



STICHTING KIJKONDERZOEK

---

## APPENDIX 8: SKO GUIDELINES ON THE USE OF PROGRAMME TITLES 01-01-2015

---

### 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.

<b>PROGRAMME TITLE:</b>	<b>EXAMPLE:</b>	<b>CORRECT USE:</b>
■ 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	LEUKSTE THUIS BOLD AND THE BEAUTIFUL

---

	A beautiful mind Le havre	A BEAUTIFUL MIND LE HAVRE
<ul style="list-style-type: none"> <li>■ A time or TV-station indicator can be added to titles with a high broadcasting frequency.</li> </ul>	Journal van 20 uur	JOURNAAL 20 UUR
<ul style="list-style-type: none"> <li>■ Numbers have to be rounded up as integers, without decimals.</li> </ul>	Room Raiders 2.0 Biathlon os sprint 7,5 km	ROOM RAIDERS 2 BIATHLON OS SPRINT 7500M
<ul style="list-style-type: none"> <li>■ No more than one space in between words and no spaces before titles.</li> </ul>	Onderweg naar morgen Absolutely fabulous	ONDERWEG NAAR MORGEN ABSOLUTELY FABULOUS
<ul style="list-style-type: none"> <li>■ When special design is used to display the title, Dutch spelling rules apply (or UK English in case of English titles).</li> </ul>	  	FAMILIEDINER  TOP CHEF
<ul style="list-style-type: none"> <li>■ No Roman numbering</li> </ul>	Speed II Louis XIV	SPEED 2 LOUIS 14
<ul style="list-style-type: none"> <li>■ Broadcaster names (NPO and MTV broadcasters) are preferably included, even if they form an integral part of the title.</li> </ul>		GEHEUGENTRAINER

		WORLD STAGE
<ul style="list-style-type: none"> <li>The title of feature films is based as much as possible on the on-screen title, except if the original is unintelligible (e.g. Chinese, Japanese, etc.). In these cases, <a href="http://us.imdb.com/">http://us.imdb.com/</a> is used as reference.</li> </ul>	Det var en gang	DET VAR EN GANG
<ul style="list-style-type: none"> <li>For series (fiction entertainment, kids and non-fiction), only the main title is used.</li> </ul>		PANDAMONIUM KIKKER EN VRIENDJES
<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>	 	<p>FRYSLAND DOK</p> <p>NAKED SCIENCE</p>
<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>	<p>The best of Bananasplit Compilatie eigen huis &amp; tuin</p>	<p>BANANASPLIT THE BEST OF EIGEN HUIS &amp; TUIN COMPILATIE</p>
<ul style="list-style-type: none"> <li>Broadcasts with the same main title, but with another central guest each time.</li> </ul>	<p>24 uur met Albert Verlinden</p>	<p>24 UUR MET</p>

## SPORT

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

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

Sports programmes get their own title if:

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

The following conditions apply to break down sport programme titles:

- In case of multiple sports mixed, no Followcodes are used.
- Names of countries and clubs are abbreviated in order to avoid lack of space.
- Award ceremonies are timed separately
- 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, LANDE Teams
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.

---