



STICHTING KIJKONDERZOEK

ONDERWERP: **SKO SUPPLIES DAILY RATINGS ON ONLINE PROGRAMMES**

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**AS OF JANUARY 1ST 2016, STICHTING KIJKONDERZOEK (SKO) SUPPLIES DAILY RATINGS FOR PROGRAMME CONTENT VIEWED ONLINE. INITIALLY, THE RATINGS WILL REPORT ON ONLINE PROGRAMMES DISTRIBUTED BY NPO, RTL NETHERLANDS AND SBS BROADCASTING. WITH THIS DATA, SKO IS ABLE TO REPORT ON THE ONLINE REACH AND VIEWING BEHAVIOUR PER TARGET GROUP. SKO IS THE FIRST PARTY WORLDWIDE TO OFFER DAILY ONLINE RATINGS.**

Uniquely, the new research effort is based upon data gathered through a hybrid measuring method that employs both census data and panel data. Data supply commences on January 1st 2016 and includes online ratings from October 1st 2015 onwards. Ratings and reach data on online video commercials will be added in the course of the first half of 2016. SKO is the first party worldwide that is able to offer detailed, high quality online viewing information through a hybrid method.

**Phase 1: measuring online viewing behaviour next to TV set viewing behaviour**

In order to produce a reliable online video currency, data from the SKO Online Panel and SKO Census needs to be combined. This is the first step towards data integration. Initially, the online ratings will include NPO, RTL Netherlands and SBS Broadcasting programmes. Later on, other participants such as Discovery Networks, VIACOM, FOX International Channels Benelux, Disney and Sanoma will join SKO's online effort.

**Phase 2: integration of online viewing behaviour and TV set viewing behaviour**

In the second phase of the project – expected to go live in 2016 – the online video data will be integrated with existing ratings through data fusion. This will result in a cross-media Video Total. From then on, it will be possible to report on the total reach of programmes and video commercials. Users will also be able to keep track of the share of 'offline' and 'online' in the total reach. Of course it is possible, just like in Phase 1 that is currently being finalized, to make analyses per target group.

Bas de Vos, managing director at SKO, explains: "We've had a wonderful time working towards our goal: making online programme ratings available per January 1 2016. The publication of these ratings is only the first phase of a larger whole: the SKO Video Data Integration Model (SKO-VIM). In the course of 2016, SKO-VIM will be instrumental in producing a new addition to our portfolio: the Video Total. With the Video Total, we will be able to report on the total reach of programmes and video commercials. On top of that, it will shed light on the share in total reach of online viewing behaviour and TV-set viewing behaviour."

## First results on online viewing of broadcast content

The first results point out that 21,5% of all the Dutch people of 6 years of age and over were reached by the online programme catalogue of NPO, RTL and SBS. In October 2015, the reach of online programmes was higher for female viewers than male viewers; 23,7% versus 19,3%. The reach within the target groups 13-19 years (24,4%), 20-34 years (30,9%) and 35-49 years (24,7%) was significantly higher than the reach within the target groups 6-12 years (8,7%) and 50+ (17,1%).

Figure: monthly reach October 2015

	REACH %	ABSOLUTE (000)
Total 6+	21,5	3.408
Men 6+	19,3	1.514
Women 6+	23,7	1.894
Age 6-12	8,7	117
Age 13-19	24,4	343
Age 20-34	30,9	967
Age 35-49	24,7	912
Age 50+	17,1	1.069

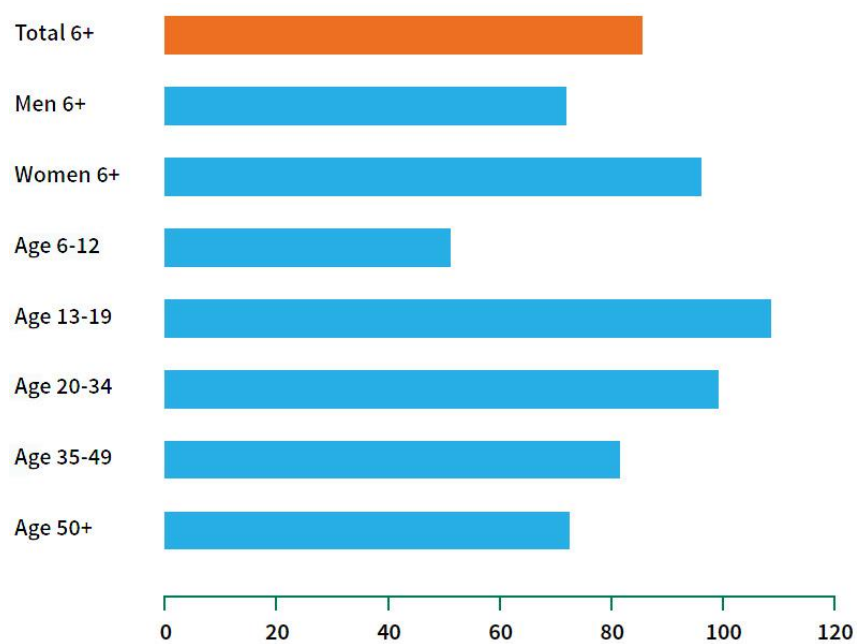
On average, the online viewer of 6 years and over watched online tv for a total of 86,3 minutes. Similarly to reach, the viewing time for females was longer than for males.

Female viewers who watched one or more tv programmes online of either NPO, RTL or SBS, had an average total viewing time of 97,1 minutes. Among male viewers, an average total viewing time of 72,8 minutes was realised.

In October, online viewers of 13-19 years of age realised an average total viewing time of 109,4 minutes. This was the highest average total viewing time. Viewers between 20-34 years came next, with an average viewing time of 100 minutes.

The measurement includes viewing behaviour regarding all available online programme content. Up to 27 days after the broadcast on TV, programmes viewed online can be linked to the original broadcast.

Figure: Viewing time in minutes per month (online viewers)



In order to inform the market, SKO has created a brochure and a factsheet containing more findings gleaned from the data. Brochure and factsheet can be found on the [website](#) of SKO.

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END OF PRESS RELEASE

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