



Date | 10 November 2009  
Serial # | 13/2009

**Re.: SKO enters into negotiations KijkOnderzoek 2011-2015**

**SKO** enters into television audience measurement contract negotiations with **Intomart GfK**.

**SKO** enters into contract negotiations for registration of programmes and adverts with **AGB Nielsen/Nielsen Media**.

**SKO** enters into WEB-TV survey contract negotiations with **Intomart GfK/Nedstat BV**.

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In view of its tender for the new 2011 – 2015 television audience measurement, SKO received proposals from various research agencies. After studying these proposals, the SKO Board, in its meeting of 29 October 2009, decided as follows.

The Board intends to reach an agreement with **Intomart GfK** regarding the television audience measurement contract. Negotiations will start shortly.

As for the contract on the registration and harmonisation of programmes and adverts, SKO will enter negotiations with **AGB Nielsen/Nielsen Media**.

As for the WEB-TV survey (online viewing of TV content and adverts) SKO is to start talks with **Intomart GfK / Nedstat BV**.

The other projects for research into new types of viewing behaviour are to be included in the discussions with the proposing agencies at a later stage, meaning that final decisions on such projects will be taken at a future time.

Bas de Vos (SKO's Managing Director). *'It took some ruminating and cogitating, but eventually the Dutch market has opted for the best available options. As a TV market we can be sure that we are running a television audience measurement that, even in a market undergoing such drastic changes, provide us with reliable and useful audience ratings. At this stage of the negotiations it is too early to communicate the exact technical details, but we will of course relate these at a later stage'*.

Once all the arrangements on the 2011-2015 audience survey are in place, SKO will inform the market on these in detail via a press release and a press conference.

**End of press release.**

Further details:

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