



TV AND ONLINE RATINGS FUSION

FUSION DATA

(USER'S BROCHURE)



FIRST RELEASE FUSION DATA

New data set with integrated TV and Online ratings

The fusion of existing daily Online video ratings and television ratings results in a cross-media video rating. It allows us to draw conclusions from the cross-media reach of programmes and video commercials.

The first released data set (available from 21 april 2017) for the period January 1st – July 2nd 2017 can be used for all persons in The Netherlands in between 6 up to and including 64 years. From reporting date 3 July 2017, fusion data can be used for all persons (6 years and over) in the Netherlands.

What's New?

For the first time, the data allows insight into the overlap between viewers reached via TV and via Online devices. The overlap can be calculated for programmes, channels, commercials and time periods. For instance, if someone viewed one episode of a programme on their tablet and one episode on their TV, this person is regarded as a reached viewer of this programme via both TV and online, throughout the programme's broadcast period. Individual commercial campaign contacts can also be realised through various devices.

We can now also offer insight into the overlap in reach between TV and Online. The data offers answers to questions such as:

- How much TV-only net reach has my campaign realised? (and)
- How much Online reach has it realised, on top of the TV reach? (and)
- How many people between 20 and 49 years have we reached with a programme through both TV and Online devices?

The use in analysis of online and TV media types can serve different purposes and yield different results. Because of this, independent analysis of isolated TV and Online data sets remains possible, as a means to determine ratings for both programmes and channels.



How does fusion work?

Fusion is a statistical technique that supplements Online Panel viewing behaviour that was not measured with behaviour measured in the TV panel. For this purpose, the most similar members of the TV and Online panels are merged in an enriched data file. This fusion file contains information from both the TV and the Online panel.

Cross-media fusion results

The fusion data contains a set of data files with integrated results of TV and Online video programmes and commercials. From reporting date 3 July 2017 it is possible to draw conclusions about the cross-media behaviour of all persons of 6 years and over.

SKO TV and Online Fusion

TV panel file



Online file

Fusion file



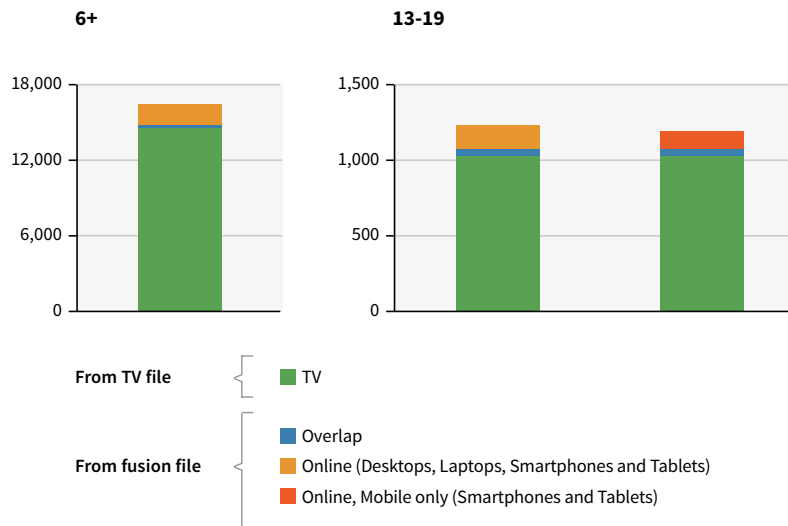
What does fusion data look like?

Fusion data files have the same structure as Online data sets. This means that fusion data files allow for reporting on the same target groups, devices and content types as Online data sets. With fusion data, you can add Online reach and overlap between TV and Online devices to reach realised through the TV screen. The latter is reported from TV data, as the example on this sheet shows. In fusion data, TV and Online channels and publishers, plus all the video, programme and spot data, are harmonised for TV and Online.

How do I get access to the data?




The data is made available by SKO and can be accessed through applications developed by software developers that are approved by SKO for fusion data reporting. At the moment, reporting is possible with TechEdge's Holland Fusion application and Media Buying Systems' MediaView application.

Weekly reach (x 1,000) per target group and device



Which reports are currently available in the fusion data?

Cross media fusion results currently contain three result types related to the broadcast time of TV and Online programmes and commercials. Reports address viewing through TV screen and Online devices:

1. At the time of broadcast (live or linear viewing)

2. On the day of broadcast (live viewing + VOSDAL*),

3. On the day of broadcast and the six subsequent days (live viewing + VOSDAL* + time shifted viewing day 1-6)


These result types also apply to the reporting of independent Online results in fusion data.

Which reports are available for Online commercials in fusion data?

Online video commercials such as pre-, post- and mid-rolls that are inserted in video content are always reported at the time of viewing or the play out time. This always involves viewing behaviour at the time of broadcast (see B). For certain channels, it is also possible to view linear television broadcasts online, e.g. www.npo.nl/live.

This is also true for accompanying TV commercial breaks. In the fusion data file, these are regarded as linear television broadcasts viewed through web players or TV channel apps.

Such broadcast viewing is regarded as viewing behaviour at the time of broadcast (see B) or on the day of broadcast (A). The latter occurs when a stream is paused for a number of minutes.

In fusion data, the online spots take the following shape:

	SPOT TYPE	CHANNEL	PLATFORM	RESULTS
A	Linear Online	NPO1, NPO2, NPO3, SBS6, Veronica	Online	Live, VOSDAL
B	Online pre-, post- and mid-rolls	All online spots of affiliated publishers	Online	Live (viewing moment)

*VOSDAL = Viewing On Same Day As Live



REPORTING RULES

In order to draw reliable results from the fusion data set, a number of rules must be adhered to.

- TV data in the fusion data set can only be used to calculate the overlap between TV and Online.
- TV results cannot be reported separately in the fusion data.
- Net reach must also be reported based upon the TV results in the TV data set.
- Fusion file results for the period January 1st - July 2nd 2017 can only be reported for age groups between 6 and 64 years.
- Per reporting date 3 July 2017 fusion file results can be reported on the Total 6+ and the age groups of 65 years and over.
- The fusion file does not have a separate viewing criterion (e.g. 1 minute) for programme reach reporting.
- With regards to the reporting of Online video commercials and integrated ('fused') results, the user is free to determine the percentage of the total running time that users must have actually viewed a commercial for it to be incorporated in spot reach (start, 25%, 50%, 75% or completely viewed).
- SKO advises to adhere to a viewing criterion of at least 25% for Online campaigns and the calculation of net reach results (TV + Online) from the fusion file. This viewing criterion is identical to the reporting rule that is advised for Online ratings.
- Reporting on the reach of at least 2 contacts is only possible for the total of TV + Online. It is not allowed to distinguish between TV and separate Online devices.



How do I calculate net reach for TV and Online?

You can calculate net reach by combining the reach of TV and TV+Online from the fusion file with the reach of TV from the TV data file.

TV reach should always be reported from the TV data file and not from the fusion file. Net reach is calculated with the following formula:

	A	B	C	D	E	F
			FUSION FILE			
1	Target group	TV+Online from fusion	TV from fusion	Online from fusion	TV from TV data	Net reach
2	6+	95.3	93.1	23.7	93.6	$= (B2 - C2) + E2$

Steps

- The following results are calculated from the fusion file:
 - The total reach realised through TV screen and Online devices (TV + Online) (B)
 - Independent reach realised through the TV screen (TV from fusion data)(C)
 - Independent reach realised through Online devices (Online from fusion data)(D)
- The independent reach realised through the TV screen is also calculated from the TV data file (E)
- Net reach is calculated by subtracting the independent TV reach (from fusion; C2) from the total reach TV + Online (from fusion; B2) and adding the independent TV reach (from TV data; E2).

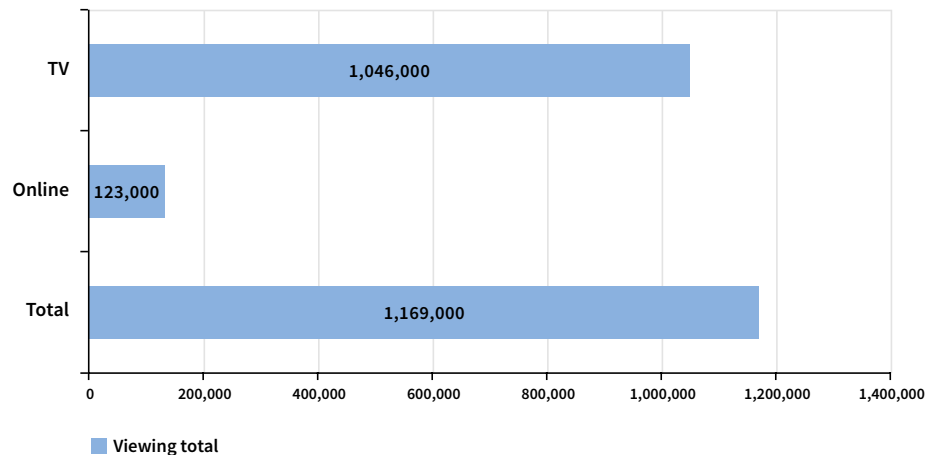
This is valid for analyses of both programmes and commercials.



How do I calculate average ratings for TV and Online programmes?

Calculation of the performance of programmes and channels with regards to ratings and absolute number of viewers is possible by combining TV ratings (source: TV data) with Ratings Online (source: Online data).

Average number of programme viewers of 6+ years of age



Delivery schedule fusion data files (programmes and commercials)

The demographic files delivered for the fusion data are the same as for the online video programmes and commercials.

The day of delivery is the same as the day on which the online programme data is delivered. The schedule (example) shows when the broadcast day data are available.

The fusion data files are delivered at 12.00 hours at noon at the latest.

BROADCAST DAY		DATA BROADCAST DAY DELIVERY DAY	
Monday	8 th	Sunday	14 th
Tuesday	9 th	Monday	15 th
Wednesday	10 th	Tuesday	16 th
Thursday	11 th	Wednesday	17 th
Friday	12 th	Thursday	18 th
Saturday	13 th	Friday	19 th
Sunday	14 th	Saturday	20 th



DEFINITIONS

RATINGS

Percentage of the target group that viewed a commercial, programme or channel group

RATINGS 000

Average number of viewers in a target group that viewed a commercial, programme or channel group

REACH%

Percentage of viewers that viewed at least once (for a given amount of time) one commercial, programme or channel in a series of commercials, programmes or time slots

ABSOLUTE (000)

The absolute number of viewers that viewed at least once (for a given amount of time) one commercial, programme or channel in a series of commercials, programmes or time slots

OVERLAP

Viewers reached through both TV screen and Online devices (desktop, laptop, tablet and/or smartphone)

NET REACH

The individual TV or Online reach of programmes or commercials. This is the reach realised through TV or Online minus the overlap (TV + Online) from the fusion file. In order to determine net reach, the reach overlap (TV + Online) from the fusion file must be combined with the TV reach from the TV data file.

SKO TV PANEL

Based upon this panel's viewing behaviour, observations are made about the television viewing behaviour of the total Dutch population (6+).

SKO ONLINE PANEL

Based upon this panel's viewing behaviour, observations are made about the Online viewing behaviour of the total Dutch population (6+). The MediaPanel is assembled in collaboration with the Verenigde Internet Exploitanten (VINEX).

WHAT IS INCORPORATED IN ONLINE MEASURING?

Programmes

The measurement incorporates online viewing behaviour with regards to all available Online content. Up until 27 days after the original TV broadcast, this content can be related to this original broadcast. Currently, only Online ratings for programmes of NPO, RTL Netherlands and SBS Broadcasting are reported. Since January 1 2016, data is supplied by SKO on a daily basis; Online data is incorporated since October 1 2015.

Commercials

On June 1 2016, SKO started with the reporting of online campaigns hosted by RTL, SBS, Ster and Sanoma. Since January 1 2017, BrandDeli campaigns are added to the Online ratings. The Online commercial measurement incorporates different types of commercials; pre-, post- and mid-rolls that accompany video content. Apart from commercials in linear television broadcasts of Online channels, SKO also reports on Online commercials (in TV commercial breaks) in linear television broadcasts of NPO and SBS channels accessed through web players or apps.

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