



STICHTING KIJKONDERZOEK

SUBJECT: TIME SHIFTED VIEWING DATA TO INCLUDE 27 DAYS AFTER ORIGINAL BROADCAST DAY

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STARTING JULY 17 2015, SKO WILL EXPAND ITS TIME SHIFTED TV VIEWING REPORT. THE REPORTING WILL INCORPORATE A PERIOD OF 27 DAYS FOLLOWING THE ORIGINAL BROADCAST DAY. THIS SIGNIFICANT INNOVATION WILL YIELD FURTHER INSIGHT INTO THE WAYS VIEWING BEHAVIOUR IS CHANGING.

Since January 2015, GfK has, on behalf of SKO, been measuring time shifted viewing up to and including 28 days after the original broadcast. Starting July 17 2015, SKO will supply the data to the market on a daily basis. The expanded measuring period for time shifted viewing will yield supplementary, valuable information about time shifted viewing of TV content on a TV screen.

SKO's standard Viewing Total report – concerning TV viewing on the day of broadcast and the six subsequent days - will not change. The new 28-day time shifted viewing data is especially valuable for programme producers and channels; it allows them to gain insight into the ways their content is used during a four week period.

Bas de Vos, Director of SKO: *“Being able to more accurately report on time shifted viewing on TV is the first of a range of important innovations in our ratings research. Such innovations allow us to future-proof our research”.*

Time shifted viewing

SKO has been reporting on time shifted viewing since 2008. Our definition of ‘time shifted viewing’ is as follows: viewing television content on a TV set at a later time than the original broadcast of the programmes in question. Several kinds of time shifted viewing are possible: ‘Near-live’ viewing, i.e. slightly time shifted viewing of a programme at the time of broadcast, watching a movie that was recorded on a hard disk a week earlier, or watching ‘on-demand’ content through a set top box, connected TV or other connected devices such as a gaming console, media center or dongle (Apple TV, Google Chromecast, etc). Viewing data on the day of broadcast or the six subsequent days is incorporated in channel performance. On behalf of affiliated software bureaus, SKO publishes guidelines for calculation and reporting for a period of 28 days after the day of broadcast. These guidelines are available on www.kijkonderzoek.nl/methodology

END OF PRESS RELEASE

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