

KANTAR

**BOLDER.
BRAVER.** The
Summit
2019

NRK

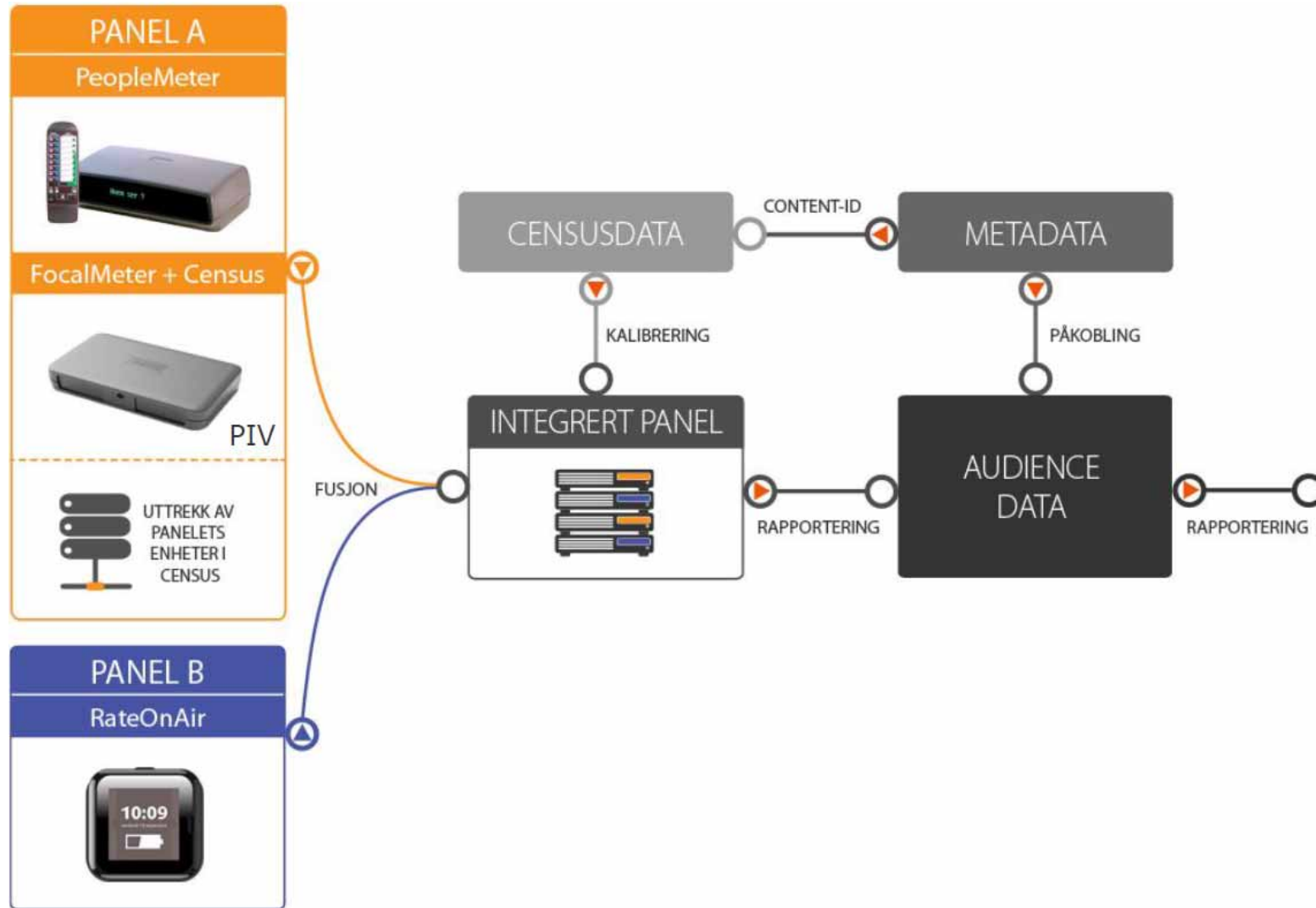
**TVOV Year 2:
expanding horizons**

Where we are now and
where are we going


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Reminder: TVOV since 1.1.18



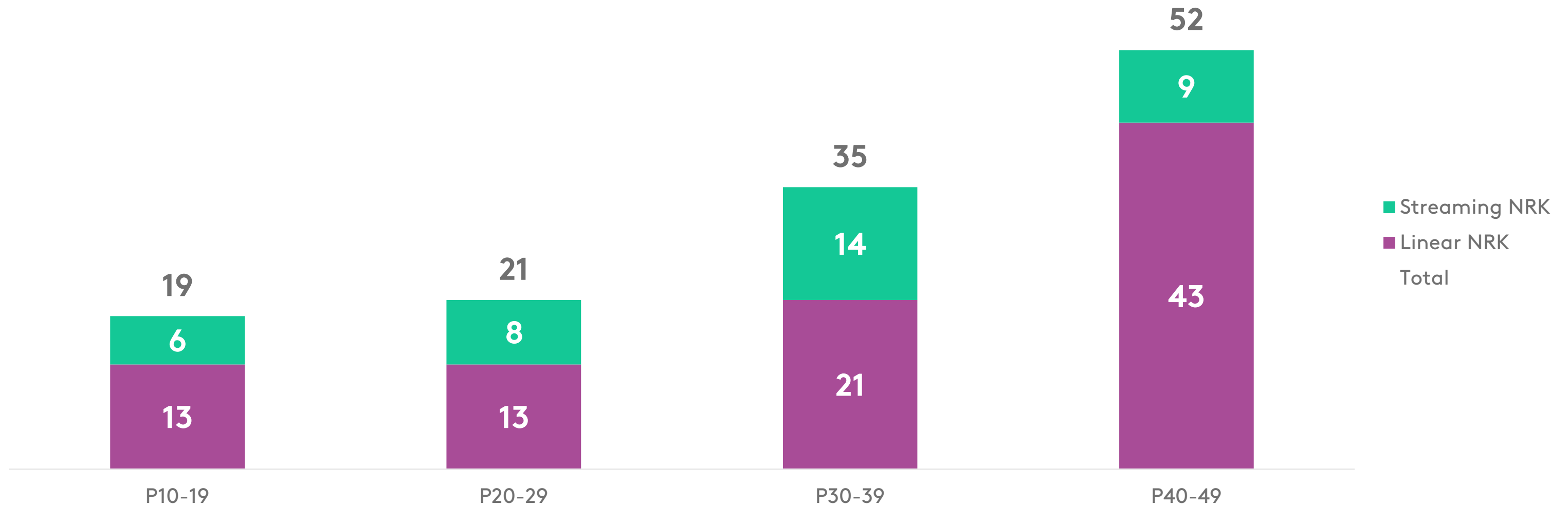
- The official currency for TV and Online Viewing in Norway
- Run by Kantar for TV2, Discovery, NENT and NRK
- Two Panels, three meters, census data
- Data fusion between the two panels and calibration of online to census levels.



**The reality of TV and
Online Video consumption
(TVOV)**

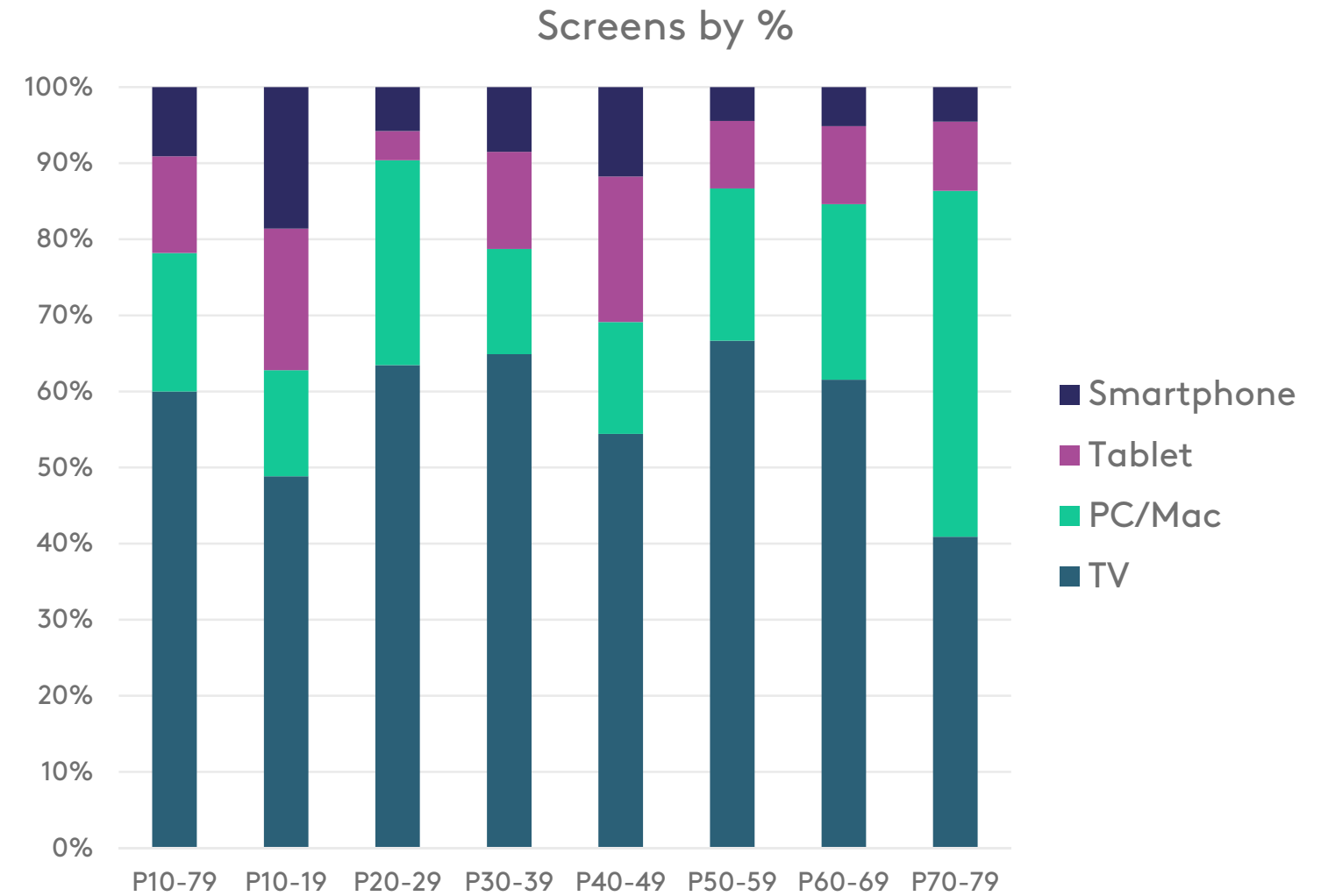
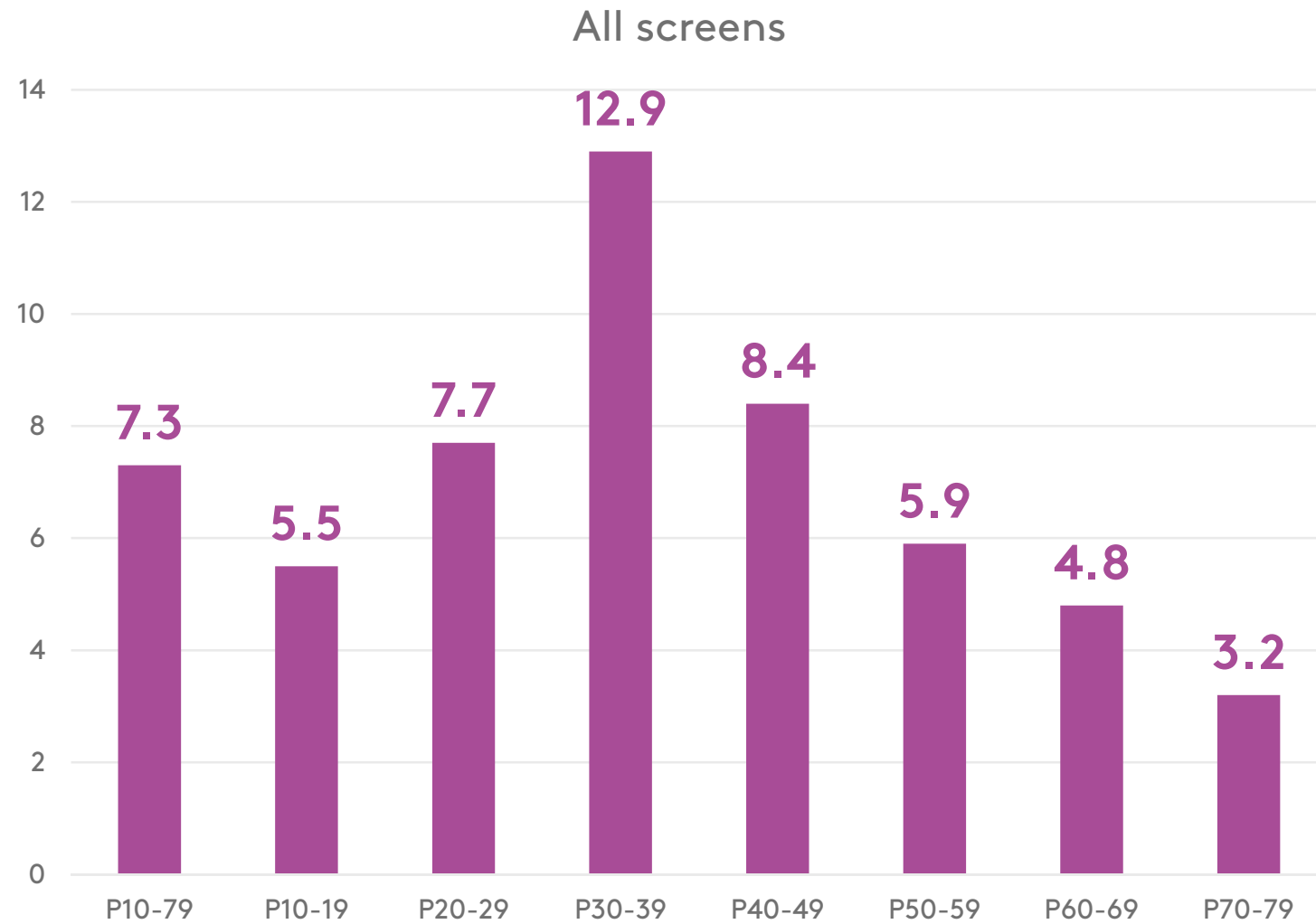
Understanding audiences and developing strategies – viewing habits change

Daily time spent on NRKs channels/streaming services under 50s – January–April 2019



Data we need for strategic decisions

Time spent by demographics on NRK TV (NRKs streaming service)



Everyday life with TVOV

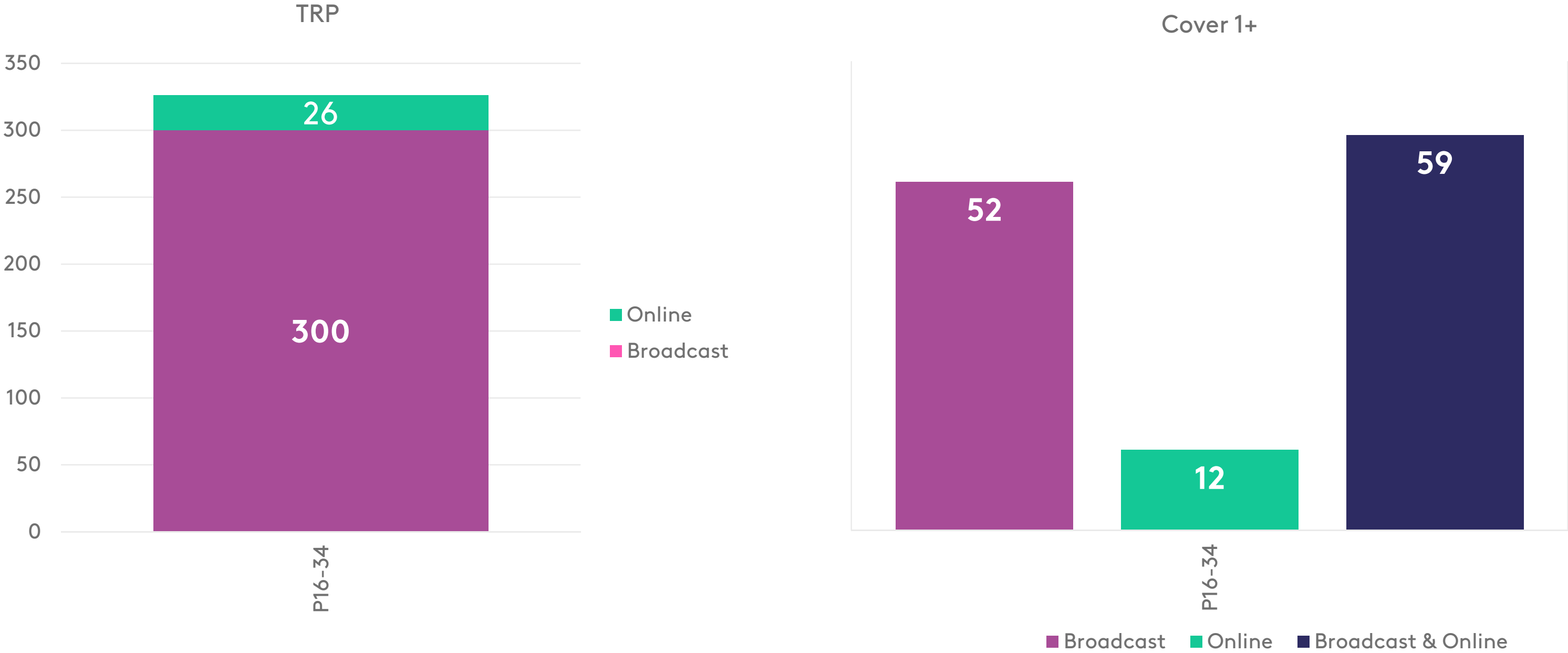
Weekly webratings,
data changing all
the time

Title	10-79yrs week	10-49yrs week	10-79yrs march	10-49yrs march
Leaving Neverland	0,6	0,5	9,2	7,6
Heimebane: Sviræv	0,3	0,2	8,9	6,7
Heimebane: Go Your Own Way	0,4	0,3	8,8	6,6
Leaving Neverland	0,6	0,5	7,2	5,9
Heimebane: Ikkje til sals	0,7	0,5	7,9	5,8
Heimebane: Reservelaget	2,6	2,0	7,0	5,2
113	0,2	0,1	5,0	3,9
Innafor : Min onkel - torpedoen	4,5	3,9	4,5	3,9
ZombieLars	0,3	0,2	4,7	3,6
Heimebane: Jævla Ålesund	3,9	3,2	3,9	3,2
ZombieLars	0,2	0,1	4,0	3,1
ZombieLars	0,3	0,3	3,8	2,9
Nytt på nytt	0,1	0,1	3,5	2,9
ZombieLars	1,1	0,9	3,5	2,7
Nytt på nytt	0,5	0,4	3,3	2,7
Nytt på nytt	0,0	0,0	3,2	2,5
Heimebane: Alt for Noreg	0,2	0,2	3,2	2,5
Nytt på nytt	2,7	2,3	2,7	2,3
Debatten: Bloggermakt og kroppspress	0,1	0,1	2,9	2,3
Sinnssykt: Espen	0,4	0,3	2,7	2,1



Commercial opportunities

Campaign summary over 3 weeks (actual data – anomymized)



It`s complicated...

1. Rapid changes in video consumption
2. Continuous changes in data
3. Extremely demanding on both client and Kantar resources.





Developing TVOV further

Strategic goal for NRK:

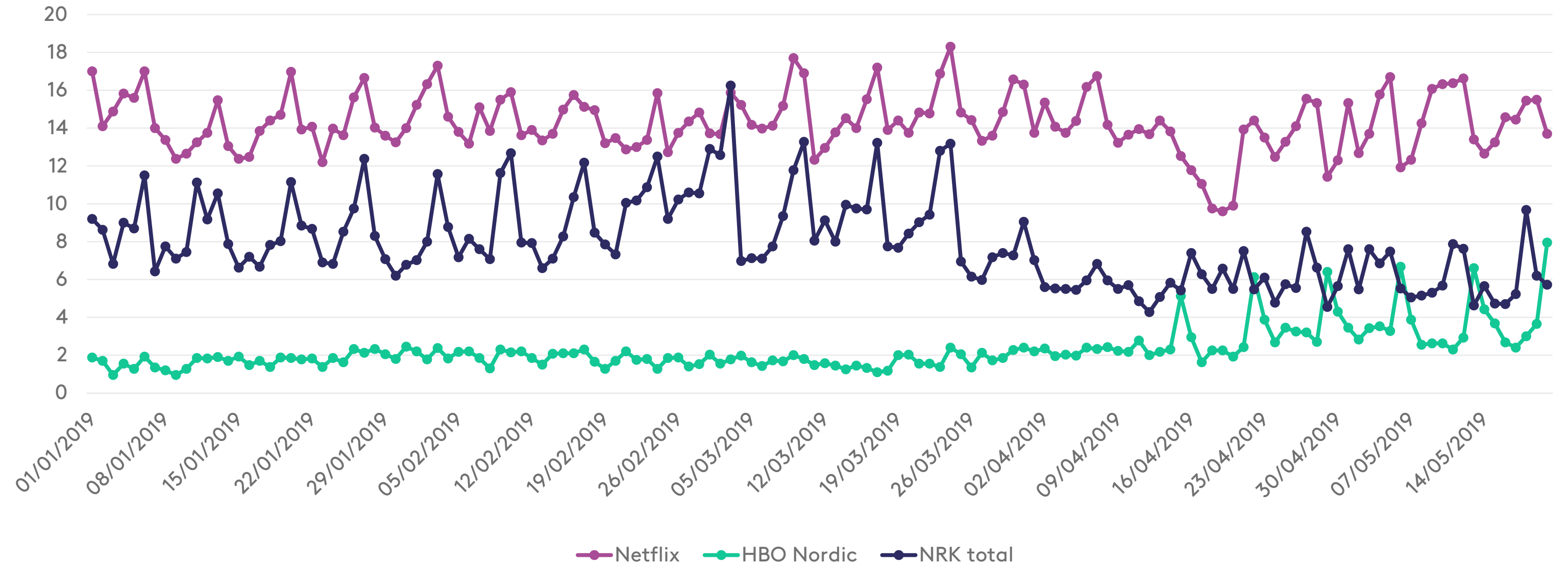
Be the most used streaming service in Norway

ie: higher daily reach for NRK TV than Netflix

Measuring unmeasurables – and understanding more

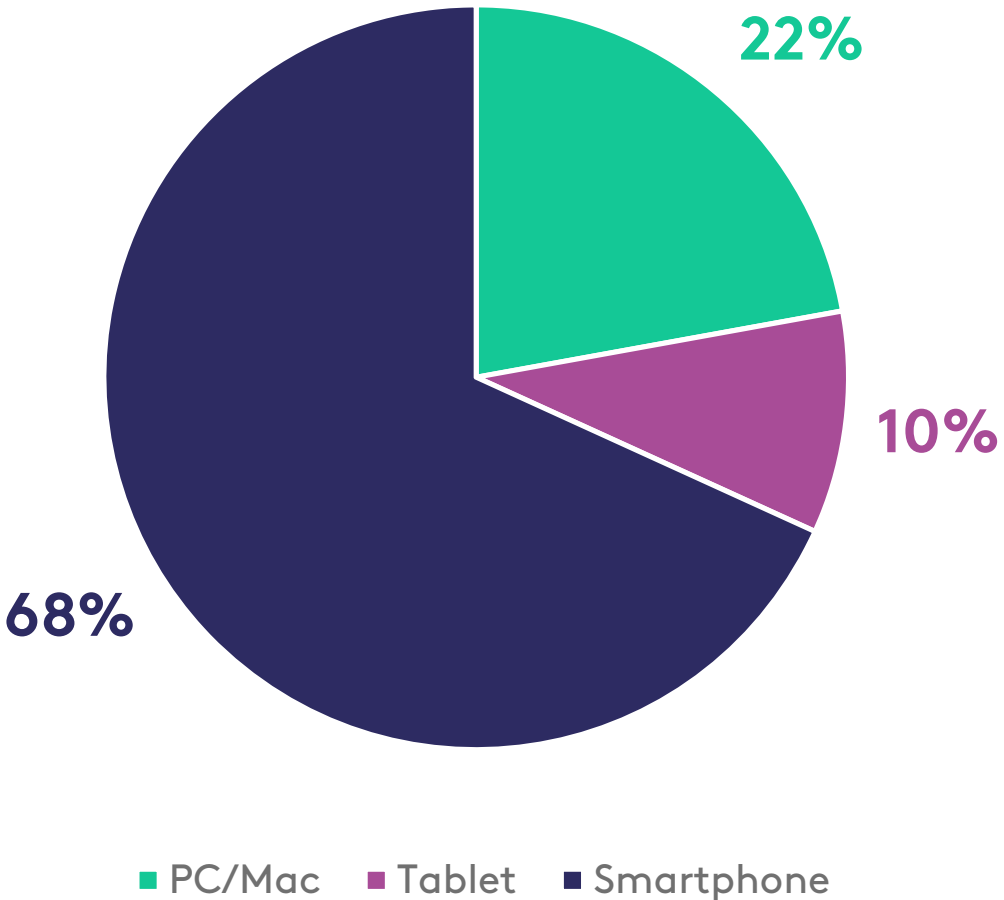
Netflix and HBO in TVOV vs NRK TV (NRKs streaming service)

Daily reach % (Netflix and HBO in home only)

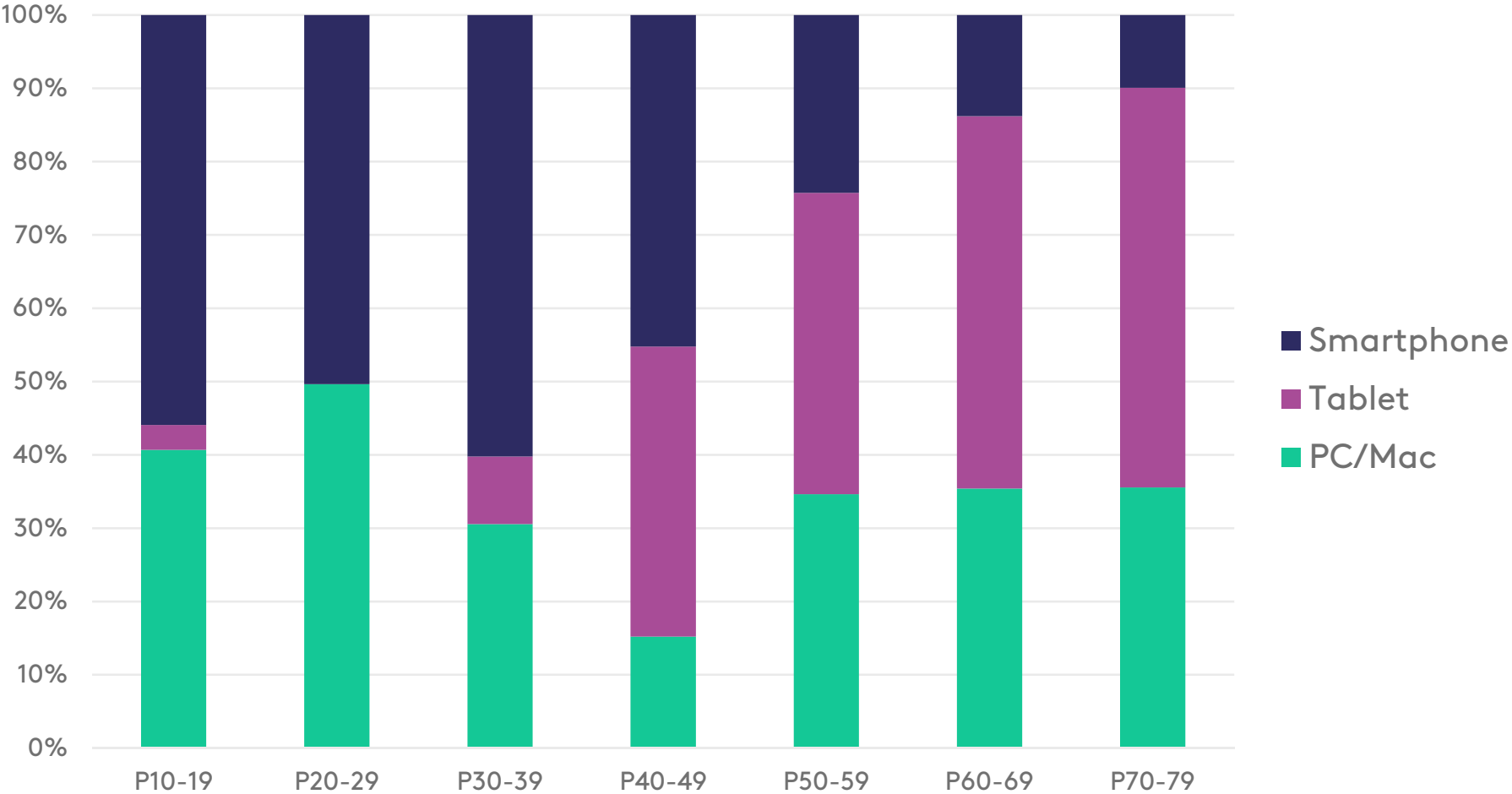


And using the TVOV panel for even more: measuring NRK.no (NRK website) with demographics

Device in %, time spent



Device in %, age





**KEEP
CALM
AND
RESEARCH
ON**