

## HKTAM Glossary Highlights (香港電視觀眾收視調查的常見詞彙)

English	Chinese	Description
Analog Broadcast	模擬制式廣播	It involves the broadcasting of encoded analog audio and analog video signal. All TV broadcasting systems preceding digital television were analog television systems
Audio Matching	音頻匹配	Technique of signal identification in which the meter collects sample audio data from images displayed on the TV screen, which it matches against an array of known signals from a central reference source in order to establish the identity of the measured signals.
Average TV Audience	平均電視觀眾人數	The average number of members of a specified population (e.g. target group of individuals or households) viewing a TV channel over a given interval (e.g. programme, daypart).
Broadcasting	廣播	Over-the-air distribution of audio and/or video signals (programmes) to a large number of recipients ("listeners" or "viewers") within the technical reach of the signals. The main types of broadcast transmission include satellite, terrestrial and MMDS distribution.
Catch up TV Viewing	點播觀看	Online viewing of programs that are available on-demand for a specific period of time after the real-time broadcast. Catch up streams can be playback at any time only if the stream is available online.
Channel Share	頻道觀眾佔有率	Estimated audience share of a TV channel.
Commercial Ratings	廣告收視點	Audiences for advertising commercial spots. Different TAM systems employ different algorithms for computing commercial ratings/GRPs for minute by minute or second by second GRP measures.
Daypart	時段	Division of the broadcast day constituting a single timeband (e.g. early morning: 06.00-09.00; peak or prime time: 19.00-23.00, etc.). Most TAM systems divide the day into about eight dayparts (e.g. Early morning; Mid to late morning; Lunchtime; Early to mid afternoon; Late afternoon; Peak/Prime time, Late evening; Night).
Demographic Variable	人口統計因素	Population variable for classifying individuals or households in terms of personal or family characteristics. Examples include Region; Type of settlement; Household size; Age; Sex; Social grade/Socio-economic level; Work status; Occupation; Education; Presence of children; Life stage.
DTT (Digital Terrestrial TV)	數碼地面電視廣播	Digital TV broadcasted terrestrially over the air for reception by television (DTT) aerial antennae.
Establishment Survey	基準調查	Large-scale survey for collecting establishment, demographic and other household data. The ES provides the basis for deriving population profile estimates and determining target profiles for selected panel control variables (unless taken from other external sources). The ES samples are also generally used as a source of addresses for panel recruitment.
Extended Screen (PC)	伸延屏幕 (電腦)	It is defined as any PC (desktops, notebooks, netbooks, Mac) other than a traditional TV set that allows the viewing of TV content.
FTA (Free-To-Air)	免費(接收)頻道	Broadcast television channels that are free at the point of consumption. This category includes publicly funded channels (e.g. financed by the licence fee) and channels that are financed by advertising only or by a mixture of public funding and advertising revenues. It excludes any form of subscription or pay-per-view TV.
Gold Standard	收視研究準則	Industry declared correct audience values, most often used in connection with viewer ratings. The object of laying down "gold standards" is to prevent disputes between buyers and sellers of commercial airtime over the correct audience figures that have arisen on account of them using different software yielding different estimates of viewing.
HDTV (High Definition Television)	高清電視	Television broadcasting systems with notably higher resolution than conventional standard definition television (SDTV) systems. In order to achieve higher resolution HD broadcasts, a much greater bandwidth capacity is required, which has been facilitated by the development of digital compression technologies.
iDTV	內置數碼解碼器的電視	TV sets with in-built converters that can receive and display digital TV channels transmitted in the clear without the need for set-top boxes.

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In-tab Sample	有效樣本	The final sample yielding audience measurement data on a given day after polling and validation: It is equal to the in production sample less households that were not successfully polled and households that were successfully polled, but rejected during validation for technical or behavioural reasons.
Live Audience	實時收看觀眾	The audience of a commercial, daypart or programme at the time of its actual transmission.
Live Viewing	實時收看	Viewing of live broadcasts at the actual time of transmission, therefore not including any playback or time shifted viewing.
Panel	固定樣本	Representative survey sample from which data is collected over time. Panels may be short term and employ discrete one-off samples (e.g. some diary surveys) or continuous and long term with samples that change over time according to the number of homes that leave the panel and are replaced by new homes.
Panel Balance	觀眾樣本調整	Conformity of actual panel allocation to the ideal panel allocation for the selected panel control variables.
Panel Maintenance	觀眾樣本管理	Panel staff functions of preserving panel balance over time and likewise accuracy of panel classifications and quality of panel response through the exercise of regular and periodic quality control procedures.
Pay TV	收費電視	General term for all subscription TV and on-demand TV services.
Peplemeter	收視記錄儀	Generic name for the electronic measurement system which monitors the channel that a TV set is tuned to and the individuals present in the room while the TV set is switched on.
Peplemeter Measurement	收視記錄儀調查方法	General methodology for collecting TAM data by means of a household panel sample equipped with a dual metering system that registers (a) TV set status (i.e. which channel is being tuned to) and (b) viewer presence. Peplemeter TAM research is currently restricted to measuring in-home audiences with meters attached to each TV set.
Polling	數據採集	Procedure for collecting data from meter panel homes, usually by means of a telephone call from the central processing base of the data supplier, which downloads in the early hours of the morning meter data from the previous broadcast day(s) via a modem connection with the central meter data storage unit in the home.
Primetime	黃金時段	Evening daypart associated with largest audiences, generally between 19.00 and 23.00, though precise times may vary slightly by country.
Programme Logs	節目時間記錄	Record of all programmes transmitted by TV channels. The information may be provided by the TV channel itself or by an independent source and is matched against processed individual viewing statements so as to permit viewing figures for specific programmes. The logs may contain additional information, such as programme genre codes, which can be used to estimate and report audiences for different kinds of programming.
Reach	到達率	The cumulative percentage of a population that has been counted as viewers at least once during a specified interval.
Response Rate	成功受訪率	Index of survey response in surveys employing interview or self-completion questionnaires. The RR is typically defined as the total number of successfully completed interviews expressed as a percentage of the total number of addresses/individuals approached during a survey: the main reasons for non-response being absences and refusals. Precise operational definitions are highly variable, though.
Sample	樣本	One or more elements (individuals or households) selected from a universe to represent that universe.
Sampling Error	樣本誤差	Statistical measure of the possible deviation of a sample estimate from the true population value, assuming the sample to be representative of the population from which it has been drawn. The sample error is normally expressed as a margin of difference either side of the reported value within specified confidence limits (i.e. "there is an x% probability that the true population value lies within y units either side of the sample estimate"). Sample error is wholly distinct and not to be confused with sample bias, for which no parametric statistical assumptions can be made.

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Satellite TV	衛星電視	General term for all TV channels and other services that are transmitted via satellite and can be accessed via DTH or SMATV reception.
Simulcasting	同步廣播	Simultaneous broadcasting of a TV channel or programme on two or more different transmission systems (e.g. TV channels broadcast simultaneously in analogue and digital formats). Also, the simultaneous broadcast of the same programme on two or more different channels.
STB (Set-Top Box)	機頂盒	Device that receives, processes, converts and displays incoming TV signals, for display on TV sets. The set-top box may be designed to receive signals in analogue or digital form and from cable, satellite and terrestrial sources.
Survey Universe	調查總人口	The total population that is being measured or reported, as defined by a selection of demographic, geographic, housing, equipment and other criteria (e.g. nationality/language/ethnic origin). Within the total universe, TAM services may further designate one or more narrower universes (e.g. cable/satellite, region, etc.) that are controlled for and weighted separately.
Target Audience	目標觀眾	Core TV audience which an advertiser is aiming to reach; typically specified in terms of sex, age, socio-economic grade and housewife/main shopper categories. In many countries, airtime prices are negotiated with respect to specified target audiences.
Target Audience Rating Point (TARP)	目標觀眾收視點	Unit GRP with reference to a specified target audience.
Terrestrial TV	地面電視	TV channels broadcast terrestrially in analogue or digital and which can be received off-air.
TV Audience Measurement (TAM)	電視觀眾收視調查	Widely used acronym for Television Audience Measurement.
TV Audience Share	電視觀眾佔有率	Percentage of total TV viewing across a specified time interval of a given channel, programme or other use of TV set.
TV Broadcaster	電視廣播機構	Company/organisation broadcasting one or more TV channels.
TV Rating	電視收視點	The average percentage of a given population group watching a TV channel/programme across a set time interval. The concept of rating is generally restricted to TV, but may also be used for other media. One rating point equals 1 percentage.
Weight Factor	權重	Multiplication factor for converting the size of a sample to the population estimate for the survey universe.