



STICHTING KIJKONDERZOEK

SUBJECT: SKO APPOINTS KANTAR MEDIA AND TNS-NIPO AS SUPPLIERS OF INTEGRATED CROSS PLATFORM RATINGS

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ALL PARTIES HAVE SIGNED A CONTRACT FOR THE PERIOD BETWEEN 2014-2017. THE ONLINE RATINGS FOR PROGRAMME CONTENT AND VIDEO CAMPAIGNS WILL BE DELIVERED TO THE MARKET STARTING SEPTEMBER 1 2015.

SKO VIDEO DATA INTEGRATION MODEL (SKO-VIM)

SKO has found that there is no simple way to produce a 'Video Total' that consists of online and offline ratings. The audience's watching behaviour with regards to all the different kinds of TV and video is too diverse. It is necessary to integrate different data sources that contain different elements of video watching behaviour. To this end, SKO has developed the 'Video Data Integration Model' (SKO-VIM).

TNS NIPO will build an online panel of at least 3000 persons, in households where Kantar Media Audiences will measure the video behaviour on all available devices. The resulting data will be linked to census data for 'Online TV and Video', 'Online Commercials' and 'Linear Streaming'; SKO has already contracted suppliers that will provide these sources. The combined panel and census data will result in reliable, controllable and transparent ratings for TV and internet-only content.

The final step is the integration of television and online ratings into one overall rating: the VideoTotal. This is expected in the final quarter of 2015.

More information about the SKO Video Data Integration Model can be found in the brochure available on the SKO website. More details about the project will be revealed after summer.

Bas de Vos, Director at SKO: *"Together with TNS-NIPO and Kantar Media Audiences, we are working on the definitive ratings research model. We are the first to develop a hybrid system that will allow us to continue measuring and reporting reliable, valid ratings."*

Richard Asquith, Global CEO at Kantar Media Audiences commented: "We are convinced that hybrid systems which integrate data from several complementary sources are the future for TV audience measurement. We are excited by the development work we have done linking representative panel data with large scale behavioural information and are delighted to be working with SKO to make their ground-breaking new service a reality"

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