NEW VIEWER SURVEY
IN DENMARK

Starting January 2017

ASI – November 2016 - Budapest
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AGENDA

// From Single Source to Hybrid Measurement

// What will be measured?

// Four Data Sources
  - three new ones and the TVM panel

// Take Outs
  - What are we looking forward to?
The people-meter survey in Denmark has been delivered by Kantar Gallup since 1992. Likewise, Gallup won the tender in 2015 to provide the new Viewer Survey and deliver daily ratings in 2017-2021.
WHAT WILL BE MEASURED?

The measurement requires Watermarking and Tagging

This is a measurement of those parties who will allow themselves to be measured
# TV & VIDEO MEASUREMENT SOLUTIONS

## Viewer Survey Denmark

### Core TV

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<th>Live Broadcast</th>
<th>DVR</th>
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* Brands: Viacom, Turner, MTV, Disney, Discovery Network, Fox, DR, TV2, Kantar, Gallup*
FOUR DATA SOURCES
From Single-Source to Hybrid Measurement

Lesson learned: Adding the Virtual Meter in the current TAM survey is adding too much measurement for one household. Compliance declines.

Thus, our new Viewer Survey will use multiple data sources to ensure more precise measurement.
EACH SOURCE CONTRIBUTES STRONGLY

Base Panel
Digital Meter Panel
Web Profile Panel
Census Data
**Base Panel**
n = 2600 individuals
- Measures TV-sets
- measures Smart TV
Universe = TV-HH

**Digital Meter Panel**
n = 1000 individuals
- measures PC, laptops, tablets, Smartphones
Universe = Net Users

**Web Profile Panel**
n = 28000 individuals
- Cookie based – all digitale devices
Universe = Net Users

**Census Data**
Total traffic measurement of all tagged content.
Device Centric measurement.

People -Meter Quality
“Gold Standard”
THE DATA FUSION PROCESS

- "FROM 4 TO 1" - THE FOUR DATA SOURCES NEED TO BECOME ONE
FIRST FUSION STEP

- CREATE A SOLID ESTIMATE OF THE ONLINE VIEWING

Base Panel

Combined Total Online Viewing

Digital Meter Panel

Web Profile Panel

Census Data
SECOND FUSION STEP

- FUSING THE ONLINE ESTIMATES ONTO THE INDIVIDUALS IN THE BASE PANEL
SECOND FUSION STEP
- FUSING THE ONLINE ESTIMATES ONTO THE INDIVIDUALS IN THE BASE PANEL
TAKE OUTS –
WHAT ARE WE LOOKING FORWARD TO?

• The new Viewer Survey will **improve the measurement of TV Content** – regardless of viewing platform

• This improvement is due to **increased sample sizes** and from going from one data source – single source – to **multi source**

• By **fusing these data sources together** by using internationally recognized statistical methodologies, allows the Danish market to get **state-of-the-art representative measurement** of viewing behavior on different platforms

• The new Viewer Survey is based on **Hybrid Measurement**

• On a daily basis, we will keep one currency = ”**single reporting**”

• The New Viewer Survey will be launched on 1 Jan, 2017
...AND THAT’S IT FOR NOW!