**VIDEO TRANSCRIPT**

**UNDERSTANDING COVERAGE AND COMPOSITION**

The purpose of this lesson is to understand the media measurements called coverage and composition. You will find that the formula for ratings, reach and coverage sound the same and technically they are calculated the same way. It is a matter of the context of discussion and analysis.

After you finish this video lesson, you will be able to:

* Identify the concept of coverage and composition
* Calculate Coverage and Composition
* Explain the application of coverage and composition
* Explain how to read and report coverage and composition in a media document

Let’s start with the basic terminology you need to understand this lesson.

Coverage is the percentage of the population that might be exposed to a particular medium

Composition is the breakdown or make-up of that audience

In media, the word coverage can mean a number of different things. Generally, it is used to describe the percentage of population that might be exposed to a particular medium. Remember that when we are talking about exposure to the commercial message itself, these measurements generally tell you exposure the medium or media vehicle and not to the advertising message per se.

Composition is often a companion measure with coverage. I like to call them “lovers” (or companions) like reach and frequency, or ratings and impressions, or coverage and composition…like thunder and lightning, when you see one, you may hear the other. While coverage describes a percentage of the target population that might be exposed to a media vehicle, composition tells you the make-up or breakdown of that audience.

The application of the Coverage and composition audience measures works across any medium. In media, we use both measures to help us identify the best media for an advertising campaign. Coverage helps us determine the potential size of the audience we might expose the message to. Composition helps us understand that audience better and minimize waste. I seldom say to my students that we are in the waste management industry, meaning that we have to understand our media choices in order to reach as many of the right target audience as possible and no one else. Any wasted efforts or unintended exposure hitting the wrong audience is wasted money. And we don’t want to do that, especially your client’s or company’s money.

As a side note, in television, coverage is also used to mean the geographical area where the signal for the station reaches.

OK, let’s start. Let’s go with the calculations. Refer to the video lesson PPT.

STEP ONE: Calculating Coverage.

Consider the example showing readership for two publications, Glamour and Cosmopolitan Magazines.

Let’s calculate coverage specifically Glamour magazine.

The formula for coverage is calculated by taking the total demo audience divided by universe of demo multiplied x 100

Now look at Glamour’s Women 18-24 audience of readers.

In this example, 1,943 women 18-24 read Glamour Magazine.

The universe of women 18-24 for that market is 12,404.

Take the number of Women 18-24 who read Glamour or 1,942 divided by the Universe of Women 18-24 equals .1506 multiplied times 100 = 15.66%.

This means that Glamour has the potential to reach 15.66% of all women 18-24 in this market.

STEP TWO Calculating Composition.

 The formula for composition is calculated by dividing the Women 18-24 who read Glamour by the total Adults who read Glamour multiplied times 100.

Again, look at Glamour’s Women 18-24 audience of readers of 1,943 women 18-24 read this publication.

The total readership or audience of Glamour is 6,588, which by the way includes everyone who reads Glamour magazine.

Take the number of Women 18-24 who read Glamour or 1,943 divided by the total readership or audience of Glamour is 6,588 equals .2949 multiplied times 100 = 29.49%.

This means that out of all the adults who Glamour, 29.49% are women 18-24 in this market.

STEP THREE Report the Results

For Coverage: Of the population of Women 18-24 in this market, Glamour covers or reaches 15.66% of them.

For Composition: 29.48% of all Glamour readers are Women 18-24.

Now work out the calculation for coverage and composition for Cosmopolitan in the PPT for this video lesson. Remember that you can find the answer in the full lesson for this module.

See you in the next video lesson.