



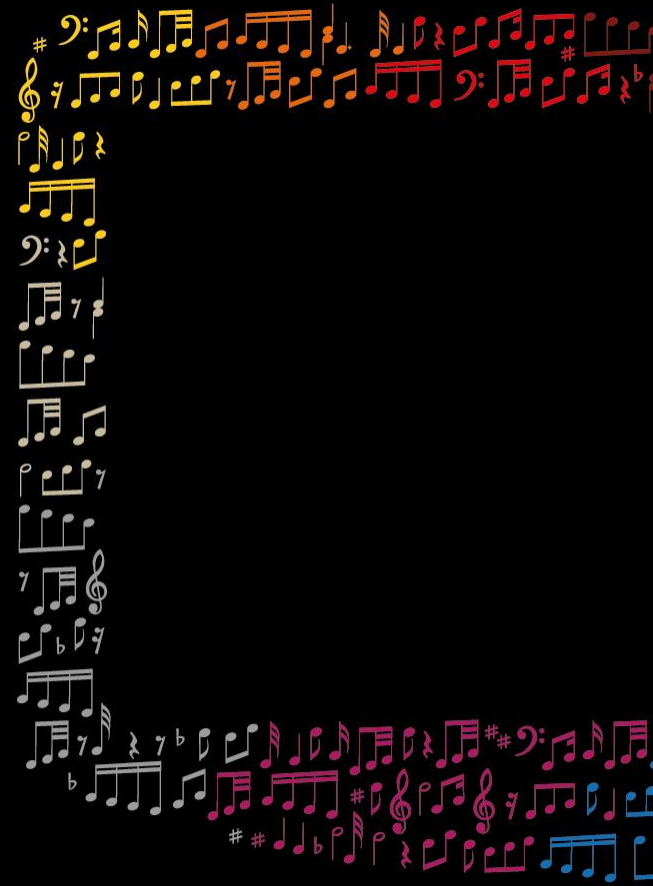
THE WORLD
AUDIENCES
SUMMIT 2015

BUILDING THE SKO-VIM FACTORY

The new industry standard

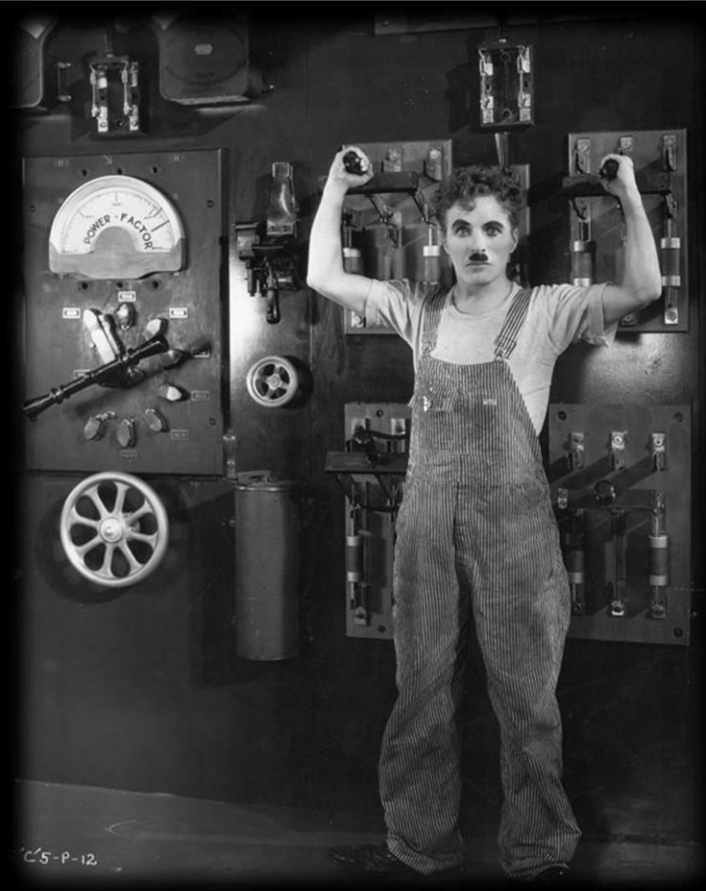


Bas de Vos
Managing Director SKO



BUILDING THE SKO-VIM FACTORY

It's "modern times"!



C/5-P-12



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BACKGROUND

What is SKO?

- ♪ TV Ratings in the Netherlands since 2002
- ♪ Joint Industry Committee (JIC)
 - ♪ Public Broadcaster (NPO)
 - ♪ Commercial broadcasters/ sales houses (SPOT)
 - ♪ Advertisers (BVA)
 - ♪ Media agencies (PMA)



SUPPLIERS UNTIL MID 2014

- Media Standard Survey (establishment survey)  TNS Nipo
- TV-panel, viewing statements (TARIS 5000) 
- Registration and classification of programs and commercial 
- Online viewing of TV programs (since 2008)  COMSCORE.



STICHTING KJKONDERZOEK

Volg ons op twitter

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Zoek



KIJKLIJFERS



UITGESTELD KIJKEN



SKO LIGHT



ONLINE TV & VIDEO



LINEAR STREAMING



ONLINE COMMERCIALS



RETOUR PAD DATA

TOP 25

13 maart 2014

pos	titel	abs 6+
1	WIE IS DE MOL	2.527.000
2	JOURNAAL 20 UUR	2.178.000
3	GOEDE TIJDEN SLECHTE TIJDEN	1.723.000
4	WERELD DRAAIT DOOR	1.328.000
5	HELLO GOODBYE	1.312.000
6	HALF ACHT NIEUWS	1.280.000
7	HELP MIJN MAN IS KLUSSEER	1.219.000
8	UTOPIA	1.001.000
9	RTL BOULEVARD	997.000
10	NEDERLAND VAN ALLEMAN	950.000
11	VOETBAL EL AZ ANZHI	937.000
12	JOURNAAL 18 UUR	931.000
13	EENVANDAAG	864.000

MEDIA STANDAARD SURVEY (MSS) 2013 BESCHIKBAAR

De organisaties voor het Nederlandse Radio-, Print-, Televisieonderzoek, NLO, NOM en SKO hebben voor de derde keer een rapportage over mediabezit en -gebruik uitgebracht: de Media Standaard Survey.

- [> PERSBERICHT MSS](#)
- [> RAPPORTAGE MSS 2013](#)

WEEKOVERZICHT WEEK 10 2014

Hieronder vindt u het weekoverzicht van week 10, met daarin de kijkdichtheid en het marktaandeel per zender en de top-10 van meest bekeken programma's van de week.

[> WEEKPERSBERICHT WEEK 10 \(UITZENDDAG\)](#)

vodafone NL 13:27 100%

TOP 25

Woensdag 01 oktober 2014

1. Journaal 20 Uur

Zender: NPO1 Tijd: 20:00
kdh: 13,7 madl: 32,8 abs: 2.120.000

2. Goede Tijden Slechte Tijden

Zender: RTL4 Tijd: 20:02
kdh: 10,0 madl: 24,0 abs: 1.554.000

3. Wereld Draait Door

Zender: NPO1 Tijd: 19:01
kdh: 9,9 madl: 29,5 abs: 1.534.000

4. Love Is In The Air

Zender: RTL4 Tijd: 20:33
kdh: 8,9 madl: 20,0 abs: 1.378.000

5. Dokter Tinus

Zender: SBS 6 Tijd: 20:32
kdh: 8,9 madl: 20,0 abs: 1.371.000

- Top 25
- Programma's
- Tijdvakken
- OT&V
- Over de app

vodafone NL 13:28 100%

OT&V

Donderdag 25 september 2014

1. Expeditie Robinson 2014

Zender: RTL5 Tijd: 20:31
gaas: 103.700 nStreams: 248.374 ga: 25,9
abs: 1.326.000

2. Goede Tijden Slechte Tijden

Zender: RTL4 Tijd: 20:01
gaas: 92.301 nStreams: 190.124 ga: 11,7
abs: 1.606.000

3. Geer En Goor Waarheen Waarvoor

Zender: RTL4 Tijd: 20:32
gaas: 46.607 nStreams: 107.906 ga: 19,0
abs: 1.717.000

4. Down Voor Dummies

Zender: NPO1 Tijd: 22:23
gaas: 28.468 nStreams: 36.184 ga: 23,6

- Top 25
- Programma's
- Tijdvakken
- OT&V
- Over de app



THE WORLD AUDIENCES SUMMIT 2015

AND THEN
IT IS 2013;
WE HAVE
THE BIG TAM
MACHINE
NICELY RUNNING....



BACKGROUND NEW STRATEGY

2013 IT'S ALL VIDEO

- ♪ Digital distribution > 85%
- ♪ Online distribution > 90%
- ♪ More new video devices > 50%
(PVR, Tablets, Smartphones, Connected TV's)

- ♪ more sorts of screens
- ♪ more sorts of video
- ♪ more sorts of content owners



BACKGROUND NEW STRATEGY

In April 2013 SKO board decided:

SKO should be measuring and reporting:

- ♪ **Viewing behaviour** (reach, frequency and time spend) for
 - ♪ **All video content** and
 - ♪ **All commercial video** messages (pre rolls, et cetera)
 - ♪ **Across any platform**
-
- ♪ **With a quality level** comparable to the **current TAM** research

HOW?



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BACKGROUND BUILDING SKO-VIM

LESSONS LEARNED in our web-TV project

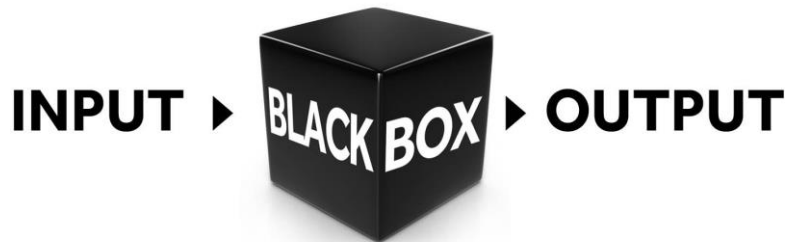
1. Do not bet on one horse
(a.k.a. use a combination of player data, panel data, et cetera)
2. Do not just *believe* big datasets or new measurement techniques
3. Always test, test, test, test by yourself
(Even if your research supplier seems nice).
4. Know your audience can not be eaten (= not a Cookie)
5. Working together is useful!



DEMANDS FOR NEW INDUSTRY STANDARD

- ♪ We need censusdata AND paneldata
- ♪ Panel quality is crucial
No panel-patchwork -> single source across online devices
- ♪ Quality Control must be in place at all 'machines'
- ♪ 100% transparency in measurement and on business rules.
All to be documented

No “**Black Boxes**”,
but “**Glass Boxes**”.



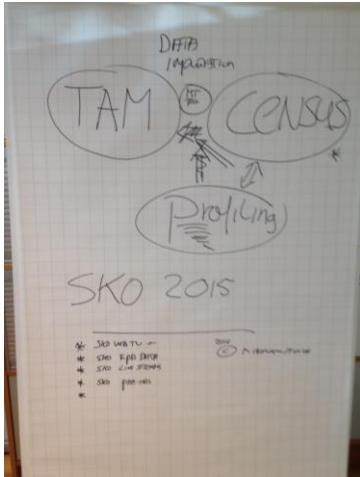
HOW?

BY SKO-VIM

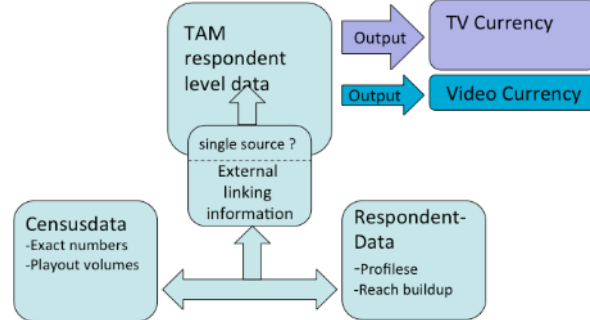
SKO - VIDEODATA INTEGRATION MODEL



FROM OUTLINE TO SKO-VIM

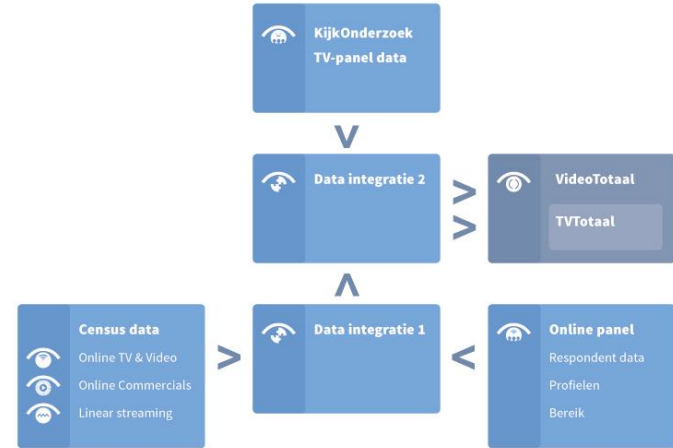


SKO 2012



SKO 2013

SKO VIDEODATA INTEGRATIE MODEL (VIM)





MACHINES IN THE FACTORY



Media Standard Survey
(establishment survey, all JICS)



Tel. Audience Measurement



Registration, classification
and harmonization



COMSCORE. Census measurement OTV



Online Media Panel



Data integration

Online commercials census



Online census reporting



Harmonization of Online
Commercials
Certification



OIL IN THE MACHINE CONNECTIONS

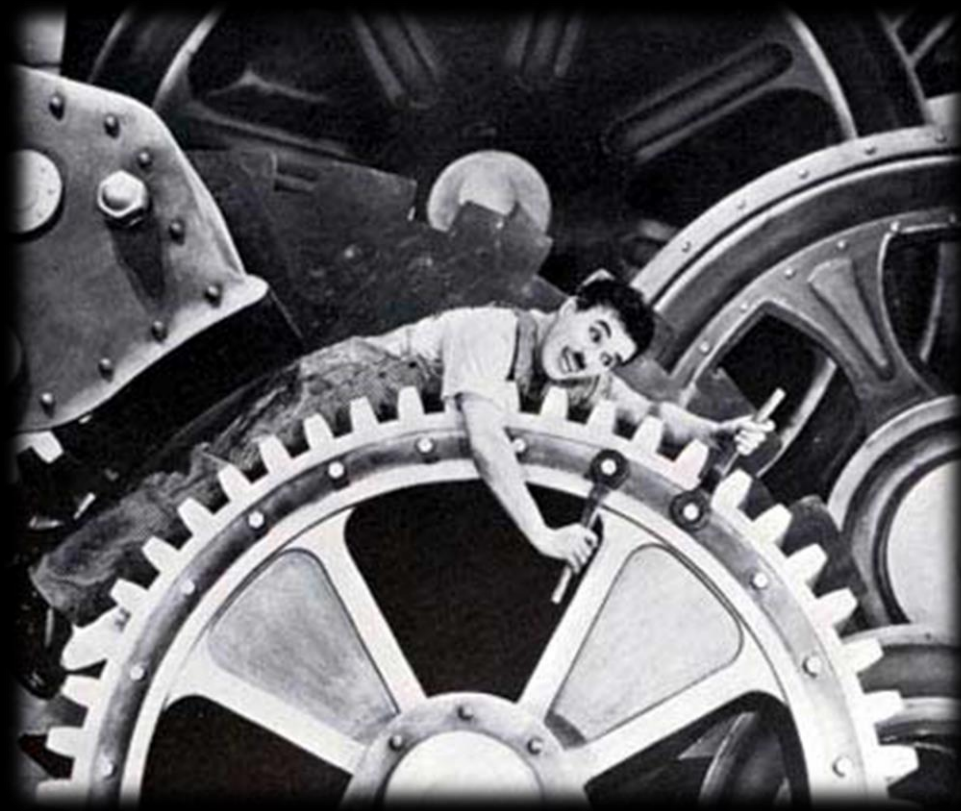
(KMA/TNS/NIELSEN/COMSCORE/GFK)



OVERVIEW OF SOLUTION

- ♪ Census online video measurement of all participating publishers
- ♪ Census measurement of online commercials
- ♪ A household panel of 3,000 individuals measuring all devices
- ♪ The integration of panel- and census data
- ♪ Ultimately daily fusion of this final dataset with the TAM currency

CENSUS DATA



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OTV CENSUS MEASUREMENT

- A tag/library based measurement solution for all devices
- Measurement requires the active cooperation of the participating broadcasters
- Using *existing comScore* implementations or one of the other certified suppliers
- Project started in 2008 as a world's first

ONLINE COMMERCIALS CENSUS MEASUREMENT

- System measures the playout of online commercials
- Using the VAST standard tracking pixels.
- Kantar Media provides interface for the generation of VAST measurement tags.
- Automated pixel placement being built.
- Publishers tag premium campaigns
- Agencies to tag YouTube campaigns

Generate Tag

Templates

Publisher AdServer

Campaign

AdServer

Campaign

Creative ID

Publisher ID

Sales House

Media Agency

Advertiser

Product Name

Pixel Data

Site

SSL

Event

Ad Type

Position of Ad in Pod

Ad Duration seconds

Physical Ad URL

PANEL SETUP

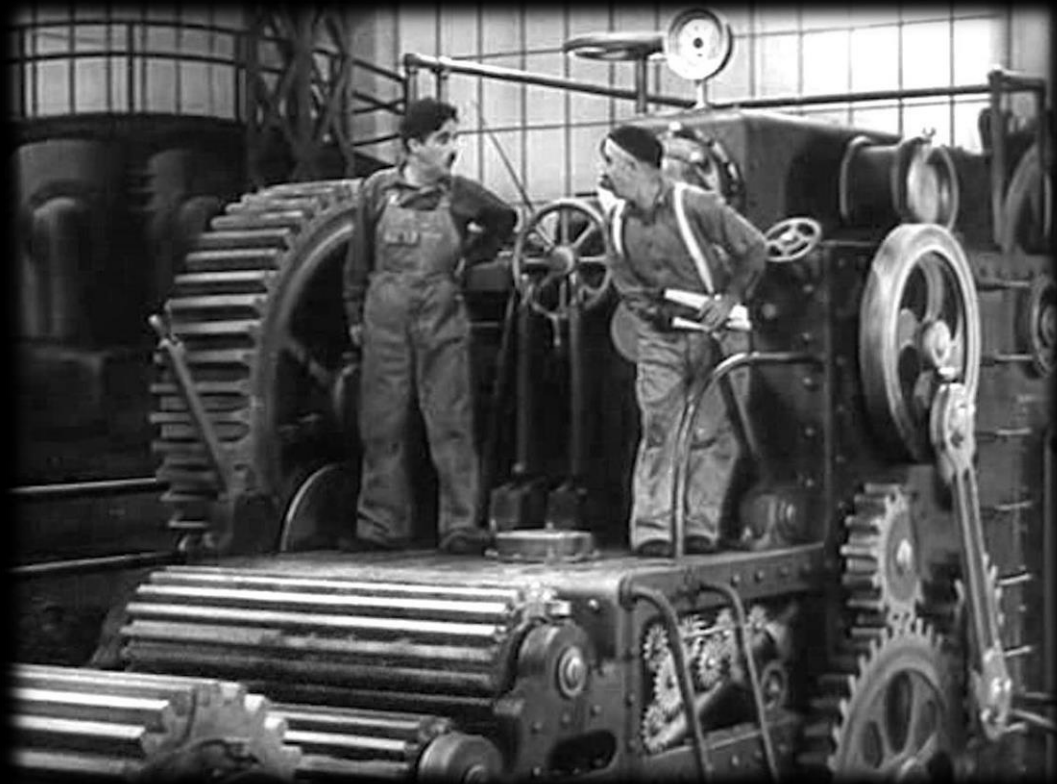


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KEY ASSUMPTIONS

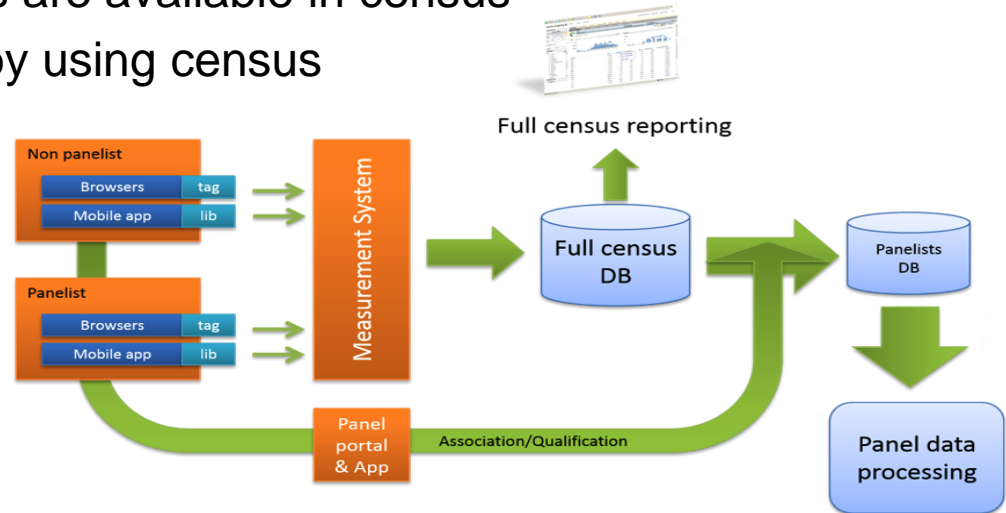
- ♪ A nationally representative panel of Dutch households
- ♪ All those aged 6+ participating with all devices
- ♪ Local TNS NIPO panel as the main recruitment stream.
- ♪ The solution has been designed in line with TAM panel requirements
- ♪ A new PMS that uses both household and individual data
- ♪ All panel member viewing is identified with no modeling

CENSUS TO PANEL

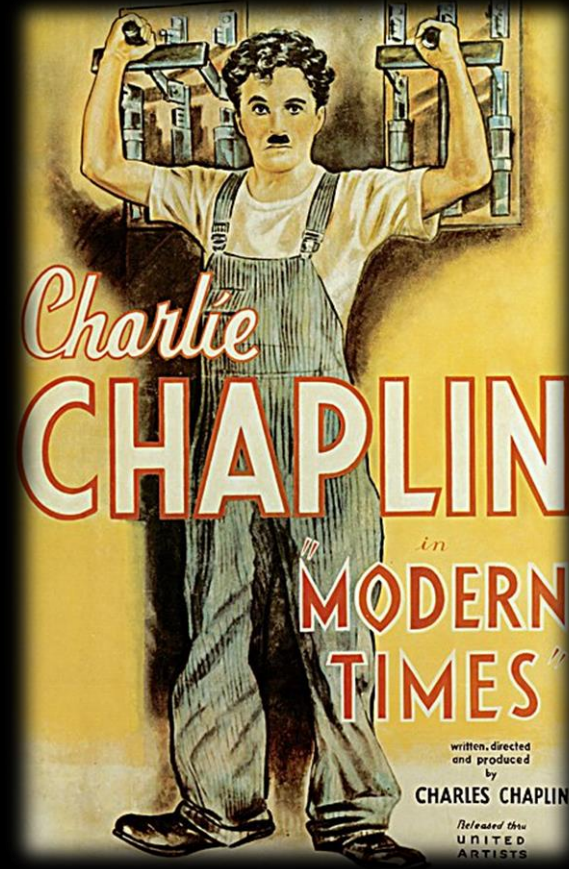


PANELLIST IDENTIFICATION

- Panellists' devices and browsers identified
- Panellists identify themselves; portal or app
- The device and browser identifiers are available in census
- Panellists' behavior is measured by using census
- No metering solution needed!



CENSUS DATA AND PANEL DATA INTEGRATION



MODEL DESIGN

What the source datasets have to offer



Respondent level data reflective of viewers' behaviour offers...

- REACH ESTIMATES
- DEMOGRAPHIC PROFILES
- CROSS-PLATFORM BEHAVIOUR AT HOUSEHOLD/INDIVIDUAL LEVEL



Census Data

Comprehensive and exact account of all online activity offers....

- TOTAL USAGE
- FOR ALL WEBSITES

REAL DATA ARE THE TASTIEST

Programme and Campaign example



PROGRAMME EXAMPLE

Daily soap on RTL

CENSUS DATA ▶

CENSUS TARGETS



29th May, 2015
(DP4 - 2000 - 2600)



PCs - 37 M seconds



29th May, 2015
(DP4 - 2000 - 2600)



Mobiles - 1.1 M seconds



29th May, 2015
(DP4 - 2000 - 2600)



Tablets - 1.3 M seconds

PROGRAMME EXAMPLE

Daily soap on RTL

CENSUS DATA ► METADATA LINK FOR SEARCH IN PANEL



29th May, 2015
(DP4 - 2000 - 2600)



PCs - 37 M seconds

SERIES
25

FICTION
DUTCH
SERIES
SOAP



rtl nederland

PROGRAMME EXAMPLE

DAILY SOAP ON RTL

CALIBRATED TARGETS: CENSUS PLUS PANEL



29th May, 2015
(DP4 - 2000 - 2600)



PCs - 37 M seconds



75% | 25% (Demographics)



20K (Reach)



80% | 20% (Co-Viewing)




Behaviour
Program Association

PROGRAMME EXAMPLE


DAILY SOAP ON RTL

CALIBRATION; CALIBRATED TARGETS TO PANEL


Census



29th May, 2015
(DP4 - 2000 - 2600)




PCs - 37 M seconds




20 K (Reach)

Add 15M Seconds to Panel


Panel



29th May, 2015
(DP4 - 2000 - 2600)



PCs - 22 M seconds



14 K (Reach)

Add 6K People to Panel

CAMPAIGN EXAMPLE



29th May, 2015



0.2 M VAST
COMPLETE EVENTS



29th May, 2015



90 K VAST
COMPLETE EVENTS



29th May, 2015



200 K VAST
COMPLETE EVENTS

CAMPAIGN EXAMPLE



29th May, 2015



0.2 M VAST
COMPLETE EVENTS



Intergamma



CAMPAIGN EXAMPLE



29th May, 2015



0.2 M VAST
COMPLETE EVENTS



62% | 38% (Demographics)



32 K (Reach)

CAMPAIGN EXAMPLE

CALIBRATION; CALIBRATED TARGETS TO PANEL

Census



29th May, 2015

32 K (Reach)

Frequency
[1 / 2 / 3+]
(18 K / 9 K / 5 K)

Panel

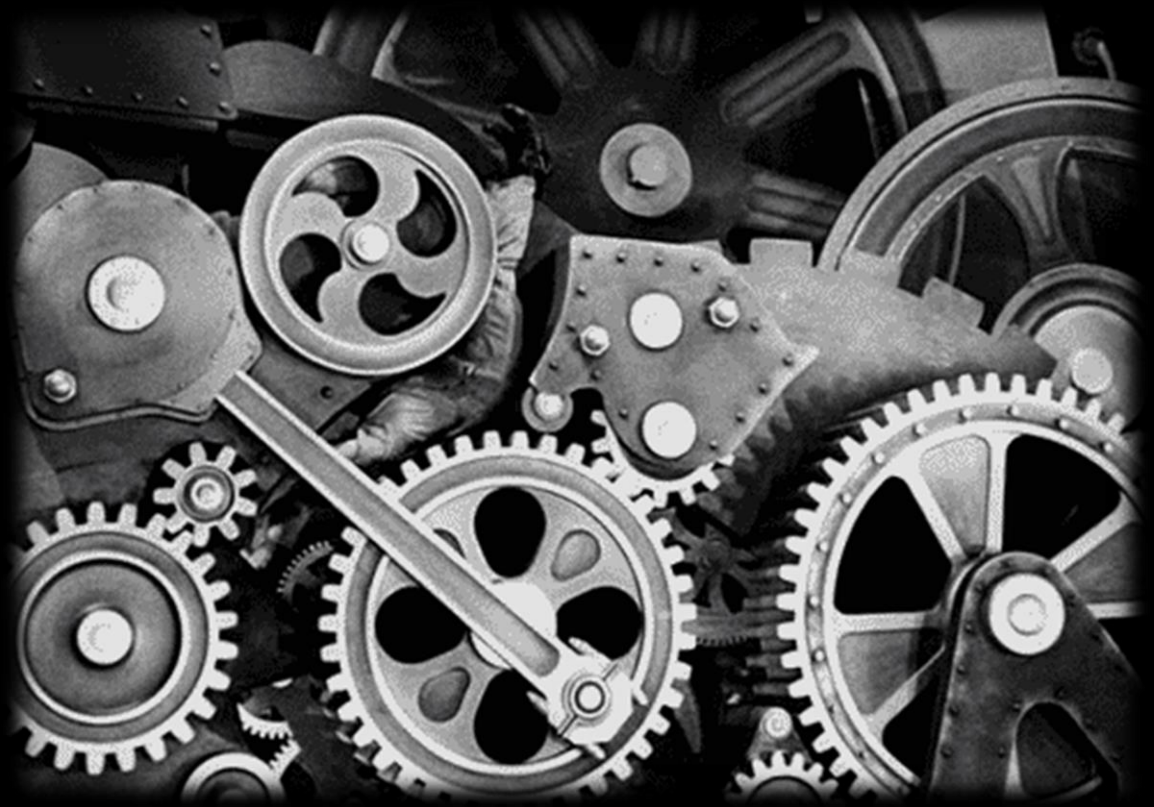


29th May, 2015

30 K (Reach)

Frequency
[1 / 2 / 3+]
(17 K / 9 K / 4 K)

PLANNING TO UP AND RUNNING



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PLANNING PHASE 1

DATA TO MARKET

- ♪ Full day to day test data for Shareholders starts September 1st
- ♪ Delivery to the general public -> OCTOBER 1ST 2015



PLANNING PHASE 2

From crossplatform to VideoTotals

- ♪ Online currency is the start
- ♪ Next step is one single dataset for TV+Online
- ♪ Daily fusion of TAM and VAM
 - ♪ Align datasets -> fuse -> calibrate
 - ♪ This order delivers the maximum granularity in the end data
- ♪ Delivery to the general public -> DECEMBER 1ST 2015

THE LATEST NEWS

COOPERATION BETWEEN SKO AND VINEX

- ♪ VINEX is the online MOC in the Netherlands
- ♪ Now we team up!
 - ♪ Adding 2000 panel members
 - ♪ Adding metering software in that additional panel set
- ♪ Teaming up will deliver:
 - ♪ True Cross Media: (TV)Video + Websites + Apps
 - ♪ Insights in reach of non-tagged publishers like FB, YT, Illegal services
- ♪ Publication starts Q1 2016

SOUNDS LIKE MUSIC TO MY EARS

HOPE YOURS' TOO!

♪ THANK YOU
FOR YOUR ATTENTION

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KANTAR MEDIA