



STICHTING KIJKONDERZOEK

ONDERWERP: SKO SIGNS TWO-YEAR CONTRACT WITH KANTAR MEDIA AUDIENCES FOR MEASUREMENT OF ONLINE COMMERCIALS

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IN ORDER TO REALIZE A CRUCIAL PART OF ITS STRATEGY, SKO HAS SIGNED A NEW CONTRACT WITH KANTAR MEDIA AUDIENCES.

THE NEW PARTNERSHIP WILL ENABLE SKO TO MEASURE ONLINE COMMERCIALS ON A WIDE RANGE OF PLATFORMS, INCLUDING ALL THE PLATFORMS THAT ARE TARGETTED BY PMA BUREAUS AND OF PARTICIPATING PUBLISHERS. SKO AIMS TO ESTABLISH A MARKETWIDE, TRANSPARENT, MANAGEABLE STANDARD. THE FIRST DATA ARE EXPECTED IN THE THIRD QUARTER OF 2014. SKO AIMS TO ESTABLISH MAXIMAL MARKET COVERAGE PER JANUARY 1ST 2015.

ONLINE COMMERCIALS

Supply of online video is growing, as is the number of online commercials. Moreover, commercials come in different shapes and sizes: pre-roll, mid-roll and post-roll. As of now, SKO starts making online commercials measurable. Kantar Media Audiences will measure all the online video campaigns planned by PMA-affiliated bureaus or participating publishers. Campaigns delivered by SKO-affiliated parties will also be measured according to this SKO-authorized standard. Participating publishers are now the SPOT-members, Sanoma, TMG and Videostrip.

SKO's measurements are based upon VAST: *Video Ad Serving Template*. This standard describes how the ad server and video player should exchange information about video advertising. Through VAST, the complex delivery process of online video advertisements is considerably simplified.

SKO aims to produce correct and uniform data with regards to online video commercials. The census data will become part of the online video currency, but will also be supplied to the market separately.

Bas de Vos , Director of SKO: *"This project represents an all-important next step in the measurement of relevant parts of video viewing behavior in The Netherlands. It goes without saying that reliable data about Online Commercials play a crucial role in our measurement efforts."*

Oliver Pischke, Global Digital Director at Kantar Media Audiences commented: *" The multi-platform world makes measuring and understanding online audiences increasingly exciting. We are delighted that SKO recognizes our technology and expertise and look forward to deploying it further in pursuit of measurement of total viewing behavior in the Netherlands. "*

SKO VIDEODATA INTEGRATION MODEL

SKO's goal to realize a total measurement of all the viewing behavior in The Netherlands calls for several independent projects that will proceed in 2014. For more information about the subject, please consult our brochure that can be found at www.kijkonderzoek.nl, under the 'News' heading.

Since several years, SKO provides measurements and reports about the number of starts and the running time of content delivered by RTL, NPO and SBS. The measurement is executed by comScore; data processing is done by GfK. Projects are currently being developed to establish measurement of video play out of other broadcasters and non-broadcasters (e.g. TMG and Sanoma).

A number of projects (online panel and data integration) are still under discussion with research bureaus. This July, we expect to be able to reveal the parties that SKO will contract to realize these projects.

For more information, please contact:

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