Formula for Dollar Values

TV Access currently uses two formulas to determine dollar equivalency for television

affiliate broadcasts.

The first is based on the television advertising bureau’s (TVAB) published average cost per thousand HH. This figure is computed yearly and can be found on their website. TVAB computes this number by taking all the advertising time paid for in a year and dividing by the cost of this ad time. This figure has already been adjusted for large block purchases and make goods.

TV Access takes this cost per thousand HH and multiples it by the Nielsen ratings

number of thousand HH. When Nielsen does not rate a station or the time slot, TV

Access assumes that any station in market 1-10 has at lease 3,000 HH, markets 11-20 - 2,000 HH and stations above market 21-1,00 HH. When we do not know the exact time of the airing, and, therefore, cannot ascertain a HH figure, TV Access uses the sign-on-sign-off average HH figure to compute the dollar equivalency. All of these figures are added together to create the dollar equivalency listed first on TV Access’ reports.

TV Access uses National Association of Broadcaster’s (NAB) formula of 1999 and

updated in 2000, 2002, 2004, 2006, 2008, 2010 and 2012 for the average cost per 30-second PSA. NAB performs an extensive survey of stations for their Capitol Hill report. This survey has over a 90% completion rate (i.e., For TV over 700 stations responded and almost 4,000 for radio), NAB computes the value for all public service time nationwide and divides this figure by the number of 30 second blocks of public service time and arrives at and average cost of $136 per PSA. For radio, the current rate is $63. per PSA.

TV Access takes the number of broadcasts and multiples by the average cost per 30

second PSA ($136) to create the dollar equivalency listed second on TV Access reports.