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Onderwerp **SKO publishes first results reach digital channels The Netherlands**

From Tuesday, March 17th 2009 onwards, Stichting Kijkonderzoek will report on the reach of exclusively digital channels in The Netherlands. With this new service, that was preceded by a comprehensive pilot, SKO will be able to provide a more accurate analysis of Dutch tv viewing behaviour.

In September 2008, SKO started a pilot for the measurement of digital-only broadcasting channels available in The Netherlands. Intomart Gfk, SKO's data supplier, successfully implemented Enhanced Audio Matching technology to measure the number of viewers of these channels. To add to this technology, SKO developed a statistical measurement tool to determine the reliability of digital channel viewer data.

Reported channels reached an average weekly 14,5% of the Dutch population (six years of age and above) in weeks 6-9 of 2009. In households with digital reception the reach was 28,1%. In this period of 4 weeks, the total cumulative reach for the reported channels was 27,4% for the Dutch population as a whole and 48,5% in households with digital reception. SKO will continue to measure the channels that were part of the pilot.

Bas de Vos (directeur SKO): "The results of the pilot have shown that digital channels are becoming more important every day. Obviously, we are delighted that we are now able to offer reliable reporting on these channels. The pilot project enabled us to develop technical and methodological measures to ensure a valid incorporation of the digital platform in the audience measurement."

SKO traditionally reports on average numbers of viewers (rating % and Rating '000), but in the case of exclusively digital channels, SKO will only report cumulative reach over a weekly or monthly period. In this way, SKO can guarantee result reliability.

On the next pages you will find the detailed reach results, measured in weeks 6 to 9, 2009. From next month onwards, SKO will publish this monthly table on its website.

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Reach% 6+ = percentage of viewers that viewed a channel for at least 1 minute.

Reach000 6+ = number of viewers in thousands that viewed a channel for at least 1 minute.

Reach% digital 6+ = percentage of viewers in households with digital reception that viewed a channel for at least 1 minute.

Average Cum. Weekly reach	Reach% 6+	Reach000 6+	Reach% 6+ digital
<i>Total TV</i>	96,8	14571	97,8
<i>Total SKO digital channels</i>	14,5	2189	28,1
/Geschiedenis	0,9	142	1,9
101 TV	2,5	384	5,5
13th street	1,4	211	2,9
Car Channel	0,8	117	1,7
Comedy Central Family	1,5	225	3,3
Consumenten TV	1,6	246	3,2
Cultura	0,5	73	*
Discovery Science	2,2	329	4,7
Discovery Travel & Living	2,0	294	4,3
Discovery World	1,9	280	4,0
E! Entertainment	2,0	300	4,4
Extreme sports channel	0,7	103	*
Hallmark	1,9	284	4,0
Hilversum Best	1,6	244	3,6
History Channel	1,5	230	3,2
Holland Doc	0,9	136	2,0
Humor TV	2,9	440	6,2
Jim Jam	0,5	80	*
Misdaadnet	0,8	120	1,7
National Geographic Wild	1,6	236	3,4
Nick Hits	0,9	136	2,0
Nick Jr.	1,8	264	3,6
Nostalgienet	1,8	265	3,9
Opvoeden doe je zo	*	*	*
Scifi channel	1,3	199	2,2
Spirit 24	0,7	110	*
Sterren.nl	1,6	243	3,3
TMF Dance	0,9	135	1,8
TMF NL	0,9	137	1,8
Xite	*	*	*
Zone club	0,4	68	*
Zone horror	0,9	134	1,6
Zone reality	1,7	249	3,7

* means: not reliable

Cumulative Monthly reach	Reach % 6+	Reach000 6+	Reach% 6+ digital
<i>Total TV</i>	98,4	14813	99,7
<i>Total SKO digital channels</i>	27,4	4119	48,5
/Geschiedenis	2,8	427	5,6
101 TV	6,1	916	12,8
13th street	2,9	441	5,6
Car Channel	1,7	257	3,7
Comedy Central Family	3,0	446	6,3
Consumenten TV	4,8	724	9,0
Cultura	1,2	187	2,5
Discovery Science	4,7	715	9,7
Discovery Travel & Living	4,2	626	8,9
Discovery World	3,8	577	8,0
E! Entertainment	4,5	682	9,6
Extreme sports channel	1,9	283	4,1
Hallmark	4,1	619	8,5
Hilversum Best	3,7	555	8,0
History Channel	3,7	564	7,5
Holland Doc	2,1	314	4,4
Humor TV	6,6	994	13,3
Jim Jam	1,3	194	2,5
Misdaadnet	2,1	309	4,3
National Geographic Wild	3,3	493	6,8
Nick Hits	2,9	436	6,3
Nick Jr.	3,9	589	7,9
Nostalgienet	4,0	605	8,5
Opvoeden doe je zo	0,9	137	2,0
Scifi channel	2,8	416	4,7
Spirit 24	2,1	315	4,1
Sterren.nl	4,6	695	9,0
TMF Dance	2,0	302	4,0
TMF NL	2,6	393	5,0
Xite	1,2	181	2,3
Zone club	1,1	166	2,2
Zone horror	2,3	343	4,0
Zone reality	4,0	596	8,7

Be aware that the published results in this press release can not be compared to the currently available reports on the excising channels on the SKO website!

Two more channels are expected in the reports next months: *Journal24* and *Politiek24*. Due to technical measurement issues, we are not yet able to report on these channels.

End of the press release.

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