



STICHTING KIJKONDERZOEK

SUBJECT: ADOBE GAINS SKO CERTIFICATION FOR ONLINE VIDEO STREAM MEASUREMENT

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AS OF MARCH 6, 2017 ADOBE HAS GAINED SKO'S CERTIFICATION FOR ONLINE VIDEO STREAM MEASUREMENTS.

Test results have shown that census data produced with the Adobe system meets SKO's demands. This means SKO will adopt Adobe Analytics Video Heartbeat as a measuring system to support its effort to gather Online TV & Video census data. Systems that were previously approved by SKO are: comScore, Conviva, GfK Nurago, Kantar Media Spring and Webtrekk.

CERTIFICATION BACKGROUND

In 2008, SKO started measuring and reporting online video streams. comScore's measuring system is used to measure the online catalogue of the most viewed 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 are needed. To test comparability between census data sources, to 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 ADOBE ANALYTICS VIDEO HEARTBEAT MEASURING SYSTEM

In collaboration with its partners in the Online TV & Video project and the Linear Streaming project, SKO tested Adobe Analytics Video Heartbeat. It has successfully completed the live test and is now certified to measure census data of online video streams.

For more information about Adobe Analytics: Video, visit [Adobe.com](https://www.adobe.com)

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