

PART 2

For questions 13-24, read the text below and think of the word which best fits each space. Use only one word in each space. There is an example at the beginning (0). Write your word on the separate answer sheet.

➔ Example: 0 0 *down* 0

TV RATINGS

As you settle (0) *down* in front of your television, have you (13) _____ wondered how TV ratings are calculated? Don't worry, we're not (14) _____ watched while we're in front of the TV. It's the Audience Research Board (ARB) that works (15) _____ the ratings for each programme. To (16) _____ this, the board appoints researchers whose task is to choose from a sample of viewers, who receive a small payment for (17) _____ cooperation. To gather the required information, the researchers connect the viewer's TV set and video recorder to electronic meters which record when these appliances are turned on and off and what is being viewed.

There is a difference (18) _____ counting TV programmes and those recorded on video. To count the latter, the day, time and channel are imprinted by the electronic meter. (19) _____, only when the video is watched does the programme recorder on the meter become activated. It sounds complicated but the ARB need to separate live recordings (20) _____ taped ones.

(21) _____ problem is the number of viewers in one household. If there is

(22) _____ than one viewer, then the household is given a special remote control.

Finally, (23) _____ all the figures are collected, they are compared to the TV guides and

(24) _____ the end the national viewing figures are calculated.

ANSWER SHEET

DO NOT WRITE
HERE

13		13
14		14
15		15
16		16
17		17
18		18
19		19
20		20
21		21
22		22
23		23
24		24