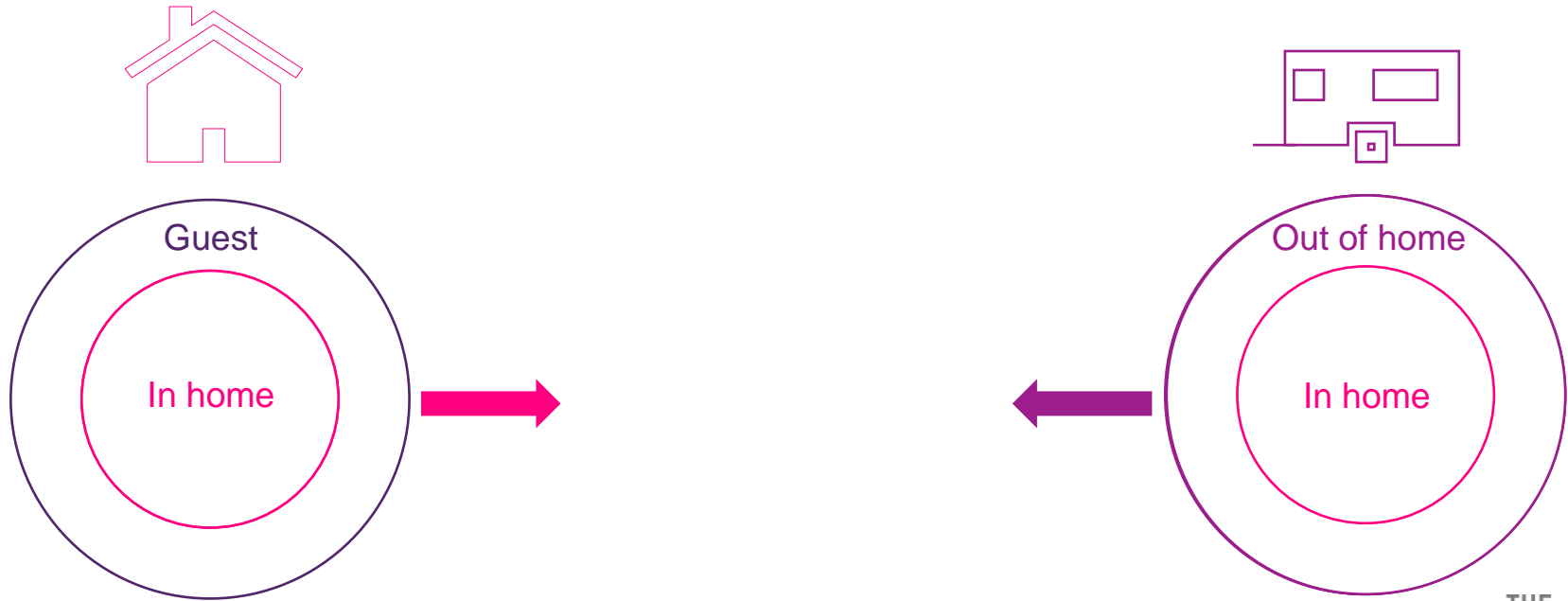


# The power of television inside and outside the home



# Shift in viewing behaviour requires shift in methodology

Integrating two data sets



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2016

# Key features of this hybrid measurement approach

TV  
anywhere

Guest viewing  
retained for kids 2-11  
and non fused channels

Exchange guest  
viewing with OHV  
for persons aged 12+

Out of home

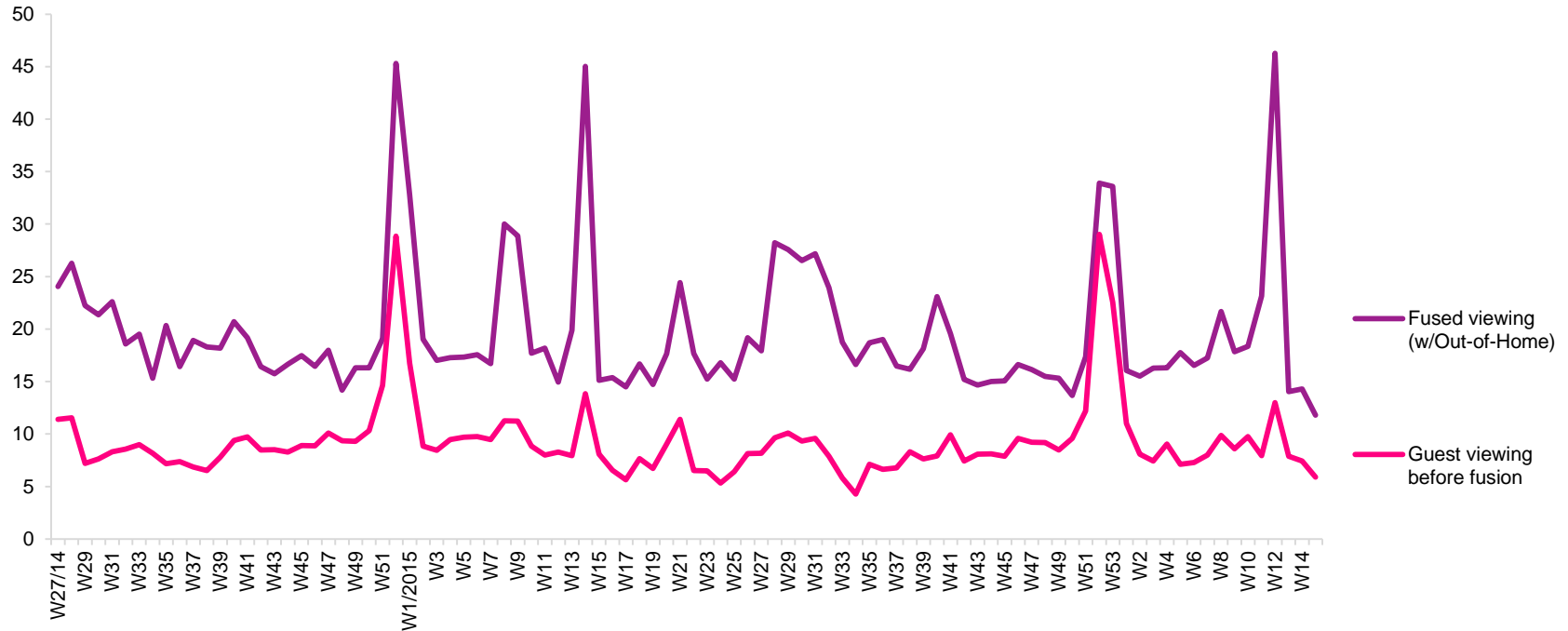
Time shifted  
viewing 21 days

30  
encoded channels

In home

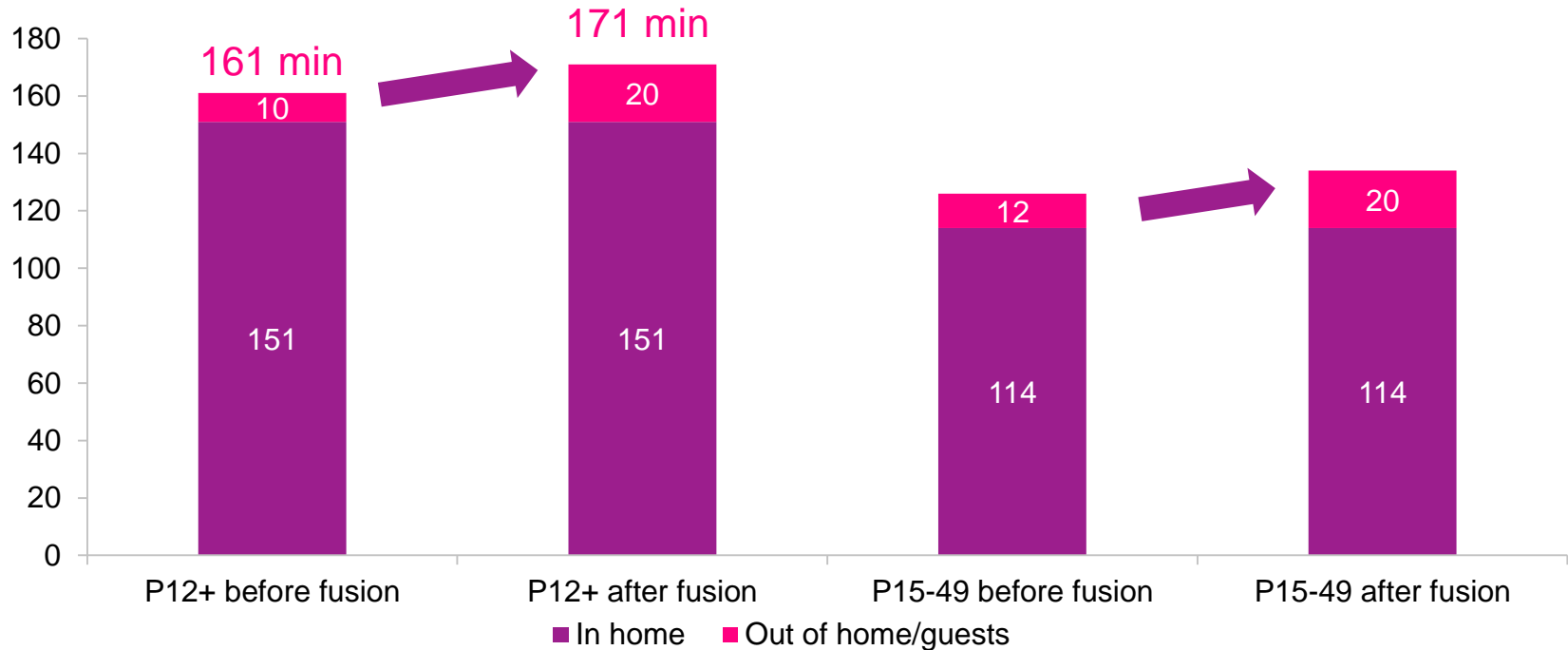
Daily delivery  
08.00

# Out of home and guest viewing by week – adults 12+



Daily average minutes, including TSV (+7 days), Total fused channels.

# % PUT level increase by fusing out of home viewing



Daily average minutes April 2015 – March 2016, including TSV (+7 days)

# The Impact of changing the audience measurement

How has the creation of a hybrid currency been received by the market in Norway?



One Step Closer

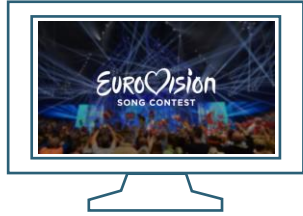


OOHV is seen in context with earlier transitions



Out-of-Home Viewing is closing a gap

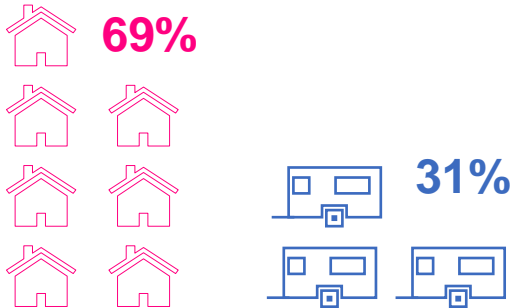
# The power of out-of-home



**NRK**

Eurovision Song Contest (domestic)

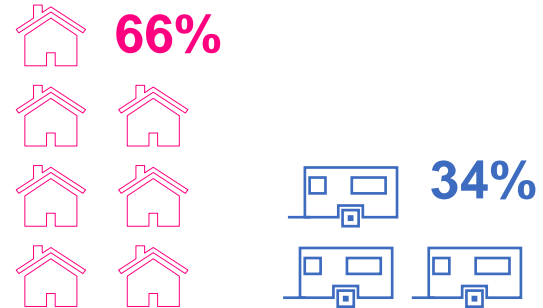
**Total: 1338K Viewers**



**2**

X Games: Snowboard, Women

**Total: 156K Viewers**



# The value of the new hybrid audience measurement



Capturing more actual viewing is seen as being more correct



OOHV is increasing ratings and reach – significantly during holidays and weekends



OOHV provides additional viewing for premium daytime sports

The addition of Out-Of-Home in Norway helps to:

- Improve Commercial Campaign evaluations
- Estimate returns on Programme Investments



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