

**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	<i>down</i>	0
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**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

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