

PRESS RELEASE

Tuesday 18 May

PUBLICATION REQUEST FOR PROPOSAL MEDIA MONITORING NATIONAAL MEDIA ONDERZOEK (NMO)

On May 18, the organizations for audience measurement in the Netherlands published a Request for Proposal for media monitoring as part of the new National Media Onderzoek (NMO). Earlier the contracts for the audience measurement parts of this project have been awarded to Kantar and Ipsos. In this RfP we welcome new ideas for the registration, classification and harmonization of content and commercials within NMO. Both for individual media as well as cross media. This should give insight into all media content the public can be exposed to. Research agencies and other companies with experience in this field are asked to come up with proposals. The aim is to reach a decision at the end of the year.

The RfP should lead to a new, joint standard for monitoring and reporting content and commercials within TV, radio and online. “Within NMO we believe that the best cross media datasets are created based on the best datasets for individual medium types. Therefore, we now explicitly choose to align the registration, classification and harmonization of content and commercials of different modalities with one another” says Sjoerd Pennekamp, managing director of SKO. It is our expectation that through innovation and new techniques in this domain new possibilities will arise. In the RfP, the key elements of a new system for registration, classification and harmonization are explained further.

The RfP consists of the following components:

1. Media Monitoring TV
2. Media Monitoring Radio
3. Media Monitoring Online
4. Cross Media Harmonization

The RfP is the result of a close collaboration between the parties involved in NMO. Stichting KijkOnderzoek (SKO), Stichting Nationaal Luister Onderzoek (NLO), the Verenigde Internet Exploitanten (VINEX), and Nationaal Onderzoek Multimedia (NOM). All major Dutch broadcasters and publishers as well as the bond van Adverteerders (bvA) and the Platform Media Adviesbureaus (PMA) are represented by these organizations.

Participation RfP

The RfP consists of a document in English which can be requested from the initiators by sending a request to info@nationaalmediaonderzoek.nl. Agencies have until the 1st of June to register for this tender.

END OF PRESS RELEASE

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About SKO

Stichting KijkOnderzoek (SKO) provides the official television and online viewing ratings in the Netherlands. SKO is responsible for the reporting and verification of ratings and for the modifications and innovations of the methods used for viewing research. The Nederlandse Publieke Omroep (NPO), Screenforce, the Platform Media Adviesbureau (PMA) and the Bond van Adverteerders (BVA) are represented in the SKO. For more information about SKO: www.kijkonderzoek.nl.

About NLO

Stichting Nationaal Luister Onderzoek (NLO) is responsible for research into the radio listening behavior of the Dutch population and the reporting on this research. NLO is a Joint Industry Committee in which the Nederlandse Publieke Omroep (NPO), the Radio Advies Bureau (RAB), the Platform Media Adviesbureau (PMA) and the Bond van Adverteerders (BVA) collaborate. For more information about NLO: www.nationaalluisteronderzoek.nl.

About VINEX

VINEX, i.e. Verenigde Internetexploitanten, commissions the online reach research in the Netherlands (NOBO). VINEX is an initiative of prominent publishers, which strive for transparency and uniformity in the Dutch online (advertising) market. For more information about VINEX: www.vinex.nl.

About NOM

Stichting NOM (Nationaal Onderzoek Multimedia) is responsible for the delivery of reach data for news media, magazines and free local papers in the Netherlands. Its objective has been broadened to getting insights into the total reading (the reach) of media brands of news media and magazines, irrespective of the platform via which content is distributed. The parties taking part in NOM are: NDP Nieuwsmedia (NDP), Magazine Media Associatie (MMA), Platform Media Adviesbureau (PMA) and the Bond van Adverteerders (BVA). For more information about NOM: www.nommedia.nl.