



VIEWER SURVEY

DENMARK

The Viewer Survey

Second by second every day of the year, the TV viewing in Denmark is measured by the Kantar Gallup. Data from the Danish audience measurement system "The Viewer Survey" is used throughout the television and advertising industry for planning, analysis and advertising.

Every Monday, Kantar Gallup issue a press release presenting the top ratings of the past week. See <http://tvm.gallup.dk/tvm/pm/>

The results of the Viewer Survey are reported to clients using Instar Analytics, a customized piece of software enabling users to analyse the data. The Kantar Gallup MediaService unit conducts training courses and provides support for the users of Instar Analytics.

The Viewer Survey 2017

Since 1992, Gallup has measured TV behaviour electronically. The methodology and technology of the measurement system have evolved in pace with the development of television viewing and the technological advancement of television distribution; from analogue to digital, from the living room television set to a multitude of screens of different types and sizes.

On January 1st 2017, the new Danish Viewer Survey is launched. As it is based on multiple data sources, this survey will be presenting even more accurate ratings than the old single source audience system.

Television viewing in the digital age

Today, people are watching television on many different devices and via many different channels of distribution. This has challenged our present rating method as the traditional TV-Meters linked to the panellists' television sets are no longer sufficient to measure the entire bulk of television watched by the entire battery of panellists.

Thus, the parties behind the Viewer Survey have chosen, in cooperation with Kantar Gallup, to include new data collection methods for online television content viewing. The new data sources consist of two digital panels; the Digital Meter Panel and the Web Profile Panel as well as Census Data.

Concurrently with the introduction of the new approach, the ongoing TV Panel is maintained for the measuring of traditional television viewing.

Each day, data are collected from all four sources of data and subsequently fused into one, allowing us to report with a much higher degree of accuracy than before. The inclusion of digital panels also means that the size of the universe is expanded from television households to include households and individuals who have no television sets.

The Digital Meter Panel

This new panels consists of a minimum of 1000 people and will measure all their television viewing on computers/laptop, tablets and smartphones. We will continuously be recruiting panellists and maintaining the same panel standards as apply to the TV Panel. This means that this panel is also representative of the Danish online population.

The Web Profile Panel

This panel consists of more than 25,000 individuals and is devised as a cookie based measurement. We apply first part cookies which are strong with regard to identifying the user. Here, user behaviour in connection with their online use of television content will be registered and the magnitude of data will allow us to map out the diversity of digital consumption.

Census Data

The word "Census" is typically used in connection with an aggregated count, e.g. of an entire population. Here, we are using the term in connection with an aggregated count of all tagged content. Tagging of content makes it possible to correctly identify content and may be compared to a stamp or sticker added to the digital file. The aggregate count is executed at device level and opposed to the Digital Meter Panel and the Web Profile Panel, it measures purely traffic. Census data is the third and last source employed in the Viewer Survey to measure online television content consumption.

The Core Panel

The Core Panel will consist of 1200 households comprising 2600 individuals and will be measuring traditional television viewing on television sets and Smart TV. This panel is the backbone of the Viewer Survey as online viewing data from the three online sources mentioned above, is fused on to the members of the Core Panel. The selection and maintenance of the Core Panel will follow international standards for gold standard panels thus ensuring the representativity of all Danish television households.

Data Fusion

The ratings will be the result of a fusion where data from the three digital online sources are "glued" on top of traditional television viewing. The data fusion is based on a statistically approved "donor" and "recipient" penalty based fusion method which is also employed in other international ratings e.g. in Norway where they have been using data fusion for their official television ratings since 2014.

Contact

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