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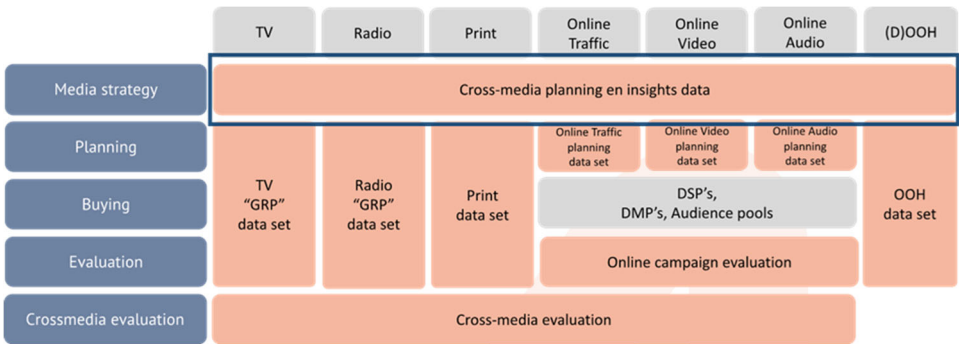
NMO to start tender process for NMO Cross Media

The National Media Research (NMO) is in a build-up. First off, all individual audience measurements will be updated and improved. After that, the goal is to merge the various components, so that one cross-media dataset is created with which the market can plan at a strategic level. A “Request for Proposal” (RfP) – called “NMO Cross Media” – has been written to integrate all relevant datasets, which will be released today. Agencies with experience in this field are asked to register as interested parties before July 25th 2022 and submit a proposal no later than 1 November 2022.

Various parties work together in NMO Cross Media to arrive at a cross-media dataset: Stichting KijkOnderzoek (SKO), Stichting Nationaal Luister Onderzoek (NLO), Stichting Nationaal Onderzoek Multimedia (NOM), Stichting Verenigde Internet Exploitanten (Vinex) and Stichting Buiten Reclame Onderzoek (BRO). The latter is a new member in the collaborative within NMO and intends to make outdoor advertising research a full part of NMO in due course.

The intended integrated dataset meets a growing need for cross-media insights. Data sets are already available for the various stages in the planning process that are considered to be market standards (see figure 1). For strategic planning purposes, there is still a lack of a standard that is accepted by the market as a whole. NMO Cross Media meets this need.

Figure 1: datasets and standards for media planning



The intention is to choose an agency and to start the first preparations this year. Ultimately, this should lead to the launch of NMO Cross Media in 2023.

The RfP is available on request from NMO via info@nationaalmediaonderzoek.nl.

End of press release.

Note:

For further details or more information about NMO Cross Media Planning and Insights dataset, please contact: Karin Schut, director VINEX: 06-57573027

About NMO:

Nationaal Media Onderzoek (NMO) is an initiative of the four organizations for media research in the Netherlands: Stichting KijkOnderzoek (SKO), Nationaal Luister Onderzoek (NLO), Nationaal Onderzoek Multimedia (NOM) and Verenigde Internet Exploitanten (VINEX).

In combining audience viewing, listening, reading and browsing through a single, integrated system NMO will deliver deeper insights to understand Dutch audiences and enable richer trading currencies for each media. The new approach will enable advertisers and agencies to optimize the performance of media channels – both in isolation and when combined in a cross-media campaign.

Kantar and Ipsos were appointed following a competitive tender process to design an integrated measurement system that fuels the TV, radio, print and internet trading currencies. The single system will meet the highest standards for design, data collection and processing, and will replace the existing media currencies in the market. Data releases for the new solution began in 2021.

Further information: [Nationaalmediaonderzoek.nl](https://www.nationaalmediaonderzoek.nl)