



STICHTING KIJKONDERZOEK

**APPENDIX 15: PERIOD SAMPLE CRITERIA 01-01-2015**

These criteria for period samples are used for the calculations of the Currency and for the report types ‘Live’ and ‘Time shifted viewing’.

For the calculation of campaign reach including time shifted viewing, a period sample is used based on the week in which the original broadcast took place (day 0).

Weeks: The number of weeks in the period sample.

Week days: The maximum number of a specific day of the week that can be missing

Total: The maximum number of days in total that can be missing

WEEKS	WEEK-DAYS	TOTAL
1	0	0
2	1	1
3	1	1
4	1	2
5	1	2
6	1	2
7	1	2
8	1	3
9	1	3
10	1	3
11	1	3
12	1	3
13	1	4
14	1	4
15	1	4
16	1	5
17	1	5
18	1	5
19	1	6
20	1	6
21	2	6

WEEKS	WEEK-DAYS	TOTAL
28	2	8
29	2	9
30	2	9
31	2	9
32	2	10
33	2	10
34	2	10
35	2	11
36	3	11
37	3	11
38	3	12
39	3	12
40	3	12
41	3	12
42	3	13
43	3	13
44	3	13
45	3	14
46	3	14
47	3	14
48	3	15

22	2	6
23	2	6
24	2	7
25	2	7
26	2	8
27	2	8

49	3	15
50	3	15
51	4	15
52	4	16
53	4	16
54	5	16