



STICHTING KIJKONDERZOEK

WELKOM!

FRANS KOK

MIDDAGVOORZITTER

#SKO2015 -> VOOR VRAGEN AAN DE SPREKERS

AGENDA

Frans Kok

Justin Sampson – BARB:

Bas de Vos – SKO:

Liesbeth Nekkers – GfK:

Pauze

Jonathan Brown, Oliver Pischke,

Jennie Beck – KMA:

Bas de Vos – SKO:

Borrel

Inleiding

Gold standards and innovation

SKO strategie en status projecten

Het nieuwe kijkonderzoek tot en met 2017

Building the factory

SKO planning



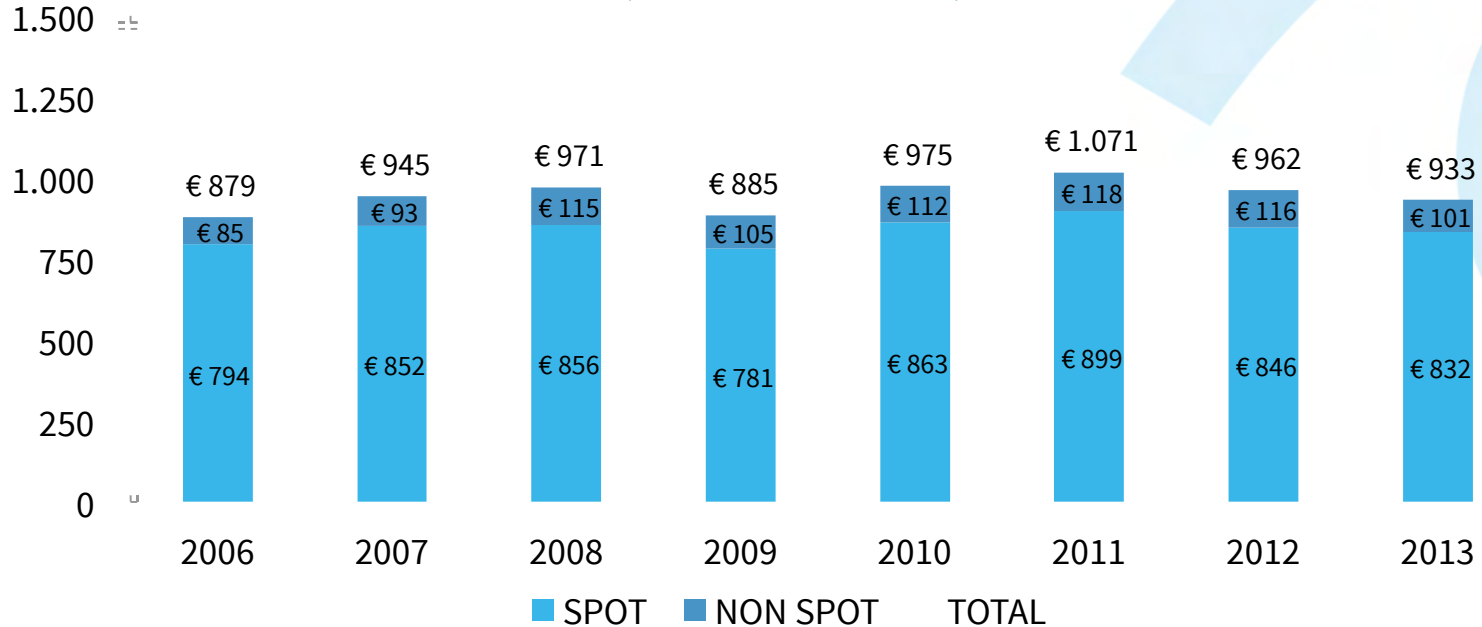
STICHTING KIJKONDERZOEK

INLEIDING

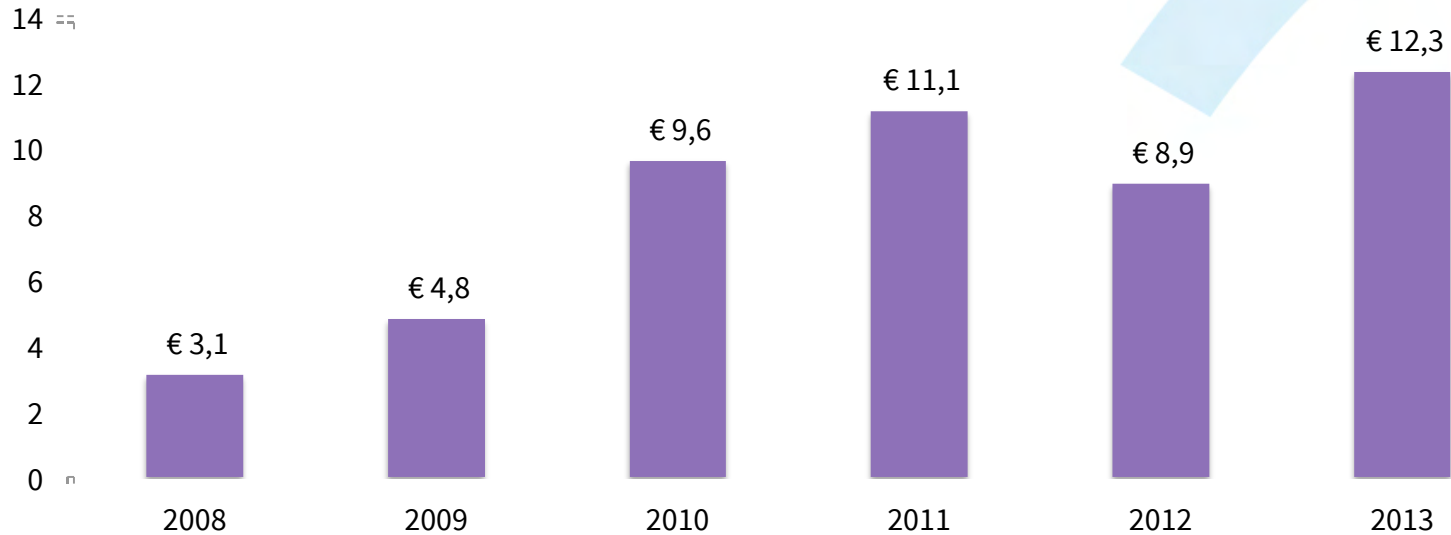


TV: NET ADVERTISING EXPENDITURE, MILLIONS

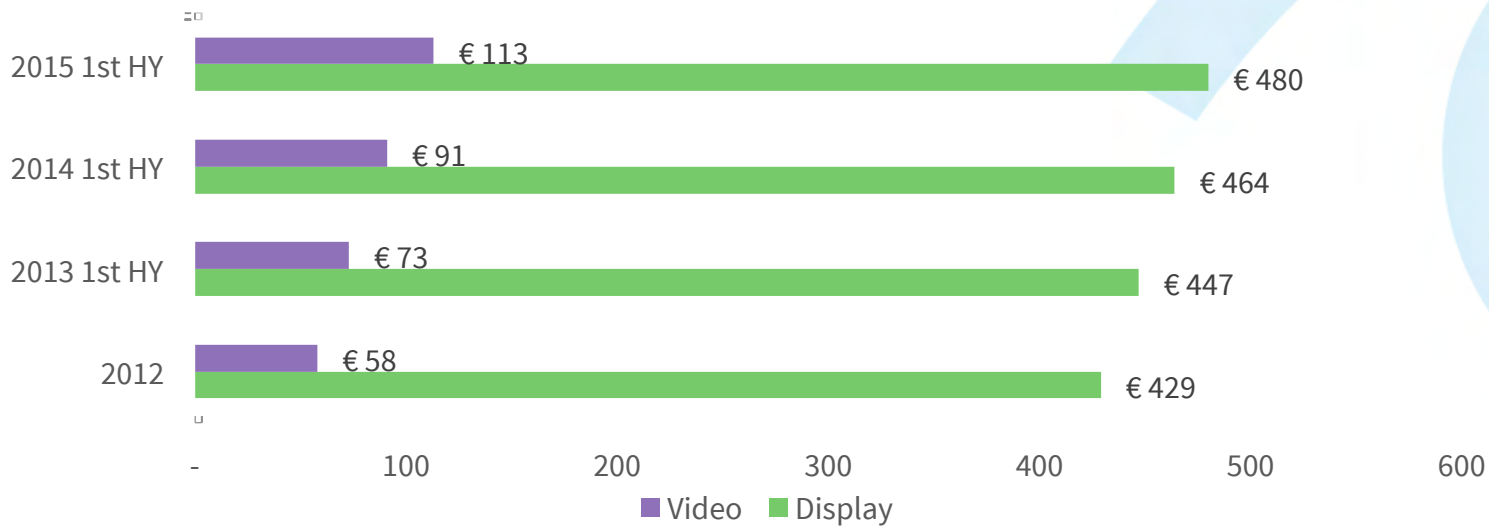
1ST HALF 2014 TOTAL = 476 MLN; SPOT = 442 MLN, NON SPOT = 54 MLN



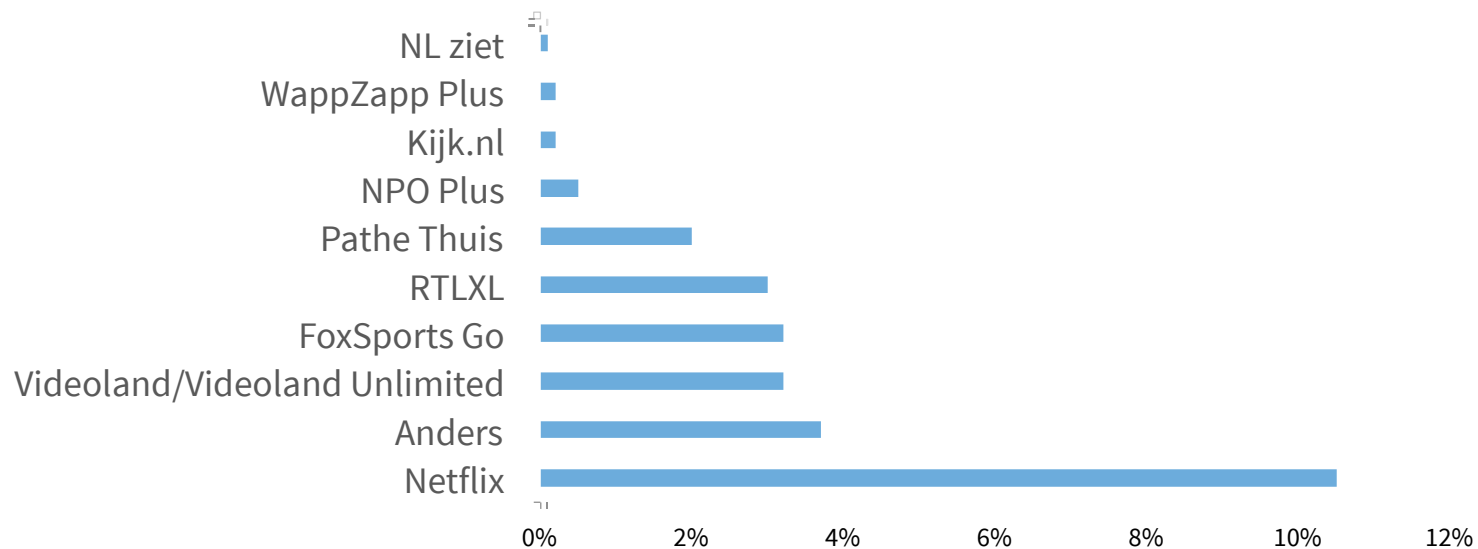
ONLINE VIDEO: NET EXPENDITURE SPOT CHANNELS, MILLIONS 1ST HALF 2014 = 10 MLN



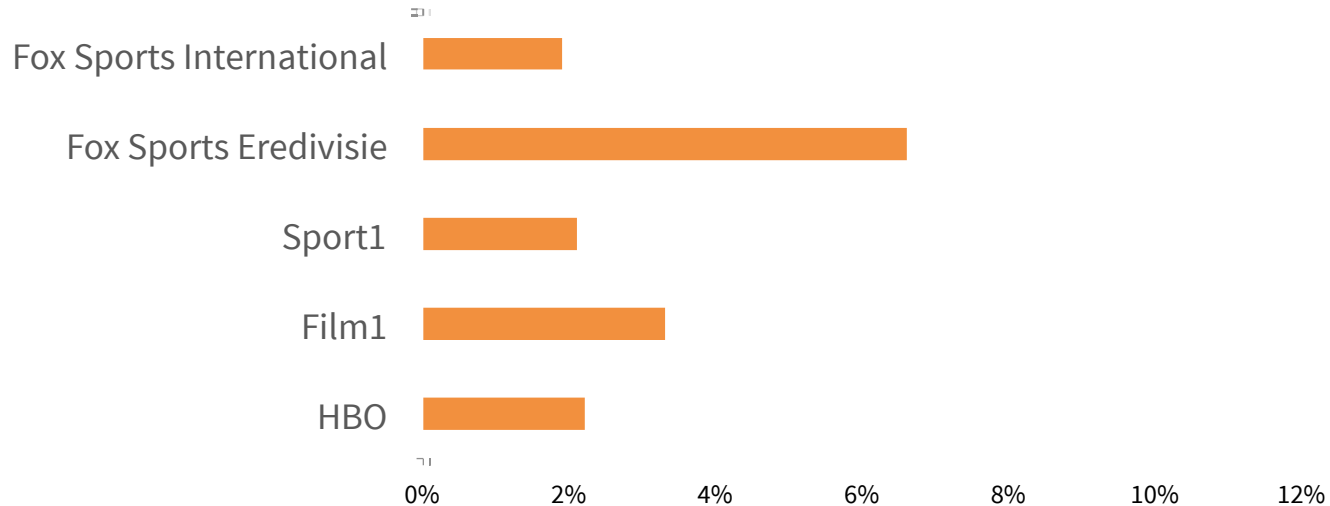
DISPLAY AND AD VIDEO REVENUE (MILLIONS €) FORECAST RTL



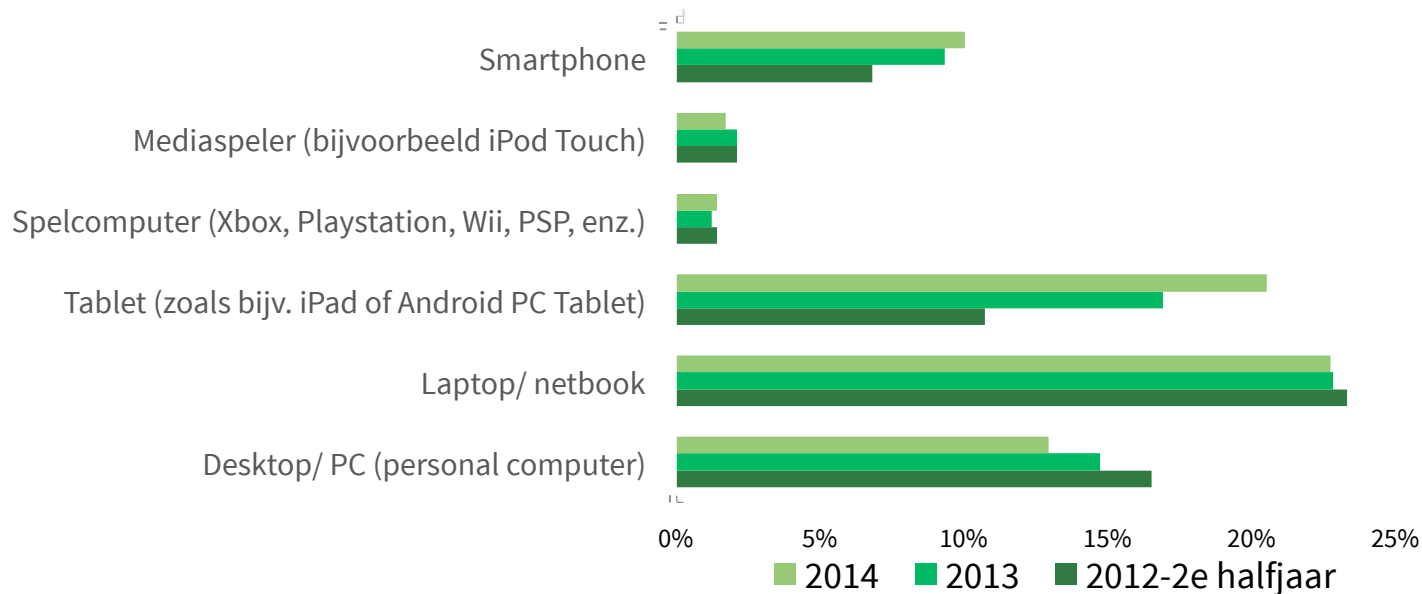
MAAKT UW HUISHOUDEN WEL EENS TEGEN BETALING GEBRUIK VAN EEN OF MEER ONLINE VIDEO SERVICES?



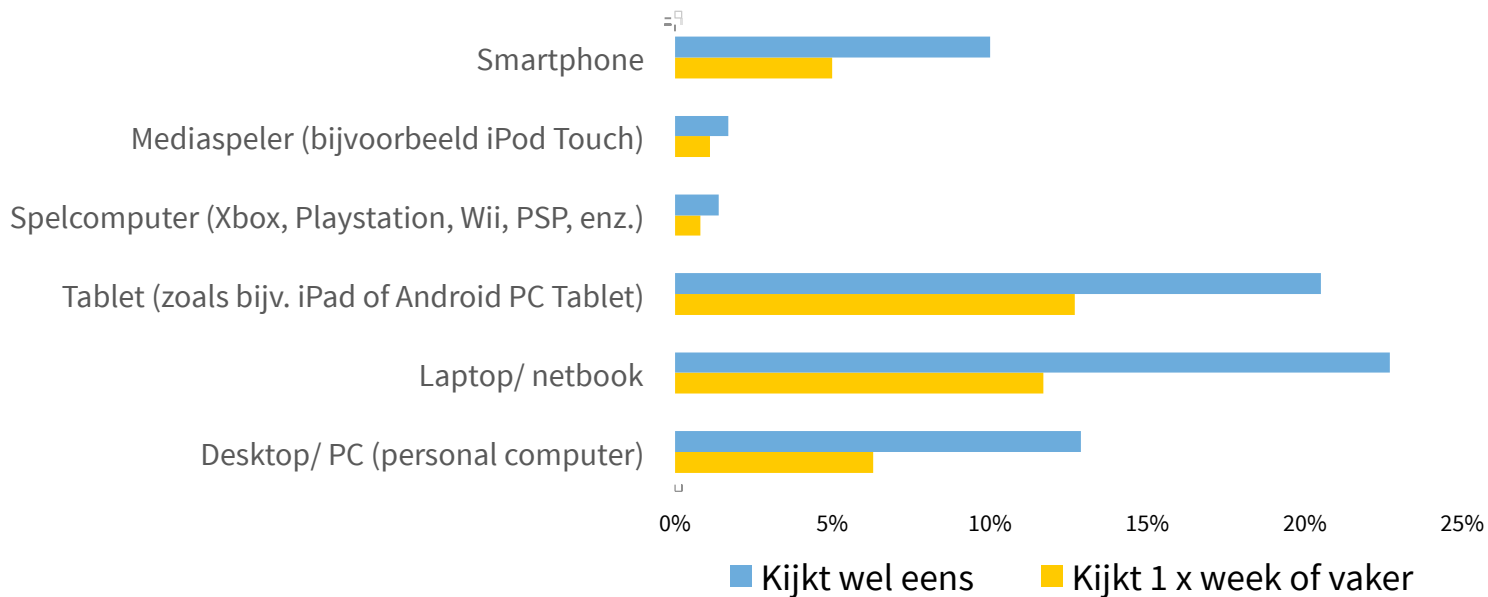
ZENDERPAKKETTEN: ABONNEMENT IN HUISHOUDEN



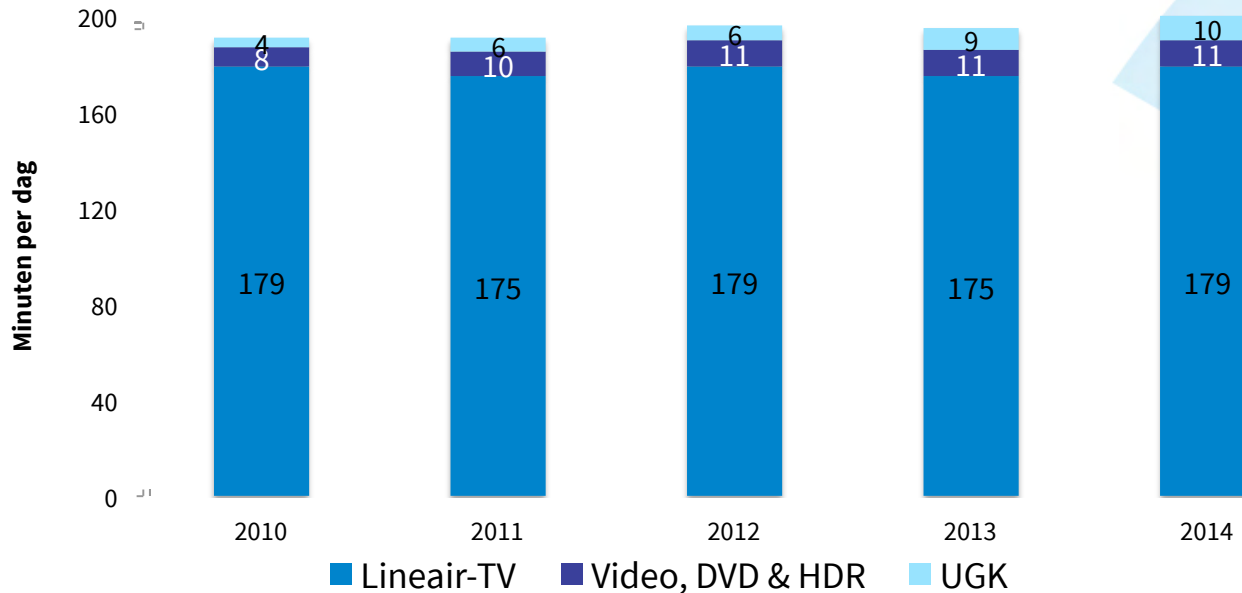
VIA EEN DEVICE (ANDERS DAN HET TV-SCHERM) NAAR UITZENDING(EN) KIJKEN (13+), BRON: MSS



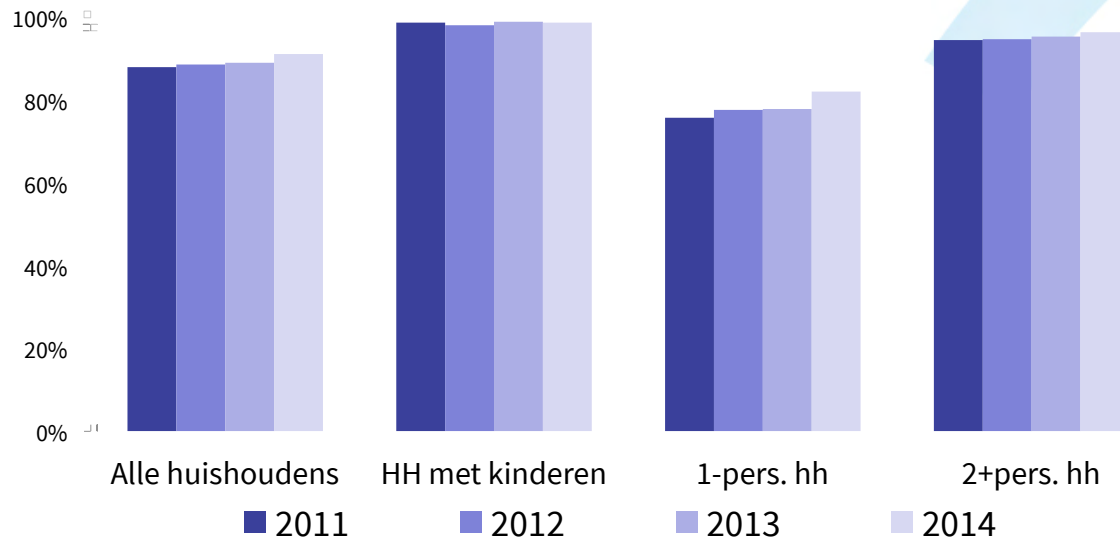
WEL EENS / 1 X PER WEEK OF VAKER VIA EEN DEVICE (ANDERS DAN HET TV-SCHERM) NAAR UITZENDING(EN) KIJKEN (13+), BRON: MSS 2014



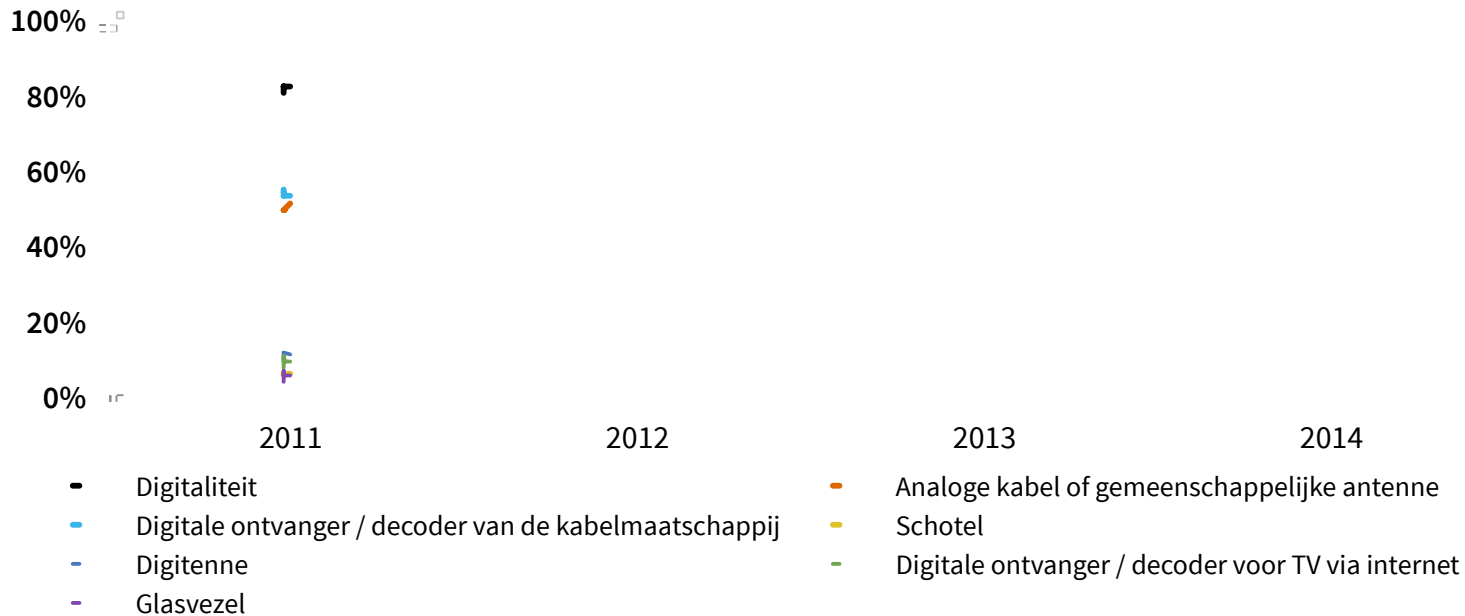
VERDELING GEMIDDELDE KIJKTIJD PER DAG



INTERNETTOEGANG HUISHOUDENS, BRON: MSS

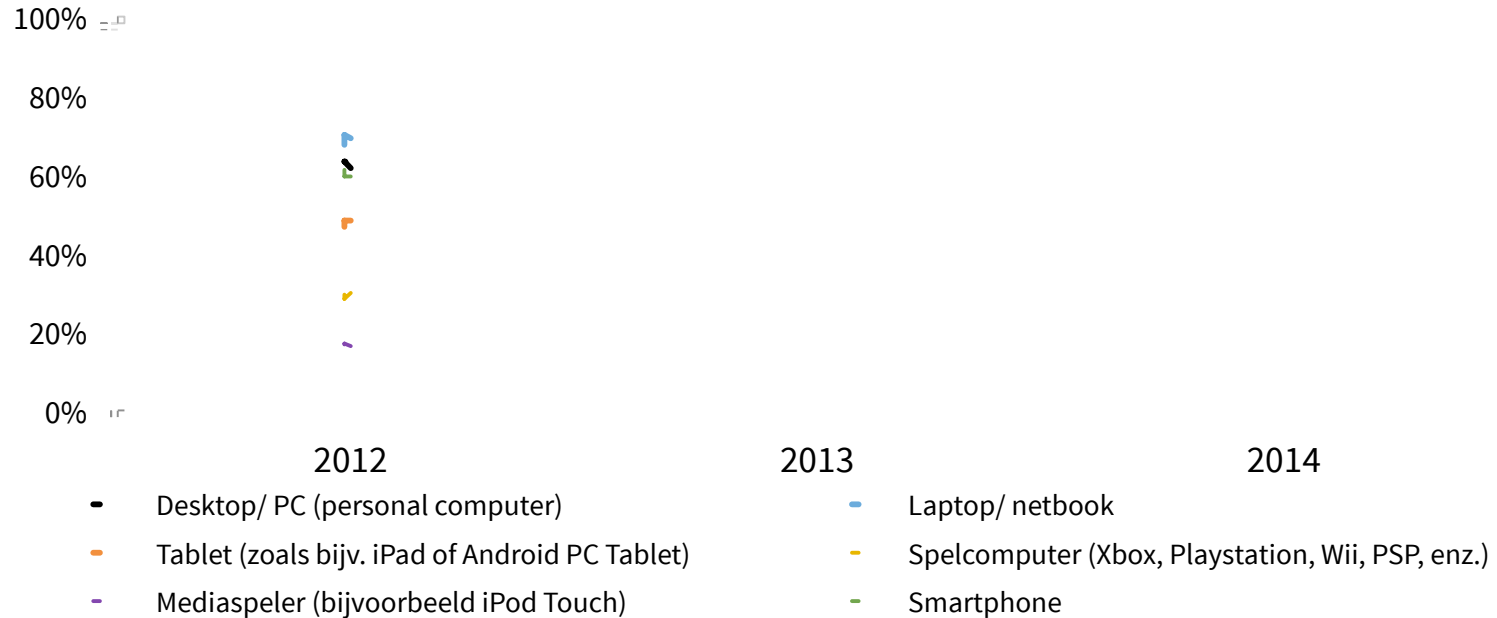


TYPE ONTVANGST TV-SIGNAAL, BRON MSS

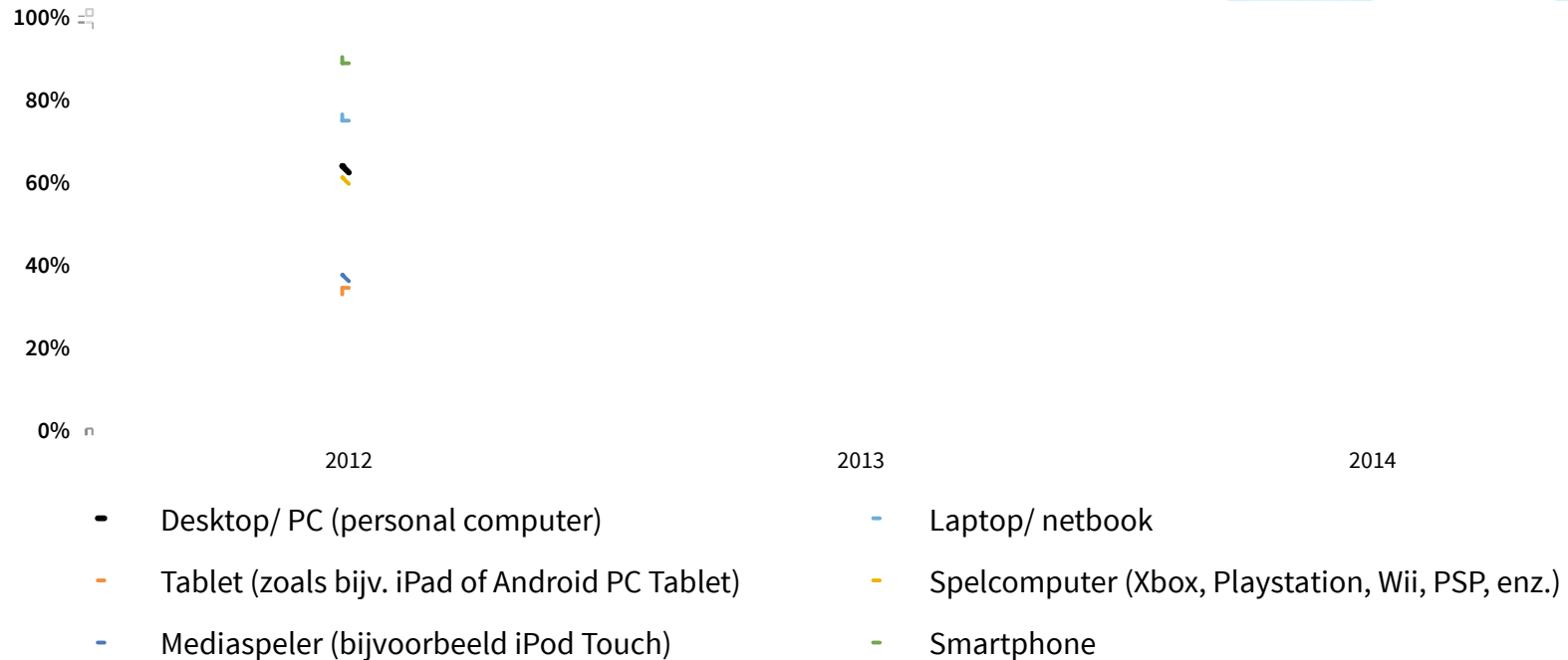


BRON: MSS

BEZIT DEVICES PERSONEN 13+, BRON: MSS



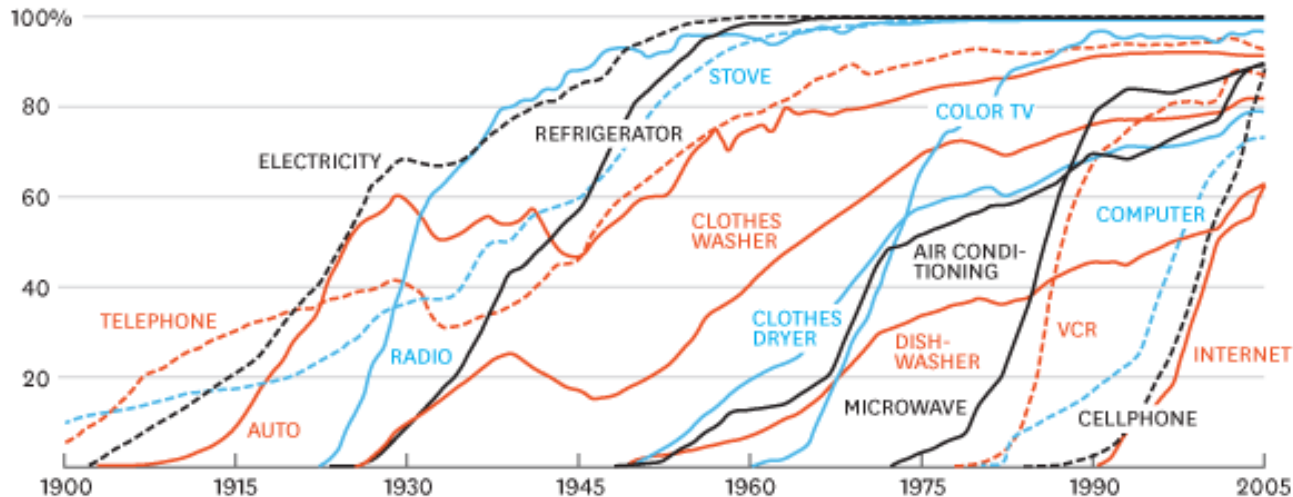
BEZIT DEVICES PERSONEN 13-19 JAAR, BRON: MSS



ADOPTIESNELHEID NIEUWE TECHNOLOGIE

CONSUMPTION SPREADS FASTER TODAY

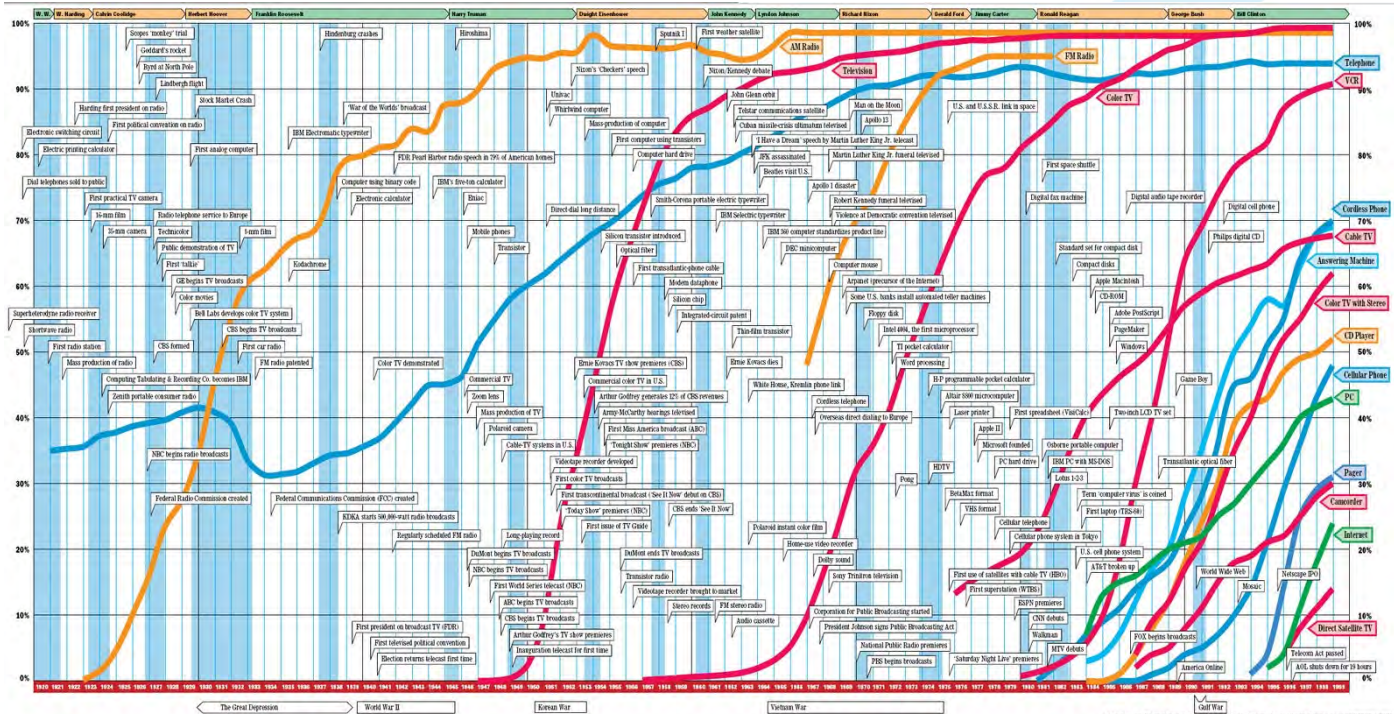
PERCENT OF U.S. HOUSEHOLDS



SOURCE MICHAEL FELTON, THE NEW YORK TIMES

HBR.ORG

ADOPTIESNELHEID NIEUWE TECHNOLOGIE



DIGITAAL DARWINISME: ADOPT OR DIE

