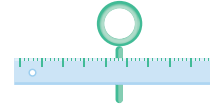




VIEWING



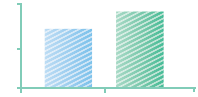
DEVICE



MEASUREMENT



DATA



OUTPUT

TV SET

BROADCAST CONTENT: PROGRAMMES AND COMMERCIALS

- Within 7 days after broadcast: the Viewing Total
- Within 28 days after broadcast

ALL AVAILABLE TV SCREENS

- **Regardless of source** (cable/IPTV/glass fibre/satellite dish)
- **Regardless of device** (HD recorder/Set top box/connected TV/Media Center)

SKO VIEWER PANEL

- Conducted by GfK
- Representative, 6+
- 1250 households
- 2750 persons
- Per second, for more than 180 channels, for 28 days
- Nielsen registration of programmes, commercial breaks and spots

WHO IS WATCHING WHAT CONTENT, AND WHEN?

- Reach
- Viewing time
- Ratings
- Frequency
- Profiles
- Incl: shared viewing/guest viewing
- Market shares
- Harmonised broadcast data for programmes, spots and commercial breaks

VIEWING BEHAVIOUR REGARDING BROADCAST ON TV SET

- Each day at 7:30 AM

ONLINE

PROGRAMME-CONTENT LIVE AND ON DEMAND

ONLINE VIDEO COMMERCIALS

PC, LAPTOP, TABLET OR SMARTPHONE (ONLINE)

- Through website or app of a participating publisher

SKO ONLINE PANEL

- Conducted by Kantar Media, TNS Nipo
- Representative, 6+
- 5000 persons
- All available online devices of all the persons within the household
- Approx. 9500 devices in total

WHO IS WATCHING WHAT CONTENT, AND WHEN?

- Reach
- Viewing time
- Ratings
- Frequency
- Profiles
- Including: co-viewing

VIEWING BEHAVIOUR REGARDING ONLINE PROGRAMME CONTENT (LIVE AND ON DEMAND)

- Within 10 days after broadcast

SKO CENSUSDATA

- Measuring stream starts and programme minutes
- Measuring starts and playout % of online video commercials
- Conducted by comScore and Kantar (plus certified suppliers such as Conviva)

TOTAL NUMBER OF STARTED ONLINE PROGRAMMES, VIDEOS AND VIDEO COMMERCIALS, INCLUDING PLAYING TIME

DATA INTEGRATE

VIEWING BEHAVIOUR REGARDING ONLINE VIDEO COMMERCIALS

- Within 2 days after broadcast
- Supply to market will start early 2016

WHAT'S NEW?

- Online ratings for programmes and (later on) video commercials: who's watching online and what is their profile?
- By combining panel data and census data, reach and viewing volume of the SKO Online Panel can be reported upon even more accurately.
- The world's first system that employs a hybrid method to deliver high quality, detailed (programmes and commercials) data on a daily basis.



Text: Frans Kok (Zeist, Netherlands)
Design: Krijn Ontwerp (Nijmegen, Netherlands)

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ONLINE REACH AND VIEWING BEHAVIOUR WITHIN TARGET GROUPS

NEW!

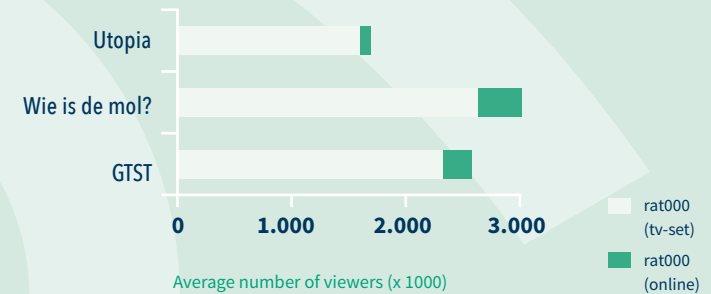
For the first time, it is possible to report the reach of programmes and video commercials viewed online per target group. How many people watched 'GTST' on their tablet and what was their profile? What percentage of my target group viewed which programmes

on 'RTL XL'? What were the online ratings among female viewers of the 'Utopia' broadcast? How many people, on average, viewed the online broadcast of 'Wie is de Mol'? In due course: how many younger people got to see Vodafone's online video campaign?

TOTAL RATINGS: 'ONLINE' AND 'OFFLINE' ADDED UP

NEW!

The average number of viewers that used a TV set and the average number of online viewers may be added up. The result is the total ratings per programme, per target group.



CAUTION: FICTITIOUS DATA!

ONLINE CAMPAIGN RESULTS

COMING SOON!

Soon, you will be able to calculate campaign results for online video commercials that were distributed to participating publishers and media bureaus.

CAMPAIGN	TARGET GROUP	PERIOD	NET REACH ONLINE	ACF ONLINE	ONLINE GRP'S
Auto Y	M20-49	Wk 4	5,5%	4,0	22
Loterij X	35+	Wk 5-6	12,0%	6,5	78

CAUTION: FICTITIOUS DATA!