

# DUTCH TELEVISION AUDIENCE MEASUREMENT



METHODOLOGICAL DESCRIPTION

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# **NMO KIIKONDERZOEK DUTCH TELEVISION AUDIENCE MEASUREMENT METHODOLOGICAL DESCRIPTION**

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## CHAPTER 1

# INTRODUCTION



# 1. INTRODUCTION

In the world of television, audience ratings matter. Audience ratings are an indicator of the size and makeup of the audience for a television programme. As such, they are a means of measuring the success of a programme. With this information, programme makers and broadcasters can adjust programme content and broadcast schedules in response to audience reaction. In the television advertising market place, audience ratings function as the "stock quotations" on which broadcasters, media bureaus and advertisers base their trade. In The Netherlands, audience ratings are generated in the continuous audience research carried out by Kantar, IPSOS and Nielsen under contract to Nationaal Media Onderzoek (NMO), the former Stichting KijkOnderzoek (SKO), the council for Dutch Cross Media Audience Measurement.

This document is a description of the audience research methodology. It has been prepared for clients who use the results of the audience research and other interested parties. Chapter 2 provides a brief description of NMO/SKO, the organisation responsible for the audience research in The Netherlands. Chapter 3 discusses Mediatrends, the establishment survey which provides a basis for the audience research. The research methodology, including People Meter technology, is described in Chapter 4. The methods used to determine broadcast times and classify programmes and spots are discussed in Chapter 5. In Chapter 6, the raw data and reporting are described. Chapter 7 provides a description of the reliability criteria for reporting channels in the Dutch Television Audience Measurement. The calculation and reporting rules used by SKO can be obtained at NMO on request..

In compiling this methodological description, we attempted to describe and summarise the methodological information of relevance to users of audience research results. However, given the complexity and the speed of adaptation required by the continually changing technological and demographic setting in which the methodology is used, we cannot guarantee an absolutely complete and up-to-date description at all times. Regularly, the diverse methods applied in the research are critically evaluated, and when necessary, adjusted or improved.

For further information concerning the television audience research, please contact NMO ([info@kijkonderzoek.nl](mailto:info@kijkonderzoek.nl)).

## 2 NATIONAAL MEDIA ONDERZOEK (NMO)

Nationaal Media Onderzoek (NMO) is an initiative of the organizations for media audience measurement in the Netherlands: Stichting KijkOnderzoek (SKO), Stichting Nationaal Luister Onderzoek (NLO), Stichting Nationaal Onderzoek Multimedia (NOM) en de Verenigde Internet Exploitanten (VINEX). Through these organisations, all major Dutch media operators and broadcasters are involved, as well as the Association of Advertisers (BVA) and the Platform Media Consultancies (PMA).

The ultimate aim of NMO is to provide insight into what the Netherlands reads, watches and listens to via all media channels and devices. Under NMO television, radio, print



and online reach will be measured and will eventually replace the current standards. Each individual reach survey is updated and greatly improved. The cross-media design of the new research is a world first. Never before have the mentioned media channels been jointly measured and reported in this way.

When NMO is ready, it will meet the highest standards in design, data collection, data processing and privacy. In the course of 2002-2023, the introduction of NMO takes place in phases and the first data sets will appear. These can be used immediately by agencies, advertisers and media operators.

This is the formal client of the viewing survey and this organization will be fully absorbed into the National Media Research Foundation in the course of 2023. In 2023 we will have already started using the name National Media Research in order to anticipate this development and to make it clear that viewing research will soon be part of a larger media reach architecture, which also measures what people read in the Netherlands and listens and also specifically online media consumption.

Stichting KijkOnderzoek (SKO), the council for Dutch Television Audience Measurement is the former commissioner of the television audience measurement and it will be fully merged with NMO in the course of 2023. . In 2023 we will have already started using the name National Media Research in order to anticipate this development and to make it clear that viewing research will soon be part of a larger media audience measurement architecture, which integrates television and online video and online media consumption.

SKO was founded as a market-wide organisation in which all parties that are directly involved in the sale and purchase of commercial broadcast time are represented. These include Screenforce (the organisation for the promotion and optimisation of television advertising), Publieke Omroep (Dutch Public Broadcasting), BVA/Bond van Adverteerders (the Association of Dutch advertisers) and Platform Media-Adviesbureaus (PMA, the media agencies platform), under an independent chairman. The SKO Board is responsible for the organisation, form and content of the television audience research. A SKO Technical Committee provides advice on the content and method of research. In the new organization, the NMO Viewing Chamber will take this role. The television and cross-media audience measurement in The Netherlands is organised in a Joint Industry Committee (JIC). This formal organisation is increasingly seen as the model for the modern organisation of audience research. Decision-making in the JICs is based on consensus.

SKO was established in 2000 for the purpose of:

- conducting (continuous) audience research on television broadcasts for the benefit of the public and commercial broadcasters and interested parties including broadcasting associations, advertisers and media bureaus involved in television (and Internet) advertising;
- managing the rights over the audience research data its publication.

NMO and SKO's strength is that it can act on behalf of all relevant parties in the media market to conduct the unique research on audience behaviour in The Netherlands. This audience research is accepted as the benchmark in the market; an acceptance based on



the active involvement in the research by all the relevant parties in the market, including broadcasters, advertisers and media agencies. In the past, this was not always the case. Advertisers, in particular, had little or no involvement in the audience research, despite the fact that they are, after all, the principal focus of the commercial strategies of both public and commercial broadcasters. Through the participation of all interested parties in the JICs, a generally accepted, statistical "gold standard" has been created as a basis for a scientifically accurate, valid, reliable and relevant determination of audience behaviour. The audience research is highly valued because of its verifiability and transparency, as evidenced by this methodological description.

## **2.1 RESEARCH AGENCIES**

Kantar and Ipsos have been awarded the contracts to deliver the NMO audience measurement in the Netherlands, a world's first true cross-media total audience measurement solution, working in partnership with Nationaal Media Onderzoek. The new contracts allow NMO and SKO to take into account the newest technological developments in television viewing that could affect the measurement of audience behaviour in the coming years. In combining viewing, listening, browsing and reading audience measurement through a single, integrated system it will deliver deeper insights to understand Dutch audiences and enable richer trading currencies for each media. The new design allows for efficiency and will enable advertisers and agencies to optimise the performance of media channels – both in isolation and when combined in a cross-media campaign. Since 2023, Nielsen is commissioned by NMO to provide insight in cross-media content and advertising campaigns running on television and radio channels broadcast on the Dutch market (Cross Media Monitoring).

Since 2002 and prolonged until August 2023, SKO commissioned GfK to conduct the television audience research. The media monitoring contract, including registration, classification and harmonisation of broadcast information was allowed to Mediatrix (2002-2010) and to Nielsen since 2011.

In the period 2011-2022, SKO has been working together with the organisations in charge of the Dutch Radio, Print and Internet audience research and commissioned the Media Standard Survey (MSS) conducted by Kantar TNS. This survey was used as SKO Establishment Survey until the end of 2021.

## CHAPTER 2

# ESTABLISHMENT SURVEY: MEDIATRENDS



### 3 ESTABLISHMENT SURVEY: MEDIATRENDS

NMO Mediatrends is a survey among the Dutch population and Dutch households into media reach and is part of the Nationaal Media Onderzoek. NMO Mediatrends research is conducted by Ipsos and has the following goals:

- 1) To determinate population figures and (weighing) standards for the Dutch population aged 13 and older. The weighting standards are used by the affiliated audience measurement surveys.
- 2) The NMO Mediatrends survey functions as a sample source for the other NMO surveys.
- 3) Measuring and reporting trends in media use. This is used in the internal checks in the other NMO reach surveys.
- 4) The NMO Mediatrends study forms the basis for the harmonized NMO questionnaires.

#### 3.2 THE UNIVERSE

The universe for NMO Mediatrends Survey includes:

1. Households: the household universe consists of all private households in The Netherlands. Students living in collective housing but with their own room are also included in the household universe.
2. Individuals: this universe consists of all persons of 13 years of age and older living in private households in The Netherlands.

Group housing, institutions, nursing homes, companies, governmental organisations and persons without a fixed address, such as families living on barges or in mobile homes are excluded from the research population.

#### 3.3 SAMPLING

The composition of the universe is based on the annual MOA Golden Standard data. The Golden Standard is a calibration tool for national and regional sampling in The Netherlands. This is a tool developed by the Data Insights Network, the former Market Research Association (MarktOnderzoekAssociatie -MOA) in collaboration with the National Statistics Agency (Centraal Bureau voor de Statistiek). Prior to 2006, the universe was based on the MiniCensus conducted by GfK Netherlands, which was adjusted on the Monday of week 27 in accordance with CBS trend figures.

The Establishment Survey forms the basis for the recruitment matrix, weighting and audit of the media audience measurement. These audience measurements are vital to the media industry, they are at the base of the trading currencies for trade associations such as advertisers, agencies, and broadcasters. Mediatrends is therefore subject to high sample quality requirements. Results should not be biased due to over- or underrepresentation in the sample of particular groups with specific response patterns.

This is usually defined as a “representative sample”. This is a somewhat ambiguous term that is mostly used (by sampling theory professionals) for specific variables. Large samples for generic use are, as a rule, expected to be self-weighting. That means that every research unit has the same probability to be selected. Mediatrends meets both criteria: specific representativity requirements and generic self-weighting of the sample.

We use the Post NL mail delivery file as a basis for the Dutch population. This contains the most recent view of all addresses in the Netherlands. For the NMO Mediatrends study, the sample is drawn from the file using a two-stage sample:

- 1) Four-digit zip codes are drawn stratified by MOA Cebuco areas. The post-relation database of Statistics Netherlands is used for the stratification. This file contains information about numbers of households, persons and companies.
  - 2) A random selection of addresses is drawn within the drawn postcodes. The sample includes the Wadden Islands, but company addresses are removed. In addition, we ensure that addresses are only part of the sample once a year.
- Finally, a random selection takes place within the selected household.

A sub-sample is drawn every two weeks. Each household will first receive an invitation letter and two weeks later a reminder letter. We try to enrich the address of the households that have not responded after two weeks after the reminder letter with a telephone number. The households for which a telephone number is found are then contacted by telephone and invited to participate. From the addresses for which no telephone number is found, a sample is drawn for a face-to-face approach or for sending a written questionnaire.

### 3.4 REPRESENTATIVITY

The households and persons in the samples of Mediatrends are representative of all private households in The Netherlands and all persons of 13 years of age and above within these households. To this end, the following variables have been established:

Household-level	Person-level
Age main income earner	Age x Gender
Region	Urbanity level
Household size	Household size
Education main income earner	Education level (followed)
Social status	Relation to main income earner
Position in household x age	Region
	Social status
	Shopper

Mediatrends data is weighted to the MOA Golden Standard 13+ (person weighting). In the household weighting an initial weighting is performed based on personal weight corrected for household size. In both weighing procedures there is a capping of the weighting factors. The weighting factors do not exceed 5.

### 3.5 SAMPLE SIZE

In Mediatrends research more than 10.000 respondents are surveyed yearly.

### 3.6 QUESTIONNAIRE AND FIELDWORK

The questionnaire of the MSS includes questions regarding the presence of media equipment in the household and the media use of households and persons. The questionnaire also includes background questions on social and demographic characteristics of the household and the household members.



The fieldwork for the NMO Mediatrends survey is conducted continuously, both online, by telephone and face-to-face.

Selected addresses are the first to receive a letter with an invitation to the online questionnaire. The letter also offers the opportunity to participate in the interview by telephone. An appointment can be made for this via the Ipsos helpdesk. Households that have not responded will receive a reminder letter after two weeks. Subsequently, the addresses in the sample that have not yet responded are enriched with telephone numbers. The addresses for which a telephone number is found are contacted by telephone.

From the households for which no telephone number is found, we then draw a random sample that is approached face-to-face. The letter and reminder are sent on Tuesdays in even weeks. The mat date is then from Thursday. The invitation letter contains the following information: an explanation of the NMO Mediatrends survey and NMO, the fee for participating in the survey, how people can participate and log in, how Ipsos handles personal data and where people can go for questions.

The online questionnaire asks about the number of people in the household and who the first birthday is from 13 years or older. That is the person who is allowed to fill in the questionnaire. A second option has also been added to select the person who can fill in the questionnaire: a random selection. In this selection, one household member is randomly chosen from household members aged 13 to complete the questionnaire.

The same set-up is used for landline numbers in the telephone questionnaire. For mobile telephone numbers, the first-year selection is not made, the person who answers the telephone may fill in the questionnaire.

The face-to-face questionnaire asks for the first-year-old person of 13 years or older present. The written questionnaire asks for the first-year-old person aged 16 or older.

### **3.7 RESPONSE ENHANCING MEASURES**

As a thank you for participating in the survey, a respondent will receive a compensation of €10. You can choose a Bol.com voucher or a transfer via the bank account. This applies to online, telephone, face-to-face and written participation. You can also opt for no compensation.

Every household in the Netherlands has an equal chance of being included in the sample, including households in which Dutch people with a migration background live. In practice, the response in this target group lags behind. In order to reach a sufficient number of Dutch people with a non-Western migration background, Ipsos has asked Het Opiniehuis to conduct the NMO Mediatrends survey among people with a Turkish, Moroccan, Surinamese or Antillean background. Het Opiniehuis specializes in research among these target groups.

The fieldwork was carried out by Het Opiniehuis both online, via their own access panel, and face-to-face. The face-to-face approach is mainly intended to include households in the sample that are underrepresented in the online access panel.

In addition to Dutch people with a migration background, children and Dutch people with a low education turned out to be difficult to reach. The sample is regularly supplemented with online interviews with respondents from the Ipsos panel among two target groups: children between the ages of 13 and 19 and people with an intermediate vocational education or lower education.

### **3.9 REPORTING**

Output from Mediatrends survey is continuously shared between Ipsos, Kantar and NMO as well as the basis for the composition and weighting of the target groups in the NMO studies where specific panels are used (watching, listening and online). Mediatrends is an important source of information when it comes to the possession and use of the many devices and consumption of media content. Results are published yearly by NMO (see <https://www.nationaalmediaonderzoek.nl/nieuws/nmo-mediatrends>). In the yearly report, medium-specific information and media-imperatives are reported by target group and medium type.



## CHAPTER 4

# MEASURING AUDIENCE BEHAVIOUR





## 4 MEASURING AUDIENCE BEHAVIOUR

To achieve a valid and reliable measurement of audience behaviour in the Dutch population, two things are absolutely necessary: 1) a representative viewer panel whose members allow their viewing behaviour to be monitored over a period of time and 2) an up to date, reliable measurement technique that is capable of registering audience behaviour, or in other words everything that can be defined as "watching television and online video".

This chapter contains a detailed description of the measurement of audience behaviour and the procedures used to ensure the validity and reliability of the results of the audience research.

### 4.1 THE TV PANEL

The viewing data is gathered on a daily basis from a panel of at least 1,650 households, whose members aged three years and over have agreed (or have their elders' consent) to participate in the research (approximately 3,600 persons).

This section describes the criteria used to select the households for the panel and the method by which they are recruited to take part in the research. Additionally, the methods used by Kantar Media to maintain contact with the panel members are discussed.

#### 4.1.1 POPULATION AND REPRESENTATIVITY

The composition of the audience panel must meet a number of criteria, in order to obtain as representative a sample of the Dutch population as possible. These criteria are drawn from two different censuses:

- The MOA Golden Standard, which in turn uses population figures from CBS/ MOA (MarktOnderzoeksAssociatie); and
- the Media Standard Survey (see description in Chapter 3).

Criteria for population size and composition are based on the MOA Golden Standard. The latest MOA Golden Standard is implemented each year on Monday week 1. It is used to calculate latest population universes.

In addition, an establishment survey (NMO MediaTrends) has been providing the norm figures used by NMO. Through these norm figures, common and unambiguous population figures for recruitment and weighting are ensured.

In addition to the groups listed in section 3.2, the following groups are excluded from the Media Standard Survey and thus from the audience panel:

- Households in which most household members do not write/speak adequate Dutch;
- Group housing, institutions, nursing homes, companies, governmental organisations and persons without a fixed address;
- Employees of television stations, broadcasting organisations, market research bureaus, advertising bureaus or media bureaus.

The first and second groups are excluded from the research for practical reasons; the third group is excluded to avoid potential undue influence on the results.

A maximum of eight members of a household can take part in the research. The panel consists of a nationally representative sample of about 1,650 households (with at least one television set at home). From Q1 2024 and onwards, this will be 1,850 households.

Furthermore, a number of non-television households are part of the sample; in August 2023, these were an additional 62 households. These households do not have a tv set. Any tv viewing through other (connected) devices, like smartphones and laptops, is measured via the Focal Meter (see Chapter XX). These households are part of the sample to ensure that the basis for the results reflects all Dutch households, also those without a television set at home.

To ensure that the daily panel size of 1,650 households is not put at risk by, for example, technical problems or panel households moving, a buffer of extra households is maintained in the sample. On a daily basis, the gross panel includes more than 1,750 households. This includes households in the entrance phase (see §4.1.4).

If possible, panel households who move to a new address are reconnected at the new location. When a person leaves the household break up, the participation of that person is terminated.

#### 4.1.2 SELECTION OF HOUSEHOLDS

Maintaining the audience panel at an acceptable level for the criteria defined by NMO is a complex operation and demands constant attention. Checks on the representativity of the panel are carried out by Kantar every week. If the panel is found to be skewed for one or more crucial characteristics, new households with those characteristics are recruited, which will "straighten out" the panel. For example, if there are too few one-person households in social class D from one of the three large urban centres, such households are sought for inclusion until the panel's composition is once again acceptable with respect to these and all other criteria.

The selection of households is based on the recruitment matrix. The procedure is described in the following section.

#### 4.1.3 RECRUITMENT MATRIX

Recruitment for the audience panel is based on a 61-cell matrix. The matrix is constructed based on region, family cycle, the main income earner's highest level of education and occupational status. The "no television" households added to the panel are included in the entire cell matrix.

The required size of each cell in the matrix is determined by using the MOA Golden Standard and the Mediatrends survey weighted for MOA Golden Standard values. Kantar uses these requirements to determine the requisite panel composition. Households that are surplus to cell requirements can be decoupled from the panel and additional households are recruited for cells with a shortfall. The procedure for recruiting households is discussed further in section 4.1.4.

In 2023, an in-depth analysis of the cell matrix has led to changes in the recruitment matrix, specifically on the interlock between family cycle, main income earner education and occupational status.

#### 4.1.4 RECRUITING STEPS PANEL MEMBERS

Kantar panel recruitment started at the end of 2021. For the set-up of the panel the main recruitment was done via a probabilistic sample of addresses from all the Dutch households. The sampling frame is a comprehensive database of Dutch residential addresses, excluding households that opted out through the national “Post filter”. The sample may be stratified by geographical regions. The panelists are recruited as following:

- Reception of an invitation letter and a brochure by every household in the sample
- Completion of an online prerecruitment questionnaire to collect the basic sociodemographic information in order to evaluate the interest of the household recruitment to improve the balance of the panel.
- Completion of the full recruitment questionnaire which consists of a household section and an individual section. The household section is administered to the principal breadwinner or his/her partner and deals with topics such as household composition, the presence of audiovisual equipment and membership of a public broadcasting organisation. The questions in the individual section deal with viewing behaviour and preferred broadcasting organisation or channel, but also more general questions regarding interest in politics, art and sport, culture, political affiliation, religion, education, and employment of each of the individual household members, among others.

Besides the probabilistic sample, a small portion of households was recruited through the re-contact of other probability population samples, for example the Establishment Survey (managed by Ipsos), the NIPObase access panel managed by Kantar and the redelivery of addresses from GfK (people who agreed to join the previous panel).

From 2023 onwards the main method of recruitment will remain probabilistic sampling. A Kantar technician will install the necessary measurement equipment and check to make sure it is functioning correctly. He will also run a test of the connection with Kantar to read the recorded data. to see if the test procedures carried out with the installed equipment were correctly registered by the audience meter.

The technician explains in detail what participation in the audience panel involves and demonstrates the use of the equipment to the new panel members. A set of instructions for the audience meter is also provided, explaining how the meter works and giving step-by-step instructions for logging on and off. The new panel members also receive a panel booklet, which includes detailed information about both the People Meter and the Focal Meter, the answers to frequently asked questions and the agreements for financial compensation (see §4.1.5). The technician's visit lasts at least one hour and at most 3,5 hours, depending on the number of television sets involved and the complexity of the installation of the measurement equipment.

During the first week after joining the panel, audience data from a new panel household is not included in the reported figures. Based on past experience and as it is common practice, their viewing behaviour may be atypical in the new situation. It is assumed that after a week, their viewing behaviour will turn to a level comparable to their viewing behaviour before joining the panel.

#### 4.1.5 COMPENSATION AND INCENTIVES

Every household who completes the prerecruitment questionnaire and is willing to enter the panel receives an incentive of 5 EUR.

After successful installation of the meters, new panel households receive a welcome bonus of €20. Every household receives €120 plus €25 extra for each household member per year. Households receive their incentives on a monthly basis.

#### 4.1.6 ANNUAL DEMOGRAPHICS UPDATE

The questionnaire collecting the household and individual details is repeated annually in March - May in all households in the audience panel, in order to register any changes within the participating households. These changes are incorporated annually (on Monday in week 27) in the background characteristics of the audience research raw data (demographics).

#### 4.1.7 TELEPHONE CONTACT

Telephone contact with panel households is made when necessary. Panel members can use a toll-free number to contact Kantar Panel Management if they have questions on panel membership, logging on and off or other equipment use. In this way, they can also report the acquisition of new audiovisual equipment such as a new (smart) television set, mediacenter or set-top box. Furthermore, by telephone or by e-mail they can report technical difficulties or equipment malfunction. In turn, the Panel Management department contacts panel households to discuss logging on and off and other issues essential to the correct conduct of the research. In addressing these issues, Panel Management is able to draw on a large number of checks and quality control reports (see §4.3.3).

#### 4.1.8 PANELIST PORTAL

A special website has been set up for panel members. It includes a general section that is available for everyone and a section for panel members that is only accessible with login credentials that are provided once a household joins the panel.

- The general section includes:
- information on the audience research and panel membership for households that have been selected for recruitment.
- information for new panel members with answers to the most frequently asked questions;
- information on panel membership and other aspects of the research;
- the whitelist of websites that are being monitored by the Focal Meter;
- an e-mail link that allows panel members to send questions or comments directly to the Panel Management department.
- The section for panel members includes:
- A section where the panel members need to assign the usage of their online devices to the different household members and indicate the type of online video and websites/ apps each of the household members use on a regular basis.
- Additionally, there is an online portal where panel members can check the value of their incentive vouchers

#### 4.1.9 TERMINATING PANEL MEMBERSHIP

When a panel membership ends, a technician will visit the household to disconnect and remove the audience measurement equipment or the household receives instructions how to disconnect the equipment and a box to send the equipment back to Kantar. Shortly thereafter, an exit questionnaire is sent to the household. In this survey, respondents are asked to evaluate their experience as members of the panel, contact with the research organisation Kantar and use of the meter.

Each year, about 20% of the panel is replaced. Households can continue to participate in the panel only as long as all the members of the household (living at the same address) are willing to take part in the audience research. If one or more people in the household no longer wish to take part in the research, the household will be removed from the panel and a replacement is sought.

Households may voluntarily withdraw from the panel; Kantar may also terminate a household's panel membership. In order to guarantee the quality of the data, daily validation checks are run on the log-on behaviour of the panel members (see also §4.3.2). If there is a problem with the log-on behaviour of a panel member, the household is contacted to discuss the possible problem and their participation in the research. If the unsatisfactory behaviour continues despite repeated discussions, the entire household will be dropped from the panel. In fact, this seldom occurs: experience has shown that, in such situations, the household involved usually withdraws voluntarily before it is removed. Kantar may also remove households in the panel for panel maintenance reasons. In that case, households are informed about this before their panel membership is ended.

When a household is removed from the panel, a replacement is sought and recruited. Replacement households may be sought that have similar characteristics or, depending on the composition of the total audience panel at that moment, different characteristics.

## 4.2 MEASUREMENT TECHNOLOGY

In this section, a description of the measurement technology is provided which is used for the viewing behaviour of all persons in the TAM-panel.

The audience meter currently used to record the viewing behaviour of all the members of the audience panel is the Kantar People Meter 7 (PM7), the latest iteration of Kantar's people meter in tablet form. The meter enables ever-greater panelist compliance using a tablet meter and sign-in options with avatars. It is integrated with the latest audio recognition technology (i33) and delivers granular detail on TV and video viewing with the option to include measurement of addressable advertising in the future. The PM7 is attached to every (smart) television set at the address where the household currently lives.

On top of that, a router meter (Focal Meter) is installed in the panelist's home. The Focal Meter measures online media behaviour in real time across all connected screens and devices. It uses a whitelist (of tagged and untagged properties) agreed with NMO. The FocalMeter can see all out-going traffic from the home but only keeps the URLs defined in the whitelist. The FocalMeter is very easy to install and requires no software installation on home devices. Measurement and reporting based on the Focal Meter will be included to NMO TAM from 2024 onwards. For that reason, the following paragraphs

describe the PM7 specifics only. Additional information on the Focal Meter will be added in due course.

#### 4.2.1 PEOPLE METER SYSTEM REQUIREMENTS

NMO set the following requirements for the meter system:

1. a minimum amount of activity is required of panel members and their guests;
2. capable of identifying national, regional, local and foreign stations;
3. capable of identifying digital and/or compressed digital signals;
4. suitable for all types of reception;
5. suitable for all types of receivers, including PCs and other mobile devices if connected to the TV set;
6. system already in use or in field tests in other countries.

The PM7 meets all of the above requirements.

FIGURE 4: THE PEOPLE METER 7



#### 4.2.2 AUDIO RECOGNITION TECHNOLOGY

Signal identification takes place by audio matching, using the latest audio recognition technology which matches audio samples to identify stations. Audio recognition technology works independently of the station being broadcasted. It does not matter whether television programmes are received by antenna, cable, satellite antenna, a decoder or Digitenne (digital terrestrial reception), internet/adsl or glass fiber. Nor does it matter whether the broadcast is tuned in directly via the television set's tuner or indirectly through an external tuner such as a mediacenter.

Audio recognition technology makes it possible to reliably measure and report audience behaviour for the most modern television sets and smart tv's as well as all kinds of devices that can be connected to the TV set, for example settopboxes, mediaplayers, DVD-player and game consoles.

The audio samples collected by the PM7 are transmitted continuously to the Kantar office, where the sound samples are compared to the reference samples collected at the reference sites (see §4.2.4). The signal recognition is done by matching meter data with reference data. In case the sample can't be matched, this statement is classified as unknown screen use (see §4.2.10).

If more than one TV-station is recognised, meaning that several TV-stations in the reference site are similar to the viewing data coming from the households, and it is known which TV-stations it concerns, this is called 'simulcast'. This is caused if two or more TV-stations broadcasted the same sound, for instance if an event is simultaneously broadcasted in on several stations. In this case, specific validation rules apply, which are discussed in Section 4.3.2.

#### 4.2.3 REFERENCE SITES

The audio recognition technology involves reference sites in which national and regional channels are registered.

These reference sites are needed to match the audio samples. As of August 2023, 120 TV-channels are referenced through these sites , with a back-up system.

It is important to ensure that the correct coding of stations at the reference site is in place (for example, when a cable company makes an unannounced change in the channel assignments for stations) or that the registration of a channel is not hindered by local disruptions or other problems. For this reason, a variety of controls are ran on the signal of each coded station.

#### 4.2.4 THE REMOTE CONTROL: REGISTERING VIEWERS

In order to register who is watching, panel members must log when they start and stop watching television themselves. In the audience research, this can be done with little effort using the buttons on the special remote control supplied with the meter (see figure 8) or on the PM7 itself by clicking the person's avatar (see figure 9). Every person in the panel household over the age of two is assigned a personal button on the remote control and an avatar on the PM7. When a person begins watching television, he or she presses the button marked with their name on the remote control or clicks on his or her avatar. His or her name will appear on the meter's display screen. When he or she stops watching, they once again press the button or avatar. Viewers should log on to all forms of screen use.

### 4.3 DATA COLLECTION AND CALCULATION

#### 4.3.1 DATA COLLECTION

The People Meters in panel households continuously contact the computer system at Kantar via Wifi. The meter has a sim card as well, in case the Wifi communication is interrupted. The meter has the ability to hold the data until communication is restored.

All meters that were online until 2:00am (end of reporting day) are in principle part of the reporting sample. Some meters will be taken out of the sample, for example in case of technical problems like a disconnect between the people meter and the peripheral devices.

The data file that is collected from a panel household is a record of all the viewing activity that has taken place using television sets and/or video recorders, DVD recorders/players, HD recorders, set-top boxes and mediacenters at whatever time by



whichever viewer. After collection, the data is entered in Kantar's production software for further processing.

Similar to the data collection procedure, this production system contains a large number of automatically built-in checks and correction mechanisms. If, for whatever reason, irregularities occur that could disrupt the data collection, calculations or the reporting, the system automatically alerts the Kantar employees responsible for this system. They can then log on to the system to see what the problem is and how it can be resolved.

#### 4.3.2 VALIDATION

Daily, after the data has been collected, the validation software starts automatically. Among other things, the programme checks for completeness and reliability of the data collected. Inconsistencies in the data are localised and corrected when possible. During validation, the following activities take place:

- The assignment of remote control buttons/ avatars to specific panel members is determined
- Meter statements are discarded for which the button "no viewers" was used to indicate that no one was watching.
- The viewing behaviour records of guests (including frequent guests) are assigned to the appropriate sex and age categories.
- Viewing records that begin before and continue past 02:00 A.M. are split; the portion of the record from 02:00 A.M. is assigned to the day in question.
- If more than one station is recognised by the Enhanced Audio Matching, the simulcast rules are applied.
- Stations that broadcast on the same channel are separated on the basis of time.
- Viewing records are combined when two consecutive viewing records are attributed to the same station (the log on/log off statements from panel members are reported separately).
- There can be some seconds between switching the television on or off and people logging in or logging in. Small gaps in the data up are filled.
- If someone is logged in on more than one device, only one statement will be reported. Based on rules, it is determined which statement is chosen.

#### 4.3.3 PANEL MANAGEMENT CONTROLS

Following validation, a large number of quality control reports are prepared by Kantar to enable the Panel Management department to monitor the functioning of the equipment as well as the (log on/off) behaviour of the panel members. If equipment is not operating correctly, an appointment is made with the panel household in question for a technician to come and deal with the problem. If the cause of the problem is not technical in nature or if the control reports indicate that panel members are not logging on and off correctly, then the household in question is contacted to determine what caused the error message and what can be done about it.

The functioning of the equipment is checked in response to error messages such as:

- \* the meter failed to call into the Kantar system;
- \* one or more of the components of the meter system are not communicating correctly with other components.

In addition to monitoring the functioning of the equipment, the Panel Management department is able to check on panel members' use of the equipment aided by a number of reports and control procedures. This monitoring is extremely important. People are required to perform a set of tasks with the equipment, and people can make mistakes. Thanks to excellent monitoring and rapid response by the Panel Management department, consistent errors and misunderstandings about the use of the meter can be quickly identified and corrected. Mostly, additional explanation to the panel household is sufficient to deal with the problem. Occasionally, these human errors may be the result of technical problems such as a defective remote control.

In monitoring the use of the meter in the panel, the Panel Management department responds to error messages such as the following:

- \* "uncovered viewing": the television is being watched but no viewer is logged on;
- \* "no viewing sets": there has been no viewing behaviour registered for one of the television sets in the household for some time. When no behaviour is registered over a long period of time, a household is contacted to determine whether, in fact, the television set is still in use. If this is the case, then a technician will call to inspect the equipment connected to the television set;
- \* "no viewing persons": there has been no viewing behaviour registered for one or more members of the household for some time. In that case, the household is contacted to determine the possible cause. It may sometimes be necessary to (again) make clear that all members of the household must take part in the research. It is also possible that the person or persons in question may be temporarily absent from the household. If they are no longer members of the household living at that particular address, then they must be removed from the household registration.

In fact, it may be the case that a particular television set is seldom or never used or that a specific panel member seldom watches television. In some households, it may be normal for the television set to be on even though no one is in the room or no one claims to be watching it. In such cases, a note is made of the situation to avoid contacting the household when the error message is repeated. However, such households are monitored for changes in the situation. For example, when a panel member who claimed almost never to watch television suddenly begins watching regularly, they will again be part of the normal quality control procedures.

#### 4.3.4 WEIGHTING

After validation of the collected data from all households is completed, the data processing begins. The first step in this process is the calculation of the daily weighting of the sample. Weighting is necessary when the distribution of essential background variables in the sample does not correspond to that in the research population. The panel is not a fixed group of people; its composition changes to some extent each day as a result of households leaving the panel or entering it, as well as a result of technical difficulties. Through daily weighting of the sample, we can compensate for shifts in the panel composition with regard to a number of population variables.

In the weighting procedure, the panel is weighted for a number of variables against the target population. The target population is determined each year and is based on

population data from the Establishment Survey (ES Mediatrends) and the MOA Golden Standard. The changes in the population data are annually introduced on the Monday of week 1.

Weighting is done for national as well as regional variables. All of the variables included in the weighting are given in appendix 5.

Weighting is performed using an iterative procedure that permits weighting for a reasonably large number of variables. In consecutive “loops” or repetitive passes, weighting is done for all weight categories, until an optimal fit is found. Thanks to the large number of repetitions, an optimal solution is achieved with a very high fit for the weighted sample on all universes.

The maximum weight factor allowed is 3. Higher weight factors may sometimes occur in smaller cells with too few panel members; however, to increase reliability of the audience ratings, weight factors that are too high are “capped” at the maximum 3.

The result of this procedure is a daily weight factor for each panel member aged 3 years and older that provides an optimal fit with the universe for all weight variables. This sum of all weight factors is equal to the size of the total Dutch population of 3 years and older.

#### 4.3.5 REPORTING

The calculation procedure begins automatically after validation and weighting are completed. In this process, reference reports are calculated and raw data files prepared which can be used by clients to calculate their own reporting based on their own specifications. This raw data file contains the following information (see also chapter 7):

- \* the viewing behaviour as reported in all meter statements. This file also contains a control field with a total of the viewing time per station for all panel members aged three years and older;
- \* the background characteristics and the product use data for each respondent;
- \* a weighting file containing the individual weight for each respondent;
- \* a codebook containing, among other things, an overview of all stations reported on;
- \* a separate set of files containing the time shifted viewing.

In combination with the broadcast data from Nielsen Mediamonitor (see chapter 5), this information can be used to calculate audience behaviour for programmes and commercials.

#### 4.4 DATA DELIVERY

Each day at 07:30 A.M., Kantar makes the raw data available to all clients on the FTP server of Kantar and Nielsen. Access to these servers can be requested through NMO. The website reports on the NMO website which are prepared by Kantar, become available at 08:30, 13:00 on holidays.

## 4.5 CONTROLS

### 4.5.1 MONITORING UNCOVERED VIEWING

Uncovered viewing (UV): the TV set in a panel household is turned on, but no household members are logged on as viewers. UV may be due to legitimate reasons, such as a panellist that has left the room. But uncovered viewing may also indicate that a panellist failed to register while watching the tv. Therefore, it is important to monitor UV closely. Kantar guarantees a maximum percentage of covered viewing. Currently, this norm is 5% of the total device time. The development of UV is continuously reported and discussed by the SKO Technical Committee.

### 4.5.2 COINCIDENTAL CHECKS

The aim of coincidental checks is to audit the extent to which the television audience measurement system produced results comparable to the actual viewing behaviour of the panel households. Every six months the SKO Technical Committee receives a report on these coincidental checks.

## CHAPTER 5

# MONITORING OF BROADCAST TIME AND CLASSIFICATION FOR PROGRAMMES AND SPOTS



## 5. MONITORING OF BROADCAST TIME AND CLASSIFICATION FOR PROGRAMMES AND SPOTS

As part of the audience research, Nielsen determines the broadcast time and classification for programmes and spots broadcast on 36 TV-stations (status as of January 1, 2023).

TV channels have the option to choose between 3 types of Audits:

- Reference Audit: All events are monitored, harmonised and classified by Nielsen based on the broadcasted video
- Hybrid Audit: All commercial events are monitored, harmonised and classified by Nielsen based on the broadcasted video. Content events are taken from the AsRun log of the channel and are only harmonised and classified by Nielsen
- Commercial-only Audit: Only the commercial events are monitored, harmonised and classified by Nielsen based on the broadcasted video

In this document the Reference Audit is described. As soon as the other type of audits are launched the document will be updated accordingly.

A semi-automated system is used for registering the starting and ending times for broadcasts and segments of broadcasts, commercial breaks, promos and other station promotion material. Nielsen provides a basis for this registration on what is actually broadcasted and seen on the television screen. This information is linked to the broadcast schedules provided beforehand by the stations.

Three sets of registration lists are prepared and reported each day:

1. The programme lists containing the programmes, programme segments (for interrupted programmes), commercial breaks, station promotional material, billboards, etc. Programme lists are reported as PRL files.
2. The advertising lists containing all advertising messages occurring in commercial breaks. This includes traditional spots as well as other forms of advertising spots, promos in the break and billboards in or outside the breaks. Spot lists are reported as SPL files.
3. The new commercial elements receive a unique NMOID and get classified on Brand and product level by Nielsen. The classification fields of these new commercial elements are reported in the CLA files.

Following the initial delivery of the programme and spot lists in the morning, a number of checks are conducted and corrections made before the revised lists are made available in the afternoon on Monday through Friday. The revised lists of the Fridays, Saturdays and Sundays are made available on Monday afternoon. In addition, the CLA file is provided every afternoon on Monday through Friday. Furthermore, there is final delivery of the files with revisions that primarily reflect changes made by stations exported 2 working days after broadcast.

Section 5.1 below provides a brief description of the information the TV-stations provide to Nielsen. The process of determining broadcast times, classifying programmes and classifying spots is described in section 5.2. Section 5.3 contains an overview of the checks and quality controls carried out. Section 5.4 describes when and how Nielsen



makes the data available. Finally, Section 5.5 provides further information on the technique that forms the basis of the tasks performed by Nielsen.

## 5.1 STATION INPUT

In order to proceed with a determination of broadcast times, Nielsen registers information as seen on screen. This information is linked afterwards to information provided by the stations and media sales houses responsible for the broadcasting of the programmes and spots to be registered. The broadcast schedules provided by stations and media sales houses provide channel-specific information necessary for the classification and coding of programmes and spots, such as spot and programme ID, buying and billing agency, etc. (see § 5.2).

Therefore stations need to provide Nielsen with the “Programme Before” file (the broadcast schedule for programmes and promos prior to broadcast). The media sales houses need to provide the “Planning Before” file (the broadcast schedule for commercial breaks and spots prior to broadcast). These files should reach Nielsen at the latest by 07:30 on the day of broadcast. For weekends and holidays, the files should reach Nielsen by 17:00 of the last preceding workday. The schedules are sent online using an SFTP protocol ([kijkonderzoek.nl.nielsen.com](http://kijkonderzoek.nl.nielsen.com)), in a specific format specified by Nielsen. This format must be used so that the data can be read properly.

In addition to the pre-broadcast schedules, media sales houses need to provide the “planning after” (the broadcast schedules corrected after the actual broadcast) for commercial breaks and spots, in order to incorporate changes in the broadcast information in the daily second delivery and final daily delivery of the files. This includes changes in spot details, the film numbers of broadcast spots, the names of commercial breaks and other changes in the planning. This information should be sent to Nielsen systematically at the latest by 15:00 of the first working day after broadcast for the daily second delivery. An updated version of the “planning after” file should be sent to Nielsen systematically at the latest by 13.00 of the second working day after broadcast for the final daily delivery. If the planning after is not sent, only the information retrieved during Nielsen registration and via the pre-broadcast schedule is used in the file redelivery.

To incorporate changes to the internal programme information for the daily second delivery of the files, channels can provide corrections to these internal programme details via the NMO Feedback Website developed by Nielsen. This includes changes in program details, the Programme ID and Repeat codes of broadcasted programmes and other changes in the schedule. This information should be corrected on the NMO Feedback Website at the latest by 15:00 of the first working day after broadcast. If no corrections to the programmes are provided, only the information retrieved during Nielsen registration and via the pre-broadcast schedule is used in the file redelivery. Feedback on newly created programmes can also be submitted through the NMO Feedback Website. This website allows Nielsen to use all the feedback that stations have available (which are closely in contact with producers and programme makers) to classify the programmes.

All the information provided by stations and media sales houses before and after the broadcast is archived by Nielsen.



## **5.2 TIMING, HARMONISATION AND CLASSIFICATION OF PROGRAMMES AND SPOTS**

Nielsen is in charge of the daily timing and registration of programmes and spots. The broadcast schedules provided by stations and media sales houses are loaded in the system and compared with the Nielsen registration to link the data of the programmes and spots. This process is described below.

### **5.2.1 REGISTERING BROADCAST TIMES FOR PROGRAMMES AND SPOTS**

#### **5.2.1.1 REGISTRATION OF PROGRAMMES AND SPOTS**

On the basis of digitised images, Nielsen determines the initial image for each broadcast. Clicking on this image enters the starting time for a programme, programme segment, commercial break, promo and spot. Starting times are thus never entered manually. The same applies to ending times. Eventual gaps in the registration (at broadcast) are automatically detected and registered correctly. All elements lasting two seconds or more and which fill the screen are registered in their entirety. Product placements are not registered. As of 2011, Nielsen registers other advertising items, which do not fill the entire screen, like split screen and banner spots. Events may be broadcasted in different formats; the field Emission Kind allows singling out the formats Full Screen, Split Screen, Ident and Banner Ad from elements classified by a NMOID. The start of a commercial break is determined by the opening jingle or bumper; the end, by the end or the closing jingle. If there is no starting or ending jingle, then the start of the break is determined by the start of the first spot or promo and the end of the break by the end of the last spot or promo.

#### **5.2.1.2 REPORTING**

While timing is done in seconds, the NMO convention is to report time in minutes. All starting and ending times are reported as follows: from minute X to minute Y. By starting time, the event is seen as beginning at the minute and zero seconds. The event continues through the 59th second of the minute preceding, the ending time.

The change from seconds to minutes occurs in the following manner:

- The seconds are removed from the starting times registered by Nielsen; they are simply dropped. If, as a result, various elements occur at the same moment, they are all assigned the same starting minute.
- Similarly, the seconds are dropped from the registered ending times. If an element starts and ends in the same moment, the ending time is moved up one minute.
- For spots, only the starting minute is determined. Initially, the actual starting times are determined to the second for all spots in a commercial break. The seconds are then dropped in to establish the minute in which the spot falls. The actual length of the spot in seconds is reported separately in the Nielsen data.

From 2023 Nielsen also includes separate fields in the export files where the Start Time and End Time are additionally reported included the actual seconds.

### 5.2.1.3 REGISTERING TIME: AN EXAMPLE

The example below illustrates the rules applied on the timing for programmes and spots.

TABEL RULES TIMING PROGRAMMES AND SPOTS

DESCRIPTION	RECORDED TIME		REPORTED START/END MINUTE		REPORTED START/END TIME	
	STARTING (SEC)	ENDING (SEC)	STARTING (MIN)	ENDING (MIN)	STARTING (SEC)	ENDING (SEC)
PROGRAMME A	14:52:33	15:16:09	14:52	15:16	14:52:33	15:16:09
BILLBOARD	15:16:10	15:16:18	15:16	15:17	15:16:10	15:16:18
<b>START COMMERCIAL BREAK</b>	<b>15:16:19</b>	<b>15:18:59</b>	<b>15:16</b>		<b>15:16:19</b>	
SPOT 1	15:16:22	15:16:51	15:16		15:16:22	
SPOT 2	15:16:52	15:17:22	15:16		15:16:52	
SPOT 3	15:17:23	15:17:33	15:17		15:17:23	
SPOT 4	15:17:34	15:18:04	15:17		15:17:34	
SPOT 5	15:18:05	15:18:24	15:18		15:18:05	
SPOT 6	15:18:25	15:18:56	15:18		15:18:25	
<b>END COMMERCIAL BREAK</b>		<b>15:18:56</b>		<b>15:18</b>		<b>15:18:56</b>
PROGRAMME B	15:19:00	15:41:32	15:19	15:41	15:19:00	15:41:32

### 5.2.1.4 SPECIAL CIRCUMSTANCES

Commercial breaks that straddle day break point

If a commercial break straddles the day break point at 26:00 (02:00) with even a portion of the commercial break, the break's starting minute/time is moved back so that the entire break falls within the first day (time is taken from the preceding programme). The spots are placed in the resulting break in accordance with their actual length.

Every commercial break has a theoretical broadcast day (broadcast day according to the planning). When a commercial break straddles the day break point and is moved back, the planned broadcast day is present in the field Theoretical Day.

Summer time and winter time

On the first day of the summer time period (Sunday), the Nielsen registration and reporting does not include the first hour (02:00:00 – 02:59:59) because this hour does not exist.

On the Sunday of the changeover from summer time to winter time, one hour (02:00:00 – 02:59:59) occurs twice. Timing proceeds as usual for the preceding Saturday through 25:59:59; on Sunday, timing begins at 02:00:00 hours. The timing is carried out using images broadcast in the second hour. This means that the first hour between 02:00:00 – 02:59:59 is not reported.

## 5.2.2 CLASSIFICATION OF PROGRAMMES

In addition to the timing and registration, the procedure carried out by Nielsen also involves classifying programmes. In addition to starting and ending times, the following information is provided in the programme lists (PRL files) for all programmes and programme segments broadcasted from station opening to station closing:

- Programme title (as appears on screen)
- The unharmonised programme title as delivered in the broadcast schedule
- Basic information provided by station (programme ID, promo ID, subtitle, repeat code)
- Programme coding (programme type, NMO code)
- Promo information (Promo type)
- The variable follows
- Broadcaster (in Dutch: Omroep) (for public channels)
- Duration in seconds
- Reconciliation Key
- CCC code (for public channels)

In addition, any disruptions to broadcasting are identified as an element, static. A detailed description of the PRL file is included in appendix 7.

#### **5.2.2.1 BASIC INFORMATION**

In addition to broadcast schedules, stations provide basic information on the programmes broadcasted. A portion of this information is accepted by Nielsen as is, without further checks or processing. This includes the programme ID, programme subtitle and repeat code.

The basic information also includes the programme title (max. 80 characters), which plays a central role in further classification: at Nielsen, programmes are identified by their title. The programme titles provided by stations are checked by Nielsen on the basis of screen images and harmonised when necessary.

Nielsen maintains the programme titles in the system, TVEvents. For each programme, a coder checks the title of the broadcast against the information in this system. Even the smallest variation in spelling is taken into account, in order to ensure that this is the programme in question. The image on screen can always provide a definitive identification. If no programme with this title exists, a new entry is created in TVEvents. The new programme is also encoded (see § 5.2.2.2).

Because a programme is identified by its title, the manner in which a title is written out is extremely important. SKO has established rules for programme titles (see appendix 8), which Nielsen follows.

Taking the titles from the database system ensures that the PRL files contain the correct form of the title. PRL files contain basic information provided by the stations, such as programme ID, unharmonised title, subtitle and repeat code.

#### **5.2.2.2 ENCODING PROGRAMMES**

The programme types reported in the PRL files are: programmes, promos, billboards, commercial breaks, government spots, home shopping, station ID's and static.

In addition to programme type, Nielsen assigns a central code, the NMO code, which is based on content and form features as well as other characteristics (see appendix 16).

Nielsen creates the NMO code for a programme, but the broadcasting station is responsible for the accuracy of the codes. Each day, Nielsen (through the NMO Feedback Website) provides NMO codes when new titles are available to stations: <http://feedback.nl.nielsen.com/>.

### **5.2.2.3 THE VARIABLE FOLLOWS**

The variable follows is used to indicate whether a broadcast element encoded in the PRL file is a programme that stands alone or a programme segment that is joined with other programme segments to form a complete programme.

The variable follows is created by Nielsen according to SKO rules when the following criteria are met:

- The programme segments belong to an element classified as a program (no commercial break or promo).
- The programme segments are only separated by a commercial break, a news bulletin, static, a weather bulletin, billboard, promo or a short programme.
- The programme segments are broadcasted on the same day.
- The programme segments have identical titles.

There are number of standard exceptions involving programmes that are never combined, despite following the criteria (see appendix 13).

### **5.2.2.4 IDENTIFYING STATIC**

Disruptions during the broadcast of programmes that adversely affect the quality of the image are identified as static. The static images are reported as a Programme with the title 'Storing' in the data.

### **5.2.2.5 PROMO CLASSIFICATION**

As of 1-1-2011, Nielsen classifies all promotional elements that are broadcasted.

As of 2-1-2017 this promo classification is changed (some fields, such as PromotedChannelID en PromotionDay are not included anymore). The fields are still available in the data but are empty from this date. Also the number of promotypes has been limited to ensure easier and better data.

As of 1-1-2022 the promo classification is further simplified to only promo types.

From 1-1-2023 Nielsen can link the monitored promo with the promo from planning if the stations use the same rules as applied by Nielsen. If this is the case the channel can receive back it's own PromoID and promo title.

The new classification can be found in Appendix 17.

### **5.2.3 CLASSIFICATION OF SPOTS**

Advertising spots are also classified in the timing procedure. In this process, each advertising spot is treated as a part of a commercial break, even when it is broadcast separately.

Advertising spots have to be identified. This identification is done on the basis of visual and, if necessary, audio information. A unique identification code, the NMOID (see § 5.2.3.3) is assigned to all broadcasts of the same advertising spot. The first broadcast of an advertising spot is always saved in the Nielsen database and serves as reference for subsequent broadcasts.

In addition to the starting time for spots determined in TVEvents, the SPL files contain basic information together with broadcaster specific information received via the pre-broadcast schedule. This includes:

- actual length of the spot and theoretical duration
- NMOID (harmonisation code)
- actual position in the commercial break
- Basic information provided by the media sales house (Film number, spot ID, break code and title of the commercial)
- emission kind; as of 1-1-2011, the field Emission Kind allows users to single out the following formats: Full Screen, Split Screen, Ident, and Banner Add among elements with a NMOID.
- harmonised media agency names
- contract number
- Reconciliation Key

A separate CLA file contains the CLA classification, with the following information:

- brand/sub brand/product
- advertiser
- principal branch/sub branch
- title of commercial

The CLA classification is available as a separate file.

Detailed descriptions of SPL and CLA files can be found in Appendix 11.

### **5.2.3.1 BASIC INFORMATION**

The media sales houses provide Nielsen with basic information on spots that is accepted as is, with no checks or further processing. This information is reported in SPL files and includes the spot ID, the film number, the title of the commercial, the commercial length, the 30 seconds tariff for the commercial break, the media agency placing the spot, the media agency that was billed for the spot and the contract number. In case of a break that straddles the day break point, a theoretical day field (the original planned date of broadcasting) is delivered within the basic information. The spot types reported in the SPL files are: commercials, promos, foreign commercials, Rijksoverheid commercials, local advertising spots, billboards and static.

### **5.2.3.2 SPOT LENGTH**

In addition to the commercial length reported by the media sales houses, Nielsen also determines the actual length of a spot in seconds. In this process, the black images (neutral transitional frames) placed by stations between spots are assigned to the next spot.

### **5.2.3.3 NMOID**

Nielsen checks each spot to see if it was broadcasted as planned. The sound and image of a broadcast spot are compared to that of the reference spot stored in the Nielsen database. If the spot is a match it is assigned the appropriate NMOID. If it varies from the reference spot or if it is a completely different spot than the one planned, the planned spot is deleted and the media sales house informed via the NMO Feedback Website. When confronted with a new media sales house film number, Nielsen searches the spot database to see if this spot has previously been broadcasted. Reference spots

are examined and compared with the spot broadcast concerned. If, in fact, it is the first broadcast of the spot in The Netherlands, it is given a new, unique NMROID. The spot becomes a reference spot and is incorporated in the spot database. The correspondence between the media sales house's film number and the new NMROID is noted.

If it is only the first broadcast of a spot on a specific station, then the spot already exists in the database; it is only necessary to record the correspondence between the film number provided by the media sales house and the existing NMROID.

#### **5.2.3.4 CLA CLASSIFICATION**

In addition to the SPL file containing basic spot data, Nielsen also provides a CLA file with information on the products advertised in the spot. Nielsen harmonises the titles and the names of advertisers provided by the station and encodes the spot for brand, product and branch using the CLA Branch Classification. Since 1-1-2011, multiple advertisers and products for Billboards have been present in the file (see appendix 12).

#### **5.2.3.5 IDENTIFYING STATIC**

When static occurs in spots and breaks, the disrupted images are identified. If at least one image can be seen, the spot remains on the spot list. However, if static occurs during the entire spot broadcast, the spot is removed from the list and, instead of spot information, the broadcast is identified as static.

When static lasts for longer than three seconds during a spot, the media provider is informed via the NMO Feedback Website.

Nielsen does not check the sound quality of broadcast spots.

### **5.3 CONTROL PROCEDURES**

#### **5.3.1 FIRST DAILY CHECK (MORNINGS)**

- starting times for all coded elements;
- harmonised programme titles of existing programmes;
- station information and programme announcements;
- check all programme titles;
- check broadcast organisation codes;
- check NMO coding of programmes;
- check timing and coding commercial breaks;
- check programme segments;
- use of follows;
- coherency in titles of interrupted elements;
- station-specific business rules.

As soon as possible after the morning delivery, Nielsen reports any deviations in the broadcast schedules of spots, indicating what was actually broadcasted as well as any broadcasting problems experienced by stations via the NMO Feedback Website. Spots that were not included in the planning files or were included but not broadcasted are also reported. This feedback is only provided to the media sales house of the spot in question, to inform them of a deviation from the planning files. Switches in commercials (film A was expected but film B was broadcasted), deviations in duration

and static are also indicated in the spot differences feedback. The purpose of the spot differences feedback is to produce corrected “planning after” files that can be integrated in Nielsen SPL files.

### 5.3.2 SECOND DAILY CHECK (AFTERNOONS)

The following checks, encoding and, where necessary, corrections are carried out before the daily second delivery in the afternoon:

- CLA classification of new spots and billboards
- check promos
- check sport programmes
- check special programmes
- comparison with ‘planning after’ file from media sales house
- handling of feedback of New Programmes
- loading correction on programme details via NMO Feedback Website
- commercial breaks not included in the planning
- commercial breaks not broadcasted
- spots not included in the planning
- spots not broadcasted
- spots too long or too short
- spot broadcasted other than planned spot
- coding unplanned spots
- coding of added spots

Relevant changes received from the station via the NMO Feedback Website before 15:00 are included in the second delivery.

Together with the second delivery, Nielsen reloads the Spot Differences on the NMO Feedback Website to the media sales houses. This feedback is a comparison between what has been coded by Nielsen and what has been received in the “planning after” file. If SKO, a station, media sales house or client has any questions, Nielsen staff can retrieve the images to run any additional checks required for up to 30 days after broadcast.

### 5.3.3 FINAL CONTROL AND DELIVERY

For the final delivery, additional controls are run and, when necessary, corrections made:

- check of changes in the daily second delivery
- check of changes in NMO coding
- comparison with new ‘planning after’ file from station
- extra control specific programmes
- extra control self-introduced breaks and spots

Stations have until 13:00 of the 2nd working day after broadcast to send their feedback and “planning after” files for the previous days to Nielsen. New adjustments and changes included in the “planning after” will be processed by Nielsen.

Nielsen checks to see if all of the incidents and errors about which they informed media sales houses have actually been incorporated in the “planning after”. Only those changes actually made by the station are included in the Nielsen data.



As a final check, an automatic programme checks for any remaining inconsistencies in the data. After all checks are run, data is delivered by 17:00 from Monday to Friday.

#### 5.3.4 PROGRAMME DIFFERENCES

At the same time as the first daily delivery, each station receives the feedback on differences at the programme level between the pre-broadcast schedule and the coding of Nielsen via the NMO Feedback Website. The station has the opportunity to react to these differences.

The programme differences feedback file contains the following differences:

- Programme missing in pre-broadcast schedule
- Programme not broadcasted
- Difference in starttime of more than 15 minutes
- Difference in duration of more than 3 minutes
- Difference in Programma title
- Missing mandatory programme details

### 5.4 DATA DELIVERY

As a result of the control procedures described above, there is no single delivery of the PRL and SPL files. Instead, there is daily delivery in the morning and a second delivery in the afternoon, as well as a final delivery in the afternoon.

SPL, PRL and CLA files are available to clients of the raw data as both zipped and unzipped files on the FTP servers: [ftp.intomartgfk.nl](ftp:intomartgfk.nl) and <kijkonderzoek.nl.nielsen.com>. All files sent by Nielsen are also archived for the duration of the contract.

#### 5.4.1 FIRST DAILY DELIVERY

After the initial checks are conducted, the first version of the programme and spot lists (the PRL and SPL files) are delivered by Nielsen by 07:30 on the day after broadcast. At this point, spot lists are harmonised but do not contain NMoids for new spots.

On the following official holidays, delivery takes place by 12:00 instead of 07:30:

- New Year's Day

#### 5.4.2 DAILY SECOND DELIVERY

Complete revised programme and spot lists (PRL and SPL files) are available from Nielsen from Monday through Friday by 18:00 at the latest. The second daily delivery for the Friday, Saturday and Sunday will be delivered on Mondays by 18:00 at the latest. These files incorporate the feedback from stations received before 15:00 as well as changes made as a result of control procedures. In the daily second delivery, all new spots have been given a NMoid.

CLA files are delivered by 18:00 weekdays.

The files in the second delivery overwrite the files from the first daily delivery, so that these are no longer available.

On the following official and special holidays, the second and final delivery will be pushed forward:

- New Year's Day
- Good Friday
- Easter
- King's Day
- Liberation Day (once every five years)
- Feast of the Ascension
- Friday after the Feast of the Ascension
- Pentecost
- Christmas

There are also some other non-official holidays that are agreed upon with NMO and the stations where the second and final delivery will be pushed forward. Prior to these holidays the users will be notified by Nielsen.

### 5.4.3 FINAL DELIVERY

Final revised programme and spot lists (PRL and SPL files) are available from Nielsen from Monday through Friday by 18:00 at the latest. The final delivery for the Friday, Saturday and Sunday will be delivered on Tuesdays by 18:00 at the latest. These files incorporate the feedback from stations received before 13:00 as well as changes made as a result of control procedures.

As with the daily second delivery, the final delivery will be pushed forward during official and special holidays.

## 5.5 TECHNICAL ASPECTS

### 5.5.1 VIDEO AND AUDIO SIGNAL RECEPTION

Video signals are received via a local cable operator and an alternative provider (if available). Nielsen captures 25 frames per second (Full Pal 720 x 576, 24-bits colour). Data Entry is able to see one image per second; this image contains a time marker and is compressed (via JPEG). The local clock is synchronised with a time service on one of the file servers, which itself is synchronised with the Frankfurt DCF77 radio signal. It is estimated that the registration is accurate to 0.1 seconds, while the time marker is accurate to 0.01 seconds.

The registered times are the times that the television images are received via the Amsterdam cable operator.

The audio signal is continually digitalised (mono, 16-bits PCM, 22 KHz sampling), split into one-minute fragments with a time marker (for synchronisation with the video images) and compressed with M3, 32 kbps.

Image and sound are saved to the cloud, at a rate of one file per minute for images, one file per minute for audio and one file per second for the JPEG's.

As a precaution against technical problems, the digitisation is done two times; at separate locations in The Netherlands.

The images are stored on three different servers.

### 5.5.2 GRABBERS

The grabbers of Nielsen continually download new reception files, remove the oldest files and deliver reception files on request to be registration stations. Digital images are kept for a maximum of 30 days, in order to draw up programme and spot lists and to run checks.

### 5.5.3 FILE AND DATABASE SERVER

The file server stores the list files and the archive of advertising spots for the long term. The database (Postgres) stores the links between film identification numbers and files in the archive. It also contains copies of the various classification data for advertising spots. The lists and the databases are backed up twice a day to a hot standby server located in different locations.

### 5.5.4 REGISTRATION OF WORK STATIONS

The coders are used for the actual registration, although not necessarily in "real time". Registration begins immediately after images are digitally captured and stored for quick access.

At all workstations, coders can play videos with sound, code programmes, call up title lexicons, consult histories, encode commercial breaks, spots and station promotions and display dated as well as upcoming programme and spot schedules, next to the registration schedule for another day or another station, with the ability to cut and paste.

After the automatic recognition has taken place, the coders are responsible for identifying advertising spots. This is done by comparing images from the broadcasted spot with images from reference spots stored in the databank where TVEvents says there is a lower rate of recognition. The coder examines images from both spots side-by-side.

## CHAPTER 6

# RAW DATA AND REPORTING



## 6. RAW DATA AND REPORTING

This chapter describes the information that is provided by the research bureaus Kantar and Nielsen on a daily, weekly and monthly basis on their sftp servers. This includes the broadcast data collected by Nielsen and the respondent panel data measured by Kantar, which users of the audience research can then link to each other. Additionally, a number of standard and reference reports are regularly provided by Kantar.

### 6.1 BROADCAST DATA FILES

#### 6.1.1 PROGRAMMES

The file `jjjjmdd.PRL` contains a number of items of information that pertain to all programme types (programme types: programme, promos and station Id, Billboard, Rijksoverheid, commercial breaks, home shopping and static) broadcasted on the encoded stations (see [www.kijkonderzoek.nl](http://www.kijkonderzoek.nl)) on the day in question. In addition to the title, the starting and ending minutes and programme type of a broadcasted element, this file contains the NMO code. Furthermore, the file contains a variable that indicates, in the case of programme segments, which segments belong together and a serial number per broadcasted element per station per day.

From 1-1-2011 on, this file also includes an additional field for programme title. This field contains the programme title that the stations provide in their pre-log files. This title is not harmonised by Nielsen. On 1-1-2011, more information on promos became available and new fields Promo Type Id, Promoted day, Promoted channel ID were added. Programme titles are added in the files Secondary and Tertiary programme titles in case the promo refers to more than one programme. The fields Promoted Day and Promoted Channel ID are not filled anymore since 1-2-2017.

As of 1-1-2012, the duration (in seconds) of promo's and other programme types on the PRL file is included.

As of 1-1-2023 the actual Start and End Times in seconds is added to the PRL file. Also additional fields for the Promo ID and CCC code are added.

#### 6.1.2 SPOTS

The file `jjjjmdd.SPL` contains a number of items of information that pertain to all spots broadcasted on the encoded stations on the day in question. In addition to formal items such as the station and break code, the serial number of each spot in the break, the spot identification code, the starting moment and the actual length of the spot, this file contains a number of variables regarding the commercial (commercial type, commercial length, film number and harmonised NMoid) as well as the title of the commercial used by the media sales house, the 30 seconds tariff and the harmonised name of the mediating media agencies.

As of 1-1-2011, this file also includes the Emission Kind field. Events may be broadcasted in different formats; this new field allows distinguishing between the following formats:

Full Screen, Split Screen, Ident and Banner Ad for all elements with a NMoid.

Since 1-1-2011, Nielsen has been registering billboards with an exclusive NMROID. These billboards may also be found in the SPL files.

On 4-7-2016, new fields Promo Type Id, Promoted day, Promoted channel ID were added to give more information about the promos broadcasted inside the regular commercial breaks. Programme titles are added in the files Secondary and Tertiary programme titles in case the promo refers to more than one programme. The fields Promoted Day and Promoted Channel ID are not filled anymore since 1-2-2017. As of 1-1-2023 the actual Start Times in seconds is added to the SPL file.

### 6.1.3. CLASSIFICATION OF ADVERTISEMENTS

The file jjjjmmdd.cla contains information on the commercial broadcasted on the day in question that can be used to classify the broadcasted spots. Per NMROID, the file includes the link of the reference commercial, its harmonised title and harmonised information on the product advertised in the commercial (brand, sub-brand, product name, branch and advertiser).

As of 1-1-2011, for billboards, this file can also contain multiple advertisers and products per NMROIDs. For this reason, a new field has been added to the file (MultipleProdcut). On 1-1-2011, the field ProductSequenceNumber was deleted from the CLA file.

NMROID's have a product (combination of brand-subbrand-productname) and an advertiser assigned to them, which are presented in the CLA. Since the product's advertiser can change over time, due to company takeovers, new CLA-file structure was introduced on 1-7-2012. In the new file structure, it is possible to assign a new advertiser to an existing product with a valid as of-date.

As of 1-7-2012, the full list of NMROID's and their respective information, is supplied in one file (the COMPLETECLA) on a monthly basis.

## 6.2 RESPONDENT DATA FILES

### 6.2.1 VIEWING STATEMENTS

The file VWG<CCYYMMDD>.DAT contains information indicating which panel member watched which station when and for how long on which television set. The data is presented in viewing statements, each of which reflects an unchanged situation: the same person watching the same station on the same television set. When the situation changes (for example when someone stops watching, and someone else begins watching when the channel is changed), a new viewing statement begins.

Viewing behaviour that cannot be assigned to a panel member is not included in the raw data. This file also includes Other screen use.

SKO determines which stations are assigned a station code. All other stations are coded as "Other". In total, 115 stations (incl. "Other" screen use) are included in the reporting (status per 28-8-2023). A station table (see §6.3.1) delivered daily can be used to determine which station codes occur in the raw data for the day in question. An updated overview of all stations can be requested at NMO.



### 6.2.2 TIME SHIFTED VIEWING

The file UGK<n><CCYYMMDD>.DAT contains information on the time shifted viewing of pre-recorded television broadcasts viewed through VCR, DVD- and hard disk (HD) recorders, as well as the recorded on-demand television content requested through the set-top box or other equipment.

The daily file contains data on the time shifted viewing of programmes broadcasted in the preceding seven days. For example: the daily file for May 22 contains the records of time shifted viewing of all programmes recorded from May 14 onwards.

The file with time shifted viewing behaviour is supplementary. Time shifted viewing behaviour (via devices such as set-top box, harddisk recorder, mediaplayers, DVD-player and other) is also included in the raw data as audience behaviour for the day on which the viewing took place (see § 3.1). If someone watches a programme twice during the week following the broadcast, this time shifted viewing is reported in the UGK file.

### 6.2.3 BACKGROUND CHARACTERISTICS

The file DEM<CCYYMMDD>.DAT contains the background characteristics of all panel members, as measured in the basic and product interviews. These characteristics are used to define target groups. The layout of this file is changed once a year. A file with descriptions and positions, DEM<CCYYMMDD>.COD, is provided daily (see § 7.3.2). This file contains a count of all the characteristics for the daily sample in question. In addition to background characteristics, the DEMwwwd.DAT contains a weight factor, which is the same as the weight factor in the WGT file (see § 6.2.4)

### 6.2.4 WEIGHTING FACTORS

The file WGT<CCYYMMDD>.DAT contains a daily weight factor for the panel members. This weight factor already includes a projection factor, with which the number of panel members is projected on the population totals. The sum of the weight factors for a day yields the population size. Panel members that do not appear in the WGT file have a weighting factor of zero.

As a result of the withdrawal of households, the addition of new households, technical difficulties, vacations and such, the composition of the viewing panel can vary from day to day. To compensate for this shifting, the weighting procedure (see § 4.3.4) is carried out on a daily basis. As a result, each respondent of three years of age and over is assigned a separate daily weighting factor.

## 6.3 CODE BOOKS

### 6.3.1 STATION TABLE

The station table file STA<CCYYMMDD>.COD contains all of the station codes that occur in the raw data for the day in question. In addition, the file contains a control field for each station containing the audience rating (to four decimal places) for the target group 3+. This variable can be used to check the completeness of the data. The reference reports (see § 6.4.2) should be used for a more precise check.

Control fields for time shifted viewing are reported in the STAU<n><CCYYMMDD>.COD.

### 6.3.2 BACKGROUND CHARACTERISTICS CODE BOOK

The variable code book for background characteristics DEM<CCYYMMDD>.COD lists all of the variables measured in the basis and product interviews and indicates whether they are household or individual variables, what positions they occupy in the DEM<CCYYMMDD>.DAT file (see § 6.2.3) and what categories are associated with them. The file also contains an unweighted and a weighted count of all these background characteristics for the sample on the day concerned.

### 6.3.3 TV SET LOCATION CODE BOOK

The TV set location codebook LOC<CCYYMMDD>.COD contains the codes and categories for possible locations for a television set.

## 6.4 REPORTING

In addition to the raw data, Kantar makes a number of reports available on a daily, weekly and monthly basis on the Kantar sftp server.

### 6.4.1 STANDARD WEBSITE REPORTS

The standard reports provide an overview of the SKO standard results, as displayed on the SKO website. The standard result types are audience rating, market share, viewing time and reach for programmes and for time periods (02.00 to 26.00 and 18.00 to 24.00) for all SKO standard target groups. The SKO standard target groups are listed in appendix 3.

Each day, SKO is provided with standard reports with the following results definitive ratings:

- audience rating and market share per programme (only programme type "programme") for the stations in the Nielsen audit
- audience ratings for all the public report stations and for total TV per time slot

The weekly standard reports include the average audience rating for the public report channels and total TV per time slot for consolidated weeks (Monday through Sunday). The monthly standard reports contain the average audience rating for the public report stations per time slots during the preceding calendar month. In addition, a monthly reach report is provided containing the monthly reach per station, with the condition that a respondent watched a station for at least one minute without interruption.

### 6.4.2 REFERENCE REPORTS

In addition to standard reports, GfK provides reference reports. These are primarily intended to allow parties using the raw data to run checks on the data. Control figures are included in the daily STA and STAU files. The aim of these figures is to facilitate analysis software to check that the daily files with the viewing statements and weights are uploaded correctly. Ratings in the 3+ target group for the timeslot between 02:00-26:00 are determined by the sum of the viewing statements per channel, multiplied by the weights of the respondents.

During the change from summer to winter time, the first hour of the first winter day, from 02:00 to 03:00 appears two times, and is reported as 01:00 to 02:00 in the VWGwwwwd.DAT file. These viewing statements are also included in the control figures in the reference reports.

The file CAT<CCYYMMDD>.DAT Daily samples by target groups and Universe to project to.

## CHAPTER 7

# RELIABILITY CRITERIA FOR CHANNEL REPORTING



## 7. RELIABILITY CRITERIA FOR CHANNEL REPORTING

NMO has established that ratings should be published only when they are reliable. In the case of the NMO Light channels, this means that only results on reach may be published. Reporting rules that apply to Dutch TAM data are described in the document 'NMO Mandatory calculation and reporting rules'. This document can be downloaded requested at NMO.

Reporting rules make a distinction between different channel types available in the raw data: Standard, NMO Light and other channels.

### 7.1 CHANNELS IN THE DUTCH TAM

Currently (status 23-8-2023), the Dutch TAM includes X TV-channels; X of those are reported in the raw data files.

A number of channels (X) are currently excluded from the raw data. Kantar is responsible for the registration of viewing behaviour regarding these channels. In the raw data, they are allocated to the category "Other".

#### 7.1.1 STANDARD CHANNELS IN THE RAW DATA

Dutch TAM standard channels are also included in the raw data.

36 channels are subject to a full audit (status per 28-8-2023). The full audit, carried out by Nielsen, encompasses the registration of broadcast schedules and the classification of all programmes and commercials (see § 5.2).

Other channels are included in the raw data, including regional channels. Individual results should only be used in interim reports of NMO partners and participants.

#### 7.1.2 SKO LIGHT-CHANNELS

Since January 1 2010, a number of digital TV channels have also been included in the raw data. This means that individual reporting on each of these channels is possible from 2010 on. Back then SKO Technical Committee concluded that these channels could be reliably reported within the Dutch TAM. A new reporting criterion was developed in order to test the reliability of reach and GRPs figures. This criterion enabled the JIC to create reliable, individual reports of these Light channels.

As of 23-8-2023, 28 SKO Light TV-stations are included.

### 7.2 RELIABILITY CRITERIA

#### 7.2.1 CRITICAL SAMPLE SIZES

To test the reliability of standard channels in the raw data, a criterion based on a minimum or critical sample sizes should be applied. Carrying out analyses with fewer respondents than the critical sample size may compromise the representativity of the sample or the margin of reliability.

For different periods, commercials, weighting and clustering effects, different critical minimum unweighted sample sizes should be applied. Please refer to the NMO Mandatory calculation and reporting for sample thresholds for external publication.

### 7.2.2 MINIMUM REACH CRITERION

A minimum reliability threshold applies when reporting reach for SKO Light channels. This entails that minimum net reach is used as a criterion in order to establish whether reliable reports can be produced for this channel.

For all NMO targets, a minimum reach threshold is needed to reliably report reach figures.

In order to test whether the reach figures can be published, we compare these with a net reach threshold. Net reach is calculated in terms of the total number reached in the daily period sample. Obtained net reach figures may be compared to the minimum reach of 10 individuals, regardless of the target group attributed to the individual. When the obtained reach of an SKOLight channel fails to reach the threshold, results may not be published.

The reach threshold of 10 persons in the sample applies to previously specified reach conditions. As from 01-01-2017 one is free to set this reach condition. For instance, if the lower limit for reach is set to include viewers that watched at least 60 consecutive seconds of a time slot, reach can only be reported reliably if at least 10 respondents viewed 60 consecutive seconds of the time slot. If the reach threshold is set as the half of the programme length, non consecutive-viewing, the reach may be reported when a minimum of 10 respondents has viewed (non-consecutively) at least half of the programme.

The criterion has been developed by Estics Media and has been audited by Pointlogic (1-7-2008). In order to assess the reliability of a viewing figure, the following notions have been introduced.

- We regard a viewing figure as substantial, if the lower boundary of the 95% confidence interval is at least half as high as the viewing figure under consideration (and also at least 0.0005). For example: a viewing figure of 1.6% is substantial if the lower boundary of the confidence interval is at least 0.8%.
- We regard a viewing figure as measurable, if the lower boundary of the 95% confidence interval is at least 0.0005. In that case, the lower boundary of the confidence interval is (after rounding) 0.1% and we can be confident – at a 95% probability level – that the unknown true viewing figure in the population differs from zero.

### 7.2.3 GRPS CRITERION

It is possible to establish whether the net reach is substantial based on the average or cumulative reach, for each channel and period.

When the reach of a campaign, a number of spots or a period is substantial-reliable, it has been demonstrated that the cumulative ratings (sum of GRPs) are measurable-reliable for the same period or number of commercials.



## APPENDIX



## Appendix 1. SOCIAL STATUS CLASSIFICATION

### 1. Standard questionnaire: The Golden Standard (Gouden Standaard)

In order to establish common social-economic and demographic variables, such as social status, audience research in the Netherlands (KijkOnderzoek) adheres (if possible) to the Golden Standard questionnaire tool. The Golden Standard was developed by the association of executing market agencies (Data & Insights Network, formerly MarktOnderzoekAssociatie -MOA) in collaboration with the National Statistics Agency (Centraal Bureau voor de Statistiek -CBS).

By constructing social-economic and demographic variables according to standard definitions in the Golden Standard and weighting the sample accordingly, we are able to obtain a representative sample of the Dutch population. All the agencies participating in the Data & Insights Network use these standard definitions, allowing a more accurate comparison of results for several Dutch surveys (audience research included).

### 2. Construction of Social Status

Social Status is determined through the variables 'highest education level of the head of the household' (followed, not achieved) and 'occupation of the head of the household'. These two individual characteristics are obtained through a set of questions in the TAM Panel Questionnaire.

The table below describes the classification of social status according to the Golden Standard. Social Status is classified in 5 categories:

- A (high),
- B1,
- B2,
- C
- D (low).

The building op Social Class changed since 4-1-2016 because of the new definition of this variable.

The "household income" variable is not taken into account in the construction of Social Status categories. This variable is available in the dataset as an additional demographics.

TABLE 1.1: CONSTRUCTION SOCIAL STATUS GOLDEN STANDARD

		hoogst genoten opleiding HKW (DEM2420)						
		Geen onderwijs / basisonderwijs / cursus inburgering	LBO / VBO / VMBO (kader- of beroepsgerichte leerweg) / MBO 1	MAVO / HAVO of VWO (eerste 3 jaar) / ULO / MULO / VMBO (theoretische of gemengd)	MBO 2, 3, 4 of MBO oude structuur	HAVO of VWO (overgegaan naar de 4e klas) / HBS / MMS	HBO propedeuse of WO propedeuse / HBO	WO-doctoraal of HBO/WO-master / postdoctoraal onderwijs
		(demo 2420 = 1 OF 97)	(demo 2420 = 2)	(demo 2420 = 3)	(demo 2420 = 4)	(demo 2420 = 5)	(demo 2420 = 6 OF 7)	(demo 2420 = 8)
Beroepscategorie HKW (DEM2089)	Zelfstandig ondernemer (demo 2089 = 1)	b2	b1	a	a	a	a	a
	Militaire beroepen Niet-Leidinggevend (demo 2089 = 2)	c	c	b2	b2	b2	b1	b1
	Militaire beroepen; Leidinggevend (demo 2089 = 3)	c	c	c	b1	b1	b1	a
	Managers; Niet-Leidinggevend (demo 2089 = 4)	c	c	b2	b1	b1	a	a
	Managers; Leidinggevend (demo 2089 = 5)	b2	b1	a	a	a	a	a
	Onderzoekers, Ingenieurs, Docenten en specialisten (demo 2089 = 6)	c	c	b2	b2	b1	b1	a
	Onderzoekers, Ingenieurs, Docenten en specialisten (demo 2089 = 7)	c	c	b2	b1	b1	a	a
	Vakspecialisten; Niet-Leidinggevend (demo 2089 = 8)	c	c	b2	b2	b1	b1	a
	Vakspecialisten; Leidinggevend (demo 2089 = 9)	c	c	b2	b1	b1	a	a
	Administratief Personeel; Niet-Leidinggevend (demo 2089 = 10)	c	c	c	b2	b1	b1	a
	Administratief Personeel; Leidinggevend (demo 2089 = 11)	c	c	b2	b2	b1	b1	a
	Dienstverlenend Personeel en Verkoopers; Niet-Leidinggevend (demo 2089 = 12)	c	c	b2	b1	b1	b1	a
	Dienstverlenend Personeel en Verkoopers; Leidinggevend (demo 2089 = 13)	c	c	b2	b1	b1	b1	a
	Landbouwers, Bosbouwers en vissers; Niet-Leidinggevend (demo 2089 = 14)	c	c	c	b2	b2	b1	b1
	Landbouwers, Bosbouwers en vissers; Leidinggevend (demo 2089 = 15)	c	c	c	b2	b1	b1	b1
	Ambachtsslieden; Niet-Leidinggevend (demo 2089 = 16)	c	c	c	b2	b2	b1	b1
	Ambachtsslieden; Leidinggevend (demo 2089 = 17)	c	c	c	b2	b1	b1	b1
	Bedieners Machines en Installaties, assemblagemedewerkers; Niet-Leidinggevend (demo 2089 = 18)	c	c	c	b2	b2	b1	b1
	Bedieners Machines en Installaties, assemblagemedewerkers; Leidinggevend (demo 2089 = 19)	c	c	c	b2	b1	b1	b1
	Elementaire Beroepen; Niet-Leidinggevend (demo 2089 = 20)	d	d	c	c	b2	b2	b2
	Elementaire Beroepen; Leidinggevend (demo 2089 = 21)	c	c	c	b2	b2	b2	b1
	VUT/gepensioneerd (demo 2089 = 22)	d	d	d	c	b2	b1	a
	Werkloos/bijstand/arbeidsongeschikt (demo 2089 = 23)	d	d	d	c	c	b2	b2
	Studerend/Overig (demo 2089 = 24)	d	d	d	d	c	b2	b2
	Onbekend (demo 2089 = 98 of 99)	d	d	d	d	c	b2	b2

## **Appendix 2. BUSINESS-TO-BUSINESS CLASSIFICATION**

### **1. STANDARD QUESTIONNAIRE: THE GOLDEN STANDARD (GOUDEN STANDAARD)**

In order to establish common social-economic and demographic variables, such as social status, audience research in the Netherlands (KijkOnderzoek) adheres (if possible) to the Golden Standard questionnaire tool. The Golden Standard was developed by the association of executing market agencies (Data & Insights Network, formerly MarktOnderzoekAssociatie -MOA) in collaboration with the National Statistics Agency (Centraal Bureau voor de Statistiek -CBS).

By constructing social-economic and demographic variables according to standard definitions in the Golden Standard and weighting the sample accordingly, we are able to obtain a representative sample of the Dutch population. All the agencies participating in the Data & Insights Network use these standard definitions, allowing a more accurate comparison of results for several Dutch surveys (audience research included).

The building of Business to business (B-TO-B) has changed per 4-1-2016 because of the new definition of the social class applicable to the Dutch TV Audience measurement since Monday of week 1 2016.

### **2. BUILDING OF B-TO-B**

The B-to-B target group in the Dutch audience research (NMO KijkOnderzoek) is built up by combining the following variables:

- Age 25 to 66 years
- 25 to 96 weekly working hours
- Occupation: executives or research/engineers/professors and specialists combined with 'leading a team of 1 or more persons'; business owners regardless of the size of their workforce

EN Beroepsgroep 1 OF 5 OF 7

These individual characteristics are obtained through the questions TAM Panel Questionnaire.

## Appendix 3. NMO STANDARD TARGETS

Populatie aantallen standaarddoelgroepen per 2 januari 2023 obv MOAGS 2022

NMO DEMO CODE	NMO DOELGROEP
1010001	6+ JAAR
1010002	13+ JAAR
1010003	18+ JAAR
1010004	25+ JAAR
1010005	50+ JAAR
1010006	55+ JAAR
1010007	60+ JAAR
1010008	65+ JAAR
1010009	68+ JAAR
1010010	75+ JAAR
1010011	6-12 JAAR
1010012	13-19 JAAR
1010013	15-24 JAAR
1010014	20-34 JAAR
1010015	20-49 JAAR
1010016	25-34 JAAR
1010017	25-39 JAAR
1010018	25-45 JAAR
1010019	25-54 JAAR
1010020	25-59 JAAR
1010021	25-67 JAAR
1010022	30-59 JAAR
1010023	35-49 JAAR
1010024	35-59 JAAR
1010025	46-67 JAAR
1010026	50-64 JAAR
1010027	MANNEN 6+ JAAR
1010028	VROUWEN 6+ JAAR
1010029	MANNEN 13+ JAAR
1010030	VROUWEN 13+ JAAR
1010031	MANNEN 50+ JAAR
1010032	VROUWEN 50+ JAAR
1010033	MANNEN 60+ JAAR
1010034	VROUWEN 60+ JAAR
1010035	MANNEN 65+ JAAR
1010036	VROUWEN 65+ JAAR
1010037	MANNEN 75+ JAAR
1010038	VROUWEN 75+ JAAR
1010039	MANNEN 6-12 JAAR
1010040	VROUWEN 6-12 JAAR
1010041	MANNEN 13-19 JAAR
1010042	VROUWEN 13-19 JAAR

NMO DEMO CODE	NMO DOELGROEP
1010043	MANNEN 20-34 JAAR
1010044	VROUWEN 20-34 JAAR
1010045	MANNEN 20-49 JAAR
1010046	VROUWEN 20-49 JAAR
1010047	MANNEN 25-54 JAAR
1010048	VROUWEN 25-54 JAAR
1010049	MANNEN 25-59 JAAR
1010050	VROUWEN 25-59 JAAR
1010051	MANNEN 25-67 JAAR
1010052	VROUWEN 25-67 JAAR
1010053	MANNEN 35-49 JAAR
1010054	VROUWEN 35-49 JAAR
1010055	MANNEN 35-59 JAAR
1010056	VROUWEN 35-59 JAAR
1010057	OPLEIDING LAB
1010058	OPLEIDING MAB
1010059	OPLEIDING HA+
1010060	OPLEIDING HBO+
1010061	SOCIALE KLASSE A 13+ JAAR
1010062	SOCIALE KLASSE B1 13+ JAAR
1010063	SOCIALE KLASSE B2 13+ JAAR
1010064	SOCIALE KLASSE C 13+ JAAR
1010065	SOCIALE KLASSE D 13+ JAAR
1010066	SOCIALE KLASSE AB1 13+ JAAR
1010067	SOCIALE KLASSE AB1 50+ JAAR
1010068	SOCIALE KLASSE B2CD 50+ JAAR
1010069	SOCIALE KLASSE AB1 20-34 JAAR
1010070	SOCIALE KLASSE B2CD 20-34 JAAR
1010071	SOCIALE KLASSE AB1 20-49 JAAR
1010072	SOCIALE KLASSEN B2CD 20-49 JAAR
1010073	SOCIALE KLASSE AB1 25-54 JAAR
1010074	SOCIALE KLASSE B2CD 25-54 JAAR
1010075	SOCIALE KLASSE AB1 25-59 JAAR
1010076	SOCIALE KLASSE AB1 25-67 JAAR
1010077	MANNEN SOCIALE KLASSE AB1 20-49 JAAR
1010078	VROUWEN SOCIALE KLASSE AB1 20-49 JAAR
1010079	MANNEN SOCIALE KLASSE B2CD 20-49 JAAR
1010080	VROUWEN SOCIALE KLASSE B2CD 20-49 JAAR
1010081	MANNEN SOCIALE KLASSE AB1 25-54 JAAR
1010082	VROUWEN SOCIALE KLASSE AB1 25-54 JAAR
1010083	MANNEN SOCIALE KLASSE B2CD 25-54 JAAR
1010084	VROUWEN SOCIALE KLASSE B2CD 25-54 JAAR
1010085	MANNEN SOCIALE KLASSE AB1 25-59 JAAR
1010086	VROUWEN SOCIALE KLASSE AB1 25-59 JAAR
1010087	HUISHOUDVERANTWOORDELIJKE 13+ JAAR (HHV)
1010088	HUISHOUDVERANTWOORDELIJKE 20-49 JAAR
1010089	HUISHOUDVERANTWOORDELIJKE 25-54 JAAR
1010090	HUISHOUDVERANTWOORDELIJKE 25-59 JAAR

NMO DEMO CODE	NMO DOELGROEP
1010091	HUISHOUDVERANTWOORDELIJKE 25-67 JAAR
1010092	HUISHOUDVERANTWOORDELIJKE MET KIND 0-5 JAAR
1010093	HUISHOUDVERANTWOORDELIJKE MET KIND 0-12 JAAR
1010094	HUISHOUDVERANTWOORDELIJKE MET KIND 0-17 JAAR
1010095	DAGELIJKSE AANKOPER 13+ JAAR (DAK)
1010096	DAGELIJKSE AANKOPER 20-49 JAAR
1010097	DAGELIJKSE AANKOPER 25-54 JAAR
1010098	DAGELIJKSE AANKOPER 25-59 JAAR
1010099	DAGELIJKSE AANKOPER 25-67 JAAR
1010100	DAGELIJKSE AANKOPER MET KIND 0-5 JAAR
1010101	DAGELIJKSE AANKOPER MET KIND 0-12 JAAR
1010102	DAGELIJKSE AANKOPER MET KIND 0-17 JAAR
1010103	BUSINESS TO BUSINESS (B-TO-B)
1010104	WERKZAAM < 25 UUR
1010105	WERKZAAM 25 UUR OF MEER
1010106	GEPENSIONEERD
1010107	HUISVROUW/HUISMAN ZONDER BEROEP
1010108	STUDEREND/SCHOOLGAAND
1010109	LOONDIENST
1010110	ZZP-ER
1010111	PERSONEN IN HH MET KIND 0-17 JAAR (HHMK)
1010112	PERSONEN IN HH MET KIND 0-5 JAAR
1010113	PERSONEN IN HH MET KIND 6-12 JAAR
1010114	PERSONEN IN HH MET KIND 13-17 JAAR
1010115	JONGE ALLEENSTAANDEN (< 40 JAAR)
1010116	OUDE ALLEENSTAANDEN (>= 40 JAAR)
1010117	JONGE TWEEPERSONSHUISHOUDENS (JONGSTE OF BEIDEN < 40 JAAR)
	OUDE TWEEPERSONSHUISHOUDENS
1010118	(BEIDEN >= 40 JAAR)
1010119	HUISHOUDEN MET JONGSTE KIND ONDER DE 14 JAAR
1010120	HUISHOUDEN MET JONGSTE KIND 14 JAAR OF OUDER
1010121	ZAKELIJKE BESLISSER
1010122	WELSTAND W1
1010123	WELSTAND W2
1010124	WELSTAND W3
1010125	WELSTAND W4+W5
1010126	NIELSEN REGIO I 3 STEDEN INCL. RAND
1010127	NIELSEN REGIO II REST WEST
1010128	NIELSEN REGIO III NOORD
1010129	NIELSEN REGIO IV OOST
1010130	NIELSEN REGIO V ZUID
1010131	NIELSEN REGIOEN I EN II - TOTAAL WEST
1010132	BRUTO HUISHOUDINKOMEN > 73.000 EURO



## Appendix 4. CELL MATRIX

### CELL MATRIX 28-8-2023

The cell matrix consists of a combination of the following variables:

- Nielsen region: 3 grote steden (3 grst), rest west (RestW), Noord, Oost, Zuid
- Family cycle: single person household (either under 35 years-old, 35-49 years-old or 50 years or older), household with kids 0-12 years; household with kids 13-17 years; adult family (main income earner either under 35 years-old, 35-49 years-old or 50 years or older)
- The main income earner's (MIE) highest level of education: low, medium, high
- The main income earner's (MIE) occupational status: working, not working

CELL NR	DESCRIPTION	CELL NR	DESCRIPTION
1	3 GRST-MIE<35 SINGLE	31	NOORDOOST-MIE35-49FAM
2	3 GRST-MIE35-49 SINGLE	32	NOORD-MIE50+FAM
3	3 GRST-MIE50+ SINGLE	33	NOORD-HHKIDS0-12
4	3 GRST-MIE<35FAM	34	NOORDOOST-HHKIDS13-17
5	3 GRST-MIE35-49FAM	35	NOORDMIE HIGH EDUC
6	3 GRST-MIE50+FAM	36	NOORDMIE MID EDUC
7	3 GRST-HHKIDS0-12	37	NOORDMIE LOW EDUC
8	3 GRST-HHKIDS13-17	38	NOORDMIEWORKING
9	3GRSTMIE HIGH EDUC	39	NOORDMIENOTWORKING
10	3GRSTMIE MID EDUC	40	OOST-MIE<35 SINGLE
11	3GRSTMIE LOW EDUC	41	OOST-MIE50+ SINGLE
12	3GRSTMIEWORKING	42	OOST-MIE50+FAM
13	3GRSTMIEWORKING	43	OOST-HHKIDS0-12
14	RESTW-MIE<35 SINGLE	44	OOSTMIE HIGH EDUC
15	RESTW-MIE35-49 SINGLE	45	OOSTMIE MID EDUC
16	RESTW-MIE50+ SINGLE	46	OOSTMIE LOW EDUC
17	RESTW-MIE<35FAM	47	OOSTMIEWORKING
18	RESTW-MIE35-49FAM	48	OOSTMIENOTWORKING
19	RESTW-MIE50+FAM	49	ZUID-MIE<35 SINGLE
20	RESTW-HHKIDS0-12	50	ZUID-MIE35-49 SINGLE
21	RESTW-HHKIDS13-17	51	ZUID-MIE50+ SINGLE
22	RESTWESTMIE HIGH EDUC	52	ZUID-MIE<35FAM
23	RESTWESTMIE MID EDUC	53	ZUID-MIE35-49FAM
24	RESTWESTMIE LOW EDUC	54	ZUID-MIE50+FAM
25	RESTWESTMIEWORKING	55	ZUID-HHKIDS0-12
26	RESTWESTMIENOTWORKING	56	ZUID-HHKIDS13-17
27	NOORD-MIE<35 SINGLE	57	ZUIDMIE HIGH EDUC
28	NOORDOOST-MIE35-49 SINGLE	58	ZUIDMIE MID EDUC
29	NOORD-MIE50+ SINGLE	59	ZUIDMIE LOW EDUC
30	NOORDOOST-MIE<35FAM	60	ZUIDMIEWORKING
		61	ZUIDMIENOTWORKING

## Appendix 5. WEIGHTING

### Variables in weighting procedure 28-8-2023

The weighting is currently set up as following:

- Weighting of viewing data at an individual level
- Provides a nationally representative panel so that viewing figures for the Dutch population can be reported
- The variables used in the weighting are listed below. The weighting matrix consists of 184 cells (“modalities”)

#### A. NATIONAL WEIGHTING (RESPONDENTS 3 YEARS AND OLDER)

##### EDUCATION (HIGHEST ATTENDED)

Education None/ Low  
Education Low/ Professional  
Education Middle  
Education Higher

##### HOUSEHOLD SIZE X SOCIAL CLASS

Household size 1 Social class AB1  
Household size 1 Social class B2CD  
Household size 2 Social class AB1  
Household size 2 Social class B2CD  
Household size 3 Social class AB1  
Household size 3 Social class B2CD  
Household size 4 Social class AB1  
Household size 4 Social class B2CD  
Household size 5+ Social class AB1  
Household size 5+ Social class B2CD

##### SOCIAL CLASS

Social class A  
Social class B1  
Social class B2  
Social class C  
Social class D

##### GENDER X AGE

Male 3-12 Years  
Female 3-12 Years  
Male 13-24 Years  
Female 13-24 Years  
Male 25-49 Years  
Female 25-49 Years  
Male 50+ Years  
Female 50+ Years

##### AGE

3-5 Years

6-8 Years  
 9-12 Years  
 13-19 Years  
 20-24 Years  
 25-34 Years  
 35-49 Years  
 50-64 Years  
 65+ Years

#### HOUSEHOLD POSITION

HKW <34 Years Household Size 1  
 HKW 35+ Years Household Size 1  
 HKW <34 Years Household Size 2  
 HKW 35+ Years Household Size 2  
 Partner of the HKW <34 Years  
 Partner of the HKW 35+ Years  
 Child 3+ and others 3+ Years

#### REGION

Groningen  
 Friesland  
 Drenthe  
 Overijssel  
 Gelderland  
 Utrecht  
 NH Groot Amsterdam  
 NH Rest  
 Zuid Holland (West)  
 ZH Rijnmond  
 Zeeland  
 Noord Brabant  
 Limburg  
 Flevoland

#### PRESENCE OF TV

Household with TV  
 Household without TV

### B. REGIONAL WEIGHTING

The regional weighting is applied to each region.

REGION	GENDER	AGE	SOCIAL CLASS	HOUSEHOLD SIZE
Region #	▪ Male	▪ 3-34 years	▪ AB1	▪ Household size 1-2
Region #	▪ Female	▪ 35+ years	▪ B2CD	▪ Household size 3+
# = 1 to 14				
1) Groningen		8) NH Rest		
2) Friesland		9) Zuid Holland (West)		
3) Drenthe		10) ZH Rijnmond		
4) Overijssel		11) Zeeland		
5) Gelderland		12) Noord Brabant		
6) Utrecht		13) Limburg		
7) NH Groot Amsterdam		14) Flevoland		

## Appendix 6. CHANNELS IN THE RAW DATA

### Channels in the raw data 28-8-2023

Report Type	NMO Station ID	NMO Channel Name
Reference Audit	508	24Kitchen
Reference Audit	559	BBC First Holland
Reference Audit	155	Comedy Central
Reference Audit	67	Discovery Channel
Reference Audit	464	Disney Channel
Reference Audit	334	DisneyXD
Reference Audit	453	ESPN
Reference Audit	454	ESPN2
Reference Audit	470	ESPN3
Reference Audit	538	ESPN4
Reference Audit	20	Eurosport
Reference Audit	537	FOX
Reference Audit	378	History
Reference Audit	535	ID
Reference Audit	39	MTV
Reference Audit	284	National Geographic Channel
Reference Audit	293	Net5
Reference Audit	65	Nickelodeon
Reference Audit	1	NPO1
Reference Audit	2	NPO2
Reference Audit	47	NPO3
Reference Audit	561	Paramount Network
Reference Audit	502	RTL Crime
Reference Audit	463	RTL Lounge
Reference Audit	554	RTL Z
Reference Audit	61	RTL4
Reference Audit	62	RTL5
Reference Audit	57	RTL7
Reference Audit	368	RTL8
Reference Audit	63	SBS 6
Reference Audit	552	SBS9
Reference Audit	501	TLC
Reference Audit	148	Veronica
Reference Audit	525	XITE
Reference Audit	571	Ziggo Sport
Reference Audit	81	Ziggo Sport Select
Standard channel (Other)	86	AT5
Standard channel (Other)	248	L1 TV*
Standard channel (Other)	156	Omroep Brabant TV*
Standard channel (Other)	125	Omrop Fryslan Televisie*
Standard channel (Other)	331	Regio TV Utrecht*

Report Type	NMO Station ID	NMO Channel Name
Standard channel (Other)	152	TV Drenthe*
Standard channel (Other)	157	TV Flevoland*
Standard channel (Other)	193	TV Gelderland*
Standard channel (Other)	207	TV Noord-Holland (NH nieuws)
Standard channel (Other)	153	TV Noord*
Standard channel (Other)	54	TV Oost*
Standard channel (Other)	194	TV Rijnmond*
Standard channel (Other)	191	TV West*
Standard channel (Other)	158	TV Zeeland*
SKO Light	511	192TV
SKO Light	528	Animal Planet
SKO Light	41	Cartoon Network
SKO Light	497	Cartoonito
SKO Light	530	CrimelInvestigation
SKO Light	393	DiscoveryScience
SKO Light	452	E!
SKO Light	598	ESPN UHD
SKO Light	97	Euronews
SKO Light	468	Eurosport 2
SKO Light	596	Filmbox
SKO Light	542	Horse Country TV
SKO Light	570	Insight TV HD
SKO Light	595	Love Nature
SKO Light	451	National Geographic WILD
SKO Light	396	Nick Jr.
SKO Light	459	Nick Toons
SKO Light	590	njam!
SKO Light	384	NPO 1 extra
SKO Light	392	NPO 2 extra
SKO Light	597	NPO Politiek en Nieuws
SKO Light	440	ONS
SKO Light	526	RTL Telekids
SKO Light	560	RTV7
SKO Light	515	TV538
SKO Light	469	Ziggo Sport Golf
SKO Light	574	Ziggo Sport Racing
SKO Light	558	Ziggo Sport Tennis
SKO Light	527	Ziggo Sport Voetbal
SKO Light	540	Ziggo TV
Other (standard) channels time slot reports	117	ARTE/LA 5
Other (standard) channels time slot reports	11	BBC 1
Other (standard) channels time slot reports	12	BBC 2
Other (standard) channels time slot reports	5	Canvas
Other (standard) channels time slot reports	52	CNN
Other (standard) channels time slot reports	7	Duitsland 1 ARD

Report Type	NMO Station ID	NMO Channel Name
Other (standard) channels time slot reports	8	Duitsland 2 ZDF
Other (standard) channels time slot reports	9	Duitsland 3 WDR
Other (standard) channels time slot reports	10	Duitsland NDR
Other (standard) channels time slot reports	3	Een (VRT TV 1)
Other (standard) channels time slot reports	523	Ketnet op 12
Other (standard) channels time slot reports	18	RTL Television
Other (standard) channels time slot reports	44	Sat. 1
Other (standard) channels time slot reports	19	TV5 Monde
Other (standard) channels time slot reports	68	TVE

## Appendix 7. OUTPUT SKO PROGRAM FILES

CODE IN OUTPUT FORMAT (PRL)	DESCRIPTION	SOURCE	CODE IN INPUT FORMAT (BR)	FIELD NR	MANDATORY/ USEFUL
Date	Airdate	Nielsen	Date	3	M
ChannelID	Channel code	Nielsen	ChannelID	1	M
ChannelName	Channel name	Nielsen	-	-	-
ProgID	Program ID (unique identifier - unique for each channel and each day)	Planning	ProgID	7	U
Omroep	Broadcaster name	Planning, corrected by Nielsen	Omroep	2	M (for NPO)
Price30s	30 second commercial rate	Planning	Price30s	17	U
StartMinute	Airing time in minutes	Nielsen	BeginTime	4	M
EndMinute	Finishing time in minutes	Nielsen	EndTime	6	M (if Duration is empty)
HarmonizedTitle	Harmonized program title or PrimaryHarmonizedTitle for promos	Nielsen	-	-	-
SubTitle	Program subtitle	Planning	SubTitle	10	U
SKOCode	SKO-code	Nielsen	-	-	-
Repeat	Rerun	Nielsen	RepeatCode	16	U (M per Q3 2015)
ProgramTypeID	Program/promo/billboard/PB51/commercial/m alfunction/teleshopping/stationID	Nielsen	ProgramType	8	M
Follows	Continuation of the same program - same day	Nielsen	-	-	-
Sequence	Order within day and channel of 1-n, sequence number depends on delivery and can change between deliveries	Nielsen	-	-	-
PrIID	Key that makes matching of deliveries and re-deliveries possible. PrIID changes if one of the following elements changes: channel, date, hour-minute, harmonized title, repeat, sko code, program type, promo type, order in the same minute, omroep (broadcaster), sequence number, secondary harmonized title, tertiary harmonized title, promoted channel ID, promoted day.	Nielsen	-	-	-
UnharmonizedTitle	Unharmonized program title from the planning	Planning	UnharmonizedTitle	9	M
PromoTypeID	Classification type of the promos	Nielsen	PromoTypeID	11	M (for promos)
SecondaryHarmonizedTitle	Secondary harmonized title (promo's only)	Nielsen	SecondaryUnharmonizedTitle	12	U
TertiaryHarmonizedTitle	Tertiary harmonized title (promo's only)	Nielsen	TertiaryUnharmonizedTitle	13	U
PromotionChannelID	Promotion channel	Nielsen	PromotionChannelID	14	U
PromotionDay	Promotion day	Nielsen	PromotionDay	15	U
RelatedSequence	Empty (-1) except for billboard- the number is the sequence number of the event the billboard is connected to.	Nielsen	-	-	-
Duration	Duration in number of seconds, precise for promos only	Nielsen	Duration	5	M (if EndTime is empty)
ReconciliationKey	Key broadcaster	Planning	ReconciliationKey	17	U
CCC	Content Classification Code for NPO	Planning	-	-	U
Promo ID	Broadcaster identifier for the promo	Planning	-	-	U
StartTime	Hour in format HHMMSS	Nielsen	-	-	U
EndTime	Hour in format HHMMSS	Nielsen	-	-	U






## Appendix 8. SKO GUIDELINES ON THE USE OF PROGRAMME TITLES

### 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 FUER COBRA 11
■ Always supplied in capitals	Journal	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	GIRO DITALIA
■ The symbols (&) will be changed by EN (or AND) when they are a part of the title	Bed & Breakfast	BED AND BREAKFAST
■ 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 A beautiful mind Le havre	LEUKSTE THUIS BOLD AND THE BEAUTIFUL A BEAUTIFUL MIND LE HAVRE
■ A time or TV-station indicator can be added to titles with a high broadcasting frequency.	Journal van 20 uur	JOURNAAL 20 UUR
■ Numbers have to be rounded up as integers, without decimals.	Room Raiders 2.0 Biathlon os sprint 7,5 km	ROOM RAIDERS 2 BIATHLON OS SPRINT 7500M
■ No more than one space in between words and no spaces before titles.	Onderweg naar morgen Absolutely fabulous	ONDERWEG NAAR MORGEN ABSOLUTELY FABULOUS



PROGRAMME TITLE:	EXAMPLE:	CORRECT USE:
	 The logo for 'Kikker & Vriendjes' features several cartoon frogs sitting around a table in a garden setting. Text on the logo includes 'KRO', '20 Jaar', 'Kikker & Vriendjes', 'Kikker is bedroefd', and 'Gebaseerd op het werk van Max Velthuis'.	
<ul style="list-style-type: none"> <li>For series or reruns the name applied in the past is used (in consultation with the broadcasters).</li> </ul>		
<ul style="list-style-type: none"> <li>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).</li> </ul>	 	FRYSLAND DOK  NAKED SCIENCE
<ul style="list-style-type: none"> <li>For compilations, the best offs, etc. the main title is mentioned first. Should only be used when this appears on screen.</li> </ul>	The best of Bananasplit Compilatie eigen huis & tuin	BANANASPLIT THE BEST OF EIGEN HUIS & TUIN COMPILATIE
<ul style="list-style-type: none"> <li>Broadcasts with the same main title, but with another central guest each time.</li> </ul>	24 uur met Albert Verlinden	24 UUR MET

## 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
- For football matches the part between the 1<sup>st</sup> and 2<sup>nd</sup> half is always coded as “HALF TIME” (in Dutch: VOETBAL RUST), regardless of its duration
- Interviews with athletes/coaches at the sideline are timed as preview or review show.

These conditions do not apply on Darts events.

For F1 Grand Prix the award ceremonies of regular races are classified as review shows.

Sport titles are constructed as follows:

ELEMENTS OF A SPORT TITLE	EXAMPLES
1. Sport	VOETBAL, ATLETIEK, ZWEMMEN
2. Competiton/Event	DAVIS CUP, WB, F1 GP
3. Match type	KW
4. Addition	VN, NB
5. Discipline	VLINDERSLAG, SPRINGEN
6. Category	50M
7. Clubs or countries	NED-BEL, BAY.MUNCHEN-INTER MILAN
8. Game format	DUBBEL, LANDENTEAMS
9. Gender	DAMES, GEMENGD
10. Extra addition	SV, HUL, F

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 not 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.

## Appendix 9A. COUNTRY CODES

COUNTRY	SKO COUNTRY CODE
Aruba	ABW
Afghanistan	AFG
Angola	AGO
Anguilla	AIA
Aland Islands	ALA
Albania	ALB
Andorra	AND
Netherlands Antilles	ANT
United Arab Emirates	ARE
Argentina	ARG
Armenia	ARM
American Samoa	ASM
Antarctica	ATA
French Southern Territories	ATF
Antigua and Barbuda	ATG
Australia	AUS
Austria	AUT
Azerbaijan	AZE
Burundi	BDI
Belgium	BEL
Benin	BEN
Burkina Faso	BFA
Bangladesh	BGD
Bulgaria	BGR
Bahrain	BHR
Bahamas	BHS
Bosnia and Herzegovina	BIH
Saint-Barthélemy	BLM
Belarus	BLR
Belize	BLZ
Bermuda	BMU
Bolivia	BOL
Brazil	BRA
Barbados	BRB
Brunei Darussalam	BRN
Bhutan	BTN
Bouvet Island	BVT
Botswana	BWA
Central African Republic	CAF
Canada	CAN
Cocos (Keeling) Islands	CCK
Switzerland	CHE

COUNTRY	SKO COUNTRY CODE
Chile	CHL
China	CHN
Côte d'Ivoire	CIV
Cameroon	CMR
Congo, (Kinshasa)	COD
Congo (Brazzaville)	COG
Cook Islands	COK
Colombia	COL
Comoros	COM
Cape Verde	CPV
Costa Rica	CRI
Cuba	CUB
Christmas Island	CXR
Cayman Islands	CYM
Cyprus	CYP
Czech Republic	CZE
Germany	DEU
Djibouti	DJI
Dominica	DMA
Denmark	DNK
Dominican Republic	DOM
Algeria	DZA
Ecuador	ECU
Egypt	EGY
England	ENG
Eritrea	ERI
Western Sahara	ESH
Spain	ESP
Estonia	EST
Ethiopia	ETH
Finland	FIN
Fiji	FJI
Falkland Islands (Malvinas)	FLK
France	FRA
Faroe Islands	FRO
Micronesia, Federated States of	FSM
Gabon	GAB
United Kingdom	GBR
Georgia	GEO
Guernsey	GGY
Ghana	GHA
Gibraltar	GIB
Guinea	GIN
Guadeloupe	GLP
Gambia	GMB

COUNTRY	SKO COUNTRY CODE
Guinea-Bissau	GNB
Equatorial Guinea	GNQ
Greece	GRC
Grenada	GRD
Greenland	GRL
Guatemala	GTM
French Guiana	GUF
Guam	GUM
Guyana	GUY
Hong Kong, SAR China	HKG
Heard and McDonald Islands	HMD
Honduras	HND
Croatia	HRV
Haiti	HTI
Hungary	HUN
Indonesia	IDN
Isle of Man	IMN
India	IND
British Indian Ocean Territory	IOT
Ireland	IRL
Iran, Islamic Republic of	IRN
Iraq	IRQ
Iceland	ISL
Israel	ISR
Italy	ITA
Jamaica	JAM
Jersey	JEY
Jordan	JOR
Japan	JPN
Kazakhstan	KAZ
Kenya	KEN
Kyrgyzstan	KGZ
Cambodia	KHM
Kiribati	KIR
Saint Kitts and Nevis	KNA
Korea (South)	KOR
Kuwait	KWT
Lao PDR	LAO
Lebanon	LBN
Liberia	LBR
Libya	LBY
Saint Lucia	LCA
Liechtenstein	LIE
Sri Lanka	LKA
Lesotho	LSO



COUNTRY	SKO COUNTRY CODE
Lithuania	LTU
Luxembourg	LUX
Latvia	LVA
Macao, SAR China	MAC
Saint-Martin (French part)	MAF
Morocco	MAR
Monaco	MCO
Moldova	MDA
Madagascar	MDG
Maldives	MDV
Mexico	MEX
Marshall Islands	MHL
Macedonia, Republic of	MKD
Mali	MLI
Malta	MLT
Myanmar	MMR
Montenegro	MNE
Mongolia	MNG
Northern Mariana Islands	MNP
Mozambique	MOZ
Mauritania	MRT
Montserrat	MSR
Martinique	MTQ
Mauritius	MUS
Malawi	MWI
Malaysia	MYS
Mayotte	MYT
Namibia	NAM
New Caledonia	NCL
Niger	NER
Norfolk Island	NFK
Nigeria	NGA
Nicaragua	NIC
Northern Ireland	NIR
Niue	NIU
Netherlands	NLD
Norway	NOR
Nepal	NPL
Nauru	NRU
New Zealand	NZL
Oman	OMN
Pakistan	PAK
Panama	PAN
Pitcairn	PCN
Peru	PER

COUNTRY	SKO COUNTRY CODE
Philippines	PHL
Palau	PLW
Papua New Guinea	PNG
Poland	POL
Puerto Rico	PRI
Korea (North)	PRK
Portugal	PRT
Paraguay	PRY
Palestinian Territory	PSE
French Polynesia	PYF
Qatar	QAT
Réunion	REU
Romania	ROU
Russian Federation	RUS
Rwanda	RWA
Saudi Arabia	SAU
Scotland	SCO
Sudan	SDN
Senegal	SEN
Singapore	SGP
South Georgia and the South Sandwich Islands	SGS
Saint Helena	SHN
Svalbard and Jan Mayen Islands	SJM
Solomon Islands	SLB
Sierra Leone	SLE
El Salvador	SLV
San Marino	SMR
Somalia	SOM
Saint Pierre and Miquelon	SPM
Serbia	SRB
South Sudan	SSD
Sao Tome and Principe	STP
Suriname	SUR
Slovakia	SVK
Slovenia	SVN
Sweden	SWE
Swaziland	SWZ
Seychelles	SYC
Syrian Arab Republic (Syria)	SYR
Turks and Caicos Islands	TCA
Chad	TCD
Togo	TGO
Thailand	THA
Tajikistan	TJK
Tokelau	TKL

COUNTRY	SKO COUNTRY CODE
Turkmenistan	TKM
Timor-Leste	TLS
Tonga	TON
Trinidad and Tobago	TTO
Tunisia	TUN
Turkey	TUR
Tuvalu	TUV
Taiwan, Republic of China	TWN
Tanzania, United Republic of	TZA
Uganda	UGA
Ukraine	UKR
US Minor Outlying Islands	UMI
Uruguay	URY
United States of America	USA
Uzbekistan	UZB
Holy See (Vatican City State)	VAT
Saint Vincent and Grenadines	VCT
Venezuela (Bolivarian Republic)	VEN
British Virgin Islands	VGB
Virgin Islands, US	VIR
Viet Nam	VNM
Vanuatu	VUT
Wales	WAL
Wallis and Futuna Islands	WLF
Samoa	WSM
Yemen	YEM
South Africa	ZAF
Zambia	ZMB
Zimbabwe	ZWE

## Appendix 9B. FOOTBALL CLUBS

### Football clubs 1-1-2023

COUNTRY	FIFA/UEFA TITLE	FIFA/UEFA TITLE
ALBANIE	KS BESA	BESA
ALBANIE	KS FLAMURTARI	FLAMURTARI
ALBANIE	FK KUKESI	KUKESI
ALBANIE	KF LACI	LACI
ALBANIE	KS SKENDERBEU	SKENDERBEU
ALBANIE	KS TEUTA	TEUTA
ALBANIE	KF TIRANA	TIRANA

ANDORRA	FC RANGER'S	RANGERS
ANDORRA	FC SANTA COLOMA	SANTA COLOMA
ANDORRA	SANTA JULIA	SANTA JULIA
ANDORRA	UE SANTA COLOMA	UE SANTA COLOMA

ARGENTINIE	CLUB ATLETICO BOCA JUNIORS	BOCA JUNIORS
ARGENTINIE	CLUB ATLETICO RIVER PLATE	RIVER PLATE

ARMENIE	FC BANANTS	BANANTS
ARMENIE	FC MIKA	MIKA
ARMENIE	FC PYUNIK	PYUNIK
ARMENIE	FC SHIRAK	SHIRAK

AZERBEDJAAN	INTER BAKI PIK	INTER BAKI
AZERBEDJAAN	FK KHAZAR LANKARAN	LANKARAN
AZERBEDJAAN	MKT ARAZ	MKT ARAZ
AZERBEDJAAN	PFC NEFTCHI	NEFTCHI
AZERBEDJAAN	QABALA FK	QABALA
AZERBEDJAAN	QARABAG FK	QARABAG

BELARUS	FC BATE BORISOV	BATE
BELARUS	FC DINAMO MINSK	DINAMO MINSK
BELARUS	FC NEMAN GRODNO	NEMAN
BELARUS	FC SHAKHTYOR SOLIGORSK	SHAKHTYOR

BELGIE	RSC ANDERLECHT	ANDERLECHT
BELGIE	KSK BEVEREN	BEVEREN
BELGIE	CLUB BRUGGE KV	CLUB BRUGGE
BELGIE	KRC GENK	GENK
BELGIE	KSC LOKEREN OV	LOKEREN
BELGIE	R. STANDARD DE LIEGE	STANDARD
BELGIE	SV ZULTE WAREGEM	ZULTE WAREGEM

COUNTRY	FIFA/UEFA TITLE	FIFA/UEFA TITLE
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BOSNIE-HERZIGOVINA	FK SARAJEVO	SARAJEVO
BOSNIE-HERZIGOVINA	NK SIROKI BRIJEG	SIROKI BRIJEG
BOSNIE-HERZIGOVINA	FK ZELJEZNICAR	ZELJEZNICAR
BOSNIE-HERZIGOVINA	NK ZRINJSKI	ZRINJSKI

BULGARIJE	PFC BOTEV PLOVDIV	BOTEV PLOVDIV
BULGARIJE	CHERNO MORE VARNA	CHERNO MORE
BULGARIJE	PFC CSKA SOFIA	CSKA SOFIA
BULGARIJE	PFC LEVSKI SOFIA	LEVSKI SOFIA
BULGARIJE	PFC LITEX LOVECH	LITEX LOVECH
BULGARIJE	PFC LOKOMOTIV	LOK SOFIA
BULGARIJE	PFC LUDOGERETS RAZGRAD	LUDOGERETS

CYPRUS	AEL LIMASSOL FC	AEL
CYPRUS	ANORTHOSIS FAMAGUSTA FC	ANORTHOSIS
CYPRUS	APOEL FC	APOEL
CYPRUS	APOLLON LIMASSOL FC	APOLLON
CYPRUS	ERMIS ARADIPPOU FC	ERMIS
CYPRUS	AC OMONIA	OMONIA

DENEMARKEN	AALBORG BK	AALBORG
DENEMARKEN	BRONDBY IF	BRONDBY
DENEMARKEN	ESBJERG FB	ESBJERG
DENEMARKEN	FC KOVENHAVN	KOPENHAGEN
DENEMARKEN	FC MIDTJYLLAND	MIDTJYLLAND
DENEMARKEN	ODENSE BK	ODENSE

DUITSLAND	TSV 1860 MUNCHEN	1860 MUNCHEN
DUITSLAND	ALEMANNIA AACHEN	AACHEN
DUITSLAND	FC AUGSBURG	AUGSBURG
DUITSLAND	BAYER 04 LEVERKUSEN	BAY LEVERKUSEN
DUITSLAND	FC BAYERN MUNCHEN	BAY MUNCHEN
DUITSLAND	DSC ARMINIA BIELEFELD	BIELEFELD
DUITSLAND	VFL BOCHUM 1848	BOCHUM
DUITSLAND	EINTRACHT BRAUNSCHWEIG	BRAUNSCHWEIG
DUITSLAND	BORUSSIA DORTMUND	DORTMUND
DUITSLAND	1. FC DYNAMO DRESDEN	DRESDEN
DUITSLAND	MSV DUISBURG	DUISBURG
DUITSLAND	EINTRACHT FRANKFURT	EINTRACHT
DUITSLAND	FC ENERGIE COTTBUS	ENERGIE
DUITSLAND	SC FREIBURG	FREIBURG
DUITSLAND	HAMBURGER SV	HAMBURG

COUNTRY	FIFA/UEFA TITLE	FIFA/UEFA TITLE
DUITSLAND	HANNOVER 96	HANNOVER 96
DUITSLAND	FC HANSA ROSTOCK	HANSA ROSTOCK
DUITSLAND	HERTHA BSC BERLIN	HERTHA BSC
DUITSLAND	TSG 1899 HOFFENHEIM	HOFFENHEIM
DUITSLAND	FC KAISERSLAUTERN	KAISERSLAUTERN
DUITSLAND	KARLSRUHER SC	KARLSRUHE
DUITSLAND	1. FC KOLN	KOLN
DUITSLAND	VFB LEIPZIG	LEPIZIG
DUITSLAND	1. FSV MAINZ 05	MAINZ
DUITSLAND	VFL BORUSSIA MONCHENGLADBACH	MONCHENGLADBACH
DUITSLAND	1. FC NURNBERG	NURNBERG
DUITSLAND	KICKERS OFFENBACH	OFFENBACH
DUITSLAND	1. FSV PADERBORN	PADERBORN
DUITSLAND	FC SCHALKE 04	SCHALKE 04
DUITSLAND	VFB STUTTGART	STUTTGART
DUITSLAND	SV WERDER BREMEN	WERDER BREMEN
DUITSLAND	VFL WOLFSBURG	WOLFSBURG

ENGELAND	ARSENAL FC	ARSENAL
ENGELAND	ASTON VILLA FC	ASTON VILLA
ENGELAND	BIRMINGHAM CITY FC	BIRMINGHAM
ENGELAND	BLACKBURN ROVERS FC	BLACKBURN
ENGELAND	BOLTON WANDERERS FC	BOLTON
ENGELAND	BURNLEY FC	BURNLEY
ENGELAND	CHARLTON ATHLETIC FC	CHARLTON
ENGELAND	CHELSEA FC	CHELSEA
ENGELAND	CRYSTAL PALACE FC	CRYSTAL PALACE
ENGELAND	DERBY COUNTY FC	DERBY COUNTY
ENGELAND	EVERTON FC	EVERTON
ENGELAND	FULHAM FC	FULHAM
ENGELAND	HULL CITY	HULL
ENGELAND	IPSWICH TOWN FC	IPSWICH
ENGELAND	LEEDS UNITED AFC	LEEDS
ENGELAND	LEICESTER CITY FC	LEICESTER
ENGELAND	LIVERPOOL FC	LIVERPOOL
ENGELAND	MANCHESTER CITY FC	MAN CITY
ENGELAND	MANCHESTER UNITED FC	MAN UNITED
ENGELAND	MIDDLESBROUGH FC	MIDDLESBROUGH
ENGELAND	NEWCASTLE UNITED FC	NEWCASTLE
ENGELAND	NORWICH CITY FC	NORWICH
ENGELAND	PORTSMOUTH FC	PORTSMOUTH
ENGELAND	QUEENS PARK RANGERS FC	QPR

COUNTRY	FIFA/UEFA TITLE	FIFA/UEFA TITLE
ENGELAND	READING FC	READING
ENGELAND	SOUTHAMPTON FC	SOUTHAMPTON
ENGELAND	STOKE CITY FC	STOKE CITY
ENGELAND	SUNDERLAND AFC	SUNDERLAND
ENGELAND	TOTTENHAM HOTSPUR FC	TOTTENHAM
ENGELAND	WEST BROMWICH ALBION FC	WEST BROMWICH
ENGELAND	WEST HAM UNITED FC	WEST HAM
ENGELAND	WIGAN ATHLETIC FC	WIGAN
ENGELAND	WOLVERHAMPTON WANDERERS FC	WOLVERHAMPTON

ESTLAND	FC FLORA	FLORA
ESTLAND	JK NOMME KALJU	KALJU
ESTLAND	FC SANTOS TARTU	SANTOS TARTU
ESTLAND	JK SILLAMAE KALEV	SILLAMAE
ESTLAND	FC LEVADIA TALLINN	TALLIN
ESTLAND	JK TRANS NARVA	TRANS NARVA

FAROER EILANDEN	B36 TORSHAVN	B36 TORSHAVN
FAROER EILANDEN	EB/STREYMUR	EB STREYMUR
FAROER EILANDEN	HB TORSHAVN	HB TORSHAVN
FAROER EILANDEN	IF FUGLAFJORDUR	IF
FAROER EILANDEN	VIKINGUR	VIKINGUR

FINLAND	FC HAKA	HAKA
FINLAND	HJK HELSINKI	HELSINKI
FINLAND	FC HONKA ESPOO	HONKA
FINLAND	MYLLYKOSKEN PALLO-47	MYPA
FINLAND	ROPS ROVANIEMI	ROPS
FINLAND	TAMPERE UNITED	TAMPERE
FINLAND	VPS VAASA	VPS

FRANKRIJK	AJ AUXERRE	AUXERRE
FRANKRIJK	FC GIRONDINS DE BORDEAUX	BORDEAUX
FRANKRIJK	EA GUINGAMP	GUINGAMP
FRANKRIJK	RC LENS	LENS
FRANKRIJK	LOSC LILLE	LILLE
FRANKRIJK	AS NANCY-LORRAINE	NANCY
FRANKRIJK	OLYMPIQUE LYONNAIS	OLYM LYON
FRANKRIJK	OLYMPIQUE DE MARSEILLE	OLYM MARSEILLE
FRANKRIJK	PARIS SAINT-GERMAIN	PARIS
FRANKRIJK	STADE RENNAIS FC	RENNES
FRANKRIJK	FC SOCHAUX-MONTBELIARD	SOCHAUX
FRANKRIJK	AS SAINT-ETIENNE	ST ETIENNE



COUNTRY	FIFA/UEFA TITLE	FIFA/UEFA TITLE
FRANKRIJK	TOULOUSE FC	TOULOUSE

GEORGIE	FC AMERI TBILISI	AMERI TBILISI
GEORGIE	FC CHIKHURA SACKHERE	CHIKHURA
GEORGIE	FC DINAMO TBILISI	DINAMO TBILISI
GEORGIE	FC OLIMPI RUSTAVI	RUSTAVI
GEORGIE	FC SIONI BOLNISI	SIONI
GEORGIE	FC ZESTAFONI	ZESTAFONI

GIBRALTAR	COLLEGE EUROPA FC	COLLEGE EUROPA
GIBRALTAR	LINCOLN FC	LINCOLN

GRIEKENLAND	AEK ATHENS FC	AEK ATHENE
GRIEKENLAND	ASTERAS TRIPOLIS FC	ASTERAS
GRIEKENLAND	ATROMITOS FC	ATROMITOS
GRIEKENLAND	LARISSA FC	LARISSA
GRIEKENLAND	OLYMPIACOS CFP	OLYMPIACOS
GRIEKENLAND	PANATHINAIKOS FC	PANATHINAIKOS
GRIEKENLAND	PANIONIOS GSS	PANIONIOS
GRIEKENLAND	PAOK FC	PAOK
GRIEKENLAND	ARIS THESSALONIKI FC	THESSALONIKI

HONGARIJE	BUDAPEST HONVED FC	BUDAPEST
HONGARIJE	DEBRECENI VSC	DEBRECEN
HONGARIJE	DIOSGYOR VTK	DIOSGYOR
HONGARIJE	FERENCVAROSI TC	FERENCVAROS
HONGARIJE	GYORI ETO FC	GYOR
HONGARIJE	MTK BUDAPEST	MTK BUDAPEST

IERLAND	DERRY CITY FC	DERRY
IERLAND	DROGHEDA UNITED FC	DROGHEDA
IERLAND	DUNDALK FC	DUNDALK
IERLAND	SAINT PATRICK'S ATHLETIC FC	SAINT PATRICKS
IERLAND	SLIGO ROVERS FC	SLIGO

IJSLAND	FRAM REYKJAVIK	FRAM
IJSLAND	FH HAFNARFJORDUR	HAFNARFJORDUR
IJSLAND	KEFLAVIK	KEFLAVIK
IJSLAND	KR REYKJAVIK	REYKJAVIK
IJSLAND	STJARNAN	STJARNAN

ISRAEL	BEITAR JERUSALEM FC	BEITAR JERUSALEM
ISRAEL	BNEI YEHUDA TEL AVIV FC	BNEI YEHUDA

COUNTRY	FIFA/UEFA TITLE	FIFA/UEFA TITLE
ISRAEL	HAPOEL BEER SHEVA FC	H BEER SHEVA
ISRAEL	HAPOEL KIRYAT SHMONA FC	H KIRYAT SHMONA
ISRAEL	HAPOEL PETACH-TIKVA FC	H PETACH TIKVA
ISRAEL	HAPOEL TEL-AVIV FC	H TEL AVIV
ISRAEL	MACCABI NETANYA FC	M NETANYA
ISRAEL	MACCABI TEL-AVIV FC	M TEL AVIV

ITALIE	AC MILAN	AC MILAN
ITALIE	AS ROMA	AS ROMA
ITALIE	ATALANTA BC	ATALANTA
ITALIE	BRESCIA CALCIO	BRESCIA
ITALIE	CAGLIARI CALCIO	CAGLIARI
ITALIE	AC CESENA	CESENA
ITALIE	AC CHIEVO VERONA	CHIEVO VERONA
ITALIE	EMPOLI FC	EMPOLI
ITALIE	ACF FIORENTINA	FIORENTINA
ITALIE	GENOA CFC	GENOA
ITALIE	FC INTERNAZIONALE MILANO	INTER MILAN
ITALIE	JUVENTUS	JUVENTUS
ITALIE	SS LAZIO	LAZIO
ITALIE	MODENA FC	MODENA
ITALIE	SSC NAPOLI	NAPOLI
ITALIE	US CITTA DI PALERMO	PALERMO
ITALIE	PARMA FC	PARMA
ITALIE	PERUGIA CALCIO	PERUGIA
ITALIE	UC SAMPDORIA	SAMPDORIA
ITALIE	US SASSUOLO CALCIO	SASSUOLO
ITALIE	TORINO FC	TORINO
ITALIE	UDINESE CALCIO	UDINESE
ITALIE	AS VARESA 1910	VARESA
ITALIE	HELLAS VERONA FC	VERONA

JAPAN	URAWA RED DIAMONDS	RED DIAMONDS
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KAZACHSTAN	FK AKTOBE	AKTOBE
KAZACHSTAN	FC ALMA-ATA	ALMA ATA
KAZACHSTAN	FC ASTANA	ASTANA
KAZACHSTAN	FC KAIRAT ALMATY	KAIRAT
KAZACHSTAN	FC SHAKHTER KARAGANDY	SHAKHTER
KAZACHSTAN	FC TOBOL KOSTANAY	TOBOL

KROATIE	NK DINAMO ZAGREB	DINAMO ZAGREB
KROATIE	HNK HAJDUK SPLIT	HAJDUK SPLIT

COUNTRY	FIFA/UEFA TITLE	FIFA/UEFA TITLE
KROATIE	HNK RIJEKA	RIJEKA
KROATIE	NK SLAVEN KOPRIVNICA	SLAVEN
KROATIE	RNK SPLIT	SPLIT

LETLAND	FC DAUGAVA DAUGAVPILS	DAUGAVPILS
LETLAND	FK JELGAVA	JELGAVA
LETLAND	SK LIEPAJAS METALURGS	METALURGS
LETLAND	FK DAUGAVA RIGA	RIGA
LETLAND	FK VENTSPILS	VENTSPILS

LIECHTENSTEIN	FC VADUZ	VADUZ
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LITOUWEN	FK ATLANTAS	ATLANTAS
LITOUWEN	FK BANGA	BANGA
LITOUWEN	FK EKRANAS	EKRANAS
LITOUWEN	FBK KAUNAS	KAUNAS
LITOUWEN	SKONTO FC	SKONTO
LITOUWEN	SK SUDUVA	SUDUVA
LITOUWEN	VMFD ZALGIRIS	ZALGIRIS

LUXEMBURG	FC DIFFERDANGE 03	DIFFERDANGE
LUXEMBURG	F91 DUDELANGE	DUDELANGE
LUXEMBURG	FC ETZELLA ETTTELBRUCK	ETZELLA
LUXEMBURG	CS FOLA ESCH	FOLA
LUXEMBURG	AS JEUNESSE ESCH	JEUNESSE ESCH
LUXEMBURG	UN KAERJENG 97	KAERJENG

MACEDONIE	FK METALURG SKOPJE	METALURG SKOPJE
MACEDONIE	FK POBEDA	POBEDA
MACEDONIE	FK RABOTNICKI	RABOTNICKI
MACEDONIE	FK SHKENDIJA 79	SHKENDIJA
MACEDONIE	FK TURNOVO	TURNOVO
MACEDONIE	FK VARDAR	VARDAR

MALTA	BIRKIRKARA FC	BIRKIRKARA
MALTA	HIBERNIANS FC	HIBERNIANS
MALTA	MARSAXLOKK FC	MARSAXLOKK
MALTA	SLIEMA WANDERERS FC	SLIEMA
MALTA	VALLETTA FC	VALLETTA

MOLDAVIE	FC NISTRU OTACI	NISTRU
MOLDAVIE	FC SHERIFF	SHERIFF
MOLDAVIE	FC TIRASPOL	TIRASPOL

COUNTRY	FIFA/UEFA TITLE	FIFA/UEFA TITLE
MOLDAVIE	FC VERIS	VERIS
MOLDAVIE	FC ZIMBRU CHISINAU	ZIMBRU

MONACO	AS MONACO	MONACO
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MONTENEGRO	FK BUDUCNOST PODGORICA	BUDUCNOST
MONTENEGRO	FK CELIK NIKSIC	CELIK NIKSIC
MONTENEGRO	FK LOVCEN	LOVCEN
MONTENEGRO	FK RUDAR PLJEVLJA	RUDAR
MONTENEGRO	FK SUTJESKA	SUTJESKA
MONTENEGRO	FK ZETA	ZETA

NEDERLAND	ACHILLES '29	ACHILLES
NEDERLAND	ADO DEN HAAG	ADO DEN HAAG
NEDERLAND	AGOVV	AGOVV
NEDERLAND	AFC AJAX	AJAX
NEDERLAND	ALMERE CITY FC	ALMERE
NEDERLAND	AZ ALKMAAR	AZ
NEDERLAND	SC CAMBUUR	CAMBUUR
NEDERLAND	DE GRAAFSCHAP	DE GRAAFSCHAP
NEDERLAND	FC DEN BOSCH	DEN BOSCH
NEDERLAND	SV DEURNE	DEURNE
NEDERLAND	DORDRECHT 90	DORDRECHT
NEDERLAND	FC EINDHOVEN	EINDHOVEN
NEDERLAND	FC EMMEN	EMMEN
NEDERLAND	SBV EXCELSIOR	EXCELSIOR
NEDERLAND	FEYENOORD	FEYENOORD
NEDERLAND	FORTUNA SITTARD	FORTUNA SITTARD
NEDERLAND	GO AHEAD EAGLES	GO AHEAD EAGLES
NEDERLAND	FC GRONINGEN	GRONINGEN
NEDERLAND	HAARLEM	HAARLEM
NEDERLAND	SC HEERENVEEN	HEERENVEEN
NEDERLAND	HELMOND SPORT	HELMOND SPORT
NEDERLAND	HERACLES ALMELO	HERACLES
NEDERLAND	JONG AJAX	JONG AJAX
NEDERLAND	JONG PSV	JONG PSV
NEDERLAND	JONG FC TWENTE	JONG TWENTE
NEDERLAND	SPORTING LIMBURG	LIMBURG
NEDERLAND	MVV MAASTRICHT	MVV
NEDERLAND	NAC BREDA	NAC
NEDERLAND	NEC NIJMEGEN	NEC
NEDERLAND	FC OSS	OSS
NEDERLAND	PSV EINDHOVEN	PSV

COUNTRY	FIFA/UEFA TITLE	FIFA/UEFA TITLE
NEDERLAND	KVV QUICK BOYS	QUICK BOYS
NEDERLAND	RBC ROOSENDAAL	RBC
NEDERLAND	RKC WAALWIJK	RKC
NEDERLAND	RODA JC KERKRADE	RODA JC
NEDERLAND	SPARTA ROTTERDAM	SPARTA
NEDERLAND	STORMV./TELSTAR	TELSTAR
NEDERLAND	FC TWENTE	TWENTE
NEDERLAND	FC UTRECHT	UTRECHT
NEDERLAND	SC VEENDAM	VEENDAM
NEDERLAND	VITESSE	VITESSE
NEDERLAND	FC VOLENDAM	VOLENDAM
NEDERLAND	VVV VENLO	VVV
NEDERLAND	WILLEM II	WILLEM II
NEDERLAND	PEC ZWOLLE	ZWOLLE

NOORD IERLAND	CLIVTONVILLE FC	CLIFTONVILLE
NOORD IERLAND	CRUSADERS FC	CRUSADERS
NOORD IERLAND	DUNGANNON SWIFTS FC	DUNGANNON
NOORD IERLAND	GLENAVON FC	GLENAVON
NOORD IERLAND	GLENTORAN FC	GLENTORAN
NOORD IERLAND	LINFIELD FC	LINFIELD

NOORWEGEN	SK BRANN	BRANN
NOORWEGEN	FREDRIKSTAD FK	FREDRIKSTAD
NOORWEGEN	FK HAUGESUND	HAUGESUND
NOORWEGEN	IK START KRISTIANSAND	KRISTIANSAND
NOORWEGEN	LILLESTROM SK	LILLESTROM
NOORWEGEN	MOLDE FK	MOLDE
NOORWEGEN	ODD GRENLAND BK	ODD GRENLAND
NOORWEGEN	ROSENBORG BK	ROSENBORG
NOORWEGEN	STROMSGODSET IF	STROMSGODSET
NOORWEGEN	TROMSO IL	TROMSO
NOORWEGEN	VALERENGA IF	VALERENGA

OEKRAINE	FC CHORNOMORETS ODESA	CHORNOMORETS
OEKRAINE	FC DNIPRO DNIPROPETROVSK	DNIPRO
OEKRAINE	FC DYNAMO KYIV	DYNAMO KIEV
OEKRAINE	FC METALIST KHARKIV	METALIST
OEKRAINE	FC SHAKHTAR DONETSK	SHAKHTAR
OEKRAINE	FC ZORYA LUHANSK	ZORYA

OOSTENRIJK	SK AUSTRIA KARNTEN	AUSTRIA KARNTEN
OOSTENRIJK	FK AUSTRIA WIEN	AUSTRIA WIEN

COUNTRY	FIFA/UEFA TITLE	FIFA/UEFA TITLE
OOSTENRIJK	GRAZER AK	GRAZER AK
OOSTENRIJK	SV GRODIG	GRODIG
OOSTENRIJK	SV MATTERSBURG	MATTERSBURG
OOSTENRIJK	SK RAPID WIEN	RAPID WIEN
OOSTENRIJK	SV RIED	RIED
OOSTENRIJK	FC SALZBURG	SALZBURG
OOSTENRIJK	SKN ST POLTEN	ST POLTEN

POLEN	AMICA WRONKI	AMICA WRONKI
POLEN	GKS BELCHATOW	BELCHATOW
POLEN	GROCLIN GRODZISK WIELKOPOLSKI	GROCLIN
POLEN	KKS LECH POZNAN	LECH
POLEN	LEGIA WARSCHAU	LEGIA
POLEN	RUCH CHORZOW	RUCH
POLEN	WISLA KRAKOW	WISLA KRAKOW
POLEN	ZAGLEBIE LUBIN	ZAGLEBIE LUBIN
POLEN	ZAWISZA BYDGOSZCZ	ZAWISZA

PORTUGAL	CF OS BELENENSES	BELENENSES
PORTUGAL	SL BENFICA	BENFICA
PORTUGAL	SC BRAGA	BRAGA
PORTUGAL	ESTORIL PRAIA	ESTORIL
PORTUGAL	UD LEIRIA	LEIRIA
PORTUGAL	CD NACIONAL	NACIONAL
PORTUGAL	FC PACOS DE FERREIRA	PACOS DE FERREIRA
PORTUGAL	FC PORTO	PORTO
PORTUGAL	RIO AVE FC	RIO AVE
PORTUGAL	VITORIA SETUBAL FC	SETUBAL
PORTUGAL	SPORTING CLUBE DE PORTUGAL	SPORTING LISSABON

ROEMENIE	FC ASTRA GIURGIU	ASTRA
ROEMENIE	CFR 1907 CLUJ	CFR 1907
ROEMENIE	FC DINAMO 1948 BUCURESTI	DINAMO BOEKAREST
ROEMENIE	FC OTELUL GALATI	GALATI
ROEMENIE	NATIONAL BOEKAREST	NATIONAL BOEKAREST
ROEMENIE	FC PETROLUL PLOIESTI	PETROLUL
ROEMENIE	FC RAPID BUCURESTI	RAPID BOEKAREST
ROEMENIE	FC STEAUA BUCURESTI	STEAUA BOEKAREST
ROEMENIE	FC TIMISOARA	TIMISOARA

RUSLAND	PFC CSKA MOSKVA	CSKA MOSKOU
RUSLAND	FC DINAMO MOSKVA	DINAMO MOSKOU
RUSLAND	FC KRASNODAR	KRASNODAR

COUNTRY	FIFA/UEFA TITLE	FIFA/UEFA TITLE
RUSLAND	FC KRYLYA SOVETOV SAMARA	KRILIA SOVETOV
RUSLAND	FC LOKOMOTIV MOSKVA	LOK MOSKOU
RUSLAND	FC ROSTOV	ROSTOV
RUSLAND	FC SPARTAK MOSKVA	SPARTAK MOSKOU
RUSLAND	FC ZENIT	ZENIT PETERSBURG

SAN MARINO	SS FOLGORE/FALCIANO	FOLGORE FALCIANO
SAN MARINO	SP LA FIORITA	LA FIORITA
SAN MARINO	SP LIBERTAS	LIBERTAS
SAN MARINO	S.S. MURATA	MURATA

SCHOTLAND	ABERDEEN FC	ABERDEEN
SCHOTLAND	CELTIC FC	CELTIC
SCHOTLAND	DUNFERMLINE ATHLETIC FC	DUNFERMLINE
SCHOTLAND	RANGERS FC	GLASGOW RANGERS
SCHOTLAND	HEART OF MIDLOTHIAN FC	MIDLOTHIAN
SCHOTLAND	MOTHERWELL FC	MOTHERWELL
SCHOTLAND	SAINT JOHNSTONE FC	ST JOHNSTONE

SERVIE	FK BEZANIJA	BEZANIJA
SERVIE	FK CUKARICKI	CUKARICKI
SERVIE	FK JAGODINA	JAGODINA
SERVIE	FK PARTIZAN	PARTIZAN
SERVIE	FK CRVENA ZVEZDA	RODE STER
SERVIE	FK VOJVODINA	VOJVODINA

SLOVENIE	NK DOMZALE	DOMZALE
SLOVENIE	NK GORICA	GORICA
SLOVENIE	FC KOPER	KOPER
SLOVENIE	NK MARIBOR	MARIBOR
SLOVENIE	NK RUDAR VELENJE	RUDAR VELENJE

SLOWAKIJE	FC ARTMEDIA PETRZALKA	ARTMEDIA
SLOWAKIJE	SLOVAN BRATISLAVA	BRATISLAVA
SLOWAKIJE	MFK KOSICE	KOSICE
SLOWAKIJE	FC SPARTAK TRNAVA	SPARTAK TRNAVA
SLOWAKIJE	AS TRENCIN	TRENCIN
SLOWAKIJE	MSK ZILINA	ZILINA
SLOWAKIJE	FC VION ZLATE MORAVCE	ZLATE MORAVCE

SPANJE	UD ALMERIA	ALMERIA
SPANJE	ATHLETIC CLUB BILBAO	ATH BILBAO
SPANJE	CLUB ATLETICO DE MADRID	ATL MADRID



COUNTRY	FIFA/UEFA TITLE	FIFA/UEFA TITLE
SPANJE	FC BARCELONA	BARCELONA
SPANJE	REAL BETIS BALOMPIE	BETIS SEVILLA
SPANJE	REAL CLUB CELTA DE VIGO	CELTA DE VIGO
SPANJE	RC DEPORTIVO LA CORUNA	CORUNA
SPANJE	RCD ESPANYOL	ESPANYOL
SPANJE	GETAFE CF	GETAFE
SPANJE	RC RECREATIVO DE HUELVA	HUELVA
SPANJE	LEVANTE UD	LEVANTE
SPANJE	RCD MALLORCA	MALLORCA
SPANJE	REAL MURCIA CF	MURCIA
SPANJE	CA OSASUNA	OSASUNA
SPANJE	REAL MADRID CF	REAL MADRID
SPANJE	REAL SOCIEDAD DE FUTBOL	REAL SOCIEDAD
SPANJE	REAL RACING CLUB SANTANDER	SANTANDER
SPANJE	SEVILLA FC	SEVILLA
SPANJE	VALENCIA CF	VALENCIA
SPANJE	REAL VALLADOLID FC	VALLADOLID
SPANJE	VILLARREAL CF	VILLARREAL
SPANJE	REAL ZARAGOZA	ZARAGOZA

TSJECHIE	FC BANIK OSTRAVA	BANIK
TSJECHIE	FK JABLONEC 97	JABLONEC
TSJECHIE	FC SLOVAN LIBEREC	LIBEREC
TSJECHIE	FK MLADA BOLESLAV	MLADA BOLESLAV
TSJECHIE	FC VIKTORIA PLZEN	PLZEN
TSJECHIE	SK SLAVIA PRAHA	SLAVIA PRAHA
TSJECHIE	AC SPARTA PRAHA	SPARTA PRAAG
TSJECHIE	FK TEPLICE	TEPLICE

TURKIJE	BESIKTAS JK	BESIKTAS
TURKIJE	BURSASPOR	BURSASPOR
TURKIJE	KAYSERI ERCIYESSPOR	ERCIYESSPOR
TURKIJE	FENERBAHCE SK	FENERBAHCE
TURKIJE	GALATASARAY FC	GALATASARAY
TURKIJE	KDC KARABUKSPOR	KARABUKSPOR
TURKIJE	KARDEMIR KARABUKSPOR	KARDEMIR
TURKIJE	TRABZONSPOR AS	TRABZONSPOR

WALES	ABERYSTWYTH TOWN FC	ABERYSTWYTH
WALES	BANGOR CITY FC	BANGOR
WALES	AUK BROUGHTON FC	BROUGHTON
WALES	CARMARTHEN TOWN FC	CARMARTHEN
WALES	THE NEW SAINTS FC	NEW SAINTS

COUNTRY	FIFA/UEFA TITLE	FIFA/UEFA TITLE
WALES	RHYL FC	RHYL
WALES	SWANSEA CITY FC	SWANSEA

WIT RUSLAND	FC BATE BORISOV	BATE
WIT RUSLAND	FC DINAMO BREST	DINAMO BREST
WIT RUSLAND	FC DNEPR MOGILEV	DNEPR MOGILEV

ZWEDEN	AIK SOLNA	AIK SOLNA
ZWEDEN	IF BROMMAPOJKARNA	BROMMAPOJKARNA
ZWEDEN	DJURGARDENS IF FF	DJURGARDEN
ZWEDEN	IF ELFSBORG	ELFSBORG
ZWEDEN	IFK GOTEBOURG	GOTEBOURG
ZWEDEN	BK HACKEN	HACKEN
ZWEDEN	HAMMARBY	HAMMARBY
ZWEDEN	HELSINGBORGS IF	HELSINGBORG
ZWEDEN	MALMO FF	MALMO

ZWITSERLAND	FC BASEL 1893	BASEL 1893
ZWITSERLAND	GRASHOPPERS-CLUB	GRASSHOPPERS
ZWITSERLAND	FC LUZERN	LUZERN
ZWITSERLAND	FC SION	SION
ZWITSERLAND	FC THUN	THUN
ZWITSERLAND	BSC YOUNG BOYS	YOUNG BOYS
ZWITSERLAND	FC ZURICH	ZURICH

## Appendix 10. FOOTBALL REGISTRATION

### FOOTBALL REGISTRATION 1-1-2023

#### 1. FOOTBALL (VOETBAL)

#### 2. EVENT

OS	Olympic Games
WK	World Cup
WKJ	World Cup Junior
YL	Youth League
BR	Cup Match (Bekerwedstrijd)
VR	Friendly match (Vriendschappelijke wedstrijd)
EK	Europe Cup
EL	Europa League
UC	UEFA Cup
CL	Champions League
CC	Confederations Cup
SC	Super Cup
IT	InterToto
AC	Africa Cup
ALC	Algarve Cup
AUC	Audi Cup
AK	Amateur Championship
ASC	Asian Cup
CA	Copa America
CLI	Copa Libertadores
GC	Gold Cup
EC	Emirates Cup
CAC	Caribbean Cup
EBC	Eusebio Cup
FSC	Fox Sports Cup
FC	Future Cup
ICC	International Champions Cup
PLAT	Premier League Asia Trophy
VC	Valais Cup
ED	Dutch Premium National League (Eredivisie)
NC	Dutch Play-offs
1D/JL	Dutch First Division (Eerste Divisie/Jupiler League)
TD	Dutch Second Division
JCS	Dutch Johan Cruijff Schaal
JPL	Belgian Premium National League (Jupiler Pro League)

BB	Belgian Cup Match
BSC	Belgian Super Cup
BL	German Bundesliga
BL2	German Bundesliga 2
TC	German Telekom Cup/LIGA Total! Cup
DFB	German DFB Pokal
DFL	German Super Cup
PL	English Premier League
EFL	English League Cup
CS	English Championship
LO	English League One
LT	English League Two
CSH	English FA Community Shield
CO	English Capital One Cup/Football League Cup
FA CUP	English FA Cup
SFC	Scottish Cup Match/FA Cup
SP	Scottish Premiership
CDR	Spanish Cpa Del Rey
PD	Spanish Primera Division
TJG	Spanish Trofeu Joan Gamper
SDE	Spanish Supercopa De Espana
TRC	Spanish Trofeo Ramon De Carranza
SD	Spanish Segunda Division
L1	French Ligue 1
CLL	French Coupe La Liga
SA	Italian Serie A/Lega Calcio Serie A
CI	Italian Coppa Italia
SCI	Italian Supercoppa Italiana
LN	Portuguese Liga Nos
TDP	Portuguese Cup Match/Taca De Portugal
TB	Turkish Cup Match
TSC	Turkish Supercup
MLS	American Major League Soccer
LMX	Mexican Liga MX/Primera Division
GSL	Greek Super League
PC	Polish Cup Match
RC	Russian Cup Match

### 1. ADDITION TO EVENT

KW	Qualification
PO	Play-offs
ONDER 17	Under 17
ONDER 19	Under 19
ONDER 20	Under 20
ONDER 21	Under 21

### 2. ADDITION (AFTER THIS ADDITION THE TITLE ENDS)

VB	Preview show
NB	Review show
RUST	Half-time
WEDSTRIJD GESTAAKT	Match suspended (e.g. due to weather conditions)

### 3. CLUBS OR COUNTRY CODES

### 4. SEX

DAMES	WOMEN
HEREN	MEN (Only for Olympic Games)

### 5. ADDITIONAL INFORMATION

SV	Summary
TB	Review
F	Final
HF	Semi Final
KF	Quarter Final
HUL	Award ceremony/homage

## Appendix 11. Output NMO spot files

Output SKO spot files (SPL-only) 1.1.2018					
CODE IN OUTPUT FORMAT (SPL)	DESCRIPTION	SOURCE	CODE IN INPUT FORMAT (PL-PA)	FIEL D NR	MANDATORY/USEFU L
Date	Airdate	Nielsen	TheoreticalDay	2	M
ChannelID	Channel code	Nielsen	ChannelID	1	M
ChannelName	Channel name	Nielsen	-	-	-
BreakCode	Commercial break code	Planning	BreakCode	6	M
StartMinute	Airing time in minutes	Nielsen	TheoreticalHour	3	M
PosInBreak	Commercial sequence in commercial break	Nielsen	PosInBreak	23	U
SpotID	Unique identification of commercial broadcast	Planning	SpotID	22	U
Duration	Running time in seconds (actual length)	Nielsen	TechnicalDuration	5	U
TheoreticalDuration	Running time in seconds (actual length) of reference commercial	Planning	TheoreticalDuratio n	4	M
CmclTypeID	1=commercial, 2=promo, 3=foreign commercial, 4=PB51, 6=malfunction, 7=local ad, 8=split screen,9=billboar d	Nielsen	CmclType	7	M
TVTID	Uniform commercial code	Nielsen	-	-	-
FilmDesc	Commercial title - operator	Planning	FilmDesc	16	M (If not in planning, Nielsen will add own description)
Price30s	30 second rate, commercial break	Planning	Price30s	17	U
FilmID	Operator film code / Nielsen code as SKO"TVTID".	Planning	FilmID	15	M ( If not in planning, Nielsen will add own description )
BuyingAgencyID	Local buying agency code	Planning	BuyingAgencyID	18	M
BuyingAgencyName	Local buying agency name	Planning	BuyingAgencyNam e	19	M
HarmonisedBuyingAgencyName	Harmonised buying agency name	Nielsen	-	-	-

Output SKO spot files (SPL-only) 1.1.2018					
CODE IN OUTPUT FORMAT	DESCRIPTION	SOURCE	CODE IN INPUT FORMAT	FIEL D NR	MANDATORY/USEFUL
BillingAgencyID	Billing agency code	Planning	BillingAgencyID	20	M
BillingAgencyName	Billing agency name	Planning	BillingAgencyName	21	M
HarmonisedBillingAgencyName	Harmonised billing agency name	Nielsen	-	-	-
ContractNumber	Contract number	Planning	ContractNumber	12	M
TheoreticalDay	Planning day	Planning	TheoreticalDay	2	M
EmissionKind	0=fullScreen, 1=SplitScreen, 2=Ident, 3=CrawlAdd, 4=BannerAd	Nielsen	EmissionKind		M
ReconciliationKey	Key broadcasters	Planning	ReconciliationKey	24	U
PromoTypeID	Classification type of the promos	Nielsen	-	25	-
HarmonizedTitle	Not in use	Nielsen	-	26	-
SecondaryHarmonizedTitle	Not in use	Nielsen	-	27	-
TertiaryHarmonizedTitle	Not in use	Nielsen	-	28	-
PromotionChannelID	Not in use	Nielsen	-	29	-
PromotionDay	Not in use	Nielsen	-	30	-
Creative ID	Unique CreativeID provided by EAR	Planning	-	31	U
StartTime	Hour in format HHMMSS	Nielsen	-	32	-
			-		

## Appendix 12. NMO BRANCHE CLASSIFICATION

### **0100**      **KLEDING SCHOEISEL EN ACCESSOIRES / CLOTHING**

0102	sportkleding
0108	brillen, lenzen en monturen
0110	bovenkleding
0112	lingerie en onderkleding
0120	horloges
0122	kinderconfectie
0134	schoeisel
0136	sieraden en juwelen
0142	koffers en tassen

### **0200**      **LEVENS MIDDELEN / FOOD PRODUCTS**

0202	broodbeleg (zoet)
0204	bouillons
0206	desserts instantproducten
0208	diepvriesgroenten
0209	patat en aardappelproducten
0210	diepvriessnacks
0212	dierenvoedsel en veevoer
0213	dierenverzorging
0214	gevogelte
0215	pasta, rijst en graanproducten
0216	ontbijtproducten
0217	bakmixen en deeg
0219	groenten, fruit en aardappelen
0220	kant en klaar maaltijden
0222	kant en klaar maaltijden diepvries
0223	pizza's
0224	koek, brood, beschuit en gebak
0226	koffie, thee en cacao
0227	groenten- en vruchtenconserven
0228	kruidenierswaren (overige)
0229	olien en vetten
0230	saus en dressings
0231	salades en spreads
0232	reformproducten
0233	soepen
0234	vis en visproducten
0235	maaltijdmixen
0236	vlees en vleeswaren
0238	vleesvervangers
0240	eieren
0242	suikerproducten

### **0300**      **ZUIVELPRODUCTEN / DAIRY PRODUCTS**

0302	kaas
0304	melk, yoghurt, kwark en room
0306	zuiveldranken en -shakes
0308	koffiemelk en creamer



0310 margarine en boter  
0312 zuivelproducten (overige)  
0314 dessertproducten  
0316 kookroomproducten

**0400 DRANKEN / BEVERAGES**

0402 bier  
0404 bronwater  
0406 cognac, armagnac en brandy  
0409 drinkontbijt  
0410 frisdranken  
0411 energiedranken  
0412 gedistilleerd sterk alcoholisch (overige)  
0414 gedistilleerd zwak alcoholisch (overige)  
0416 jenever  
0418 likeuren  
0420 limonades en siropen  
0422 wodka, gin en rum  
0424 vruchtensappen  
0426 whisky  
0428 wijnen, sherry en port

**0500 VERSNAPERINGEN / SNACKS**

0502 chocolade, candybars en bonbons  
0504 ijs  
0506 kauwgom  
0508 snoep  
0510 zoutjes en chips  
0512 pepermint

**0600 ROOKARTIKELN / TOBACCO PRODUCTS**

0602 rookartikelen, pijpen en aanstekers  
0606 sigaretten

**0700 LICHAAMSVERZORGING / PERSONAL HYGIENE**

0702 anti acnemiddelen  
0704 zonnebrandmiddelen  
0706 bad- en doucheproducten  
0708 deodorants  
0710 haarverzorgingsapparatuur  
0711 haarkleurmiddelen  
0712 haarverzorgingsproducten (overige)  
0714 maandverband, tampons en inlegkruisjes  
0715 toiletpapier en tissues  
0716 cosmetica decoratief  
0718 cosmetica verzorgend  
0720 ladyshavers en epileerapparaten  
0722 mond- en gebitverzorging  
0724 ontharingsmiddelen  
0726 eau de toilette en parfums  
0728 after shaves  
0730 scheerapparaten  
0732 scheermesjes

0734 scheerschuim en -gel  
0736 shampoo's  
0738 tandpasta's  
0740 tandenborstels  
0742 zeep  
0746 haarinstituten  
0748 schoonheidsklinieken  
0750 haarlakken  
0752 haarstylingsproducten  
0754 cremespoeling  
0756 intieme verzorging

**0800 GENEESMIDDELEN / DRUGS AND PHARMACEUTICAL PRODUCTS**

0802 afslankmiddelen en instituten  
0803 anti rookmiddelen  
0804 geneesmiddelen (overige)  
0805 anti verkoudheidsmiddelen  
0806 hoestdranken en keeltabletten  
0808 kalmerings- en slaapmiddelen  
0810 laxermiddelen en maag/darm middelen  
0812 pijnstillers  
0813 spierbalsem en versterkers  
0814 verband en pleisters  
0816 vitaminepreparaten  
0817 zwangerschapstesters  
0818 incontinentie artikelen  
0819 anti allergiemiddelen  
0821 voet- en beenvverzorging  
0823 hoorapparaten

**0900 CHEMISCHE PREPARATEN EN WASMIDDELEN  
/ CHEMICAL PRODUCTS AND DETERGENTS**

0902 afwasmiddelen  
0903 vaatwasmachinemiddelen  
0904 allesreinigers  
0908 lucht- en toiletverfrissers  
0909 kledingverfrissers  
0910 vloer- en meubelreinigers  
0911 keukenreinigers  
0912 reinigingsmiddelen (overig)  
0913 glasreinigers  
0914 schoencremes  
0915 kookplaat-, oven- en magnetronreinigers  
0916 schuurmiddelen  
0918 toilet- en badkamerreinigers  
0920 veredelingsprocede en stijfsels  
0922 wasmiddelen  
0923 voorwas- en vlekkenmiddelen  
0924 wasverzachters  
0925 waterontharders en kalkreinigers  
0926 stofwissers en -doeken

<b>1000</b>	<b>WONINGINRICHTING</b> <b>/ HOUSEHOLD AND HOME DECORATION PRODUCTS</b>
1002	afzuig, ventilator en airco apparatuur
1006	dekens en dekbedden
1012	gordijnen en vitrages
1014	haarden
1016	huishoudtextiel
1018	huishoudelijke papierwaren
1020	keukens en badkamers
1024	matrassen, kussens en bedden
1026	meubelen
1028	sanitair- en badkameraccessoires
1030	sauna's en zwembaden
1032	solaria en zonnebanken
1036	tuinmeubelen
1038	verlichting en kaarsen
1040	verwarming en cv installaties
1042	vloerbedekking
1046	zonwering, parasols en raamhorren
1048	batterijen
<b>1100</b>	<b>HUISHOUDELIJKE APPARATEN / HOUSEHOLD EQUIPMENT</b>
1104	kookapparatuur en barbecues
1105	keukenmachines
1106	kleine huishoudelijke apparaten elektrisch
1107	koffiezetapparaten
1108	kleine huishoudelijke apparaten niet elektrisch
1109	waterkokers
1110	koelkasten en diepvriezers
1111	frituurpannen
1114	stofzuigers
1115	pannen
1116	strijkapparatuur
1117	personenweegschalen
1118	vaatwasmachines
1120	vloer- en tapijtreinigers
1122	wasmachines en drogers
<b>1200</b>	<b>TUINVERZORGING, LAND EN TUINBOUW</b> <b>/ GARDENING, HORTICULTURE AND AGRICULTURE</b>
1202	bestrijdingsmiddelen
1204	bloemen- en plantenverzorging
1206	land en tuinbouwmachines
1209	tuincentra en bloemendiensten
1210	tuingereedschap
<b>1300</b>	<b>HUIZEN EN DOE HET ZELF / HOME AND DO- IT-YOURSELF</b>
1302	alarminstallaties, -diensten en sloten
1304	bouwmaterialen, tegels en sierbestrating
1306	doe het zelf artikelen en gereedschap elektrisch
1308	doe het zelf artikelen en gereedschap niet elektrisch
1310	isolatiemateriaal en dubbele beglazing
1312	lijmen, kitten en behangplaksel

1314	makelaars en projectontwikkelaars
1316	ramen, deuren en trappen
1318	schildersbenodigdheden
1320	verf, beits en sierpleisters
<b>1400</b>	<b>BABY EN KINDER ARTIKELEN / BABY AND CHILDREN PRODUCTS</b>
1402	babylichaamsverzorging
1406	babyvoeding
1412	luiers
<b>1500</b>	<b>SPORT EN SPEL ARTIKELEN / SPORT AND GAMES</b>
1502	computerspellen
1504	kansspellen
1506	speelgoed
1508	spellen
1510	sportartikelen
<b>1600</b>	<b>BEELD EN GELUID / AUDIO AND VIDEO</b>
1602	cd en dvd (leeg)
1604	cdspeler, mp3spelers/discman
1608	videocamera's
1610	film,- en diaprojektoren
1612	fotocamera's
1614	foto- en filmaccessoires
1618	audioapparatuur
1620	muziekdragers
1624	muziekinstrumenten
1626	autoradio's
1628	televisies
1630	videoapparatuur
1632	beelddragers
1634	spelcomputers
1636	portable audio/video spelers
1638	home cinema/theatre sets
<b>1700</b>	<b>VERKEER EN VERVOER / TRANSPORT AND TRAFFIC</b>
1702	autoaccessoires en onderhoudsmiddelen
1704	auto-occasions
1706	autoleasing en verhuur
1708	autoservicebedrijven
1710	benzine, olie en gas
1712	bus- en tramvervoer
1714	bestel- en vrachtwagens
1716	koeriersdiensten en verhuisbedrijven
1718	personenauto's
1720	fietsen, bromfietsen en motoren
1722	treinvervoer
1724	postdiensten
1726	boten en buitenboordmotoren
1728	navigatiesystemen
1730	taxi's
<b>1800</b>	<b>TOERISME EN LUCHTVAART / TOURISM AND AIR TRAFFIC</b>

1802 bungalowparken  
1806 caravans, tenten en kampeeruitrusting  
1810 dieren- en recreatieparken  
1811 musea  
1812 hotels en restaurants  
1814 luchtvaartmaatschappijen  
1816 reisorganisaties  
1818 scheepvaartmaatschappijen  
1820 verkeersbureau's

**1900** **DETAILHANDEL / RETAIL TRADE**

1902 boekenclubs  
1904 bouwmarkten  
1906 babywinkels  
1908 horeca-apparatuurzaken  
1910 drogisterij en parfumeries  
1912 lingeriezaken  
1913 fotozaken  
1914 drankwinkels  
1916 elektronica- en witgoedzaken  
1917 opticiens en audiciens  
1918 huishoudelijke artikelenzaken  
1920 kledingzaken  
1922 levensmiddelenzaken  
1923 entertainmentwinkels (cd/dvd)  
1924 schoenenzaken  
1925 speelgoedzaken  
1926 sportzaken  
1927 telecommunicatiezaken  
1928 woninginrichtingzaken  
1930 postorderbedrijven en internetwinkels  
1932 videoverhuurbedrijven  
1934 veilingen, galerieën en antiekzaken  
1936 warenhuizen  
1938 winkelcentra  
1940 internet marktplaatsen  
1942 boekwinkels  
1946 juweliers

**2000** **FINANCIEN / FINANCE**

2002 banken en financieringsmaatschappijen  
2004 beleggingsmaatschappijen  
2006 creditcards en betaalmiddelen  
2008 verzekeringen en uitvaartverzorging  
2009 spaarsystemen  
2010 incassobureau's  
2012 accountants-adviesgroepen  
2013 cryptocurrency

**2100** **MEDIA / MEDIA**

2102 dagbladen  
2104 tijdschriften  
2106 boeken

2108	tv- en radiozenders
2110	internet sites
2112	media exploitanten
2113	streaming media
<b>2200</b>	<b>COLLECTIEVE EN IDEELE RECLAME / NON PROFIT</b>
2202	goede doelen en stichtingen
2204	collectieve reclame
2212	politieke partijen en vakbonden
<b>2300</b>	<b>OPLEIDINGEN, CONGRESSEN EN BEURZEN / EDUCATION, TRAINING AND CONFERENCES</b>
2302	congressen, seminars en congrescentra
2304	tentoonstellingen en beurzen
2306	opleidingen en cursussen
<b>2400</b>	<b>CULTUUR/VRIJE TIJD/ONTSPANNING / CULTURE AND LEISURE</b>
2402	dansscholen
2404	exposities
2408	bioscoopfilms
2410	theater, voorstellingen en evenementen
2411	uitgaansgelegenheden
2412	sportcentra en zonnecentra
2414	zwembaden en wellnesscentra
<b>2500</b>	<b>BEDRIJFS EN KANTOOR ARTIKELEN / OFFICE MACHINERY AND EQUIPMENT</b>
2504	computer hard- en software
<b>2508</b>	<b>dienstverlenende bedrijven</b>
2510	kantoor- en schoolartikelen
2512	kantoormeubelen
2514	copiers, printers, faxen en scanners
2518	schrijfgerei
<b>2600</b>	<b>DIVERSEN / MISCELLANEOUS</b>
2602	diversen
2603	erotische lijnen en websites
<b>2700</b>	<b>DIENSTVERLENENDE BEDRIJVEN / SERVICES</b>
2802	arbodiensten
2704	call centra
2706	cateringbedrijven
2708	computer service bedrijven
2710	corporate image (overige)
2712	dienstverlenende bedrijven (overige)
2714	huwelijk- en datingbureau's
2716	onderzoekbureau's
2817	reclame-, marketing- en media adviesbureau's
2722	accountancy
2724	vereniging
2726	volksgezondheid
2730	advocaten

<b>2800</b>	<b>ENERGIEBEDRIJVEN / ENERGY</b>
2801	energiebedrijven
<b>3000</b>	<b>PERSONEELSWERVING / RECRUITMENT</b>
3004	personeelswerving
3006	uitzendbureau's, detachering en vacaturebanken
<b>3100</b>	<b>TELECOMMUNICATIE/INTERNET/KABELEXPLOITANTEN /TELECOM</b>
3102	mobiele telecommunicatie
3104	telecommunicatie (overige diensten)
3106	vaste telecommunicatie
3110	mobiele telefoons
3112	vaste telefoons
3114	sms diensten en ringtones etc.
3116	kabelexploitanten
3118	internet zoekmachines
3120	internet providers
3124	triple play
<b>3300</b>	<b>RIJKSOVERHEIDSCOMMUNICATIE</b>
	<b>/ GOVERNMENT COMMUNICATION</b>
3302	personeelswerving RO
3304	voorlichting RO
<b>3400</b>	<b>INDUSTRIELE UITRUSTING / INDUSTRY EQUIPMENT</b>
3401	industriële uitrusting

## Appendix 13. Exceptions to grouping rule for program segment

(Status per 1-1-2023)

The following programs are not grouped, despite meeting the criteria for the variable *follows*:

1. Vandaag De Dag
2. Zapp Live
3. Tijd voor Max en Hallo Nederland
4. Late night erotic programs

Previously affected programs:

(Status from March 1, 2003 until December 31, 2022)

5. 2 vandaag
6. Goedemorgen Nederland
7. Goedemorgen Nederland sportjournaal
8. Kindertijd
9. Lunch TV
10. Opsporing verzocht
11. Songfestival nationale voorronde
12. Villa achterwerk



## Appendix 14. CALCULATION OF SPOT REACH USING A PROBABILITY MODEL

### 1. Introduction

Different forms of analyses carried out on the same data should yield the same values for a specific result type. Moreover, related result types should yield values that stand in a logical relationship to one another. When these conditions are not met, it can create confusion for the user. For this reason a continual focus on definitions and methods of calculation is warranted.

There does not seem to be much of a problem in arriving at a uniform reporting with respect to the determination of an item such as audience rating. However, guaranteeing a similar logical coherence for the result “net reach” is more problematic. In fact, these two result types are related; the viewing frequency distribution and the related reach for a series of spots yield a number of GRPs, which is equal to the sum of audience ratings. It does not seem that determining spot reach should be any more difficult than determining audience rating, all the more since the spot reach after one broadcast should be equivalent to the audience rating for that broadcast.

Problems may arise as a consequence of choices made in arriving at a definition. There is a single, generally accepted definition of audience rating, although it is perhaps less transparent than it may appear. As will become apparent, however, there are several definitions of net reach in use, leading to differences in methods of calculation and, consequently, to differences in results.

In the Dutch television audience research, a definition of spot reach has been chosen that is logically consistent with the definition of audience rating.

### 2. SPOT REACH AND TIME SHIFTED VIEWING

In the audience research, spot reach is calculated via the probability model. This is done to maintain the relationship between audience ratings, the number of GRPs and contact frequency, even when audience rating is measured on a continuous basis (viewing duration method). In the sections that follow, we examine how this relationship comes into being and how calculating spot reach using the probability model can guarantee this relationship.

From January 1, 2008, time shifted viewing behaviour is included in the total viewing (Common Currency). This means that audience ratings of over 100% could be achieved, at which point the definition of viewing possibilities and the spot reach formula will not be applicable in analyses of data including time shifted viewing. Consequently, the spot reach formula can only be calculated based on the **viewing moment** of the time shifted viewing.

In contrast to the treatment of time shifted viewing in other result types, in the calculation of spot reach, time shifted viewing is not assigned to the original broadcasting moment. When the delayed viewing of a spot takes place at a specific time point, it is assumed that this viewing moment creates a new contact moment.

Thus, this result type must always be calculated based on the viewing moment, using the WVG file in combination with the UGK file.

**EXAMPLE OF THE TREATMENT OF TIME SHIFTED VIEWING FOR PROGRAMS AND TIME SLOTS.**

Programs/Time slots	Day 0 Saturday	Day 3 Tuesday	Day 5 Thursday
<b>Absolute number of viewers (gross)</b>			
Time slot 18:30-19:30	100	5	5
Program a, Block, Program b			
	<div style="border: 1px solid black; border-radius: 50%; padding: 5px; display: inline-block;">Viewers Reported on</div>		
<b>Totaalscore Currency</b>			
Program a	110		
Block	110		
Program b	110		

**EXAMPLE OF THE TREATMENT OF TIME SHIFTED VIEWING FOR SPOTS AND TV ADVERTISING CAMPAIGNS.**

**Campaign X with 2 spots:**

A.1-7, NL1, 20:00:00-20:00:59  
 B.1-7, RTL4, 21:00:00-21:00:59

**Viewers:**

Resp 1: seen                      A     1-7, NL1,        20:00:00-20:00:23 = 24"  
    B     1-7, RTL4,        21:00:00-21:00:11 = 12"

Resp 2: seen                      B     1-7, RTL4,        21:00:00-21:00:59 = 60"

*And spot B also time shifted viewed two days after broadcast:*

*-> This becomes a new contact in the calculation:*

*seen     B time shifted viewed 3-7, RTL4, 16.00.00-16.00.29 = 30"*

Resp 3: has not seen the campaign.

**METHOD:**

In order to bring calculation and reporting together we need the following information:

Spot	A	B	B-TSV
<b>Resp1</b>	<b>0.4</b>	<b>0.2</b>	<b>0.0</b>
<b>Resp2</b>	<b>0.0</b>	<b>1.0</b>	<b>0.5</b>
<b>Resp3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

**CALCULATION ACCORDING TO CALCULATION RULES:**

(Weighting is omitted in this example)

	A (1-7, NI1)			B (1-7, RTL4)			B-TSV (3-7, RTL4)		
	viewing moment	p1	q1	viewing moment	p2	q2	viewing moment	p3	q3
Resp 1	24	0.4	0.6	12	0.2	0.8	0	0	1
Resp 2	0	0	1	60	1	0	30	0.5	0.5
Resp 3	0	0	1	0	0	1	0	0	1
	24			72			30		
100(%)*sum/3	<b>Sec A</b>	13.3%		<b>Sec B</b>	40.0%		<b>Time shifted</b>	16.7%	
Rating	0.4*0.33 = 13.0%			0.2*0.33+1*0.33 = 40.0%			<b>0.5*0.33 = 17.0%</b>		

Sum GRPs = 13%+40%+17% = 70%

**NUMBER OF SPOTS VIEWED A, B AND B TSV (TOTAL VIEWING, 1+):**

	f(0,1)	f(1,1)	f(0,2)	f(1,2)	f(2,2)	f(0,3)	f(1,3)	f(2,3)	f(3,3)
	q1	p1							
Resp 1	0.6	0.4	0.48	0.44	0.08	0.48	0.44	0.08	0
Resp 2	1	0	0	1	0	0	0.5	0.5	0
Resp 3	1	0	1	0	0	1	0	0	0
	2.6	0.4	1.48	1.44	0.08	1.48	0.94	0.58	0
100(%)*sum/3	86.7%	13.3%	49.3%	48.0%	2.7%	<b>49.3%</b>	<b>31.3%</b>	<b>19.3%</b>	<b>0.0%</b>

Net reach = f(1,3)+f(2,3)+f(3,3) = 31.3%+19.3%+0.0% = **50.7%** = 1-49.% = 1- f(0,3)

From the frequency distribution we obtain = 1 x f(1,3) + 2x f(2,3)+ 3x f(3,3) =1x 31.3% +2x 19.3% +3x 0.0% = 70% = sum GRP's

**REACH BUILDING**

Total respondents

Frequency class	0	1	2	3	Sum (horizontal)
Spot in the schedule					
A	0.867	0.133			1
B	0.493	0.48	0.0267		1
B TSV	0.493	0.313	0.1933	0	0.973
<b>Grps</b>	0	0.3	0.4	0	<b>0.7</b>

REPORTING (TOTAL, BY EACH SPOT)

	SPOT A		SPOT B		TSV SPOT B- TSV		CURRENCY SPOT A, B and B-TSV
	p1	q1	p2	q2	p3	q3	q1 * q2 * q3
Rp1	0.4	0.6	0.2	0.8	0	1	0.48
Rp2	0	1	1	0	0.5	0.5	0
Rp3	0	1	0	1	0	1	1
Sum	0.4	2.6	1.2	1.8	0.5	2.5	1.48
Sum/3 (=rating %)	0.133	0.867	0.400	0.600	0.167	0.833	0.493
Net Reach		13.3%		40.0%		16.7%	50.7%
Not reached		86.7%		60.0%		83.3%	49.3%

	SPOT A		SPOT B		SPOT B- TSV		OVERNIGHT SPOT A and B
	p1	q1	p2	q2	p3	q3	q1 * q2
Rp1	0.4	0.6	0.2	0.8	0	1	0.48
Rp2	0	1	1	0	0.5	0.5	0
Rp3	0	1	0	1	0	1	1
Sum	0.4	2.6	1.2	1.8	0.5	2.5	1.48
Sum/3 (= rating %)	0.133	0.867	0.400	0.600	0.167	0.833	0.493
Net Reach		13.3%		40.0%		16.7%	50.7%
Not reached		86.7%		60.0%		83.3%	49.3%

- Total campaign can be reported as follows

TOTAL VIEWING	OVERNIGHT	TSV/TIME SHIFTED VIEWING
1+Reach 50.7%	50.7%	16.7%

- Reach after Spot A

	Spot A	
	p1	q1
Rp1	0.4	0.6
Rp2	0	1
Rp3	0	1
Som	0.4	2.6
Sum/3 (= rating%)	0.133	0.867
Net Reach		13.3%
Not reached		86.7%

After Spot A =  $Rp1 \cdot 0.4 + Rp2 \cdot 0.0 + Rp3 \cdot 0.0 = 0.4$   
 GRPs =  $Sum/3 (= rating\%) = 0.4/3 = 0.133$

	TOTAL VIEWING	OVERNIGHT	TSV
Reach after spot A. (1-7, NL1, 20.00.00-20.00.59)	13.3%	13.3%	0.0%

- Reach after Spot B

	SPOT A		SPOT B		SPOT B- TSV		SPOT B and SPOT B-TSV
	p1	q1	p2	q2	p3	q3	q2*q3
Rp1	0.4	0.6	0.2	0.8	0	1	0.8
Rp2	0	1	1	0	0.5	0.5	0
Rp3	0	1	0	1	0	1	1
Som	0.4	2.6	1.2	1.8	0.5	2.5	1.48
Sum/3 (= rating%)	0.133	0.867	0.400	0.600	0.167	0.833	0.493
Net Reach		13.3%		40.0%		16.7%	50.7%
Not reached		86.7%		60.0%		83.3%	49.3%

For the calculation of the reach of spot B and B Time Shifted Viewed we treat B and B-TSV as separate events:

$$Rp1*0.4 + Rp2*0.0 + Rp3 * 0.0 \text{ (reach SPOT A)} + Rp1 \text{ 0.2} + Rp2 \text{ 1} + Rp3 \text{ 0.0 (reach SPOT B)} + Rp1 \text{ 0.0} + Rp2 \text{ 0.5} + Rp3 \text{ 0.0 (reach SPOT B-TSV)} = 0.4 + 1.2 + 0.5 = 2.1$$

$$GRPs = \text{Sum}/3(=kdh\%) = 2.1/3 = 0.70$$

$$\text{Net Reach} = 50.7\%$$

	TOTAL VIEWING	OVERNIGHT	TSV
Reach after spot B. (1-7, RTL4,21.00.00-21.00.59)	50.7%	50.7%	40.0%

#### TOTAL VIEWING

	GRPs	Total	1+	2+
After A	13.3	13,3	13.3	
After B	70.0	50.7	31,3	19.3

### 3. AUDIENCE RATING AND VIEWING PROBABILITIES

Measuring audience levels is done by observing at specific moments - measurement moments - whether a person is watching a broadcast - viewing moments. It is commonly accepted that saying a program has an x% audience rating means that x% of people have watched it. However, there is no basis for such a formulation in the definition. What does “watched it” actually mean. In theory, this can vary from a single viewing moment to watching the entire program.

The method of calculating audience rating takes into account the length of time a respondent has watched a broadcast: two respondents each see half of a program or one watches the entire program and the other does not see any of it; both situations yield a 50% audience rating. This is because calculation is carried out - for good reasons - on viewing and measurement moments.

The ratio of viewing moments and measurement moments for one person is a relative viewing volume that we will hereafter refer to as viewing probability. The term

probability is appropriate because we are dealing with a statistical probability that a measurement moment will be a viewing moment. If the measurement moments form a representative sample of all possible measurement moments in the universe, formulas for calculating probability, and in particular, estimation formulas can be applied. In the following formula, the viewing probability for a single respondent is represented by the letter p. The letter K represents all viewing moments k for that person in a broadcast, and the letter M for all of the measurement moments m. Thus, for a person i:

$$p_i = \frac{\sum k_i}{\sum m_i} = \frac{K_i}{M_i}$$

Furthermore, we can introduce the letter q<sub>i</sub> to represent the compliment of p<sub>i</sub>, the probability of non-viewing:

$$q_i = 1 - p_i = \frac{M_i - K_i}{M_i}$$

The precision of the measurement of viewing probability is dependent on M, the frequency of measuring moments, which can be compared to the size of the sample. There are several alternatives available; but in this discussion we will distinguish between the crude “snap shot” method and the more precise “total viewing time” method.

In practice, the lowest frequency used in television research is one measurement moment per minute, the snap shot method. Using this method, one station can be assigned per minute for each viewer. The possible number of values for p for a time interval, program or spot is directly proportional to the number of measurement moments. By increasing the number of measurement moments, a more precise value can be calculated for p. This is comparable to extending the decimal places for a number. If we increase the number of measurement moments to the technical maximum (one per second) then we arrive at the viewing time method.

In both cases, the definition of audience rating is:

$$kdh = \frac{\sum_{i=1}^n p_i}{n} = \frac{1}{n} \sum_{i=1}^n \left( \frac{K_i}{M_i} \right)$$

Where n = the number of respondents in the sample.

As a result of this definition, a respondent is included in the audience rating on the basis of viewing probability rather than as 0 or 1.

The viewing time method will produce a more precise figure than the snap shot method because it is based, as it were, on a larger sample and will produce values that are more precise.

#### 4. CONSEQUENCES FOR THE DEFINITION OF SPOT REACH

One important conclusion that can be drawn from the previous discussion is that it is appropriate, when considering audience ratings, to use viewing probability to take account of “partial viewing”. Instead of including in the calculation only those respondents who watched an entire event (program, quarter or spot), each observed viewing moment is counted. This is a shift from a dichotomous approach characterised by two possibilities: yes or no, to one offering a (virtually) continuous scale of possibilities.

It would seem appropriate to apply a similar approach to spot reach, as it is so closely related to audience rating. However, this is made difficult by the dichotomous character one intuitively assigns to reach. While the term ‘audience rating’ suggests continuity (rating on a scale of values), the same cannot be said for reach: one is either reached or not reached, instead of reached a little bit or reached a lot. The association of a dichotomous principle with reach is carried forward in the definitions of program and station reach in use.

The fact that a similar dichotomous principle is not applied to spot reach is due to the previously mentioned close relationship between this result type and a number of other important result types, namely contact frequency, audience rating and the number of GRPs.

Intuitively,

a. multiplying spot reach by the average contact frequency should produce the number of GRPs, which, in turn, is the sum of the spot audience ratings (i.e., the audience rating for the commercial minute).

b. because of the dichotomous nature of the concept contact - there is contact or there is no contact - a contact frequency will be expressed as an integer.

The definition of spot reach should satisfy both of these intuitive assumptions. While the resulting problems hold for series of spots of whatever size, they are most clearly seen in the case of a single spot. The average contact frequency for viewers is equal to 1, according to point b, and the number of GRPs equal to the audience rating (of the commercial minute). However, according to point a, spot reach should be the same as the audience rating, which is measured on a continuous scale.

The following hypothetical example illustrates how a definition of reach, in this case program reach, fails to satisfy the above relationships.

The number of viewers during an advertising minute (duration of measure = 60 seconds) can be distributed according to the duration of viewing as follows:

(A) viewing time <u>K</u>	(B) sample <u>%</u>	(C = A/60) <u>p = K/M</u>	(B x C) contribution to <u>audience rating</u>
20 sec.	3%	$\frac{1}{3}$	1%
30 sec.	4%	$\frac{1}{2}$	2%
60 sec.	6%	1	<u>6%</u>

9%

This results in an audience rating of 9%. A program reach with a 50% minimum viewing percentage includes every respondent with a viewing time of 30 seconds or longer. In this example, this is:  $4 + 6 = 10\%$ .

Preceding from point a above produces the following inconsistency:

% reach	x	number of GRPs	=	average contact frequency	= audience rating
10	x	1	=	10%	≠ 9%

The inequality that arises in this example is a consequence of the friction between the two basic assumptions: the continuous character of the audience rating against the dichotomous character of the reach. Everyone for whom as much as a single viewing moment has been observed is included in audience rating, but not in program reach. A reach value cannot be considered independently of the reach criteria used to generate it. As we have seen, there are a number of reach criteria in use in audience research, and many more are possible. In order to be able to calculate spot reach in a consistent manner, it is necessary to turn to one of the various alternatives that underlie the models used in media planning in the theory of media reach. One such model is the individual probability model, which underlies the standard method of calculating spot reach.

## 5. SPOT REACH ACCORDING TO THE PROBABILITY MODEL

As soon as at least one measurement moment produces a viewing moment for a respondent, there are consequences for the determination of audience rating. There is a reach principle readily available for the desired relationship between spot reach/contact frequency and audience rating; it is based on a minimum criterion: “some” of a broadcast seen. For every definition of reach, a respondent contributes to reach as soon as the criteria in the definition are satisfied. In this case, it is when at least one viewing moment is found.

The next question, then, is, “What is the contribution involved?” In the case of the snap shot method, the answer is simple. The single moment of measurement in the advertising minute produces a viewing moment or it doesn’t. If it does, then this is counted as a contact and, if the respondent has not yet had any contacts, this is included in the net reach. This approach has the advantage that the number of contacts will always be an integer. In the Dutch television audience research, however, we have opted for viewing time method (see § 2). This method will produce more precise information than the single snap shot, but will not necessarily result in an integer for contacts. This, in turn, can be a problem for, for example, the calculation of contact frequency.

To deal with this difficulty, an estimate can be made of the probability that a random measurement in an advertising minute will produce a contact (as an integer). In order to maintain the minimum criterion, this estimate is based on the viewing time method,



thus on all of the measurement seconds in a minute. The following quantities are calculated per respondent  $i$  for a minute  $k$ :

$$p_i(k) = \frac{\text{number of viewing moments}}{\text{number of measurement moments}} = \frac{\text{viewing seconds}}{60}$$

$$q_i(k) = 1 - p_i(k) = \frac{\text{number of not-viewing moments}}{\text{number of measurement moments}} = \frac{\text{not-viewing seconds}}{60}$$

One of the basic tenets of probability theory is the multiplication theorem: If A and B are two independent events, then the probability of both A and B occurring is equal to the product of the probabilities of each event occurring separately:

$$p(A \& B) = p(A) \times p(B)$$

If we introduce the symbol  $c$  for the number of contacts in a campaign with  $n$  broadcasts, then  $f_i(c,k)$  represents the contact frequency for a respondent after  $k = 1, 2, \dots, n$  broadcasts. On the basis of the multiplication theorem:

$$f_i(c,k) = f_i(c-1,k-1) \times p_i(k) + f_i(c,k-1) \times q_i(k)$$

Applying this formula produces an iterative calculation, with the initial values:

$$f_i(1,1) = p_i(1)$$

$$f_i(0,1) = q_i(1)$$

This procedure is illustrated in the following example of the calculation of the probability distribution of contact frequency with  $k = 3$ :

$$f_i(0,3): \text{probability of 0 after 3: (probability of 0 after 2) * } q$$

$$f_i(1,3): \text{probability of 1 after 3: (probability of 0 after 2) * } p + (\text{probability of 1 after 2}) * q$$

$$f_i(2,3): \text{probability of 2 after 3 is equal to: (probability of 1 after 2) * } p + (\text{probability of 2 after 2}) * q$$

$$f_i(3,3): \text{probability of 3 after 3 is equal to: (probability of 2 after 2) * } p$$

When the calculation has been completed through  $k = n$  for a respondent with a weight factor  $g_i$ , the respondent's contribution to the total of a frequency group  $c$  is counted as:  $g_i f_i(c,n)$ .

After division by the sum of the respondent weightings, the frequency distribution obtained in this manner produces a proportional representation that can be converted to percentages. The net reach then can be determined by summing all the percentages belonging to  $c \geq 1$ .

## 6. AN EXAMPLE OF THE CALCULATION FORMULA

The figure below presents a simple example of the calculation for 5 respondents and 2 broadcasts. The weighting of respondents is not included in the example, but this is straightforward to implement.

	broadcast 1			broadcast 2		
number of measure moments	60			60		
	viewing moment	$p(1)$	$q(1)$	viewing moment	$p(2)$	$q(2)$
respondent 1	24	0.40	0.60	3	0.05	0.95
respondent 2	0	0.00	1.00	15	0.25	0.75
respondent 3	12	0.20	0.80	6	0.10	0.90
respondent 4	0	0.00	1.00	0	0.00	1.00
respondent 5	6	0.10	0.90	60	1.00	0.00
total	42			84		
audience rating	14.0%			28.0%		

number of broadcasts seen:	$f(0,2)$					$f(1,2)$	$f(2,2)$
				$a$	$b$		
	$f(0,1)$	$f(1,1)$	$f(0,1)q(2)$	$f(0,1)p(2)$	$f(1,1)q(2)$	$a+b$	$f(1,1)p(2)$
respondent 1	0.60	0.40	0.57	0.03	0.38	0.41	0.02
respondent 2	1.00	0.00	0.75	0.25	0.00	0.25	0.00
respondent 3	0.80	0.20	0.72	0.08	0.18	0.26	0.02
respondent 4	1.00	0.00	1.00	0.00	0.00	0.00	0.00
respondent 5	0.90	0.10	0.00	0.90	0.00	0.90	0.10
sum			3.04			1.82	0.14
100 (%) x sum / 5			60.8%			36.4%	2.8%

In the example, 36.4% saw one broadcast and 2.8% both broadcasts, so that the net reach results in  $36.4 + 2.8 = 39.2\%$  or, using the null reach:  
 $100 - 60.8 = 39.2\%$ .

The sum of the GRPs is  $14.0 + 28.0 = 42.0\%$ .

From the frequency distribution, it follows that:  $1 \times 36.4 + 2 \times 2.8 = 42.0$ , thus satisfying the requirement of agreement between audience ratings and frequency distribution.

The calculation produces a mathematically balanced result. However, the significance of the calculation is more than mathematical in nature. It is a calculation of probability, a statistical calculation, to estimate the projection of *all* respondents based on *all* theoretical moments. It is therefore sensible to count fractional contacts for a separate respondent (something that in practice is not possible) as a contribution to an estimated average value as accurate as possible.

## Appendix 15. PERIOD SAMPLE CRITERIA

These criteria for period samples are used for the calculations of the Currency (Viewing total) and for the report types 'Live' and 'Time shifted viewing'.

For the calculation of campaign reach including time shifted viewing, a period sample is used based on the week in which the original broadcast took place (day 0).

**Weeks:** The number of weeks in the period sample.

**Week days:** The maximum number of a specific day of the week that can be missing

**Total:** The maximum number of days in total that can be missing

Weeks	Week-days	Total
1	0	0
2	1	1
3	1	1
4	1	2
5	1	2
6	1	2
7	1	2
8	1	3
9	1	3
10	1	3
11	1	3
12	1	3
13	1	4
14	1	4
15	1	4
16	1	5
17	1	5
18	1	5
19	1	6
20	1	6
21	2	6
22	2	6
23	2	6
24	2	7
25	2	7
26	2	8
27	2	8

Weeks	Week-days	Total
28	2	8
29	2	9
30	2	9
31	2	9
32	2	10
33	2	10
34	2	10
35	2	11
36	3	11
37	3	11
38	3	12
39	3	12
40	3	12
41	3	12
42	3	13
43	3	13
44	3	13
45	3	14
46	3	14
47	3	14
48	3	15
49	3	15
50	3	15
51	4	15
52	4	16
53	4	16
54	5	16

## Appendix 16. SKO GENRE CLASSIFICATION

### SKO GENRE CLASSIFICATION 1-1-2023

#### 1. INTRODUCTION

This appendix contains the SKO genre classification used for television programmes. The Dutch TAM works with a one dimensional genre classification to categorise the broadcasted content of the Dutch television channels.

#### MAIN CATEGORIES

THE CLASSIFICATION CONSISTS OF 8 MAIN CATEGORIES (LEVEL 1):

LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
NON FICTION	2	3	13
FICTION	2	4	22
ENTERTAINMENT	4	2	-
SPORT	2	4	-
MUSIC & DANCE	2	9	-
CHILDREN (0 - 12 YRS)	4	2	4
ADVERTISING	-	3	-
OTHER/UNKNOWN	-	5	-
TOTAL	16	32	39

In total, there are 71 codes available for the classification of the television programmes.

This classification sometimes changes. To avoid trend breaks, the structure of the classification has not been changed. Compared to the previous SKO genre classification, the main changes are the following:

- The number of categories has been reduced to 71.
- The main category Information and Education has been renamed as Non fiction.
- The categories at level 3 and 4 have been reduced. As a consequence, very specific categories are now classified as “other”.

In particular, the most detailed subcategories at the third level have been reduced. For example, within the main category Fiction, several subcategories have been grouped together: the five subcategories in the previous classification (Police/detective/crime, Action/thriller, Science Fiction, Western, Horror) have all been grouped together within the subcategory Suspense.

Another example consists of the television game shows within the main category Entertainment: in the newest classification, the subcategories Big game shows and General knowledge quizzes have been apportioned to the already existing subcategory: Games & quizzes.

See the classification below:

<b>10000</b>		<b>NON FICTION</b>
	<b>11000</b>	<b>NEWS &amp; CURRENT AFFAIRS</b>
		<b>11100</b>
		<b>11200</b>
		<b>11300</b>
	<b>16000</b>	<b>OTHER NON FICTION</b>
		16010 General consumer information
		16020 Cars/motorcycles/moped/bicycles
		16030 Cooking/food/beverage
		16040 Health, /lifestyle, education and coaching
		16050 Travelling/holiday/tourism/daytrips
		16060 Home/living/interior/garden/do it yourself
		16070 (Popular) science & technology
		16080 Religion/proclamation & ideology/religion
		17000 Justice/law (enforcement) & order
		17010 Art
		17020 Nature & environment
		17030 Human interest
		19000 Other Non fiction, miscellaneous
	<b>21000</b>	<b>DUTCH FICTION</b>
		<b>21100</b>
		<b>DUTCH SERIES</b>
		21110 Dutch series: soap
		21121 Dutch series: (sit)comedy
		21122 Dutch series: drama
		21140 Dutch series: erotic
		21150 Dutch series: action /thriller
		21190 Dutch series: other
		<b>21200</b>
		<b>NLD FILMS</b>
		21221 Dutch films: comedy
		21222 Dutch films: drama
		21240 Dutch films: erotic
		21250 Dutch films: action /thriller
		21290 Dutch films: other
	<b>22000</b>	<b>FOREIGN FICTION</b>
		<b>22100</b>
		<b>FOREIGN SERIES</b>
		22110 Foreign series: soap
		22121 Foreign series: (sit)comedy
		22122 Foreign series: drama
		22140 Foreign series: erotic
		22150 Foreign series: action /thriller
		22190 Foreign series: other
		<b>22200</b>
		<b>FOREIGN FILMS</b>
		22221 Foreign films: comedy
		22222 Foreign films: drama
		22240 Foreign films: erotic
		22250 Foreign films: action /thriller
		22290 Foreign films: other
<b>30000</b>		<b>ENTERTAINMENT</b>
	<b>31000</b>	<b>GAMES &amp; QUIZZES</b>
	<b>32000</b>	<b>CABARET &amp; SATIRE</b>
		<b>32100</b>
		<b>32200</b>
	<b>33000</b>	<b>CABARET/VARIETY</b>
	<b>39000</b>	<b>SATIRIC PROGRAMME</b>
		<b>TALENT SHOW &amp; AUDITION PROGRAM</b>
		<b>OTHER ENTERTAINMENT</b>
<b>40000</b>		<b>SPORT</b>
	<b>41000</b>	<b>SPORTSINFORMATION</b>
		<b>41100</b>
		<b>CURRENT SPORTSINFORMATION</b>
		<b>41900</b>
		<b>OTHER SPORTSINFORMATION</b>
	<b>42000</b>	<b>SPORT REPORT</b>
		<b>42100</b>
		<b>SOCCER REPORT</b>
		<b>42900</b>
		<b>OTHER SPORT REPORT</b>
<b>50000</b>		<b>MUSIC AND DANCE</b>
	<b>54000</b>	<b>POP MUSIC &amp; DANCE</b>
		<b>54100</b>
		<b>POP MUSIC: VIDEOCLIPS</b>
		<b>54200</b>
		<b>POP MUSIC: VIDEOCLIPS VERPAKT</b>
		<b>54300</b>
		<b>POP MUSIC: LIVE REGISTRATION</b>

	54400	POP MUSIC: PROGRAMME
	54900	POP MUSIC: MISCELLANEOUS
59000		OTHER MUSIC & DANS
	59100	OTHER MUSIC: VIDEOCLIPS
	59300	OTHER MUSIC: LIVE REGISTRATION
	59400	OTHER MUSIC : PROGRAMME
	59900	OTHER MUSIC: MISCELLANEOUS
60000		<b>CHILDREN(0- 12 years)</b>
	61000	CHILDREN: NON FICTIE
	62000	CHILDREN: MUZIEK
	63000	CHILDREN: AMUSEMENT
	64000	FICTION FOR CHILDREN
	64100	CHILDREN SERIES
	64110	Children series: Cartoon/animation/puppets
	64190	Children series: Other
	64200	CHILDREN FILMS
	64210	Children series: Cartoon/animation/puppets
	64290	Children series: Other
70000		<b>RECLAME</b>
	71000	COMMERCIALS
	72000	TELESHOPPING/ INFOMERCIAL
	73000	BILLBOARDING
80000		<b>OVERIG</b>
	81000	CONTINUITY
	82000	TEXT INFORMATION
	83000	RTV PROGRAMME INFORMATION /PROMO
	88000	DISTURBANCE
	89000	OTHER/UNKNOWN

## Appendix 17. PROMO TYPES

### Promo types 1-1-2023

Nr	Main classification	Description
10	Promo for programs	Promotion of a program.
		Program list (mostly in chronological order) of several programs to be broadcasted as the promo broadcast (may include text, images or a combination of these).
		Program genre promotion, e.g. Film month .
30	StationPromo	Station ID combined with a program, programs or program guide promotion.
90	Other promotion	Radio / television channel / broadcaster / website promotion.
		Promotion of products such as books, cd's, of programs of a broadcaster or channel.
		other types of promos which can not be classified in one of the other promo type categories such as promotion of events, music/artist, recruiting of audience or candidate for a program, etc.