






AUDIENCE + ASR

Cheat Sheet
2020

AUDIENCE AND ASR DATA PROVIDED BY MEDIA TYPE

Isentia's media intelligence database stores millions of media items across a wide variety of media types including: print, television, radio, online news and social media. Below you will find a summary of Isentia's audience data providers and the calculations used for ASR figures provided in Mediaportal (where available). For more detailed information about Isentia's media reach, please speak to your Account Management Team.

MEDIA TYPE	AUDIENCE DATA PROVIDERS	AUDIENCE DATA METRICS	ASR METRICS
TELEVISION 	Metropolitan television audience data is provided by OzTAM. Regional audience figures are provided by Nielsen/RegionalTAM	Isentia provide average timeslot audience data and make three pieces of data available on each article: Total Potential Audience, Males 16+ and Females 16+.	Broadcast (Television and Radio) ASR calculation takes the following metrics into account: Item duration, audience data, Cost per thousand (CPM), advertising rates. Note: Syndicate ASRs are included in the figure on a single item displayed in Mediaportal.
RADIO 	Radio audience data is provided GfK. Note: Some radio broadcasters do not participate in GfK surveys	Radio audience data is provided by GfK and is updated as soon as new data is available (8 surveys conducted annually).	
PRINT 	Australia is the Audited Media Association of Australia (AMAA) When a publication is not audited by AMAA, then Isentia endeavour to obtain circulation/print run figures directly from the publisher.	Edition Circulation (Can include: Daily, Weekly, Monthly and quarterly publishing cycles) Note: Isentia do not provide readership figures.	Ad cost per unit X article size in units= ASR Note: Section, supplement, colour loadings, readership or circulation figures are not taken in account when calculating ASR for print items.
ONLINE 	Online audience data is sourced from SimilarWeb. SimilarWeb currently have data available for approximately 92% of all online sites monitored by Isentia, with figures updated on a monthly basis.	SimilarWeb provide Isentia with Unique Daily Visitors (UDV) and Page Impressions Daily (PID). Note: Isentia provide Average Story Audience figures in Mediaportal Dashboard Average Story Audience = PID ÷ by number of stories published daily	Isentia's online ASR calculation takes the following metrics into consideration: Cost per thousand (CPM) Average Story Audience, Item Size Note: ASR figures are not available for all online items if any of the above components are missing.
SOCIAL 	Audience data is not guaranteed or provided for all social platforms. Currently number of followers at time of capture on Twitter is available.	N/A	N/A