



## The iQ behind our numbers

Not just made up numbers or secret black box algorithms

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### How is Nielsen viewers calculated?

The most commonly cited Nielsen results are reported as a rating. As of August 27, 2012, there are an estimated 114.2 million television households in the United States. A single national ratings point represents one percent of the total number, or 1,142,000 households for the 2012–13 season. Nielsen re-estimates the number of TV-equipped households each August for the upcoming television season.

At iQ media, we take the data supplied by Nielsen for any given point in time for a show, the rating that was captured and present that number as a viewership number. We supply initially an estimated number for that day, but then are updated with real numbers by Nielsen for that time slot and reconcile the updated data. That is why you will see an (E) next to a number, for estimated, and once the (E) is no longer present, is now showing the updated number provided by Nielsen after the fact.

### What is the TV ad value based on?

iQ media uses Sqad data to calculate price data for advertising on each network, cable and syndicated television. Because of our ability to calculate the viewership in each time slot (based on Nielsen), and corresponding data of Sqad for costs to display advertising on the show and time, an accurate equivalent advertising rate can be given.

### How are Unique Views calculated for online news and blogs?

iQ media utilizes multiple sources for calculating online news and blog sites. A leading source of our data comes



from Compete.com, a leading provider of online metrics. With the Compete data along with other statistically sampled data for online sites, we are able to provide unique view data for approximately 300,000 online news and blog sites, more than any other news media database.

Unique views are determined as an individual who visits a given site. Many times to inflate numbers, page views are given which is the number of times an individual may go back to a given page during the sampling period (typically 30 days). The unique view more closely represents the print circulation number used by the ABS in determining readership.

### Online viewership ad equivalency

Online ad equivalency is determined by a standard process to which advertisers may calculate what a campaign may cost as it relates to banner ads on a website. Since we have online unique views for a site and an average of banner ad rates for given online tiers, an assumption is made on how many people will see that news article, just as they might see a banner ad.

This algorithm, then presents a value, based on unique view, likelihood of that viewership to read the article, and average banner ad rate. This calculation is also customizable for each customer, based on their own data of ad rates and likelihood of viewership of the article.



## How is Sentiment calculated?

Our sentiment product is rather unique in this industry. Rather than allocating a three-bucket approach (positive, neutral, negative) we have created a score approach. The scores can be customized for clients based on their needs.

The score allows us to differentiate the determination of positive or neutral, negative or neutral. Some clients call positive sentiment as anything that is not negative and vice versa. We can set the score cut offs based on client needs. We can also pick up client specific terms or phrases that are specific to their industries.

Our algorithm is based on the quality of language surrounding the search term and the determination of the sentimentality of the words that are in proximity to the result. We do not assess articles, social media, or television without the desired result.

why settle for simple  
media monitoring when  
you can accomplish so  
much more?



media intelligence platform

Contact iQ media today, and we'll  
show you a better way:

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