



PRESS RELEASE

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Publication of requirements new cross-media audience measurement

On July 2, the organizations involved in media research in the Netherlands jointly issued a Request for Proposal (RfP) for the design and execution of a new media audience measurement. This will make the Netherlands the first country in the world to issue a tender for a total media audience measurement. This survey will bring together "viewing", "reading" and "listening" of/to media and advertising via all the available channels, both online and offline. Research agencies are asked to submit their proposals. The initiators aim to make a decision this autumn.

The RfP is the result of the close collaboration between Stichting Nationaal Onderzoek Multimedia (NOM), Stichting Nationaal Luister Onderzoek (NLO), Stichting KijkOnderzoek (SKO) and the Verenigde Internet Exploitanten (VINEX). Through these organizations all major Dutch media-owners and broadcasters, as well as the advertisers association (BVA) and the media agencies (PMA) are involved.

New standard

The RfP should lead to a new, shared standard for measuring and reporting media and advertising reach. The new research must meet a number of basic principles:

- 1) There is a need for more and continuous insight into the cross-media reach and use of media by different target groups; this calls for creating overlap in measurement where possible.
- 2) The research must be future-proof by including new forms of media planning, buying and trading, such as: addressable advertising, programmatic, mobile, SVOD media.
- 3) The collected data on viewing, reading and listening must meet the relevant quality standards. Furthermore, the design and data collection must be fully GDPR and E-privacy compliant.
- 4) The joint measurement should lead to efficiency gains.

New organization

The initiators of the tender, SKO, NLO, NOM and VINEX, intend to set up a new organization that will be responsible for the new media audience measurement. The possible transition to a new organization and a organizational structure will be subject of discussion over the next few months.

Participation RfP

The RfP is a document in English, which can be obtained from the initiators by sending a request to info@tmam.nl¹. Agencies have until 16 July to inform us about their intention to take part in the tender.

END OF PRESS RELEASE

¹ TMAM stands for: Total Media Audience Measurement.



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About NOM

Stichting NOM (Nationaal Onderzoek Multimedia) is responsible for the delivery of reach data for news media, magazines and free local papers in the Netherlands. Its objective has been broadened to getting insights into the total reading (the reach) of media brands of news media and magazines, irrespective of the platform via which content is distributed. The parties taking part in NOM are: NDP Nieuwsmedia (NDP), Magazine Media Associatie (MMA), Platform Media Adviesbureaus (PMA) and the Bond van Adverteerders (BVA). For more information about NOM: www.nommedia.nl.

About NLO

Stichting Nationaal Luister Onderzoek (NLO) is responsible for research into the radio listening behaviour of the Dutch population and the reporting on this research. NLO is a Joint Industry Committee in which the Nederlandse Publieke Omroep (NPO), the Radio Advies Bureau (RAB), the Platform Media Adviesbureau (PMA) and the Bond van Adverteerders (BVA) collaborate. For more information about NLO: www.nationaalluisteronderzoek.nl.

About SKO

Stichting KijkOnderzoek (SKO) provides the official television and online viewing ratings in the Netherlands. SKO is responsible for the reporting and verification of ratings and for the modifications and innovations of the methods used for viewing research. The Nederlandse Publieke Omroep (NPO), Screenforce, the Platform Media Adviesbureau (PMA) and the Bond van Adverteerders (BVA) are represented in the SKO. For more information about SKO: www.kijkonderzoek.nl.

About VINEX

VINEX, i.e. Verenigde Internetexploitanten, commissions the online reach research in the Netherlands (NOBO). VINEX is an initiative of prominent publishers, which strive for transparency and uniformity in the Dutch online (advertising) market. For more information about VINEX: www.vinex.nl.