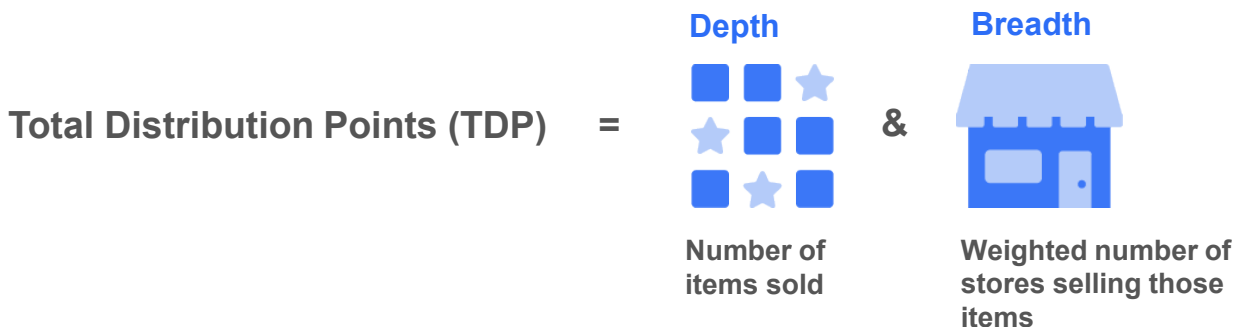# Understanding Total Distribution Points (TDP)

What are Total Distribution Points (TDP)?

TDP stands for Total Distribution Points (also known as Cumulative Distribution Points, CDP). TDP accounts for both the number of items sold (depth) as well as the weighted number of stores selling those items (breadth):

Depth   **Breadth**

Total Distribution Points (TDP)   =   **&**

Number of items sold   **Weighted number of stores selling those items**

How are Total Distribution Points (TDP) calculated?

Total Distribution Points (TDP) are calculated by adding the %ACV or Weighted Distribution of each individual item, regardless of retail shelf space. Depending on the client and/or country, either %ACV or Weighted Distribution is used as the primary distribution measure.

- TDPs are reported/calculated using the lowest period granularity available.

Important - Pre-aggregated data or disaggregated data* have different additive rules:

Dimension	US	Global
Market	Dis-Agg: Recalculates from store/week/UPC detail Pre-Agg: Non-Additive	Non-Additive
Product	Sum	Sum
Period	Average	Average

Not sure if you have pre-aggregated or disaggregated data? Ask your NIQ Client Services representative.

Understanding Total Distribution Points (TDP)

How are Total Distribution Points (TDP) calculated? (continued)

Example: What is the TDP for my brand?

	Wtd Dist (%ACV)
Total Brand	**100.0**
Brand Pepperoni Pizza UPC	100.0
Brand Cheese Pizza UPC	75.1
Brand Supreme Pizza UPC	73.2
Brand Margherita Pizza UPC	0.5
Remaining Brand UPCs	0.3
Brand TDP	**249.1**

> The maximum TDP of an item is 100
>
> 100 TDP = **1 item**

> At the UPC-level, Wtd Dist (%ACV) and TDP will be the same. At the product group level, these measures can differ.

> TDP Reach is available

How do we use Total Distribution Points (TDP)?

Weighted Distribution (%ACV) only tells us the breadth of distribution. Total Distribution Points (TDP) factor in the depth of the distribution to show a more complete picture.

In this example, TDP shows that while Brand A and Brand B are both sold in 100% of the market, Brand A has **more items available** in the market.

Example: Which brand has the best availability?

	Wtd Dist (%ACV)	TDP
Brand A	100.0	1258.7
Brand B	100.0	347.4

> TDP tells us both the breadth and depth of distribution

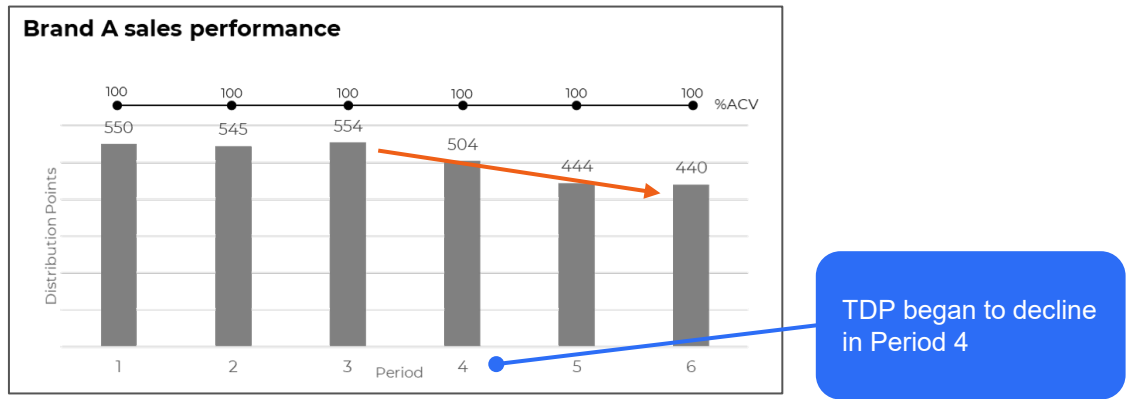> Wtd Dist (%ACV) only tells us the breadth of distribution

> TDP and TDP Reach are most relevant when compared to other products or compared to itself over time.

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Understanding Total Distribution Points (TDP)

Total Distribution Points (TDP) business application (continued)

Analysis example 1: Why is my volume down when Wtd Dist (%ACV) is unchanged?

In this example, **volume sales began eroding in Period 4,** yet Wtd Dist (%ACV) remained at 100%. However, **TDP declined** as the equivalent of one item was lost.

Brand A sales performance

Period	1	2	3	4	5	6
%ACV	100	100	100	100	100	100
Distribution Points	550	545	554	504	444	440

TDP began to decline in Period 4

💡 TDP can provide an explanation behind volume changes when Wtd Dist (%ACV) alone cannot.

Analysis example 2: Does my item have its fair share of distribution?

Comparing TDP share to volume share can highlight which brands to target or defend against for shelf space.

In this example, Brand B has **less than** its fair share of distribution.

Calculation: Fair Share (distribution) = (% TDP Share/% Volume Share) x 100

	TDP	% TDP Share	% Volume Share	Fair Share
Category	**2000**	**100**	**100**	**100**
Brand A	1200	60	53	113
Brand B	600	30	40	75
Brand C	200	10	7	143

Brand B has **less than** its fair share of distribution

Total Distribution Points (TDP) business application (continued)

Analysis example 3: Did my new items add to a brand or are they being swapped out?

In this example, Cherry was introduced as a new flavor in June and became available quickly. However, **retailers swapped out** the strawberry flavor with cherry.

Cherry was introduced in June and became available quickly.

But retailers swapped out the strawberry flavor with cherry.