



Onderwerp: SKO commissions Kantar Media / TNS NIPO for two tests with Set Top Box data in the Netherlands in 2013

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SKO has, after a review of offers, commissioned Kantar Media/TNS NIPO for two tests with so called Set Top Box (STB) data.

Settop Box data – RPD.

STB data, provided by means of a return path, is an important measurement tool in television's increasingly complex viewing environment. SKO believes there is a future use for STB data in the Dutch market and has commissioned Kantar Media, recognised as the global leader in processing STB data, to investigate the options.

A set top box or IP-TV system can register any event that may occur during its use. Such data may contribute in several ways to enhance tv-ratings based on people meters. But data from these systems can not be used as they are in raw format, they need to be adjusted to create useful information.

At the moment, ratings are based upon highly reliable panel data. The television landscape, however, is rapidly expanding in terms of available channels. Especially in this regard, a demand for registration on a larger scale may emerge. It may be of interest to use:

- STB data as complementary registration data in addition to SKO panel ratings. Registering 'tune in behaviour' within a large group of households could yield reliable insights in the range of channels used by a selection of the Dutch audience, i.e. those that have a certain kind of digital reception capability with return channel at their disposal.
- Hybrid future; data from millions of set top boxes, combined with SKO panel data profiles. STB registration may turn out to be of use here; registration on a larger scale would decrease the margins of small target groups or niche channels.
- Use STB data to gain insight in the use of additional services like VOD, EPG or Red Button applications.

SKO commissioned Kantar Media/TNS NIPO for two tests.

Test 1 - a validation of 'viewing statements' from a Set Top Box or IPTV system.

Test 2 – profile STB data to estimate the total level of individual viewing by key demographics.

Access to STB or RPD data.

SKO has commissioned the study at this time, in preparation for STB data becoming widely available in the Netherlands. SKO is actively searching for cooperation with cable or IPTV suppliers with access to STB data to team up with on this project.

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