

APPENDIX 1: DEFINITIONS

1. AUDIENCE BEHAVIOUR IN THE TOTAL VIEWING (CURRENCY)

From January 1, 2008, time shifted viewing of stations, programs and spots will be included in the **Total Viewing**. Time shifted viewing behaviour is measured on the day of the actual broadcast (= day 0) and the six days that follow. This means that the audience figures for a specific day 0 can only be finalized after day 6.

'Overnight' ratings are the only provisional or interim reports allowed for publication purposes. Overnight ratings are audience figures for the day of broadcast: results at the moment of broadcast (day 0) + time shifted viewing on day 0 (VOSDAL). In order to calculate and report overnight results, the calculation and reporting rules for the total viewing should be used. In this calculation only the VWGwwwd.DAT and UGKwwwd.DAT of day 0 should be used. When reporting, it must always be explicitly stated that these are provisional or interim figures and that they deal with viewing behaviour 'Overnight' (KDU).

Result types 'LIVE' (TU)

Viewing behaviour 'Live' or on the day of broadcast is equivalent to the total viewing as reported by SKO until December 31, 2007; that is to say, without time shifted viewing behaviour. In the reportage, viewing programming previously recorded on a VCR or DVD player or hard drive is reported, respectively, as 'Video', 'DVD' or 'HD' audience behaviour.

Time shifted viewing behaviour (UGK) result types

Time shifted viewing behaviour involves the viewing of programs and spots at a time other than the moment these programs and spots were actually broadcast. In the data as made available by SKO, time shifted viewing behaviour is measured in the day of broadcast and the six days that follow. Delayed viewing that occurs after this period is reported as 'Video', 'DVD' or 'HD' viewing behaviour.

2. CHANNELS IN THE DUTCH AUDIENCE BEHAVIOUR MEASUREMENT

The raw data files consist of different channel types. For an overview of all channels, see Appendix 6.

Publication is allowed for standard channels that are included in the full or limited audit. Reportable items for full audit channels are: Time slots, programs and spots. Information on programs broadcasted on limited audit channels may not be reported. The results of the SKO Digital channels may only be published when a certain reach criterion has been met (see Appendix 7). When publishing the results, only reports on reach and cumulative campaign GRPs are allowed.

Only provisional or interim reports are allowed for the remaining channels included in the raw data. Publication of the results of these channels is not allowed.

Figure 5.1.

	Reports on			Publication allowed on
	Time slot	Spot	Program	
Standard Channels Full audit	√	√	√	Ratings
Standard Channels Limited audit	√	√	X	Ratings
SKO Digital-Channels	√	X	X	Reach and GRPs (campaigns)
Rest	√	X	X	Interim

3 AUDIENCE RESEARCH FILES

3.1 RESPONDENT DATA FILES

Two sorts of data files with viewing records are used in the audience research. The table below indicates which data files must be used in the calculation of result types.

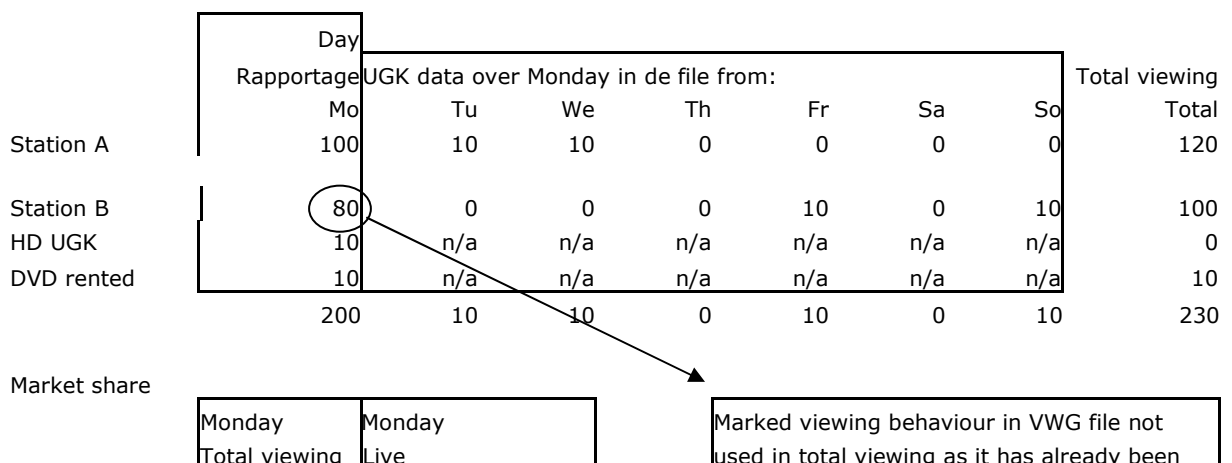
Table 5.1

Summary of data use and data files		
Result	Files used	
Total viewing	VWGwwwwd.dat	UGKwwwwd.dat from day 0 and the following 6 days
Broadcast day	VWGwwwwd.dat	UGKwwwwd.dat from day 0
Live (TU)	VWGwwwwd.dat	No
Time shifted viewing (UGK)	No	UGKwwwwd.dat from day 0 and the following 6 days

Coupled with the introduction of UGK files in the audience research is a major change in the VWG files. Viewing records with the station code Video, DVD or HD in the VWG file could represent time shifted viewing behaviour. To avoid their being counted twice in the total viewing, records (DVD/HD or Video) that represent time shifted viewing will be tagged in the VWG file.

The viewing records in the VWG file marked as time shifted viewing should not be included in calculations of the total viewing. The schematic in Figure 5.1 illustrates why this is the case.

Figure 5.1 An example of the use of Video, DVD or HD viewing records in the VWG-file



Station A	52%	50%
Station B	43%	40%
HD UGK	0%	5%
DVD rented	4%	5%
HD/DVD total	4%	10%

assigned to an earlier broadcast moment!

In the calculations of the total viewing, Monday's HD viewing behaviour (ten minutes) has been assigned to an earlier moment (to the day of the original broadcast of the material watched) via the UGK file. Thus, the ten minutes are included in the results from another day. They are included in the VWG file for the calculations of 'Live' (TU) results, which only concern audience behaviour at the moment of broadcast. At that moment, the ten minutes of HD viewing are attributed to the station 'HD'.

3.1.1 Viewing records

The VWGwwwwd.DAT file contains information indicating which panel members watched television, including when and for how long they watched, which television set they used and which station they watched. This information is contained in viewing records. Each viewing record represents an unaltered situation: the same person(s) watching the same station on the same set. When the situation changes (for example, when someone stops watching, someone new starts watching or the channel is changed), a new viewing record begins.

Television activity for which no viewer is indicated is not included in the raw data. As of April 1, 2003, unidentified use of the television screen is no longer included in the raw data.

The files do include the viewing of material (both pre-recorded and self recorded) on video (VCR), DVD and Hard disk recorder. This includes viewing records that are marked to indicate they represent time shifted viewing. These viewing records also occur in the UGK file and in general (see above), should be ignored in the VWG file.

SKO determines which stations are assigned their own station codes. All other stations are combined under a single code: Rest. In total, more than 64 stations (incl. video, DVD and 'Rest') are reported on. A station table is made available each day listing the stations that appear in the raw data on that day. An up-to-date overview of all stations can be found at www.kijkonderzoek.nl. The viewing of Teletext pages is assigned to the station from which the pages were accessed).

3.1.2 Time shifted viewing behaviour

From January 1, 2008, the UGKwwwwd.DAT file will contain data on the time shifted viewing of self-made video, DVD or hard disk recordings of television broadcasts. Before this date, this file only contains data on time shifted viewing of self-made video recordings of television broadcasts.

New file specifications:

- The daily file contains data on the time shifted viewing of programs broadcast in the preceding seven days. For example: the daily file for May 22 contains the records of time shifted viewing of all programs recorded from May 14 on.
- The file with time shifted viewing behaviour is supplementary. Time shifted viewing behaviour (via Video, DVD or HD recorder) is also included in the raw

data as audience behaviour for the day on which the viewing took place (see Appendix 1, § 3.1).

- If someone watches a program two times in the week following the broadcast, this time shifted viewing will be reported in the UGK file.

3.1.3 Background characteristics

The file DEMwwwwd.DAT contains panel members' background characteristics as measured in the base and product interviews or as established at other moment during the year, which can be used to define target groups.

A file with the description and positions of the demographics, DEMwwwwd.COD, is delivered daily. This file contains a count of all characteristics for the daily sample concerned. In addition to background characteristics, the DEMwwwwd.DAT file contains a weight factor that is equivalent to the weight factor in the WGT file (see § 3.1.4 below).

3.1.4 Weight factors

The file WGTwwwwd.DAT contains the daily weight factor for the panel members. The weight factor is composed of 8 positions, of which the last should be read as a decimal value. A projection factor, by which the number of panel members is projected on to population sizes, is already included in the weight factor. Thus, the sum of the weight factors for one day gives the population size. Panel members who do not appear in the WGT file have a weight factor of zero.

The composition of the audience panel can vary daily because of panel members leaving and new members being added, technical problems, vacations, etc. To compensate for these fluctuations, weighting must be carried out on a daily basis. As a result, each day, each respondent aged three and older has a separate weight factor.

3.2 BROADCAST DATA FILES

3.2.1 Programs

The file jjjjmdd.PRL contains information on all program types (these include programs, promotional videos, billboards, Postbus 51, advertising block, home shopping, station id's and static) broadcast on the coded stations (an up-to-date overview of all stations is available at www.kijkonderzoek.nl) on the day in question. In addition to the title, the starting and ending minute of the broadcast element and program type, this file contains the SKO codes. In addition, a variable is available that indicates which program segments belong together. There is also a serial number per broadcast element per station per day.

3.2.2 Spots

The file jjjjmdd.SPL contains data on all the spots broadcast on the coded stations on the day in question. In addition to the station and block codes, the numbered position of the spot in the block, the spot identification code, the starting minute and actual length of the spot, the file includes variables concerning the commercial (commercial type, length, film number, the ID harmonised by Nielsen – the TV Times ID), the commercial's

title given by the exploitant, the 30 seconds tariff¹ and the harmonised name used by the mediating media bureaus.

From 1-1-2011 on this file also includes the Emission Kind field. Events may be broadcast in different formats, this new field allows to distinguish between the following formats: Full Screen, Split Screen, Ident, Crawl Add and Banner Ad for all elements with an TVTID.

From 1-1-2011 Nielsen register billboards with an exclusive TVTID. This billboards may be also found in the SPL files.

3.2.3 Classification of commercials

The file jjjmmdd.cla contains information on the commercials broadcast on the day in question that can be used to classify the broadcasted spots. Per TV Times ID, the file contains the length of the reference commercial, its harmonised title and harmonised product information (brand, sub-brand, product name, branch and advertisers)

Since 1-1-2011 and for billboards, this file can also contain multiple advertisers and products per TVTIDs. For this reason a new field has been added to the file (MultipleProduct). Since 1-1-2011, the field ProductSequenceNumber has been deleted from the CLA file.

TVTID's have a product (combination of brand-subbrand-productname) and an advertiser assigned to it, which is presented in the CLA. Since the product's advertiser can change over time, due to companies take overs, the structure of the CLA-file changed from 1-7-2012. In the new file structure it is possible to assign a new advertiser to an existing product with a valid from date.

¹ If this information has been provided to Nielsen by the owner.