



# ***NEW VIEWER SURVEY IN DENMARK***

*Starting January 2017*

*ASI – November 2016 - Budapest*

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*Alexander Nielsen, Chairman of TAM Steering Committee in Denmark & Head of Audience Measurement, TV 2 Danmark A/S*

**VIACOM**

**turner**

**MTG**

**Disney**

**Discovery  
NETWORKS**

**FOX**

**DR**

**TV2**

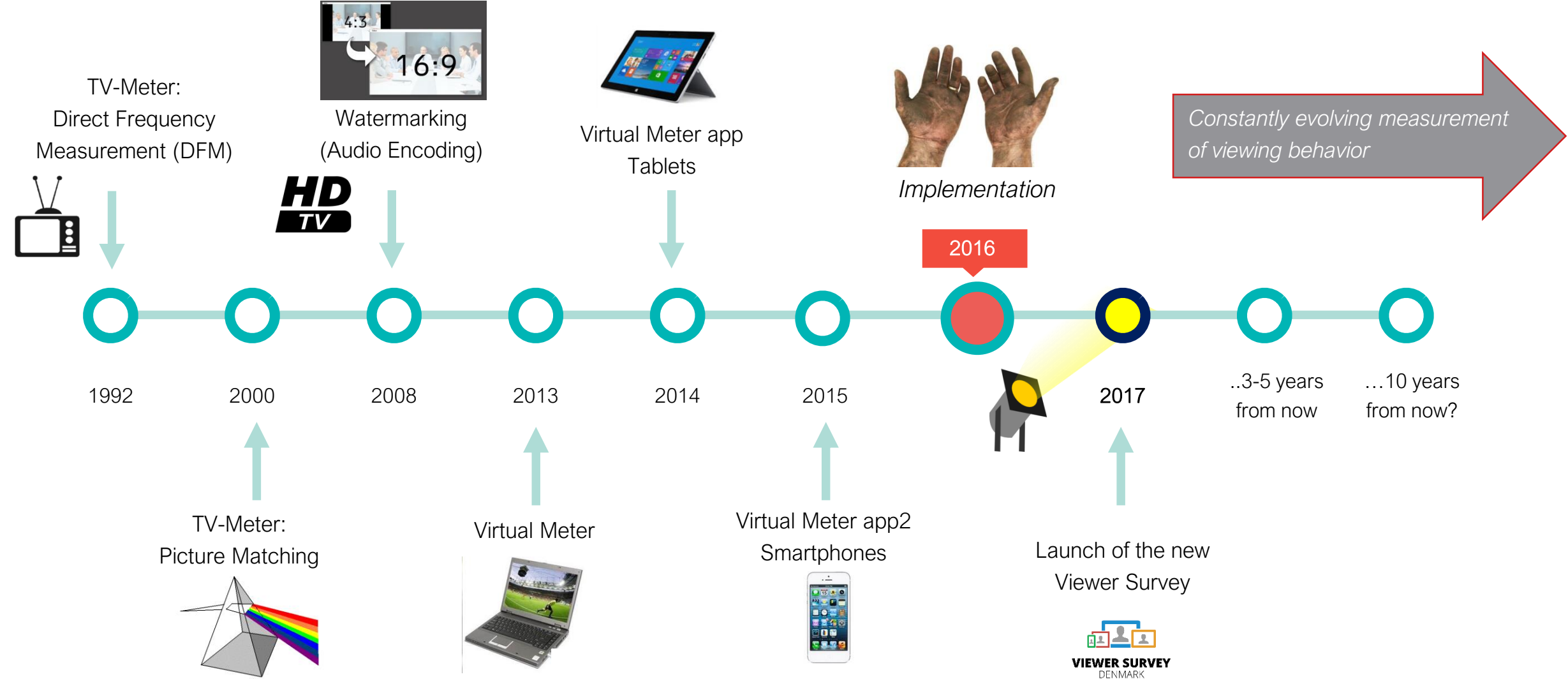
**KANTAR GALLUP**

# AGENDA

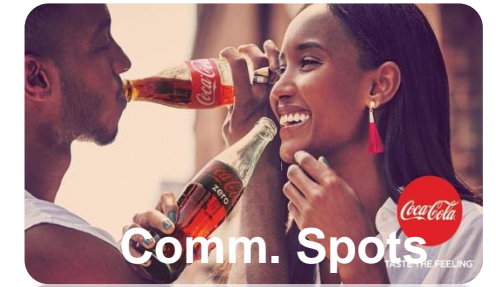
- / From Single Source to **Hybrid Measurement**
- / **What** will be measured?
- / **Four Data Sources**
  - *three new ones and the TVM panel*
- / **Take Outs**
  - *What are we looking forward to?*



# FROM TV-METER-PANEL TO HYBRID-MEASUREMENT



# 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

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**VIEWER SURVEY**  
DENMARK

CORE TV



EXT.  
TV



Terrestrial  
TV



Satellite/  
Cable Box



Connected  
TV



Computer



Tablet



Phone

Live  
Broadcast

DVR

Broadcaster  
Catch Up

Broadcaster  
VOD



VIACOM

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DR

T2

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.



**Base  
Panel**



**Digital  
Meter  
Panel**



**Web  
Profile  
Panel**



**Census  
Data**

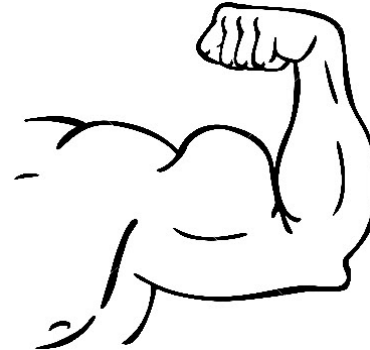
# ***EACH SOURCE CONTRIBUTES STRONGLY***



**Base  
Panel**



**Digital  
Meter  
Panel**



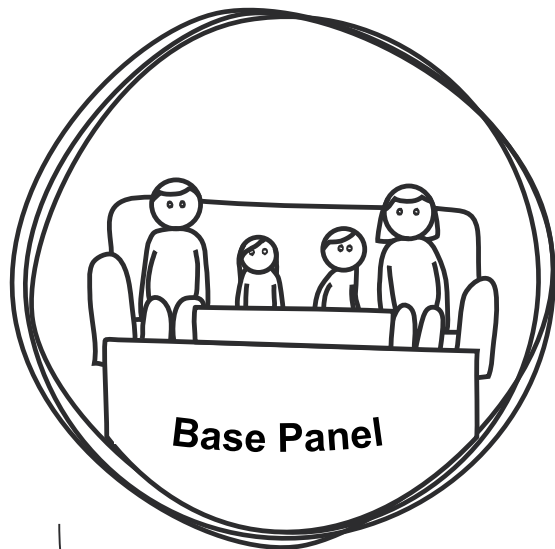
**Web  
Profile  
Panel**



**Census  
Data**

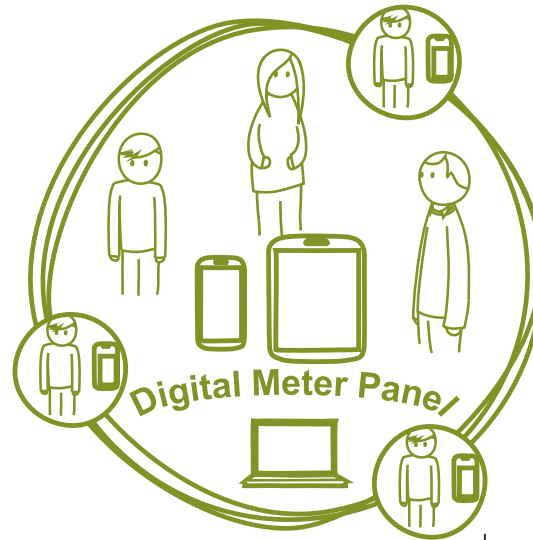
## Base Panel

n = 2600 individuals  
- Measures TV-sets  
- measures Smart TV  
**Universe = TV-HH**



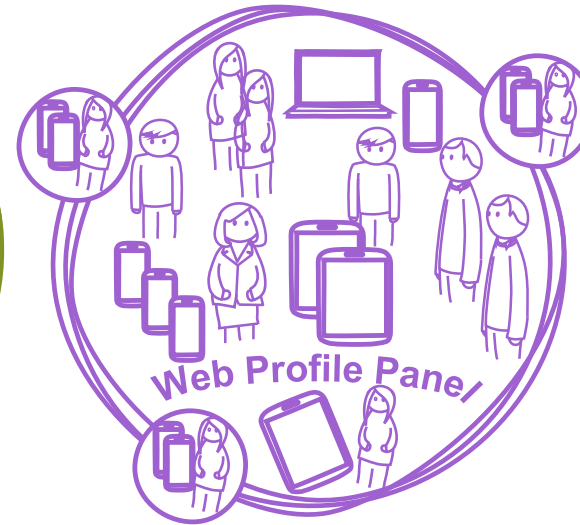
## Digital Meter Panel

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



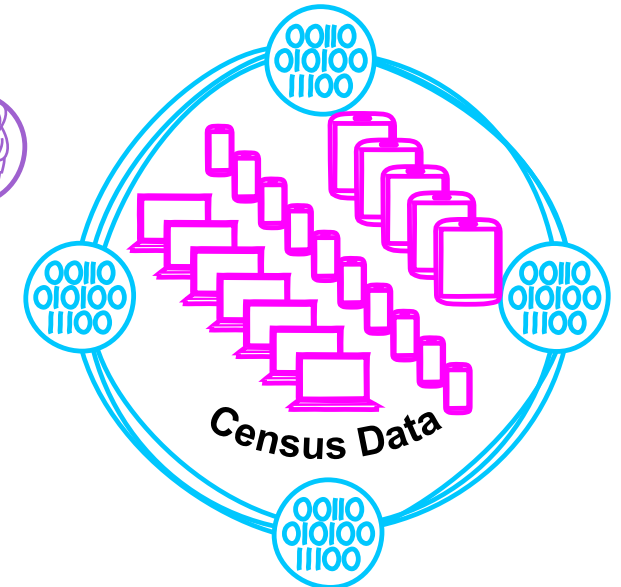
## Web Profile Panel

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"**

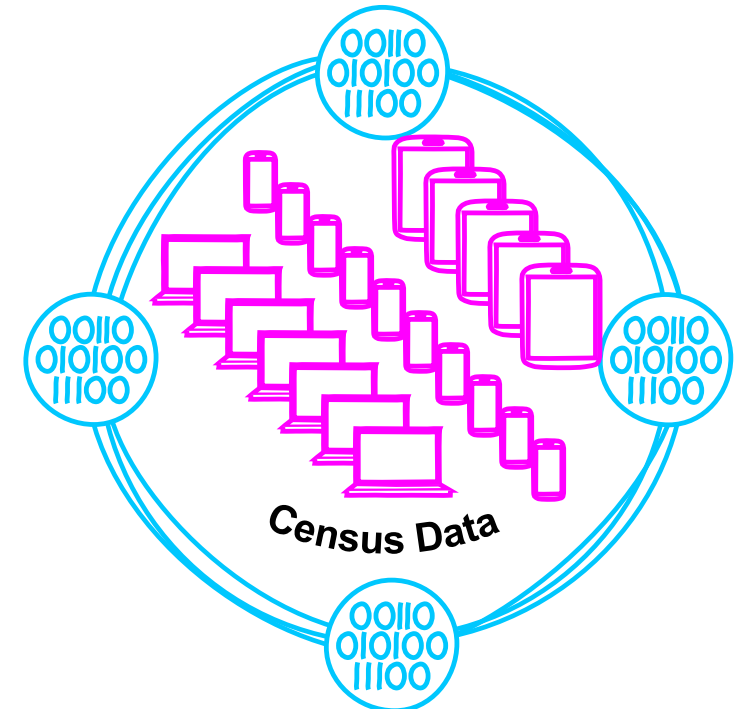
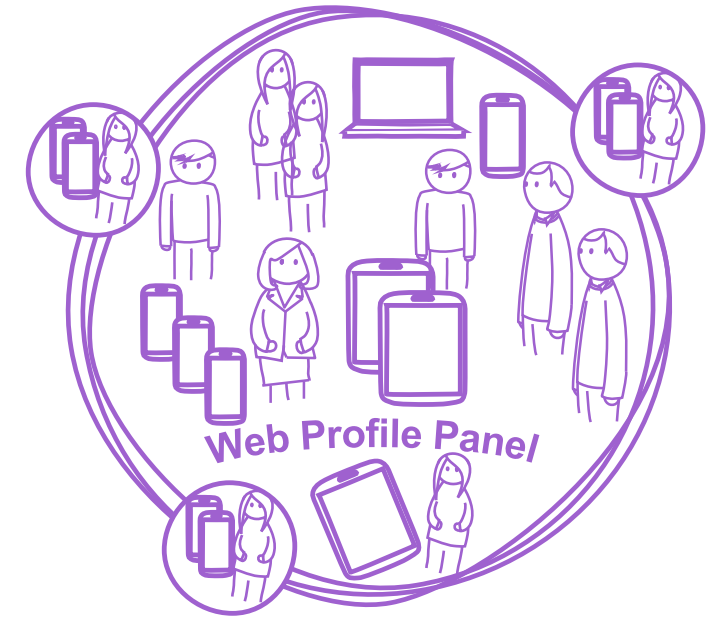
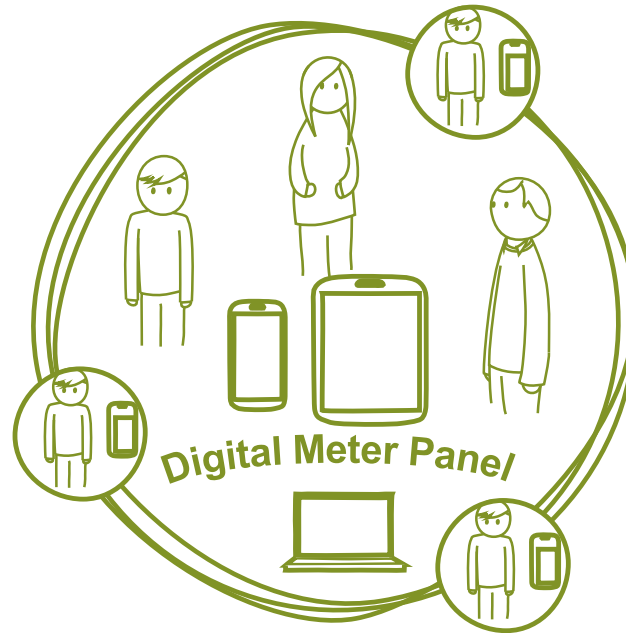
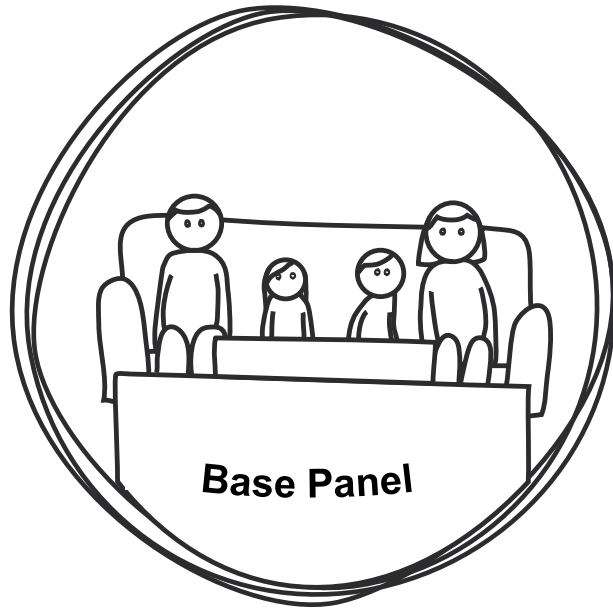


**High Online Quality**



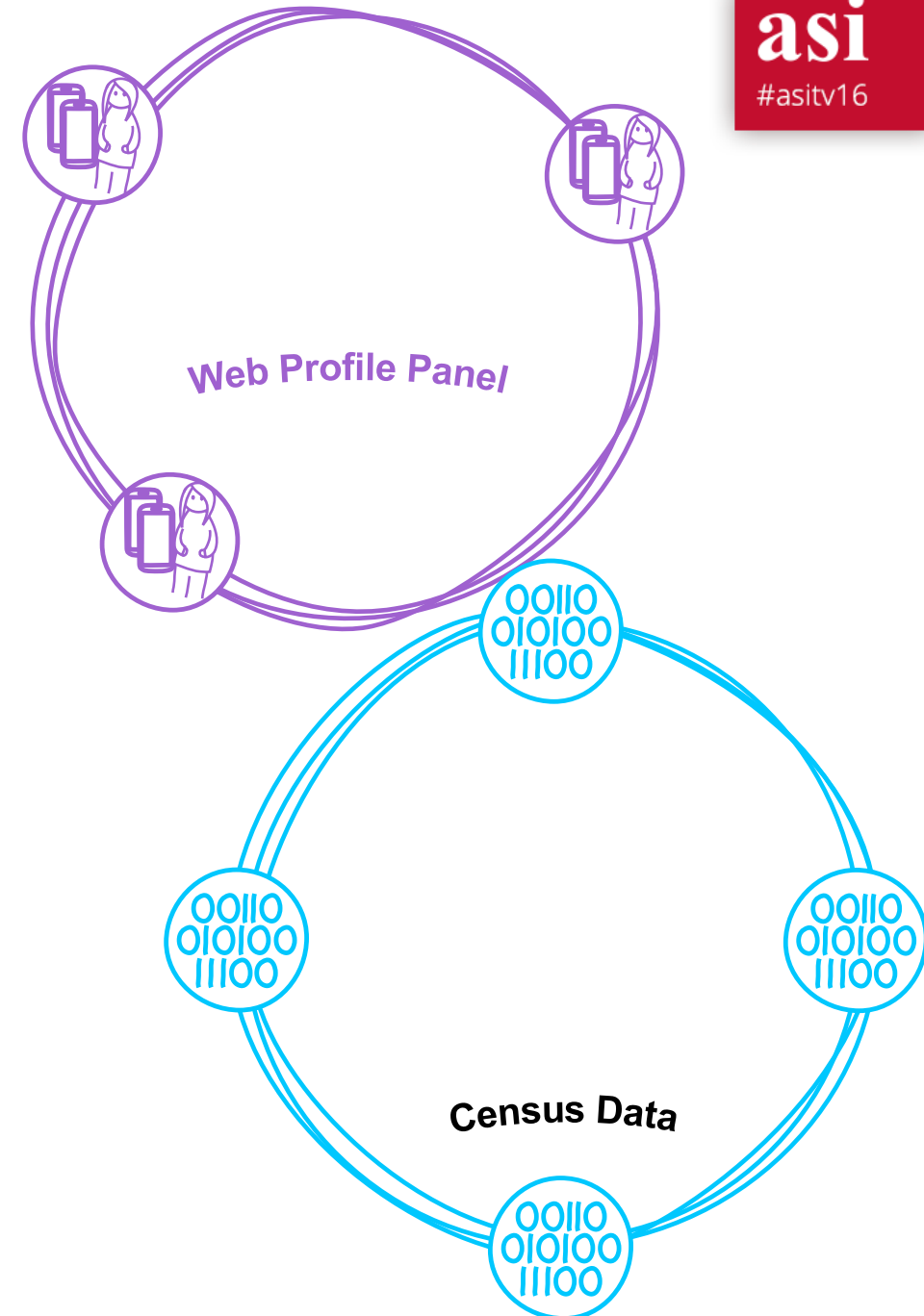
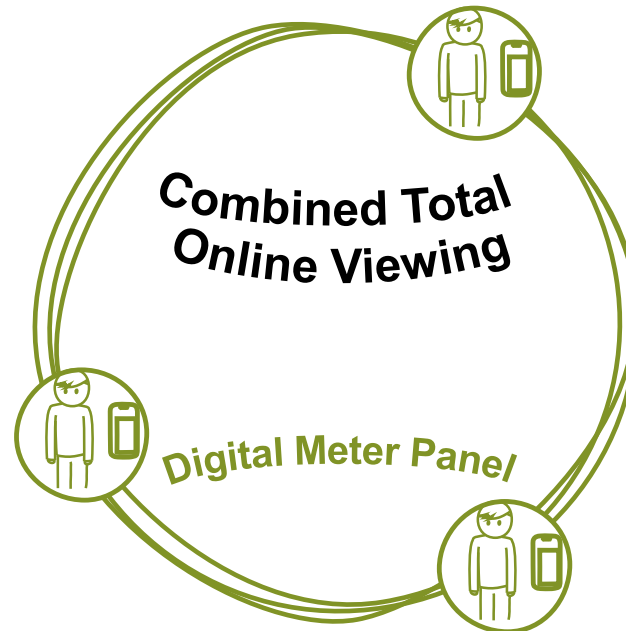
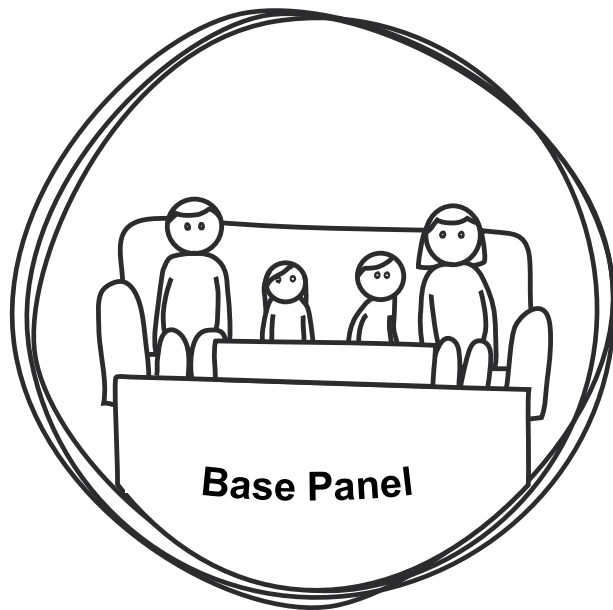
# ***THE DATA FUSION PROCESS***

***- "FROM 4 TO 1" - THE FOUR DATA SOURCES NEED TO BECOME ONE***



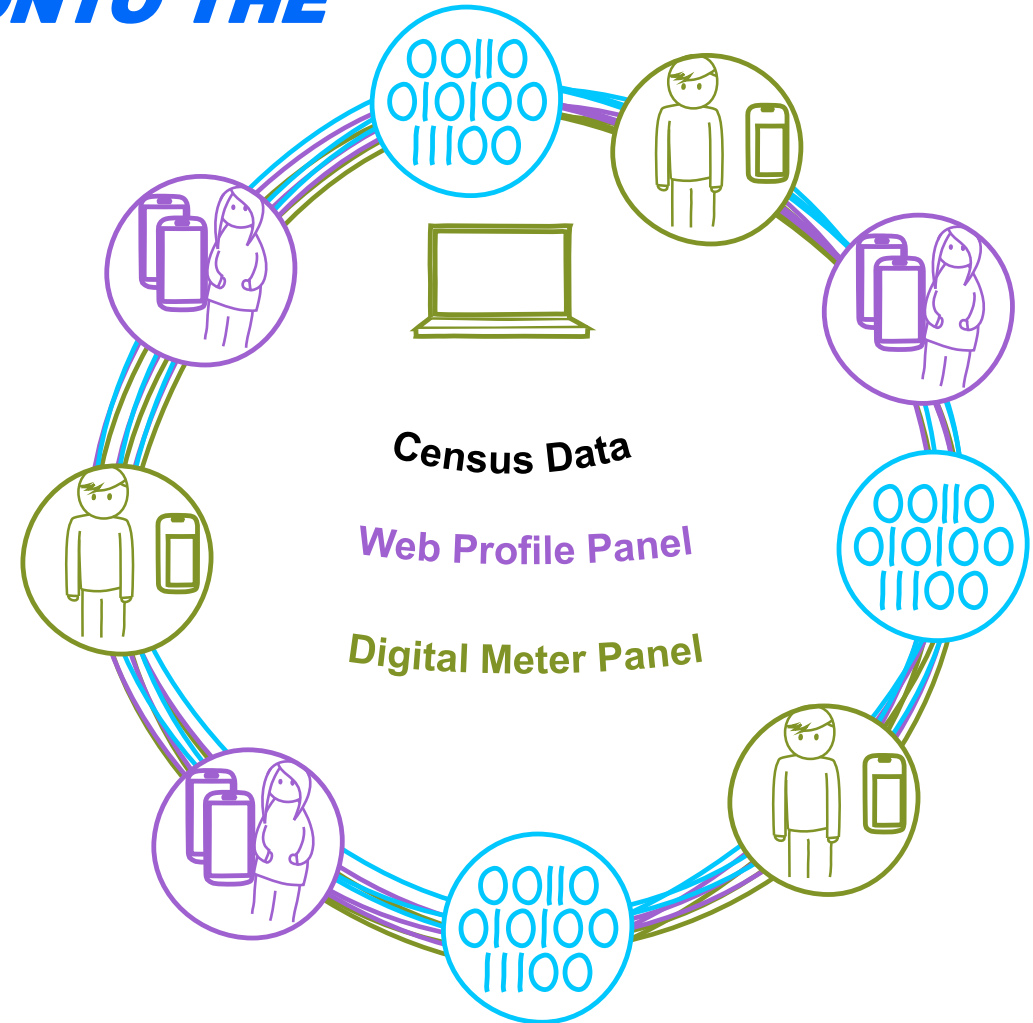
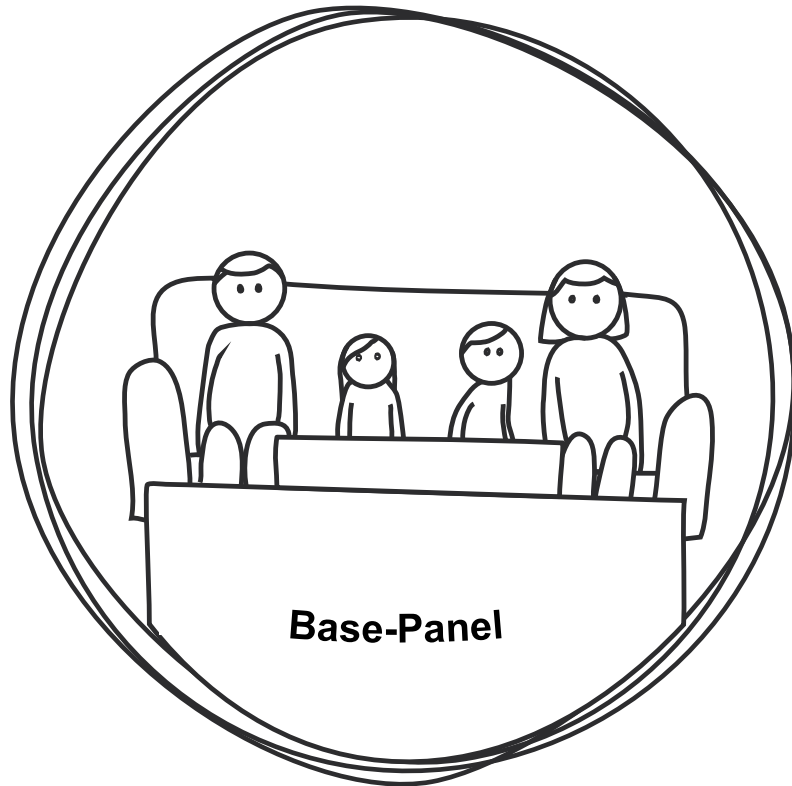
# FIRST FUSION STEP

**- CREATE A SOLID ESTIMATE OF THE  
ONLINE VIEWING**



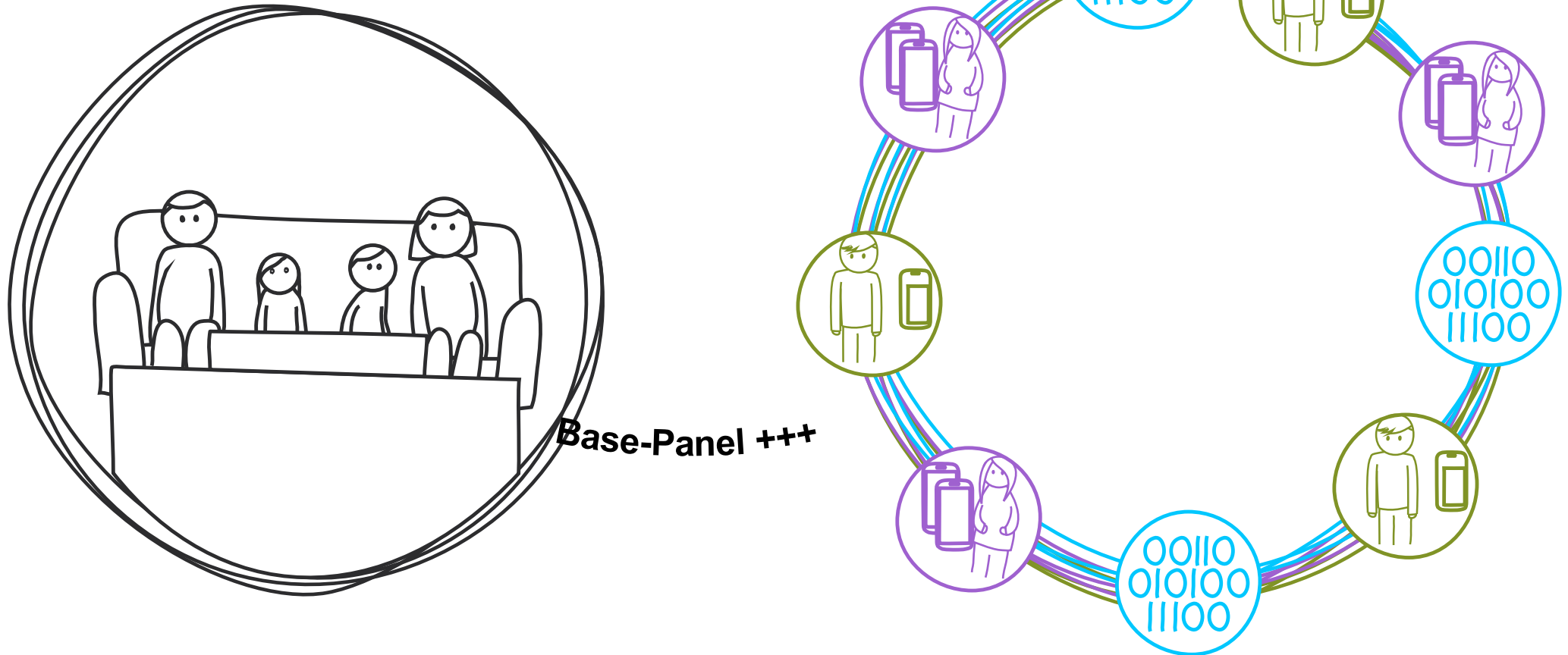
# SECOND FUSION STEP

**- FUSING THE ONLINE ESTIMATES ONTO THE INDIVIDUALS IN THE BASE PANEL**



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# 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!***

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**V2**