Appendix VII

1. Note that \( \text{Total OTS} = \text{OTS/person reached} \times \text{Expected reached in OOO's.} \)

\[
1615.78 = 3.82 \times 422.51.
\]

2. Total expected number reached is the addition of all the numbers under the column 'expected reach in OOO's.'

3. The number 11036.60 is the addition of the numbers under the column 'Total OTS in OOO's.'

4. Total reach in percentage = \[
\frac{\text{Total expected reach(in nos.)}}{\text{Target audience}}
\]

5. \( \text{OTS/person reached} = \frac{\text{Total OTS}}{\text{Total expected no. reached}} \)

6. The number 32.52 = \[
\frac{\text{Total expected reached having OTS} \geq 4}{\text{Target audience}}
\]

7. Discrepancy, if any, is due to rounding off errors.