

**Unit 1****Lesson 1.3 - Broadcast Ratings**

History and Evolution of Sports &amp; Entertainment Marketing

**INTERNET ACTIVITY****Instructions**

Radio, cable and broadcast television companies and streaming providers measure their effectiveness and reach through ratings, which are expressed as a percentage of the potential TV audience viewing at any given time. Basically, a rating refers to the number of households or people tuned into a particular radio or television program in a specific time slot.

Many automatically associate the term “TV ratings” with Nielsen. This is understandable given Nielsen Media Research’s evolution as an American brand name, much like Kleenex, Band-Aid, Q-tip or Scotch Tape. Nielsen has established its service as the industry expert when measuring the number of people watching television shows and makes its data available to the television and cable networks, advertisers and the media.

Using the Internet, locate the following information pertaining to the concept of media ratings. Please be sure to make note of what site you visited to get the information (cite your source).

1. Which television show (non-sporting event) had the highest television ratings in the last year?

*Source:*

2. Which television show (sporting event) had the highest television ratings in the last year?

*Source:*

3. Which television show (non-sporting event) has the highest television ratings of all-time?

*Source:*

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4. Which television show (sporting event) has the highest television ratings of all-time?

*Source:*

5. Is there a ratings system in place for other forms of media (radio, streaming etc.)? If so, identify two specific examples in the space below.
6. Explain in detail why ratings are important to a media network AND to advertisers.