

*Canada*

# GRP Methodology

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# MediaRadar GRP Methodology

MediaRadar acquired the Advertising Intelligence operations of Nielsen Canada in December 2016. Throughout 2017 we developed enhanced data gathering and reporting processes to better serve the Canadian market while also maintaining consistency and stability in service. Beginning in January 2018, MediaRadar monitors ad, occurrence, and GRP activity in Canada, providing the industry-standard measurement for GRP reporting.



## Gathering Ads and Occurrences

MediaRadar uses proprietary video-based pattern recognition (PR) technology to monitor TV airplay across all stations in our tracking universe. Our PR system automatically assigns recognized airplay to existing patterns, while unrecognized airplay is queued up as a new pattern for manual review. When a manual operator indicates that a new pattern represents ad content, that pattern is passed onto our classification team who assigns all creative-level detail.

All stations in our ad and occurrence collection are subject to 24/7 tracking on a weekly basis. Our occurrence level reporting includes the following: brand, creative, station, date, day of the week, time, length, break in program, position in break, number of commercials in the break, and program name.

## Market Coverage

Data is collected and reported on a market-by-market basis across six metered markets and seven non-metered markets.

### Metered Markets

- Toronto
- Montreal French
- Montreal English
- Vancouver
- Calgary
- Edmonton

### Non-Metered Markets

- Halifax
- Quebec City
- Kitchener
- London
- Ottawa
- Winnipeg
- Regina

Viewing audience information for all 13 markets is sourced to Numeris Respondent Level Data. Data is provided by Numeris on the following bases:



- PPM Panel for metered markets
- Sweeps data from the semi-annual surveys for non-metered markets for August 2021 and prior
- Balance markets from the PPM Panel for non-metered markets for September 2021 onward

## People meter markets are rated 52 weeks a year, 7 days a week, and 24 hours per day.

Non-metered markets for August 2021 and prior are rated during the spring and fall sweeps periods, with overnight hours (2 AM to 6 AM) excluded. The spring sweeps period ratings are used to estimate non-metered market GRPs for January-August, while the fall sweeps period ratings are used to estimate non-metered market GRPs for September- December. Viewing audiences are reported at the average-quarter-hour level by market and station for the average of all weeks in the sweeps period.

Non-metered market audiences for September 2021 forward are rated using the balance markets from the PPM Panel, emulating the previous non-metered process by creating a new sweep every week instead of creating semi-annual sweeps for Spring and Fall. Audience estimates are calculated weekly for the required networks in required balance markets by demographic for each day of the week and quarter hour. After the weekly average audience estimates are calculated, they are projected from the balance market to the local non-metered market based on non-metered market population relative to the balance market population.



### Commercial Coverage

All commercial types are included in GRP reporting except for:

- Station self-promotion ads found under the Class: Television Stations
- Paid Programming, Infomercials, and Barter/Contra expenditures
- Ad lengths over 120 seconds and under 10 seconds
- Ads found under the Category: Remaining Advertisers OR Unclassified

## GRPS

A gross rating point is a summation of individual rating points. A rating point represents the audience tuned to a particular station, expressed as a percentage of the total audience.

For non-metered markets for August 2021 and prior, initially reported GRP levels may slightly change throughout the year as a result of replacing the estimated ratings with actual Numeris sweeps audience measurement data as it becomes available.

## GRP Reporting

All reported GRPs reflect Live + 7 viewing audiences as provided by Numeris. GRPs are available in two formats:

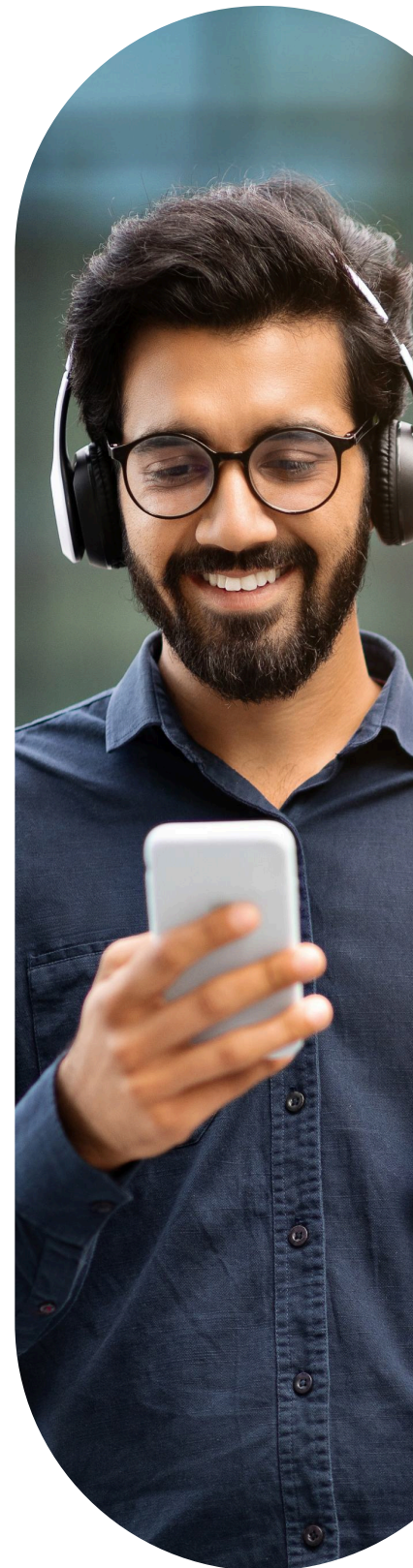
- **Spot:** Ratings points at the individual occurrence level reflect the specific minute viewing audience for the given market, station, and demo, as a percentage of the total audience for the given market and demo.
- **Program:** Ratings points at the individual occurrence level reflect the average minute viewing audience for the given market, station, and demo for all minutes in the specific telecast of a program (as defined by Numeris), as a percentage of the total audience for the given market and demo.

If a commercial features more than one product, each product is credited with the full GRP value for the commercial at the individual occurrence level, thus preventing any underestimation at the product level. GRPs at the aggregated company/advertiser level (or higher) are deduplicated to prevent any overestimation for commercials that feature multiple products.

All reported GRPs are unequivalized and do not reflect the length of the commercial. For example, a 15-second commercial and a 30-second commercial occurring during the same minute on a given station and market will have the same rating point value for the selected demographic.

## GRP Availability

GRPs are available on a weekly basis approximately two weeks after the end of each broadcast week.



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