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What are sweeps in TV?

Sweeps are what advertisers and stations use to determine local ad rates (not so much national rates - those are gathered yearly) and thereby the revenue of the local newscast.

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What does sweeps week mean?

Sweeps Week was one week out of 4 consecutive weeks, in which tv viewers (or listeners in the case of radio) recorded their viewing habits by start and stop times, program name, station call letters and channel number. Sweeps occurred in February, May, July, and November.

What are the sweeps?

Each year, Nielsen processes approximately two million paper diaries from households across the country, for the months of November, February, May and July—also known as the "sweeps" rating periods. ... Over the course of a sweeps period, diaries are mailed to a new panel of homes each week.

What are sweeps periods?

TV Sweeps Periods In most local DMA areas, Nielsen ratings are taken in February, May, July, and November. Each of these rating periods (also called "sweeps") are conducted over four weeks. Depending on the size of the DMA, the ratings are recorded electronically or by paper diary.

How do they know how many viewers?

TV ratings are compiled daily by the Broadcasters' Audience Research Board. ... As well as demography and geography the panel is selected according to platform, whether the TV set or via desktop, laptop or tablet. The devices themselves log data about who in the household is viewing and what they are watching.

What is the definition of sweep?

1a : to clean a surface with or as if with a broom. b : to move swiftly, forcefully, or devastatingly the wind swept through the treetops. 2 : to go with stately or sweeping movements proudly swept into the room. 3 : to move or extend in a wide curve or range. sweep one off one's feet.

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