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# A CRYSTAL CLEAR PICTURE OF SKY DEUTSCHLAND'S VIEWERS

sky

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# Sky360

## Talkin' bout a revolution...

- Revolution ignored? – According to official data, 1% of all viewing is non-linear, but if we ask people we see a completely different picture:



Source: TNS infratest, 2015.

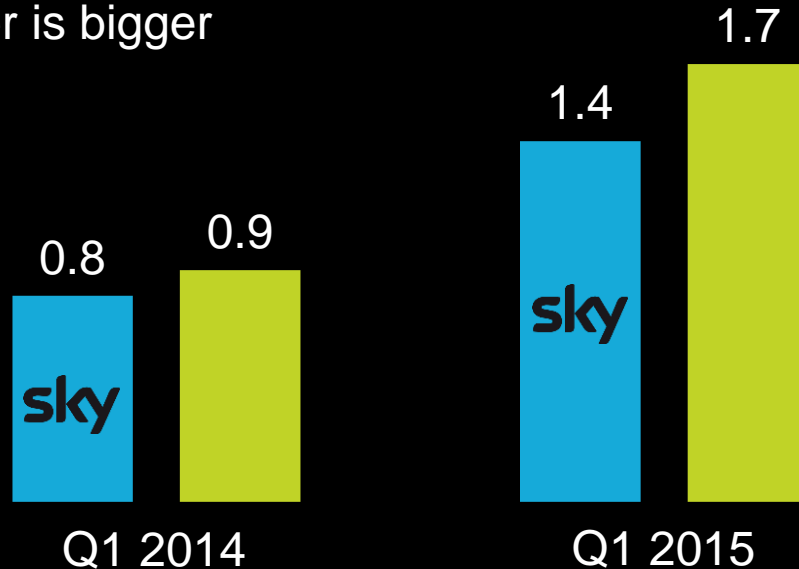
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# Sky360

Sky is Germany's leading SVoD OTT provider

♪ No single provider is bigger

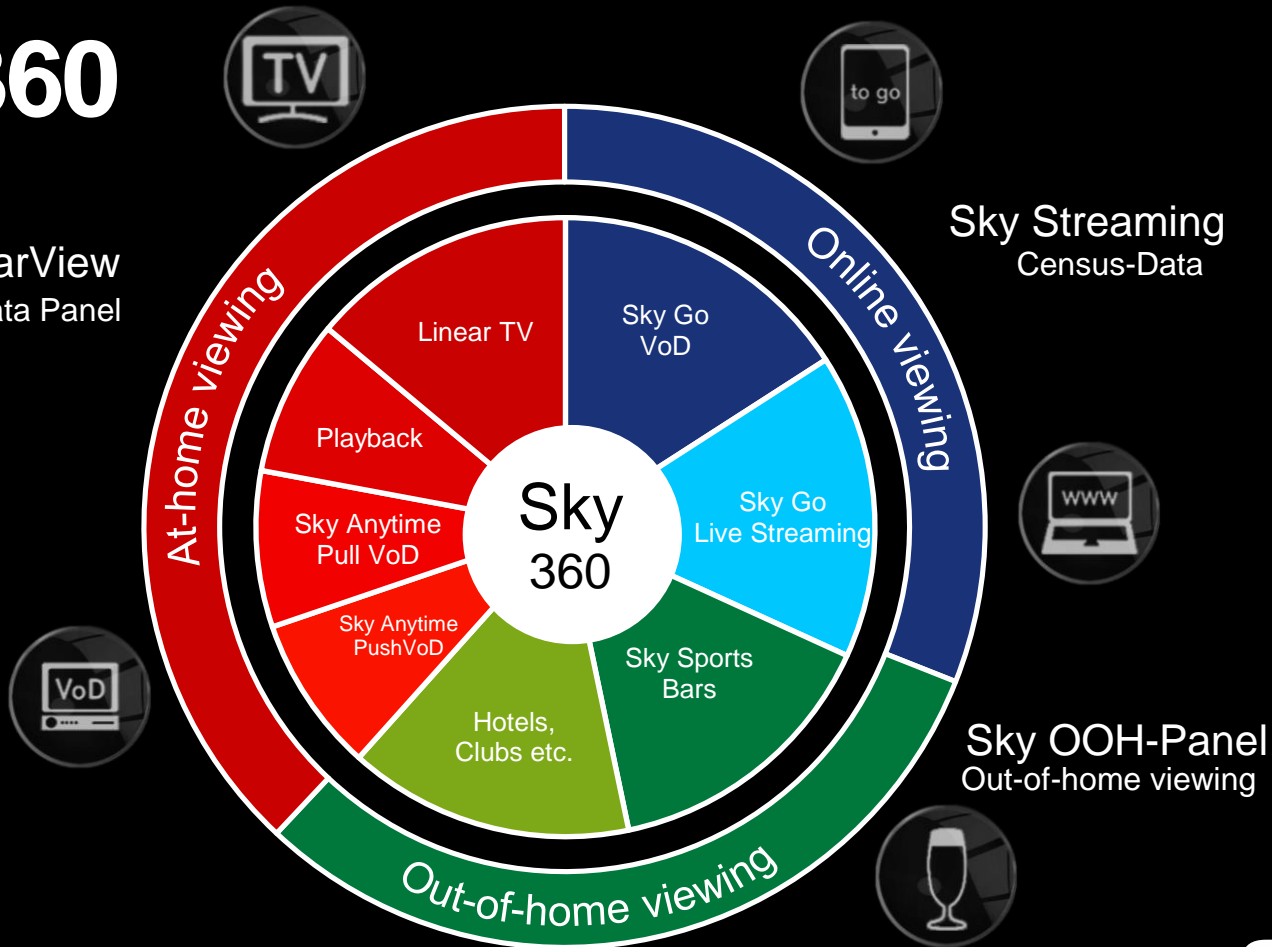


Source: TNS infratest, 2015. Active SVOD subscriber w/o free trial. Other: netflix, Amazone, Maxdome, Watchever.



# Sky360

Sky ClearView  
Return Path Data Panel



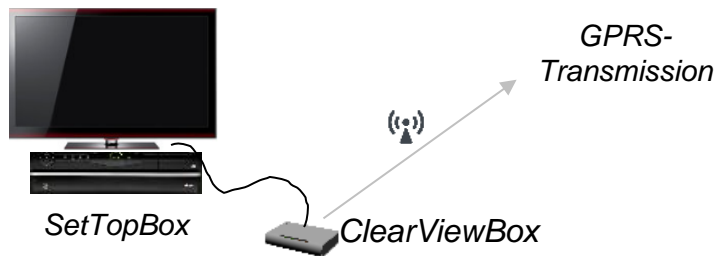
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# Kantar Media's Sky ClearView Panel

## Sky360

### Transmission



### Measurement

#### Technique:

- LAN-connected ClearView measurement box
- Daily data transmission via GPRS
- Verifying signal transmission TV-STB using audiomatching

Standard TV facts audience '000, ratings, shares

Service provider: Kantar Media & TNS live (recruiting)

### Representivity

**Private Sky subs in Germany, recruited & weighted according to:**

- Age, Sex, Education etc.
- Size of household, kids in hh
- Reception mode & regionality
- HD reception
- Package availability
- Type of STB

→ individual level data through PIV algorithm since June 2015

### Sample

- 550 homes in production
- Weekly replication of subscriber attributes
- Subs with one or two STB (Product second smart card)
- Panel rotation around 100 homes per year

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# Changes in Viewing Behaviour YoY

## Sky360

Subs without Sky Anytime:

Linear Viewing 20%

Subs with Sky Anytime:

Linear Viewing 1%

Sky Anytime Viewing 76%

Sky Go Viewing 47%

Playback -20%

Sources: Kantar / Sky360. Feb 15 vs. Feb 14.

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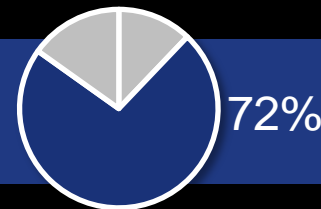
# Bundesliga 2014/15

## Sky360

Average contacts per matchday

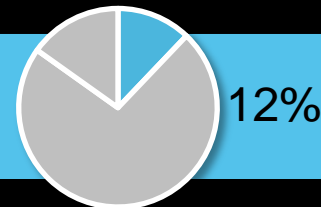


**3,56m** linear at home

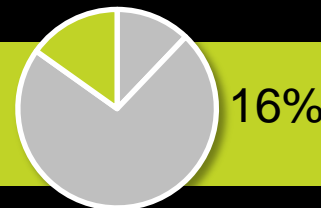


**0,58m** on Sky Go

**sky go**



**0,79m** Out Of Home Viewing



Sources: Kantar Media / Sky360.

**sky**

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# Game of Thrones Season 5

## Sky360

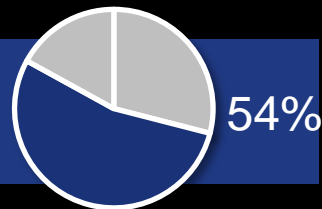
Cumulated contacts

Shares of platforms



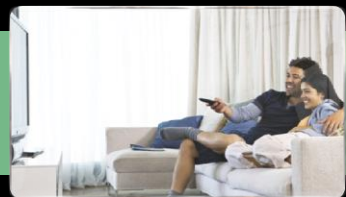
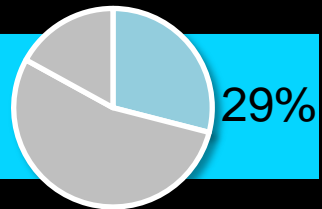
1,6m linear at home

sky ATLANTIC HD



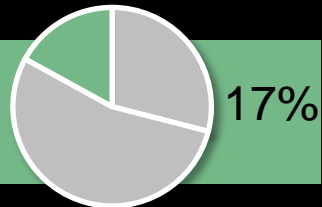
0,8m on Sky Go

sky go



0,5m on Sky Anytime

sky anytime



Sources: Kantar / Sky360.

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KANTAR MEDIA