

## APPENDIX 5. ADJOINING CONTINUOUS VIEWING STATEMENTS IN THE TSV DATA

We can treat "continuous" viewing statements on two ways. It is possible that 1 respondent has 2 viewing statements in the data for continuous viewing. This can occur for instance when the respondent is watching TV together with another family member who is stopping watching earlier. This situation is translated in two different viewing statements in the data that really "belong with each other".

In the data files until 31-12-2007 (Live data) we can join these two statements to a longer statement. In the TSV data from 1-1-2008 there are two ways to join these statements (through time shifted viewing moment and through broadcasting moment). The first method (to join the viewing statements through time shifted viewing moment) is the only correct one. We would like to make this situation clear through the following example:

### SITUATION 1: LIVE VIEWING

Household: 7335, Respondents: 1 + 2, Channel: 61, Spot: 21:40:45

1:070924 7335 61 **214045** 30 11 11000000 00000000 1 1 1

2:070924 7335 61 **214115** 30 11 01000000 00000000 1 1 1

Record 2 has the following change: respondent 1 watch no longer so Intomart inserts a new statement in the "raw" data.

Spot reach: Counts the total number of seconds seen by respondent 2 and divides this by the duration. This is the probability of the spot for the respondent.

#### Method 1:

Total time that the spot is seen can be sum up, because by live watching there is no overlap.

-> 30" + 30" -> 60" -> prob of  $(1 - (1 - 60/60))$  -> reach 1

#### Method 2:

Records voor resp 2 are made continuous, this is also practical in order to calculate continuous reach. This results in the following virtual record:

Duration is now 60 seconds

1:070924 7335 61 **214115 60** 11 01000000 00000000 1 1 1  
-> 60" -> prob of  $(1 - (1 - 60/60))$  -> reach 1

Method 1 + 2 give the same result in current calculation (Live). But when we consider TSV that the following happens:

**SITUATION 2: TSV VIEWING WITH CONTINOUS TS Viewing moment  
KIJKMOMENTEN****Real viewing moment**

1: 070924 7335 61 **214045 30** 11 11000000 00000000 1 1 1 29092007 **182000**

2: 070924 7335 61 **214115 30** 11 01000000 00000000 1 1 1 29092007 **182030**

Method:

Join statements on REAL TS Viewing moment **KIJKMOMENT**,

This results now in 1 record op because the TS Viewing moment is continuous

**Virtual record:**

1:070924 7335 61 **214115 60** 11 01000000 00000000 1 1 1 29092007 **182000**

-> 60/60 -> 1 - (1-60/60) -> bereik 1

**SITUATION 3: TSV VIEWING WITH CONTINOUS Broadcasting  
moment**

**It is also possible that viewing statements are continuous on broadcasting moment.  
And not on Time shifted Viewing moment (theoretically: pause and play and  
pause and play for one recording). This statements should not been joint. In this  
case this is NOT continuous viewing**