



STICHTING KIJKONDERZOEK

APPENDIX 8: SKO GUIDELINES ON THE USE OF PROGRAMME TITLES 01.02.2021

TITLES

- Nielsen registers titles as seen on screen.
- When no title is seen on screen, Nielsen uses the information in the Prelog files from the TV-stations / the information that the TV-stations supply through the Web Interface.
- Nielsen registers the main program title without the Subtitle of episodes.
- When the title is not correctly edited (e.g., foreign writing) the TV-stations can ask for corrections through the Web Interface.
- Only characters and numbers are coded, irrespective of the format used to broadcast the title.

PROGRAMME TITLE:	EXAMPLE:	CORRECT USE:
■ Titles as seen on screen are leading	Cobra 11	ALARM FUR COBRA 11
■ Always supplied incapitals	Journaal	JOURNAAL
■ Starts with a character or number (so no punctuation marks)	't zonnetje in huis	ZONNETJE IN HUIS
■ No punctuation marks (e.g. full stop, comma, dash, colon, semi colon, diaeresis, ...)	Giro d'Italia 9/11:Control The Skies 9-1-1	GIRO DITALIA 9 11 CONTROL THE SKIES 911
■ The symbols (&) will be changed by EN (or AND) when they are a part of the title	Bed & Breakfast Bol & Smik	BED AND BREAKFAST BOL EN SMIK
■ No accent marks	Wereld Büch	WERELD BUCH
■ Can't begin with the following articles: de, het, een, the, all other articles are allowed.	De leukste thuis The bold and the beautiful The Curse of Oak Island	LEUKSTE THUIS BOLD AND THE BEAUTIFUL CURSE OF OAK ISLAND

- Broadcaster names (NPO and MTV broadcasters) are preferably excluded, even if they form an integral part of the title.





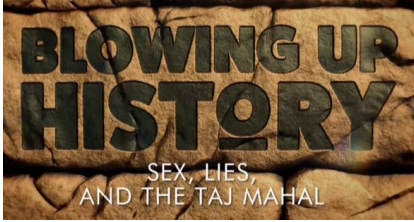

GEHEUGENTRAINER



VAKANTIEMAN



WORLD STAGE

<ul style="list-style-type: none"> The title of feature films is based as much as possible on the on-screen title, except if the original is unintelligible (e.g. Chinese, Japanese, etc.). In these cases, https://www.imdb.com/ is used as reference. 	Detvar en gang	DET VAR EN GANG
<ul style="list-style-type: none"> For series (fiction entertainment, kids and non-fiction), only the main title is used. 	 	<p>ANGELINA BALLERINA</p> <p>TOM</p>
<ul style="list-style-type: none"> For series or reruns the name applied in the past is used (in consultation with the broadcasters). 		
<ul style="list-style-type: none"> For documentaries (non-fiction), the series title is used, the individual title of the documentary is not included (even if it does appear on screen). 	 	<p>BLOWING UP HISTORY</p> <p>DRAIN THE OCEANS</p>

<ul style="list-style-type: none"> For compilations, the best offs, etc. the main title is mentioned first. Should only be used when this appears on screen. 	  	<p>TRUCK NIGHT IN AMERIKA THE BEST OF</p> <p>TOP GEAR BEST OF</p> <p>AMERICAN PICKERS BEST OF</p>
<ul style="list-style-type: none"> Broadcasts with the same main title, but with another central guest each time. 	<p>24 uur met Albert Verlinden</p>	<p>24 UUR MET</p>

SPORT

Sports programmes may have a unique title, or a more general title. The following cases are assigned a general title:

- Regular sports news broadcasts or Studio Sport broadcasts.
- Other magazine-like sports shows.
- Summaries.
- Magazines in which summaries are shown, only the title of the magazine is timed (e.g. RTL Grand Prix)

Sports programmes get their own title if:

- These are entire matches/races.
- These sports broadcasts are from NPO on Saturday or Sunday afternoon.
- Big sports events are involved, such as swimming, ice skating, athletics, tennis, etc.

The following conditions apply to break down sport programme titles:

- In case of multiple sports mixed, no Followcodes are used.
- Names of countries and clubs are abbreviated in order to avoid lack of space.
- Award ceremonies are timed separately
- If there are different sports broadcasted between 2 commercial breaks, the general title "STUDIO SPORT" will be used. This applies only to the NPO channels
- For football matches the part between the 1st and 2nd half is always coded as "HALF TIME" (e.a. in Dutch: VOETBAL RUST), regardless of its duration
- Interviews with athletes/coaches at the sideline are timed as preview or review show (e.a. in Dutch: VOETBAL ED VB, VOETBAL ED NB).

-These conditions do not apply on Darts events.

-For Car racing, the award ceremonies are classified as review shows.

-For football matches around the program "ERETRIBUNE" on ESPN channels, the previews/reviews won't be coded separately. They will be part of "ERETRIBUNE"

Sport titles are constructed as follows:

ELEMENTS OF A SPORT TITLE	EXAMPLES
1. Sport	AUTOSPORT, VOETBAL, ATLETIEK, ZWEMMEN, WIELRENNEN, VELDRIJDEN
2. Competiton/Event	ED, PD, PL, DL, WB, WK, F1 GP
3. Match type	KW, PO
4. Addition	VB, NB, RUST
5. Discipline	VLINDERSLAG, SPRINT, ESTAFETTE, NOORDSE COMBINATIE
6. Category	50M, 12500m, 10KM
7. Clubs or countries	NLD BEL, REAL MADRID BARCELONA, AJAX PSV, DEU ESP
8. Game format	DUBBEL, LANDENTEAMS
9. Gender	DAMES, HEREN, GEMENGD
10. Extra addition	F, HF, KF, TF, HUL

Moreover, the following rules need to be respected:

- Fixed abbreviations for additions.
- No location details of events (except for the Grand Prix).
- Names of institutes and sponsored events are preferably abbreviated.
- Fixed spelling for clubs and countries.
- Fixed spelling for 'distances'.
- After the fixed abbreviations (VB, NB, RUST) no additional information is added.

For distances there are also fixed abbreviations. For example, the distance '500 meter' becomes '500M' and '5 kilometres' becomes '5KM'. '1500 meter' and '1,5 kilometer' becomes '1500M'.

For the abbreviations of football matches, see Appendix 10. The fixed abbreviations for countries can be found in Appendix 9a and the abbreviations used for clubs in Appendix 9b.
