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**Subject: SKO to develop multi-platform online video ratings**

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**This year, SKO will start with the development of platform independent video ratings. SKO's effort is prompted by the evolving viewing behaviour of the Dutch audience. The penetration of online devices as a means to watch video is increasing rapidly; as a result, the measuring of traditional offline television content alone can no longer provide an accurate representation of viewing behaviour. Measuring viewing with regards to professional online content and online commercials, should enable SKO to expand upon its existing ratings portfolio and to draw conclusions as to total, online and offline, viewing behaviour: the Video Total.**

#### **Plan**

In October 2012, the SKO Board requested the Technical Committee to draw up an outline for reliable measuring and reporting of online video use. Since then, the outline has resulted in a plan and a statement of objectives that was approved in April 2013.

#### **Priorities**

In the short term, three projects will get priority:

1. Measuring viewing of live streams of television channels, hosted by networks such as ZIGGO, UPC, KPN and others.
2. Measuring the number of times online commercials (offered by TV channels and other online video suppliers) were actually played.
3. Expanding the current SKO WEB-TV Project to include more types of online content, including non-broadcast content.

SKO will soon start with the distribution of specific tenders for each of these projects.

#### **Request for Proposal**

Next to the three projects mentioned above, SKO has defined other projects that should contribute to the establishment of a platform independent VideoTotal. In June 2013, these projects will be submitted to the market through an integrated Request for Proposal. This document will provide a detailed discussion of the ambitions and anticipated strategy of SKO.

#### **Online video ratings measuring: SKO is looking for partners**

At SKO, we are convinced of the added value of our goal: a reliable, independent market standard that can provide an objective and representative overview of the online video market. This is impossible to realise without closely collaborating with other online video parties that are not affiliated to SKO. That is why we are actively looking for online video partners. Interested? Do not hesitate to contact us!

For further information, please contact

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