

TV RATINGS

Read the text below and decide which word best fits each space.

As you settle (1) _____ in front of your television, have you (2) _____ wondered how TV ratings are calculated? Don't worry, we're not (3) _____ watched while we're in front of the TV. It's the Audience Research Board (ARB) that works (4) _____ the ratings for each program. To (5) _____ this, the board appoints researchers whose task is to choose from a sample of viewers, who receive a small payment for (6) _____ 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 (7) _____ counting TV Programs and those recorded on video. To count the latter, the day, time and channel are imprinted by the electronic meter. (8) _____, only when the video is watched does the program recorder on the meter become activated. It sounds complicated but the ARB need to separate live recording (9) _____ taped ones.

(10) _____ problem is the number of viewers in one household. If there is (11) _____ than one viewer, then the household is given a special remote control. Finally, (12) _____ all the figures are collected, they are compared to the TV guides and (13) _____ the end the national viewing figures are calculated.

