



Onderwerp: **SKO introduces reporting on WEB-TV playing time**

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Stichting KijkOnderzoek (SKO) measures internet-based TV viewing through a supplementary research effort called SKO WEB-TV. We report the number of online stream starts of television programs up until 6 days after the original broadcast.

As of January 13, we have added a number of important new variables to our reports, concerning the playing time of streams. Such data was, until now, unavailable in the Dutch market.

Due to the growing popularity of online TV content, in-depth insight into online viewing behavior is becoming increasingly important. To make accurate reporting possible, SKO has adopted the comScore video tracking tool.

In September 2008, SKO published the first results of the SKO WEB-TV research. Actual reporting of internet-based TV viewing behavior is conducted by comScore and Intomart GfK, on behalf of SKO. On a daily basis, we report the number of started streams of TV programs uploaded by NPO, RTL Netherlands and SBS Group.

As of January 13, a number of important new variables concerning the playing time of streams are added to the reporting:

APT: Average playing time, the average amount of time in minutes that streams were played.

ASP: Average stream plays, The average amount of active streams during the complete television program.

Compl75%: Completes 75%, The percentage of streams that were viewed for at least 75% of total running time.

Website reporting is published in the following format. Information is also available through SKO's ratings app (for Iphone and Android).

donderdag 5 jan 2012									
pos	tijd	titel	zender	SKO Streams*				Common currency** KijkOnderzoek	
				nStreams	apt	asp	compl75%	TOT 6+	
								kdh%	abs
1	2032	WIE IS DE MOL	Ned1	214.614	21.2	75.820	30.9	14.7	2.248.000
2	2001	GOEDE TIJDEN SLECHTE TIJDEN	RTL4	191.531	16.7	138.781	90.2	10.6	1.626.000
3	2135	WIE IS DE REISLEIDER	RTL5	68.277	22.6	35.075	87.2	3.5	540.000
4	2232	AS THE WORLD TURNS	RTL8	49.169	18.4	23.811	88.5	1.4	210.000
5	2139	MOOIESTE MEISJE VAN DE KLAS	Ned1	28.121	14.6	8.035	21.8	10.0	1.537.000
6	2137	3DOC	Ned3	25.717	11.3	6.732	15.3	2.2	334.000
7	2311	5 JAAR LATER	Ned1	23.375	18.3	8.578	30.9	5.5	850.000
8	1808	BOLD AND THE BEAUTIFUL	RTL8	21.417	12.9	14.569	92.1	1.3	206.000
9	2244	BREAKING BAD	Ned3	16.562	16.0	5.754	31.9	1.1	167.000
10	2434	TRAUMA CENTRUM	SBS 6	14.078	8.3	4.680	26.6	1.2	180.000
Bron: SKO KijkOnderzoek				Bron: SKO Streaming onderzoek				Bron: SKO KijkOnderzoek	

SKO Streams* kunnen niet worden opgeteld bij de cijfers van SKO kijkOnderzoek**. Het betreft hier twee verschillende grootheden.
 * SKO Streams meet het aantal opgevraagde streams tot en met 6 dagen na de uitzenddag. Alleen streams van de publieke omroep en RTL Nederland worden gemeten.
 ** In SKO KijkOnderzoek wordt het daadwerkelijke kijkgedrag via het tv panel gemeten.

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Bas de Vos, Director of SKO: *"This is an important step forward for our WEB-TV project. With the added variables, we can for the first time offer insight into the actual usage time of online television content. Up until now, we were only able to report on the amount of started streams."*

Background:

SKO WEB-TV project

SKO WEB-TV provides reports on the number of stream starts of a program up to and including six days after the original broadcast. This is in accordance with SKO's current method for measuring and reporting delayed television viewing. The SKO WEB-TV data are presented on the SKO website, alongside the regular ratings.

How does SKO WEB-TV measuring work?

At the moment, we report on a daily basis on complete online broadcasts of television programs (e.g. through websites such as www.uitzendinggemist.nl, www.rtl.nl/xl or SBS6, NET5 and Veronica's *Programma Gemist*) that were broadcasted earlier on regular TV.

The number of started streams is measured with Stream Sense™. On behalf of SKO, comScore gathers information about viewing behavior during stream playback. This involves measuring the player through Stream Sense™. To make this possible, stream suppliers add a code to their stream label. Each user access of a stream is automatically registered.

This code consists of information such as 'program name', 'program identifier', etcetera. Intomart GfK uses this information to combine data on the total number of requested streams with regular ratings (as registered by The Nielsen Company). The resulting report is made available to the general public on a daily basis through our website and our ratings app. SKO and its partners can request further data through a WEB-TV analysis tool.

No integration yet!

SKO WEB-TV data is not incorporated into SKO's Viewing Total. With the online data, we primarily aim to provide a more complete insight into program popularity and the viewing behavior of the Dutch audience. Adding up the Viewing Total and the number of requested streams, then, does not result in useful information.

Further information:

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