



STICHTING KIJKONDERZOEK

SUBJECT CONVIVA AND WEBTREKK GAIN SKO
CERTIFICATION FOR ONLINE VIDEO STREAM
MEASUREMENT

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CONVIVA AND WEBTREKK HAVE GAINED SKO'S CERTIFICATION FOR ONLINE VIDEO STREAM MEASUREMENTS. SKO WILL ADOPT MEASURING SYSTEMS BY THESE SUPPLIERS TO SUPPORT TO ITS EFFORT TO GATHER CENSUS DATA OF ONLINE TV & VIDEO. A LIVE TEST HAS POINTED OUT THAT CENSUS DATA PRODUCED WITH THE CONVIVA AND WEBTREKK SYSTEMS MEETS SKO'S DEMANDS. EARLIER, SKO APPROVED SYSTEMS BY COMSCORE, GFK NURAGO AND KANTAR MEDIA SPRING.

CERTIFICATION BACKGROUND

In 2008, SKO started measuring and reporting online video streams. ComScore's measuring system is used to measure the online catalogue of big tv channels in The Netherlands. In 2013, SKO changed its strategy; since then, it includes all available professional video content in its measuring efforts, and not only tv content. As a result, further measuring systems (apart from comScore's) are needed. To test comparability between census data sources, guarantee the quality of the census data and determine whether the measuring systems meet its demands, SKO has developed a certification programme. This consists of a technical specification checkup and a live test.

SUCCESSFUL CERTIFICATION OF CONVIVA'S AND WEBTREKK'S MEASURING SYSTEMS

In collaboration with its partners in the Online TV & Video project and the Linear Streaming project, SKO has put Conviva and Webtrekk through their paces. Both have successfully completed the live test and are now certified to measure census data of online video streams.

Bas de Vos, Director of SKO: *"By certifying these two new parties, we have expanded the range of measuring solutions that our participants can use to measure online video. Certification enables us to stimulate market reporting about online TV and video."*

NEW CERTIFICATION EFFORTS

Talks are underway between SKO and other agencies that are interested in certification regarding measuring of online TV and Video and Linear Streaming.

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