

## Request for Proposal

# MEDIA TIME BUDGETSURVEY (MTBO)

*'MediaTime'*

### Principals:

<b>Sociaal en Cultureel Planbureau</b>	<b>SCP</b>
<b>Nationaal Onderzoek Multimedia</b>	<b>NOM</b>
<b>Nationaal LuisterOnderzoek</b>	<b>NLO</b>
<b>Stichting KijkOnderzoek</b>	<b>SKO</b>
<b>Stichting JIC STIR</b>	<b>STIR</b>



**Contents**

- INTRODUCTION ..... 3**
- 1. BACKGROUND AND GOALS..... 5**
- 2. SUMMARY CONTRACTS 1 & 2: SAMPLE SELECTION & RESEARCH ..... 6**
  - 2.1. Sample selection, recruitment and field work..... 6**
  - 2.3. Research materials ..... 6**
  - 2.4. Data processing ..... 7**
- 3. CONTRACT 3: DATA FUSION AND HUB FUNCTION ..... 8**
  - 3.1 Detail level ..... 8**
  - 3.2 Data fusion ..... 9**
  - 3.3 Data file..... 10**
  - 3.4 Quality and evaluation..... 10**
- 4. CONTRACT 4: REPORTING SOFTWARE ..... 12**
  - 4.1 Website for incidental users of MTBO data ..... 12**
  - 4.2 Analysis tool for experienced users of MTBO data ..... 12**
  - 4.3 Software for fused multimedia file ..... 14**
- 5. CONTRACT FORMAT AND AGREEMENTS ..... 15**
- 6. PLANNING ..... 16**
- 7. PRACTICAL INFORMATION ..... 17**
- 8. OVERVIEW OF REQUESTED SPECIFICATIONS AND PROPOSALS ..... 18**
- APPENDIX 1: Overview of reporting of target groups within HUB ..... 19**
- APPENDIX 2: Description of available data media reach surveys and MSS ..... 20**

## Introduction

This is the Request for proposal for the Media Time Budget Survey (MTBO), to be conducted in 2013. The results of this MTBO will also function as a data hub for the fusion of data from existing media audience surveys. The owners of MTBO aim to have the survey conducted every two years. This Request for Proposal includes the first survey, which is to be conducted in 2013.

Owners of the survey are the *Sociaal en Cultureel Planbureau* (The Netherlands Institute for Social Research, SCP) and the four JIC's that are responsible for media reach research in The Netherlands: *Nationaal Onderzoek Multimedia* (National Readership Survey, NOM), *Nationaal LuisterOnderzoek* (National Listening Research, NLO), *Stichting KijkOnderzoek* (Television audience measurement service, SKO) en *Stichting Internet Reclame* (Internet Commercial Foundation, STIR).

The Statement of Demands consists of four contracts:

1. Sample selection
2. Fieldwork and Data Processing
3. Data Fusion and Hub Function
4. Reporting Software

The first contract is only open for contractors who also submit a proposal for the second contract. The first and second contract are only open for proposals by market research contractors that are member of the *MOA Research Keurmerk Groep*, are ISO20252-certified and are able to do MTBO's field work in The Netherlands. For the third and fourth contract, parties that are able to deliver upon our demands are invited to submit a proposal. All parties are requested to substantiate their experience with relevant references.

Research contractors and parties can submit proposals for different parts of the project. As such, it is possible for several contracts to be granted to a single contractor. Partial proposals should, however, be submitted in a way that enables us to assess them independently. Contractors that are specialized in certain facets of the survey should contact parties that can take care of the remaining parts of a contract themselves. The owners expect complete proposals per contract; proposals that only address parts of the contracts will not be taken into consideration. The only exception to this is contract 4. Here it is possible to separately submit proposals for the time budget and the data fusion parts of this contract.

Proposals will at least be assessed along the following criteria:

- Contents of the proposal;
- Innovative character;
- Experience and references;
- Pricing;
- Flexibility, proactivity, own suggestions.

In this Request for Proposal, only contracts 3 and 4 are discussed in detail. Of the first two contracts, only the main elements are touched upon. The full version of Request for Proposal is available in Dutch.

# 1. BACKGROUND AND GOALS

Since spring 2011, a number of parties have been discussing a concept for a shared time budget survey that is specifically geared towards media (MTBO):

- *Sociaal en Cultureel Planbureau* (SCP);
- *Nationaal Onderzoek Multimedia* (NOM);
- *Nationaal LuisterOnderzoek* (NLO);
- *Stichting KijkOnderzoek* (SKO);
- *Stichting JIC STIR* (STIR).



Starting point of MTBO is a sustained collaboration that should, every two years, result in a survey. 2013 is considered the starting year. This tender requests a proposal for a 2013 survey, with an option for a supplementary survey in 2015. We will not, however, make any commitments for this second survey.

In no way is the MTBO a replacement of the four existing media audience surveys that are the owners of this survey. Because of the aspired sustainability of the MTBO, the survey will offer insights into trends. The independent media audience surveys will remain in place to provide an in-depth, specific and thorough analysis of audience behavior per medium. On top of that, the JIC's supply currencies for the media planning.

The new MTBO must function as a data hub for the fusion of data from the independent media audience surveys. As such, it will have to be able to draw conclusions regarding combined media reach.

The aim of MTBO is twofold. We are interested in both the results of the survey itself and in the possibilities that its role as data hub will create:

- The main idea of MTBO is to create a time budget survey with media as its main focus. All the main daily activities should to be roughly registered, except for media-related activities; those (both multi and cross media) should be registered as specifically as possible, within the limitations of a time budget survey.
- MTBO is used as a data hub to combine the audience data of the four independent media audience surveys NOM, NLO, SKO and STIR. As such, it should be possible to draw conclusions about combined probabilities.

## **2. SUMMARY CONTRACTS 1 & 2: SAMPLE SELECTION & RESEARCH**

### **2.1. Sample selection, recruitment and field work**

A nationwide random probability sample is selected for MTBO. Everyone of 13 years of age and over, belonging to a private household is eligible for the sample. The gross sample should be large enough to realize a net sample of 2800 respondents minimum.

The research contractor will try to build a sample that is representative, also in variables that are not actually weighted (e.g. ethnicity, profession or social class).

Fieldwork takes place in two neutral periods: one in spring (around week 10) and one in fall (around week 40).

Respondents will be questioned for at least 2 days, up to one week at most. During the survey, the days of the week will be evenly represented. Starting days are evenly divided across the week. Contractors will indicate how they think to guarantee an even distribution.

### **2.3. Research materials**

#### **2.3.1 Diary**

The diary consists of the following parts:

- General activities (sleeping, working, etc.);
- Location (at home, on the road, etc.);
- Media activities (listening, viewing, reading, etc.);
- Device (paper, radio or television set, smart phone, etc.);
- Radio/TV channels/titles/sites.

The diary queries these parts in time intervals of 10 minutes. An activity is registered if a minimum of 5 minutes has been spent on it. Per time interval, a maximum of 3 media activities are registered. In measuring media activities, both the activity itself is registered (e.g. viewing, listening) and the device used (e.g. paper, television set, tablet).

Media use at the working place is also measured, as is the amount of media activities that took less than 5 minutes throughout the day (e.g. sms, social media).

The contents of media use are also measured: both for radio and television, the measurement should result in channel-level data. The use of print and internet is measured on the basis of preferred media lists, which are acquired in the basic questionnaire.

#### **2.3.2 Basic and concluding questionnaires**

Respondents are interviewed both before and after the actual survey. The basic and concluding questionnaire will together take about 60 minutes (this duration is possibly the average duration of

several research methods). The amount of time that has to be reserved to fill out these questionnaires may change during the research preparations.

The basic questionnaire will at least address the following (some questions are indicative):

- Socio-demographic characteristics (10-20 questions: sex, age, origin, etc.);
- NPO life styles (about 15 questions, necessary to compile the Life Style groups);
- Media imperatives (10-20 questions: radio, television, print, internet, etc.);
- Reading and visiting frequency with regards to about 60 print titles and 60 websites.

In constructing the questions one should, wherever possible, adhere to the Media Standard Survey (MSS) standards.

The concluding questionnaire will at least need to gather supplementary information about the survey period. This questionnaire should be filled out as soon as possible after the diary.

#### **2.4. Data processing**

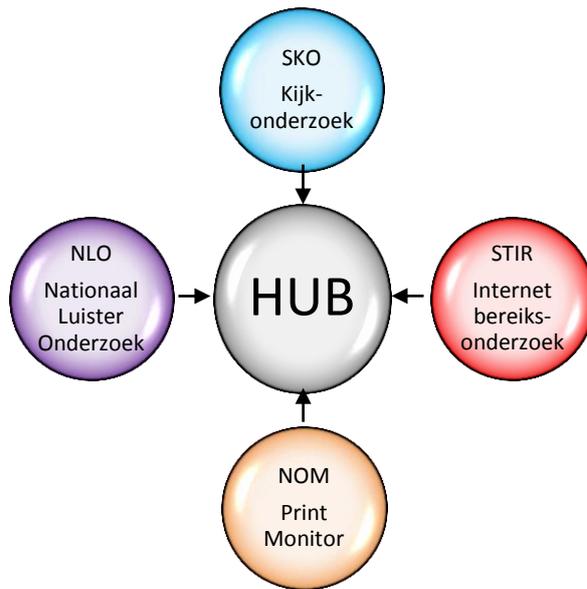
The delivered data consist of two parts: a file of socio-demographic variables and weighting factors and a file containing the survey's raw data. Both files should be supplied in a common format. At the end of the first fieldwork period, temporary files are supplied that can, among other things, be used for the development of the analysis tool described in Contract 4.

We request contractors to indicate how much time they need before they can deliver the data. The research contractor will submit data structure specifications that can serve as input for the software supplier in developing the application.

### 3. CONTRACT 3: DATA FUSION AND HUB FUNCTION

Data gathered in Contract 2 of MTBO also serves as basis for the fusing of different media audience surveys. Data fusion should make it possible to determine combined reach probabilities for internet, print, radio and television for strategic planning. On top of that, contractors are invited to propose other possible uses of fused data.

The following is a schematic representation of the data hub function.



Combined reach is presented next to the reach (currencies) of the separate media, which are used for tactical planning. The reach of separate media should, in the hub, correspond with these currencies, possibly through calibration.

	Subject	Demand	Wish
3.1	Data fusion	<ul style="list-style-type: none"> <li>- Determine combined reach probabilities</li> <li>- Retain currencies after data fusion</li> </ul>	<ul style="list-style-type: none"> <li>- Share thoughts about other possible applications of data fusion</li> </ul>

#### 3.1 Detail level

The fused data should, with regard to reach, retain the level of detail of the separate surveys insofar as possible. The smallest available denominations per survey are as follows:

- NLO Luisteronderzoek: reach per quarter of an hour at a channel level, per 2 months;
- NOM Print Monitor: average issue readership (AIR), yearly data, published twice a year;

- SKO Kijkonderzoek: reach per minute at title/channel level, daily;
- STIR Internet bereiksonderzoek: reach per day on-site, weekly.

With regards to these surveys, contractors will offer insight into the level of detail they think to retain.

It should be possible to draw conclusions about combined reach – depending on the medium – from the following characteristics and combinations of characteristics:

- Target group (all media);
- Day of the week (NLO, SKO & STIR);
- Time slot (NLO, SKO & STIR);
- Channels (10-20 channels tbd per medium; all media).

For selections at a target group level, we take the usual media planning categories as a starting point. Appendix 4 contains a list of examples.

	Subject	Demand	Wish
3.2.1	Level of detail	<ul style="list-style-type: none"> <li>- Insight in level of detail obtained.</li> <li>- Possible to draw conclusions per:               <ul style="list-style-type: none"> <li>▪ Target group (see Appendix 4)</li> <li>▪ Day of the week</li> <li>▪ Period of time</li> <li>▪ channels</li> </ul> </li> </ul>	

### 3.2 Data fusion

Data of each media audience survey needs to be fused to the MTBO independently. When establishing hooks, it is important to align the measurement period of the audience survey with the measurement periods of MTBO.

#### 3.2.1 Linking variables - hooks

The MTBO diary will offer information about both the usage of radio, television, print and internet at a general level and channel/title/site level (for a certain number of channels/titles/sites). More information about website usage and reading of printed media is gathered in the basic questionnaire.

The basic and/or concluding questionnaires will also gather information about socio-demographic variables, media imperatives and ownership of devices. All the audience surveys are already connected through the *Media Standaard Survey* (MSS; an establishment survey, conducted by TNS NIPO); as a result, these variables have already been, for the most part, harmonized between

different media audience surveys. The contractor should, from an early stage, make suggestions about supplementary questions/hooks in the basic and concluding questionnaires that may be necessary to improve data fusion.

Because of the strong overlap between media audience surveys and the *Media Standaard Survey* (MSS), contractors are offered the opportunity to use MSS data for data fusion. MSS is conducted among 5.100 respondents of 13 years of age and over.

The variables per medium type that are the strongest indicators of media use may also be the strongest linking variables/hooks.

Data from the different media audience surveys will be made available for analysis and hooks selection. A comprehensive methodological description of these surveys and of MSS can be found in Appendix 5.

	Subject	Demand	Wish
3.3	Hooks	- Determine the hooks per medium type	- Make suggestions for supplementary questions/hooks for data fusion that can be incorporated into the basic and concluding questionnaire

### 3.3 Data file

Fusion of media audience surveys data and MTBO data results in a data file, which includes the individual media probabilities and the combined probabilities. Next to this file, the contractor will supply a clear set of calculation rules and an analysis manual.

	Subject	Demand	Wish
3.4	Data file	- Data supplied in a respondent level data file - Manual - Calculation rules	

### 3.4 Quality and evaluation

The data fusion process should be transparent and well-documented. Fusion validation and evaluation are compulsory; the contractor will therefore also supply a document that offers insight into the fusion method selected per fusion, the hooks and the way these variables interact with media behavior.

In order to be able assess data fusion quality, we require the contractor to give insight into the following subjects:

- Effectiveness of the MTBO sample after completion of data fusion;
- The number of hooks (on average, per fusion);

Furthermore, contractors should shed light on the indicators they plan to use for the quality of the fused data. We retain the opportunity to have the quality of the fusion assessed by an independent audit.

As mentioned above, the probabilities of separate media in the hub should correspond with the currencies. This will possibly be realized through calibration. Per fusion, contractors should shed light on the calibration process.

	Subject	Demand	Wish
3.5	Quality	<ul style="list-style-type: none"> <li>- Report that offers insight in:               <ul style="list-style-type: none"> <li>▪ Method/technique</li> <li>▪ Selected hooks</li> <li>▪ Correlation with media behavior</li> <li>▪ Effectiveness of sample after the fusion process</li> <li>▪ Quality indicators formulated by contractor</li> <li>▪ Calibration process</li> </ul> </li> </ul>	

## 4. CONTRACT 4: REPORTING SOFTWARE

MTBO data should be reported through analysis software. In this, we perceive two elements. Element 1 consists of the reporting of MTBO data gathered in Contract 2; Element 2 consists of the reporting of the data fusion file (multimedia file) (see Contract 3). Parties are allowed to submit a proposal for one or both of these elements.

With regards to the first element, we make a distinction between two different user groups: incidental users and experienced users. We require a separate reporting tool for each of these groups. However, the tools may contain technical similarities.

### 4.1 Website for incidental users of MTBO data

Incidental users should be offered a convenient tool for analyzing the MTBO data. They should be able to zoom into a limited amount of results, for a limited amount of variables. Which variables should be included in this tool is up for discussion.

In order to allow everyone access to this tool, user friendliness is the most important factor.

	Subject	Demand	Wish
4.1	Website for incidental users	<ul style="list-style-type: none"> <li>- Identification of:               <ul style="list-style-type: none"> <li>▪ Target groups</li> <li>▪ activities: media and general activities</li> <li>▪ time slots (per hour)</li> <li>▪ Result types:</li> <li>▪ reach</li> <li>▪ time spent</li> </ul> </li> <li>- User friendly, accessible interface</li> </ul>	

### 4.2 Analysis tool for experienced users of MTBO data

Experienced users of MTBO data should be able to perform a more detailed analysis. This tool should offer such users the means to perform different analyses. The analysis tool may be either an adaptation of existing software or a newly developed application. The software should be both user friendly and versatile.

The software supplier will offer support to licensees for a period of two years maximum. Support should cover both software installation and software use. Suppliers should describe how they plan to deal with this demand.

The analysis tool offers several data selection possibilities: selection of the usual target groups in media audience surveys, of different activities and of combinations of activities. Channel use and location should also be included. It should be possible to weight the data.

Table 4.2. offers an overview of possible result types. This list is not exhaustive. Calculation rules for these variables should be formulated in collaboration with researchers of the parties involved.

Figures and tables produced by the software should be exportable to other analysis software such as Excel. The tool should also be ready for future expansion with new data.

The software developers will distribute a minimum of 50 user licenses. Each client organization is allowed one single license which covers all the possible users within the organization. Moreover, we will need a specification of the costs of a single license and the bulk costs of 50 licenses.

	Subject	Demand	Wish
4.2	Analysis tool of experienced users	<ul style="list-style-type: none"> <li>- Weighting possible</li> <li>- Selection according to: <ul style="list-style-type: none"> <li>▪ Target groups</li> <li>▪ General activities</li> <li>▪ Media activities and devices</li> <li>▪ content (radio and TV channels, titles, sites)</li> <li>▪ locations</li> <li>▪ combinations of activities (both of general activities and media and of different media)</li> <li>▪ days of the week</li> <li>▪ time slots (accurate per 10 min.)</li> <li>▪ etc.</li> </ul> </li> <li>- Result types: <ul style="list-style-type: none"> <li>▪ reach</li> <li>▪ time spent</li> <li>▪ time spent by users</li> <li>▪ number of episodes</li> <li>▪ etc.</li> </ul> </li> <li>- Exportable to Excel</li> <li>- 50 licenses minimum</li> <li>- 2 years support</li> <li>- User friendly and accessible interface</li> <li>- Specification of costs per 1 single license and per bulk of 50 licenses (including support).</li> </ul>	<ul style="list-style-type: none"> <li>- Generating target groups on the basis of reported behavior</li> </ul>

### 4.3 Software for fused multimedia file

The MTBO will be used as data hub for the fusion of the reach of the four independent media audience surveys. Contract 3 addresses this ambition. The resulting data will also have to be reported through a software application or website.

As such, insight should be offered into the combined reach of all the medium types (radio, television, print and internet). The tool must offer insight into different combinations of media use. For the different target groups (described in appendix 4), insight should be available into:

- Gross reach
- Net reach
- Number of contacts

Results of analyses made in this software should be exportable to other analysis software such as Excel.

The software developers will give a cost specification for bulk licensing of at least 50 licenses. Each client organization receives one single license that is valid for every possible user within the organization.

	Subject	Demand	Wish
4.3	Software for linked file	Selections per: <ul style="list-style-type: none"> <li>- Target group</li> <li>- activities: general</li> <li>- time slots</li> <li>- channel combinations</li> <li>- day of the week</li> <li>- result types:               <ul style="list-style-type: none"> <li>▪ gross reach</li> <li>▪ net reach</li> <li>▪ contract frequency</li> </ul> </li> <li>- Exportable to Excel</li> <li>- 50 licenses minimum</li> <li>- User friendly and accessible interface</li> </ul>	

## **5. CONTRACT FORMAT AND AGREEMENTS**

Research data is the property of the owners of MTBO (SCP, NOM, NLO, SKO and STIR). The final contract will include Key Performance Indicators of the output supplied by the research contractor(s) and further contractors. The quality demands of SCP, NOM, NLO, SKO and STIR will be formulated as Key Performance Indicators (KPI's). Contractors will make a proposal for which KPI's they will use.

The owners will appoint one contact person for all the contacts with the research contractor/and other contractors/parties.

## 6. PLANNING

The following represents the planning of the MTBO tender. Issues that have not yet been determined will be finalized in agreement with the contracted bureaus.

<b>General</b>	
Publication of final version of Request for proposal	18 June 2012
Opportunity for contractors to submit questions (deadline)	20 July
Proposals available	22 August 2012
Presentations of proposals	4 or 11 September 2012
Formulation service level agreement	Fall 2012
Drawing up of contract	Fall 2012
Short list of contractors published	Fall 2012
Granting of contract(s)	Fall 2012
Reporting/presentation	2013-2014
<b>Contract 1: Sample selection</b>	
Sample selection	starting Spring 2013
<b>Contract 2: Survey MTBO</b>	
Survey design	October-December 2012
Fieldwork	Starting Spring 2013
Data delivery	2013
<b>Contract 3: Data fusion and hub function</b>	
Advising MTBO with regards to hub variables	Begin 2013
Data fusion Hub function	Fall 2013
Fusion of media audience surveys	
Development of calculation rules	
Test results available	
Data available	
<b>Contract 4: Reporting software</b>	
Analysis software	2013

## 7. PRACTICAL INFORMATION

NPO will function as contact on behalf of the collaborating parties/owners. For content-related questions, please submit a written request to the email addresses mentioned below. Proposals should also be submitted, in digital format, to these addresses. 8 hard copies of the proposals should be sent to the postal address below

Sjoerd Pennekamp, chairman research group	<a href="mailto:sjoerd.pennekamp@omroep.nl">sjoerd.pennekamp@omroep.nl</a>
	035 677 5113
Jeroen Verspeek, chairman board	<a href="mailto:jeroen.verspeek@omroep.nl">jeroen.verspeek@omroep.nl</a>
	035 677 3683
Postal address	Postbus 26444
	1202 JJ Hilversum

All questions regarding the Request for proposal should be submitted to the contact persons before 20 July. The questions and answers will be distributed to interested research contractors anonymously.

We ask contractors to let us know whether they are considering to submit a proposal. Contractors will receive no compensation for their participation in this tender.

## **8. OVERVIEW OF REQUESTED SPECIFICATIONS AND PROPOSALS**

### **CONTRACT 3**

- Specification of data fusion method.
- Insight in level of detail obtained
- Costs for fusing MTBO with separate audience surveys.
- Specification of data from MTBO and the four media audience surveys needed for analysis and selection of hook variables.
- Description of calculation rules and manual for further analysis
- Description of method, technique and quality assessment by means of self-chosen indicators.

### **CONTRACT 4**

#### **MTBO data**

- Costs of development and maintenance of a website for incidental users.
- Costs of development and maintenance of an analysis tool for experienced users.
- Specification of costs per 50 licensees
- Specification of costs per additional license and per bulk of 50 licenses (including support).

#### **Data resulting from data fusion (hub)**

- Costs of development and maintenance of an analysis tool for experienced users.
- Specification of costs for 50 licenses and more

## **APPENDIX 1: Overview of reporting of target groups within HUB**

A number of target groups should be included in the fused multimedia data. The following represents an example of target groups frequently used for media planning. These target groups are built on the basis of a MOA Gold Standard-compliant questionnaire. The selection should be as detailed as possible, but at the same time as aggregated as necessary.

Target groups can also be built from different MTBO variables (e.g. general activities or platform or location).

- Size of household
- Age of respondent/ household members
- Level of education
- Responsible for household shopping
- Profession and professional level
- Hours spent working per week
- Management, if applicable
- Gross household income
- Country of birth (going back 1 generation, plus partner's origin)
- Media Imperatives per medium type (heavy, average, light media user)
- Region: Nielsen region
- Social class (determined through education and profession information).

## **APPENDIX 2: Description of available data media reach surveys and MSS**

### **NOM Print Monitor**

Since 2001, NOM is responsible for *the* national readership survey in The Netherlands: The NOM Print Monitor. Every year, about 22.000 respondents of 13 years and older are interviewed about their reading habits for 200 newspapers and magazines. On top of that, NPM registers general use of other media. Basis of NPM's sample survey is a random probability sample of about 9.200 respondents, divided in weekly samples of 176 respondents. This sample is expanded with a sample from Intomart's GfK Online Panel, which is stratified according to a number of basic socio-demographic variables (n = ca. 12800, weekly n = 246). The NPM gross sample is selected twice a year and divided in weekly samples. In this way, the sample is, up to a weekly level, representative for the Dutch population (13+).

Since October 2006, NOM uses the Specific Issue Readership (SIR) method to determine the average issue readership (AIR): the covers of individual issues of magazines are presented on screen to respondents, in order to help them remember whether they have actually read the issue in question. In the case of newspapers, the front pages are not shown (just the date and day of the week); research has pointed out that showing the front pages of newspapers does not help the memory. At a respondent level, information about reading the past 4 to 6 issues is available for all newspapers and magazines. On the basis of this information the Average Issue Readership is calculated (reading probabilities). Data are published twice a year and include information about a complete year.

In addition to NOM Print Monitor, NOM also publishes the NOM Print & Target Group Monitor. This single source survey contains detailed information about respondents as consumers, for example leisure time spending, interests and activities, and use of products and brands in many different categories. DGM is a single source follow-up survey to NPM, with about half the respondents of NPM participating. Using ascription, the data is combined with all the NPM respondents. The result is a large data file of about 22.000 respondents, which contains both media and consumer information.

Per respondent, this data file contains the following data:

- Reading probabilities for about 140 magazines
- Reading probabilities for about 40 newspapers
- Reading probabilities for title combinations
- Reading probabilities for newspaper daily issues (Monday, Tuesday, Wednesday, Thursday, Friday, Saturday)
- Total reach at a title level (read/not read in last 12 months)
- Media Imperatives for TV, internet en radio

- Reach probabilities for cinema and free postcards
- Socio-demographic en geographic background information
- NPO Life Style
- Information about leisure time spending, interests and activities, brand and product use in different categories, car use and ownership, shop visiting behavior, values etc.

Contractors can request a detailed technical description at NOM.

## **Nationaal Luister Onderzoek, NLO**

Since January 2012, the Listening Survey has a new name and a new shape: Nationaal Luister Onderzoek (NLO). The survey is conducted by Intomart GfK. The new survey employs a hybrid method with both radio logs and media watches.

### **Radio logs**

The survey is based upon a radio log panel. The listening behavior is measured per quarter of an hour, via a radio log (7.500 diaries per 2-monthly period). Recruitment of the panel who participate with logs (diaries) in NLO is split into two parts: recruitment via RDD (Random Digit Dialing) and recruitment from the Intomart GfK Online Panel (Access Panel). Goal is to report a minimum of 45.000 yearly radiologs and 7.500 two-monthly radiologs, divided between RDD (two-thirds of the total amount of respondents) and Access Panel (one-third of the total amount of respondents).

When recruited in the radio panel, the respondents are first asked to fill out six logs. Each respondents who has filled out the sixth log and whose email address is known, is asked by email to continue to a total of 12 logs. A basic questionnaire is used to recruit respondents, in order to uncover background characteristics such as sex, age and education. Moreover, the first radio log contains NPO's Life Style Questionnaire, which offers insight into the interests and convictions of respondents. There are no media imperatives available.

Radiologs can be filled out on paper and online. Currently, more than 70% is filled out online. In 2012, a smartphone log function will become available. The radio log starts on Saturday morning at 06:00 and contains seven days (i.e. up to Saturday morning at 06:00 the following week). Respondents indicate their listening behavior per quarter of an hour. Next to indicating the channels they listen to, they are also asked to divulge the listening location (choice between "at home", "in the car/on the road", "at work/school" and "other/don't know").

### **Meter panel**

Furthermore, a meter panel of 325 respondents is active for two weeks per month. The panel uses Telecontrol Mediawatch. Results of the meter panel are used to model the quarterly data of the radio log panel into a per-minute level. To this purpose, index numbers are determined at a per-minute level, based upon the per-minute data from the meter panel. In time, the meter panel may provide insight into advertisement reach. Before such modeling becomes possible, meter data will have to be registered for a prolonged period of time. We expect the first reports on advertisement reach in 2013.

### **Sample survey selection**

The radio log panel serves as source for recruitment. Respondents who have submitted an email address may be asked to participate. On top of that, panel members of NLO or respondents of Intomart GfK's online Access Panel may be approached. Respondents cannot participate in radio logging and wear a meter at the same time.

In 2013, harmonized program and spot information for a large number of radio channels will become available.

For more information, please visit [www.nationaalluisteronderzoek.nl](http://www.nationaalluisteronderzoek.nl)

## **Het Kijkonderzoek, SKO**

Since 2002, SKO has been responsible for the television audience measurement in The Netherlands.

Research is conducted by Intomart GfK. Audience data is gathered through a panel of households that use people meters (Taris 5000). Panel respondents are recruited on the basis of a 65-cell matrix. These cells are filled using the Media Standard Survey (MSS), weighted with MOA Golden Standard values. The result is a nationally representative sample survey of at least 1.235 households.

Following the installation of the meters, a face to face interview is conducted at each new panel household. The interview consists of a household and an individual section. For the household section, the main supporter of the family or the housewife is interviewed on such topics as family composition, inventory of audio visual equipment and other relevant characteristics. The individual part of the interview is mostly concerned with socio-demographic backgrounds, media behavior and certain values and affinities. Such information also forms the basis of the life style segmentation used by the *Publieke Omroep* (The Netherlands Public Broadcasting).

The scope or measuring level of the television audience measurement is advertisement contact. It is possible to calculate reach and viewing probabilities at different levels: spot, day (time slot) and campaign (period). It is therefore possible to report on reach during several weeks. SKO reports on a minute level (minimal denomination). Data consists of the daily viewing sessions of ca. 2.800 respondents of 6 years of age and over. Long-term viewing statements per respondent are available.

Detailed background information is updated annually (FtF) and available per respondent. Such information contains socio-demographic data, ownership of media equipment, media imperatives for television, internet, radio, newspapers and magazines, NPO Life Style segmentation and product information. The data also contains files with time shifted viewing (up to and including 6 days after the initial broadcast) and guest viewing behavior

(Viewing behavior of guests in existing households is attributed through imputation techniques at a person level to the panel members who were not watching television at the moment of broadcast. This is done through a separate "virtual" television set "viewing behavior outside of the home").

Harmonized program and spot information is available for 22 channels (see: <http://www.kijkonderzoek.nl/algemene-teksten/algemeen/zenders-in-de-meting.html>)

For more information, please visit:

<http://www.kijkonderzoek.nl/english/methods/methods-and-calculation.html>

## **Internet Mediabereiksonderzoek, STIR 2.0**

The survey employs several measuring techniques.

The following sources are used:

1. Target panel (current *Webmeter* panel) of Intomart GfK: n=5.000 respondents with a great deal of background characteristics available, internet behavior at home and outside of the home, login through an online portal, measurement via tags.
2. World Panel of ComScore: n=20.000 respondents, limited amount of available background characteristics, predominantly internet behavior at home, passive measurement, tag-based and URL-based software measurement.
3. Total measurements of website tags: the complete internet traffic, site-centric. Is used to balance panel data.
4. Non-internet users, n=500 respondents, used for planning file construction (we report on the Dutch population of 6 years of age and above).

This combination of panels and methods enables us to analyze the complete surfing behavior – as a contribution to media planning - of a big panel of 25.000 members, including all available information and smaller sites and content. In total more than 500 websites are researched, on behalf of the weekly media planning data files. On top of that, all remaining sites are also researched, but those are reported on a monthly basis in a ranked chart. This list does not allow for media planning. Campaign measurements are made possible through the same platform; campaign results, therefore, can be related to the planned distribution.

### **Fusion model**

In order to link the panels and measuring methods, we have developed underlying systems that align website definitions with the information added to the tags by the participants. Respondents in both panels are linked and enriched – through fusion – with the available target group data. Data fusion begins with determining which respondents from both panels are most comparable. Segmentation techniques are employed to ensure that the result resembles reality as closely as possible. Fusion cuts both ways; both target groups characteristics *and* visits to untagged sites are made available to the complete combined panel. In this procedure, the surfing location is also determined and fused along the lines of the relation between surfing at home and surfing outside of the home. The merged panel is weighted according to the usual weighting targets and projected on the Dutch surfing population.

### **Calibration model and assessment**

The fused and weighted panel of n=25000 is then used to report on the reach results of the measured sites, including the profiles of the visitors. Furthermore, the number of visits is also reported. Visits are indicative of visiting frequency. Such information allows for detailed planning on reach and visiting frequency, in order to optimize the use of different sites in campaigns.

Once the fusion is completed, a further data adaptation compares the panel results with the measured amounts of visits to individual sites tagged by STIR participants, i.e. site-centric total measurements. Calibration – per day and per individual site – results in a correct representation of internet traffic in panel data. The panel is also weighted along the lines of population norms from the Golden Standard and MSS, rendering the survey representative for both target groups and surfing behavior.

## **Reporting**

Reporting occurs at the following levels:

- Websites
- Groups of websites, subdivided according to:
  - Participants
  - Sales packages
- Separate content, divided into:
  - Video streams
  - Audio streams
  - Further loose content

Reporting also allows for combinations of these levels.

Results of websites participating in STIR are reported as a media planning file on a weekly basis. Each month, a hit list is published on the STIR website, based upon the reach results of the month before.

### **Media Standaard Survey (MSS)**

MSS is a yearly survey commissioned by the organizations in charge of media audience measurement services in Netherlands (SKO, RAB, STIR and NOM) and executed by TNS Nipo.

MSS is important because it allows obtaining common universes for all the media audience measurements in The Netherlands for all the media-ownership and consumption variables needed for recruitment and weighting and that are not available on the MOA Golden Standard. The universes obtained from the MSS represent private households in Nederland as well as individuals of 13 years of age and over and are based on a yearly sample of 6.000 households and 5.100 individuals. A high level of response is required in order to ensure the representativeness of the MSS.

The questionnaire of the MSS includes questions regarding the media use and the presence of media equipment in the household, as well as the media use of persons (selected according to the datum of their next birthday). The questionnaire also includes questions on regional, social and demographic characteristics of the household and the household members. Fieldwork for the MSS is carried out on a continuous basis using a multi-instrument approach. The fieldwork is carried out using written questionnaires, face-to-face, by telephone or online.

To obtain the highest response possible is important given the nature of the survey: researching the composition of the universe for media audience measurement. An MSS precondition is that a maximum of 40% all the interviews are conducted face-to-face.

MSS is reported in a quarterly data-set and a yearly report. Reported results are weighted according to the annual MOA GS data.

For more information see:

<http://www.kijkonderzoek.nl/kijkonderzoek/methodologie/methodologie-v2.html>