GEOPLAN MEDIA DATA

The following media information has been sourced by Geoplan from recognised research bodies to provide the definitive view of media activity in the UK. All data is available in the form of digital boundaries and/or Postcode look-up tables, to provide a comprehensive range of products for all media applications.
There are three different levels of Media data available from Geoplan:

- TV-Plan – (Includes ITV BARB and ISBA Boundaries)
- News-Plan – (Includes local Newspaper Boundaries)
- Radio-Plan – (Includes local Independent Radio Boundaries and local BBC Radio Boundaries)

TV-Plan
BARB Boundaries
The Geoplan BARB (British Audience Research Board) TV boundary data set contains non overlapping boundaries of broadcast areas for ITV Regions in the UK. These boundaries have been matched to the most recent Postcode Sector information compiled by Geoplan/Royal Mail. The segmentation of ITV areas by up-to-date postal geography makes this information more relevant and immediately useful for marketing purposes than the traditional segmentation of regions by local authority areas. The Geoplan BARB TV boundary data can be combined with other geo-demographic data within a mapping package to enable the user to locate and target specific audiences, as well as to readily co-ordinate mailing and TV advertising campaigns and viewer surveys.

The BARB TV Regions information was last sourced from BARB in tabular format from March 2016 (based on data from RSMB Television Research). RSMB are responsible for the design of the audience survey, profiling the audience and calculation of viewing habits and reception densities on behalf of BARB Ltd.

Using this information the BARB TV boundaries were constructed using the Geoplan SuperPro Postcode Sector Boundaries, and have been continually updated to reflect the changes in this geography. The BARB TV boundary data set is updated at every postcode release to reflect the latest release of Postal Sector Boundaries maintained by Geoplan. The area description is stored as attribute data for each region.
Geoplan also produce a separate Postcode Sector to BARB table in which the all Postal Sectors are assigned the relevant Region. Where there are overlaps of regions in a Sector, the Sector will occur multiple times with one listing per region.

Postcode Sector to BARB Table
The Geoplan Postcode Sector to BARB (British Audience Research Board) Area tables provide a useful tool for marketing and advertising applications. The table lists all Postcode Sectors and the BARB stations which cover that Sector. This is now supplied as a non-overlapping product.

As postal geography has become more important for a wide variety of marketing and advertising applications, segmentation of BARB Areas by this geography has become increasingly relevant and useful. The BARB to Postcode Sector table can be used in combination with other postcode based digital media data sets or geo-demographic data available from Geoplan.

ISBA Boundaries
The Geoplan ISBA (Incorporated Society of British Advertising) TV boundary data set contains non-overlapping boundaries of broadcast areas for ISBA TV Commercial Regions in the UK. The segmentation of ISBA TV Regions by up-to-date postal geography makes this information more relevant and immediately useful for marketing and advertising purposes than the traditional segmentation of television regions by local authority areas. The Geoplan ISBA TV boundary data can be combined with other geo-demographic data to enable the user to locate and target specific audiences, as well as to readily co-ordinate mailing and TV advertising campaigns and viewer surveys.

The ISBA TV region boundaries are derived from the BARB TV regions information. BARB TV Regions were initially defined in terms of Postcode Districts in 1992 using data obtained from the Establishment Survey database held by RSMB Television Research. These ITV Region boundaries were previously overlapping and defined at postcode district level. In order to convert these regions to non-overlapping ISBA regions audience density percentages for postcode sectors which fall within the overlap areas are used to allocate sectors to form geographically contiguous ITV Regions. Non-overlapping boundaries have advantages for some applications where a one to one correspondence between a postcode sector and the primary ITV region covering that area is required, and also are more readily integrated into some desktop mapping systems.

The source data allocating postcode sectors to the relevant ITV Region used to construct the Geoplan ISBA Boundaries was acquired from RSL media research in tabular form. The digital geographic ISBA TV Region boundaries were constructed using the Geoplan Postcode Sector Boundaries. These boundaries have been continually updated to match changes in the Postal Sector geography maintained by Geoplan. The ISBA region code and the ISBA region name are both held as attribute information on the Boundary data set.

Geoplan also produce a separate Postcode Sector to ISBA table in which the all Postal Sectors are assigned the relevant ISBA Region. As the ISBA regions are non-overlapping a Postcode Sector can only assigned to only one region. The ISBA code provides the link between this data file and the Geographic ISBA region boundary data.

Postcode Sector to ISBA Table
The Geoplan Postcode Sector to ISBA (Incorporated Society of British Advertising) Area tables provide a useful tool for marketing and advertising applications. The table lists all Postcode Sectors and the ISBA stations which cover that Sector. ISBA data does not contain any overlaps, so no Sectors will be duplicated in the table.

As postal geography has become more important for a wide variety of marketing and advertising applications, segmentation of ISBA Areas by this geography has become increasingly relevant and useful. The ISBA to Postcode Sector table can be used in combination with other postcode based digital media data sets or geo-demographic data available from Geoplan.

News-Plan
Local Newspaper Boundaries
The Geoplan Local Newspaper Areas data set is comprised of overlapping regions representing the distribution areas of Local Newspapers. The segmentation of Local Newspaper Areas by up to date postal geography provides a useful tool for many marketing and advertising applications. The Local Newspaper Area boundaries can readily be used for geographic analysis and query particularly in combination with other postcode based digital media data sets or client specific geo- demographic data.

The Newspaper information was originally sourced in tabular format from The Newspaper Society. Newspaper distribution and readership information is collected via digital questionnaires which are supplied to the individual Newspaper Offices, and returned to the Newspaper Society in completed form, every six months or when changes occur. The Newspapers nominate the Postcode Sectors within which their publication is available as well as completing other details including the name, frequency and type of the publication. This source data was last supplied to Geoplan in May 2016.

The Geoplan SuperPro Postcode Sector Boundaries were used to construct the corresponding Local Newspaper Distribution Area boundaries. These boundaries have been continually updated to reflect the changes in the Postal Sector geography maintained by Geoplan. The Local Newspaper Boundaries are generally updated at each postcode release along with the postcode boundary data.

Geoplan also produce Postcode Sector to Newspaper Table. This table lists all Postcode Sectors and the corresponding Newspapers that can be received in those areas. Where Newspaper distribution areas overlap the corresponding sectors will occur multiple times in the table with one listing per Newspaper.

There are various types of Local Newspaper boundaries included in the data set. These include free papers, paid papers and a number of combined papers (free and paid publications i.e. they are partly subsidised). Also the papers are defined by frequency which includes evening papers, morning papers, weekly papers, monthly papers, Sunday papers and also fortnightly papers. Note that National Papers are not included in this data set. Frequency Code Descriptions for the field FREQUENCY:

- E - Evening
- M - Morning
- W - Weekly
- S - Sunday
- F - Fortnightly
- Y - Monthly

Newspaper Type Codes for the field TYPE:

- F - Free
- P - Paid
- C - Combination of Free and Paid

Some Postcode Sectors were not included in the source data provided by The Newspaper Society. It is hoped these postcode sectors will be included in subsequent updates of the source data and can then be incorporated into the Geoplan Local Newspaper Boundary data set. A record has been included in the data set with ID code 0 for these Sectors.

The Newspaper Group Table is an extra file provided in text format which works as a look-up table to identify which Newspaper Groups produces a given newspaper.

Postcode Sector to Newspaper Table
The Geoplan Postcode Sector to Newspaper tables provide a useful tool for marketing and advertising applications. The table lists all Postcode Sectors and the Newspapers which cover that Sector. In many instances, a Postcode Sector will be covered by more than one Newspaper. In this case, a Postcode Sector will occur multiple times in the appropriate table, one record for each Newspaper which it covers.

Radio-Plan
Local Radio Boundaries
The Geoplan Local Radio Broadcast Areas boundary data set is comprised of two separate data layers detailing Independent Local Radio (ILR) and BBC broadcast areas. These areas contain overlapping polygon boundaries which have been matched to the most recent Postcode Sector information compiled by Geoplan. As postal geography has become more important for a wide variety of marketing and advertising applications, segmentation of Local Radio Broadcast Areas by this geography has become increasingly relevant and useful. The Local Radio Area boundaries can readily be used in combination with other postcode based digital media data sets or geo-demographic data available from Geoplan.

The current RAJAR data was supplied in November 2016.

RAJAR was established in 1992 to operate a single audience measurement system for the UK. They commission the collection of radio audience data through the distribution, collection and analysis of questionnaires which go to selected homes across all radio areas. RAJAR also maintain a definition of the radio station "total survey area" (ILR stations) or the "Editorial Area" (BBC stations) which is made up of a number of whole Postcode Sectors. Information on the Postcode Sectors included in each broadcast area is gathered from the individual radio stations. Geoplan receive updates of the source data from RAJAR.
The broadcast area geographic boundaries are constructed using this source information and the Geoplan SuperPro Sector Boundaries. The Local Radio Broadcast Areas are updated at each postcode release to reflect the changes in the Postal Sector geography maintained by Geoplan.

Geoplan also produce Postcode Sector to Radio tables. These tables list all Postcode Sectors and the corresponding ILR and BBC radio stations (and radio regions) that can be received in those areas. Where a sector is covered by two or more ILR or BBC stations, the sector will occur multiple times with one listing per region.

ILR Broadcast Areas:

There are a number of different ILR broadcast areas covering the UK. These broadcast areas are represented as overlapping polygon regions in the boundary data set. In many Postcode Sectors a listener may be able to receive multiple ILR stations resulting in the overlapping polygons. The ILR radio station code and name is attributed for each Area. The areas with a code of 0 (No Data) indicate that no information was available for the Postcode Sectors which define those areas.

BBC Broadcast Areas:

There are a number of different BBC broadcast areas covering the UK. These broadcast areas are represented as overlapping polygon regions in the boundary data set. In many cases a listener may be able to receive multiple BBC stations resulting in the overlapping polygons. The BBC radio station code and name is attributed for each Area. The areas with a code of 0 (No Data) indicate that no information was available for the Postcode Sectors which define those areas.

Postcode Sector to Local Radio Broadcast Areas Table

The Geoplan Postcode Sector to Local Radio Area tables provide a useful tool for marketing and advertising applications. The table lists all Postcode Sectors and the BBC radio station broadcast areas which cover that Sector. Similarly the ILR table lists all Postcode Sectors and their corresponding Independent Local Radio (ILR) station broadcast areas. In many instances a Postcode Sector will be covered by more than one ILR station, BBC station. In this case a Postcode Sector will occur multiple times in the appropriate table, one record for each station or region which it covers.

Product Details

- Coverage: UK
- Format: Various
- File Suffix: .Various
- Source: Geoplan/RSMB/Newspaper Society/ISBA/RAJAR
- The data is sorted on COM_SECT
- Projection: OSGB (Including that of Northern Ireland)
- License type – Annual
- Update frequency per annum: 2 Geoplan Updates are conducted as standard
- Copyright Information: © Geoplan Spatial Intelligence Ltd 2017

Update Information

The Media data products are derived from changes in the Geoplan SuperPro Sector Boundary product and changes to the media information from the various suppliers. Geoplan update the Geoplan SuperPro Postcode Sector boundaries data on a 6 monthly basis in line with the Postal Address File (PAF) updates of the following months:

- MARCH (03)
- SEPTEMBER (09)

The standard supply option for this data is to receive a 6 monthly supply as part of the perpetual licence. Geoplan often refer to the release of these 6 monthly updates as "Release 57", "Release 57-2", "Release 58" etc which is a direct reference to the Postcode Updates of Royal Mail. Other Postcode changes occur at other months of the year but are not release changes to existing postcodes – this to limit the impact of these types of changes to users by such amendments to the various postcode products.

File Names

TV-Plan – (Includes ITV BARB and ISBA Boundaries) is provided as a single file (including associated files for the chosen format)

- BARB_09_14 (BARB Boundaries)
- BARB_S09_14 (BARB to Postcode Sector lookup table)
- BBC_TV_09_14 (BBC Boundaries)
- BBC_TV_S09_14 (BBC to Postcode Sector Lookup Table)
- ISBA_09_14 (ISBA Boundaries)
- ISBA_S09_14 (ISBA to Postcode Sector lookup table)

News-Plan – (Includes local Newspaper Boundaries) is provided as two files (including associated files for the chosen format)

- PAP_09_14 (Local Newspaper Boundaries)
- PAP_S09_14 (Local Newspaper Boundaries to Postcode Sector lookup table)

Radio-Plan – (Includes local Independent Radio Boundaries and local BBC Radio Boundaries) is provided as four files (including associated files for the chosen format)

- BBC_09_14 (BBC Local Radio Boundaries)
- BBC_S09_14 (BBC Local Radio to Postcode Sector lookup table)
- ILR_09_14 (Independent Local Radio Boundaries)
- ILR_S09_14 (Independent Local Radio to Postcode Sector lookup table)

In the lists above the month of September 2014 is used as an example to illustrate the file name, this will change according to the month and year of the data supply it represents e.g. BARB_03_15 will represent March 2015 for the BARB Boundaries file.

Level of Detail
The Media to Postcode lookup tables are provided at POSTCODE SECTOR. The Number of records will vary between releases but as a guide the following can be used:

POSTCODE SECTOR LEVEL – number of records 9500* (approximate only)

*This is the unique number of geographical units – the number of records actually generated as result of the Media will fluctuate depending on the number of media items in questions especially for media that cover the same Postcode Sectors.

The attributes supplied in each of the three Media products are illustrated below:

TV-PLAN (BARB Attributes)

Header Record	Description	Maximum Field Size
BARB_ID	Station Code identifying ITV Station	Integer
BARB_NAME	ITV Station name	24

TV-PLAN (BARB Postcode Sector lookup Attributes)

Header Record	Description	Maximum Field Size
COM_SECT	Postcode Sector (Commercial Format)	6
BARB_ID	Station Code identifying ITV Station	Integer
BARB_NAME	ITV Station name	24

TV-PLAN (BBC Attributes)

Header Record	Description	Maximum Field Size
BBC_ID	BBC Television ID	Integer
BBC_NAME	BBC Television Name	26

TV-PLAN (BBC Postcode Sector lookup Attributes)

Header Record	Description	Maximum Field Size
COM_SECT	Postcode Sector (Commercial Format)	6
BBC_ID	Station Code identifying BBC Station	Integer
BBC_NAME	ITV Station name	26

TV-PLAN (ISBA Attributes)

Header Record	Description	Maximum Field Size
ISBA_ID	Station Code identifying ITV Station	1
ISBA_NAME	ITV Station name	18

TV-PLAN (ISBA Postcode Sector lookup Attributes)

Header Record	Description	Maximum Field Size
COM_SECT	Postcode Sector (Commercial Format)	6
ISBA_ID	Station Code identifying ISBA Station	1
ISBA_NAME	ISBA Station name	18

NEWS-PLAN (Newspaper Attributes)

Header Record	Description	Maximum Field Size

PAPER_ID	Newspaper ID Code	Integer
PAPER_NAME	Newspaper Name	68
TYPE	Publication Type	3
FREQUENCY	Publication Frequency	3
PUB_DAY	Publication Day	15
CIRCULATION	Newspaper Circulation Figures	Integer
NEWS_GRP	Newspaper Group	52

NEWS-PLAN (Postcode Sector lookup Attributes)

Header Record	Description	Maximum Field Size
COM_SECT	Postcode Sector (Commercial Format)	6
PAPER_ID	Newspaper ID Code	Integer
PAPER_NAME	Newspaper Name	68
TYPE	Publication Type	3
FREQUENCY	Publication Frequency	3
PUB_DAY	Publication Day	15

NEWS-PLAN (Newspaper Attributes)

Header Record	Description	Maximum Field Size
PAPER_NAME	Newspaper Name	68
PAPER_GROUP	Newspaper Group that produces the newspaper	32

RADIO-PLAN (Independent Local Radio Attributes)

Header Record	Description	Maximum Field Size
ILR_RADIO_ID	ILR Radio Station Code	4
ILR_RADIO_NAME	ILR Radio Station Name	46

RADIO-PLAN (Independent Local Radio Postcode Sector lookup Attributes)

Header Record	Description	Maximum Field Size
COM_SECT	Postcode Sector (Commercial Format)	6
ILR_RADIO_ID	ILR Radio Station Code	3
ILR_RADIO_NAME	ILR Radio Station Name	46

RADIO-PLAN (BBC Local Radio Attributes)

Header Record	Description	Maximum Field Size
BBC_RADIO_ID	BBC Radio Station Code	3
BBC_RADIO_NAME	BBC Station Name	42

RADIO-PLAN (BBC Local Radio Postcode Sector lookup Attributes)

Header Record	Description	Maximum Field Size
COM_SECT	Postcode Sector (Commercial Format)	6
BBC_RADIO_ID	BBC Radio Station Code	3
BBC_RADIO_NAME	BBC Station Name	41

Other Products
Geoplan have a range of other Postcode related products that are available and can be supplied separately or in a combination with the Media data such as the Geoplan SuperPro Sector Boundaries, the Postal Address File (PAF), & Geopoint.

Further Information
This information is specific to the SuperPro Postcode Sector Boundaries but could also have a bearing on the Media as the media data using the SuperPro Postcode Boundaries in the building of the products.

Recognition of Inland Water:
Inland water bodies are not included as 'holes' in Geoplan boundaries, although there are four exceptions - Loch of Strom on Shetland, Loch Lomond in Scotland, Lough Neagh in Northern Ireland and Strangford Sea Loch, also in Northern Ireland, which has been made into a closed Loch.

Where Postcode sectors occur close to inland waters the sector boundary runs along the centre of the water body. Alternatively, if settlements alongside the lake/loch have different postal sectors because or their accessibility/relative distances to postal delivery offices the sector may cut across the water body to accommodate this. Postcode Boundaries often follow man-made and natural features, but are not intended to represent them.

Coastline Source:
Larger estuaries such as the Firth of Tay and Forth, Tyne, Thames and Exe are included in Geoplan boundaries, although not necessarily up to their tidal limit. Geoplan often cuts across smaller estuaries, although on some a small inlet may be shown to gain a general outline of the coast.

Non-Geographic Postcodes:
The Non-Geographic Postcodes are excluded from all Media data sets.

Isle of Man:
The Geoplan product also contains the Isle of Man Sectors IM1 0, IM2 0, IM3 0 and IM8 0, but do not actually exist as real codes. This is because, although the extents of the Districts IM1, IM2, IM3 and IM8 are known, the boundaries of the Sectors within them cannot be determined. No maps exist at the Isle of Man Post Office which show these Sectors, so the non-existent Sectors listed above were created by Geoplan to take their place.

Contact Information:

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