the complete D days of the selected period.

The panel-day, d1=20210101, is chosen based on the complete selected period and should be used for each specific iteration within the period.

	\widehat{F}_1	\widehat{F}_2	\widehat{F}_3	\widehat{F}_4	\widehat{F}_5	Absolute Reach+1
d1=20210101	100 000					100 000
d2=20210102	80 000	30 000				110 000
d3=20210103	75 000	27 000	8 000			110 000
d4=20210104	70 000	32 000	4 000	4 000		110 000
d5=20210105	65 000	35 000	10 000	2 000	1 000	113 000

Consolidated results

Consolidated reach is per definition a calculation of reach across multiple viewing days and should always follow the rules described in this section.

The consolidated reach (K08) for a TitleCode covers a period of 8 viewing days (Publication day+ the 7 following viewing days). The panel-day for consolidated reach will always equal the Publication day as it is the first day of the period.

Calculation across multiple titlecodes

Reaches for separate titlecodes cannot be aggregated with each other, since possible individuals who have watched more than one of the titlecodes will be duplicated. The reach and frequency calculation should always be performed directly on the complete selection of unique titlecodes.

2.9 Number of Completions

The metrics in section 2.9 and 2.10 are only applicable for calculation of Ad data.

For every viewing statement (v) a complete is defined as the proportion of the titlecode's length that has been viewed.

Number of completions refers to the estimated number of whole viewings calculated by summing up the individual proportions.

$$\text{Number of completions}_{d,t} = \left\{ \sum_{v=1}^V (\text{complete}_v * w_p * cf_v) \right.$$

Where:

V= Total number of relevant viewing statements v in AAM viewing file.

c= Number of uncalibrated contacts for viewing statement v .

w= Weight for panelist p belonging to viewing statement v .

cf= Contacts calibration factor for viewing statement v .

2.10 Completion Rate

The metrics in section 2.9 and 2.10 are only applicable for calculation of Ad data.

Completion rate refers to the share of completions in relation to the total number of contacts for the same selection of viewing days (d) and filmcodes (t):

$$\text{Completion rate}_{d,t} = \frac{\text{Number of completions}_{d,t}}{\text{Number of contacts}_{d,t}}$$

2.11 Target rating point (TRP)

This metric is only relevant for ads.

Like the rating, the TRP is a measure of the number of non-unique contacts. For a single titlecod the rating and the TRP are calculated by the same formulas.

The absolute TRP per titlecode (t) for one or more viewing days (d), is calculated in the same way as the consolidated rating:

$$\text{Absolute TRP}_{d_1+d_2+\dots+dD,t} = \frac{\sum_{d=1}^D (\text{Total viewing time}_{d,t})}{L_t}$$

Where:

D= Number of days included in the consolidation period.

L= Spot length (in seconds) for titlecode t

Likewise, the relative TRP is analogous to the relative rating and is a measure of the number of non-unique contacts relative to the size of a target population:

$$\text{Relative TRP}_{d_1+d_2+\dots+dD,t} = \frac{\text{Absolute TRP}_{d_1+d_2+\dots+dD,t}}{U_M} * 100$$

Where:

U= The aggregation of universe sizes for all relevant target-modules **M**.

The TRP (absolute or relative) across multiple titlecodes, for example a campaign, is calculated as the sum of the individual TRPs:

$$Sum TRP = \sum_{t=1}^T TRP_t$$

Where:

T= Number of unique titlecodes included in the selection.

3. Calculation of metrics on total Site level

The metrics in section 3.1-3.4 are applicable for calculation on total Site level. The metrics can be calculated for content only, or as content+ad combined.

The calculation of these metrics has changed from viewing day 2024-12-30.

3.1 Total number of contacts

Before viewing day 2024-12-30

To calculate the total number of contacts per Site, both the AAM viewing file and the site summary file is needed. The reason behind this is to also include the contacts on small titlecodes that are present in census measurement but have not been covered by the AAM panel, while applying the target-group distribution as learned from the AAM panel.

Step 1 is to calculate the share of contacts belonging to target-module m out of the total number of contacts across all target-modules (M), according to the calculation described in section 2.1.

The calculation should be done across *all* available titlecodes in AAM viewing file for the selected SiteID (S) and period.

$$\text{Share of contacts}_{m,S} = \frac{\text{Number of contacts}_{m,S}}{\text{Number of contacts}_{M,S}}$$

The calculated share in each target-module m is then applied to the sum of *TotalStarts* from the site summary file for the corresponding SiteID and period:

$$\text{Total number of contacts}_{m,S} = \text{Share of contacts}_{m,S} * \text{TotalStarts}_S$$

By summarizing the total number of contacts in each target-module we will get the total number of contacts for the complete Site. This number will equal the *TotalStarts* already given by the total consumption file, but with the ability of breaking down the results at target group level.

$$\text{Total number of contacts}_{M,S} = \sum_{m=1}^M (\text{Total number of contacts}_{m,S})$$

Example:

The *TotalStarts* for a specific SiteID and Date is 3 000 000 starts according to the site summary file.

The Number of contacts M, S calculated from the viewing file equals 2 835 000 due to the loss of small titlecodes not being covered by the panel during the selected Date.

By factoring the *TotalStarts* with the share of contacts within each target-module, we will adjust the total number of contacts per Site to reflect the complete census measurement while also being able to use the Sites target-group profile as learned from the panel:

		<i>Number of contacts</i>	<i>Share of contacts</i>	<i>Total number of contacts</i>
female	age14	30000	0,011	31746
female	age19	75000	0,026	79365
female	age24	200000	0,071	211640
female	age29	150000	0,053	158730
female	age44	185000	0,065	195767
female	age49	200000	0,071	211640
female	age59	300000	0,106	317460
female	age64	100000	0,035	105820
female	age99	90000	0,032	95238
male	age14	40000	0,014	42328
male	age19	100000	0,035	105820
male	age24	350000	0,123	370370
male	age29	370000	0,131	391534
male	age44	225000	0,079	238095
male	age49	100000	0,035	105820
male	age59	150000	0,053	158730
male	age64	90000	0,032	95238
male	age99	80000	0,028	84656
		2835000	1,000	3000000

After viewing day 2024-12-30

From viewing day 2024-12-30 and forward, the site summary file should be used as the only source for calculation of number of contacts on Site level. This file will include the pre-calculated number of contacts per each Site, viewing day and target-group combination. The number of contacts is available both as content only (*SumStarts_Content*), and the sum of content and ad contacts in total (*SumStarts_All*).

3.2 Total amount of viewing-time

Before viewing day 2024-12-30

Total amount of viewing-time across one or several Sites are calculated from the AAM panel over the relevant titlecodes and dates, exactly as described in section 2.1.2.

After viewing day 2024-12-30

From viewing day 2024-12-30 and forward, only the site summary file should be used as the only source for calculation of total viewing time on Site level. This file will include the pre-calculated sum of viewing per each Site, viewing day and target-group combination. The sum of viewing time is available both as content only (*SumViewingTime_Content*), and as content and ad contacts in total (*SumViewingTime_All*).

These precalculated sums are also to be used for calculating rating or average viewing time on Site level.

3.3 Total average viewing-time in population

Before viewing day 2024-12-30

Total average viewing-time in population across one or several Sites are calculated exactly as described in section 2.7.

After viewing day 2024-12-30

From viewing day 2024-12-30, the precalculated sum of viewing time from the site summary should be used as the basis for the calculation of average viewing time as:

$$\text{Average viewing time in population}_{(d_1+d_2+\dots+d_D)} = \sum_{d=1}^D \frac{\text{SumViewingTime}_d}{U_{M,d}}$$

3.4 Total reach

Total reaches across one or several Sites are calculated from the AAM panel exactly as described in section 2.3 (for reach within a single viewing day) and 2.8 (for reach across multiple viewing days).

4. Definitions and standards

4.1 Reach criteria

MMS current standard for reach criteria is since 2022-09-05:

Type of analysis	Criterion
Program	15 seconds or at least 50% of video
Ads	5 seconds or at least 50% of video
Site	15 seconds or at least 50% of a video

A reach criterion is fulfilled if the length of the viewing statement in AAM viewing files is longer than or equal to the set criterion.