Local People Meters (LPM), Set Metered, Diary, and Code Reader Markets

- The Videa algorithm mimics the Nielsen industry-standard audience projections to derive ratings from two years of Nielsen data. The ratings forecast considers most recent airings versus the same period a year ago, and calculates a ratings forecast.
- Using initial direction from the station sales or research team, the Videa Research team validates ratings before they are published in the price guide.
- Videa weights baseline, trending, and most-recent performances as part of the calculation.

Local People Meters (LPM). Based on overnight ratings, Videa uses two years of history within the time frame of the estimate period for overnight ratings.

Metered Markets*. Videa looks at recent audience shares, seasonal viewing levels, and projects audience estimates.

Diary and Code Reader* Markets. Videa looks at recent audience shares, seasonal viewing levels, and projects audience estimates.

* *In 2016, Nielsen introduced new methodologies to Set Meter and some diary markets—Viewer Assignment and Code Readers. As a result, Videa has ingested the new methodologies into its current algorithm. Consequently, for these markets, the reference to Nielsen historicals denotes 2015 Impact data.*
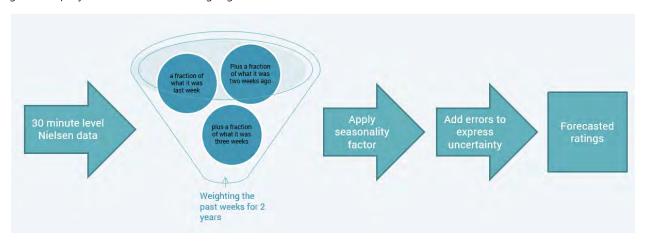
How It Works

Guided by industry standards, Videa uses the following methodologies when calculating ratings for all four Nielsen market types:

- For Local People Meters, Videa uses a proprietary, statistical moving average model that predicts Nielsen impressions on a given day and time for a recurring program.
- For Set Meter, Code Reader, and Diary markets, Videa forecasts based on an industry-recognized projection formula.

Videa forecasts ratings at the program level to ensure accurate delivery, and then adjusts for seasonality or anomalies such as specials, sports, and breaking news.

Over time, statistical modeling allows Videa to evaluate performance with every book, improve accuracy, and maximize forecast modeling. Note that the Videa algorithm simulates the market currency, either Nielsen or ComScore, over time.

This diagram displays the LPM forecasting algorithm.