



STICHTING KIJKONDERZOEK

ONDERWERP: FIRST RELEASE ONLINE VIDEO CAMPAIGN DATA FOR RTL, STER, SBS, SANOMA AND DISNEY STARTING ON JUNE 1ST.

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STICHTING KIJKONDERZOEK FIRST JIC WORLDWIDE TO DELIVER DAILY RATINGS ON ONLINE COMMERCIALS AND CAMPAIGNS.

FIRST RELEASE ONLINE VIDEO CAMPAIGN DATA FOR RTL, STER, SBS, SANOMA AND DISNEY STARTS ON JUNE 1.

For the first time, it will be possible to continuously measure and report the reach and online GRPs per target group of online video commercials. This is made possible by combining census and panel data for online commercials and campaigns in SKO's Videodata Integration Model.

What's New?

- With this release, transparently measured and reported census data on campaigns becomes available for the first time. For each individual participating publisher or for the total of all participating publishers, analyses can be made according to sector, device and play out percentages.
- For the first time, we can offer ratings for online video commercials and campaigns: who is watching online? What is the reach of your online efforts? How about the Online GRPs?
- SKO is the world's first JIC to deliver daily, high quality, hybrid data to participating publishers, agencies and advertisers about online campaigns' performance.

The initial release will include campaign data for RTL, SBS, STER, Sanoma and Disney. From Q3 2016 onwards, the releases will include BrandDeli campaign data; the necessary adjustments are currently being made in the measuring system. Together with PMA, we are working on a solution that will enable us to measure campaigns on other video platforms. This effort includes a measuring solution for programmatically purchased online video campaigns. This development is expected to go live towards the end of 2016.

Census data for campaigns and the SKO Video Data Integration Model (SKO-VIM)

In mid 2015, SKO started measuring the number of online play outs of directly purchased campaigns at RTL, SBS, STER, Sanoma, Disney and BrandDeli. These measurements (also known as 'census data') shed light on the total volume per campaign, sector, publisher and device. However, they do not yield information about the number of people - and the profiles of those people - who interacted with the campaigns. SKO-VIM is able to do just that. By combining panel data and census data, reach and ratings in the SKO Online Panel are reported even more accurately.

Census data made possible by IAB's VAST measurements

SKO uses Kantar Media's measuring system for the campaign census data measurements. The system is based upon the so-called VAST protocol (link: <http://www.iab.com/guidelines>). In our current scheme, an SKO tag is automatically added to each play out of each campaign booked by the publisher; this tag measures the relevant data. For more details about this measuring strategy, please visit the SKO website. At the moment, programmatically purchased campaigns are not measured, but we are working hard to make this possible. We expect that the PMA bureaus will be able to add tags to these campaigns, and campaigns on other online video platforms before the end of 2016, thereby enabling measuring of such campaigns.

Phase 2 of SKO-VIM: integration of online viewing behavior and TV screen viewing behavior

In Phase 2 of the project, expected to go live in Q3 2016, data fusion will be used to integrate online video data with existing ratings. This will result in a cross-media VideoTotal. From then on, we will be able to report on the combined reach of programmes and video commercials, and specify the contribution of 'online' and 'offline' to total reach. Of course, it will be possible to make an analysis per target group, as is already the case for the programmes and campaigns included in Phase 1.

Bas de Vos, Director of SKO: *"By adding campaign data to online ratings, we have taken a fundamental step towards our goal: gaining insight into both individual and combined reach of video across all platforms. With our new data, we are the first to be able to provide transparent, independently measured insights into the performance of campaigns. We are not yet able to report on everything, but this is an important first step, and an invitation to everyone active in online video to join this new standard."*

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