

THE TVOV (TV&ONLINE VIEWING) PANEL IN NORWAY – LIVE FROM JANUARY 2018

Finnpanel, Helsinki

April 2018

TV AND ONLINE VIDEO AUDIENCE MEASUREMENT

EDITORIAL / COMMERCIAL

TIME OF CONSUMPTION

LIVE / TIME SHIFTED / ON DEMAND

SCREEN

TV / TABLET / MOBILE / PC / MAC / PROJECTOR / ETC.

LOCATION

IN HOME / SECONDARY HOME / OUT OF HOME

BROADCAST

CABLE / IPTV / SATELITE / DTT

ONLINE

WWW

DISTRIBUTION PLATFORM

LINEAR

ON DEMAND

PUBLICATION FORM

NORWAY

WHAT IS IT?

Delivered by Kantar TNS Norway

Several technologies - To measure all platforms, units and locations

Linear viewing in home



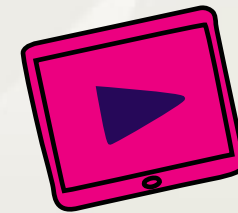
Linear viewing out
of home



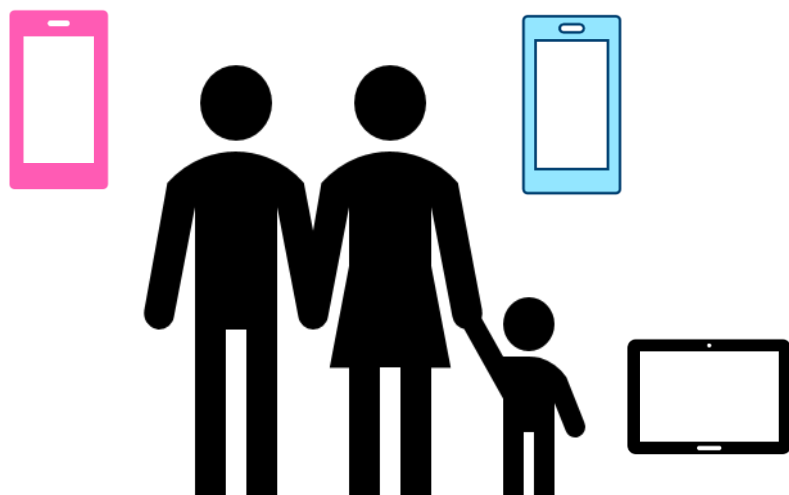
Online video



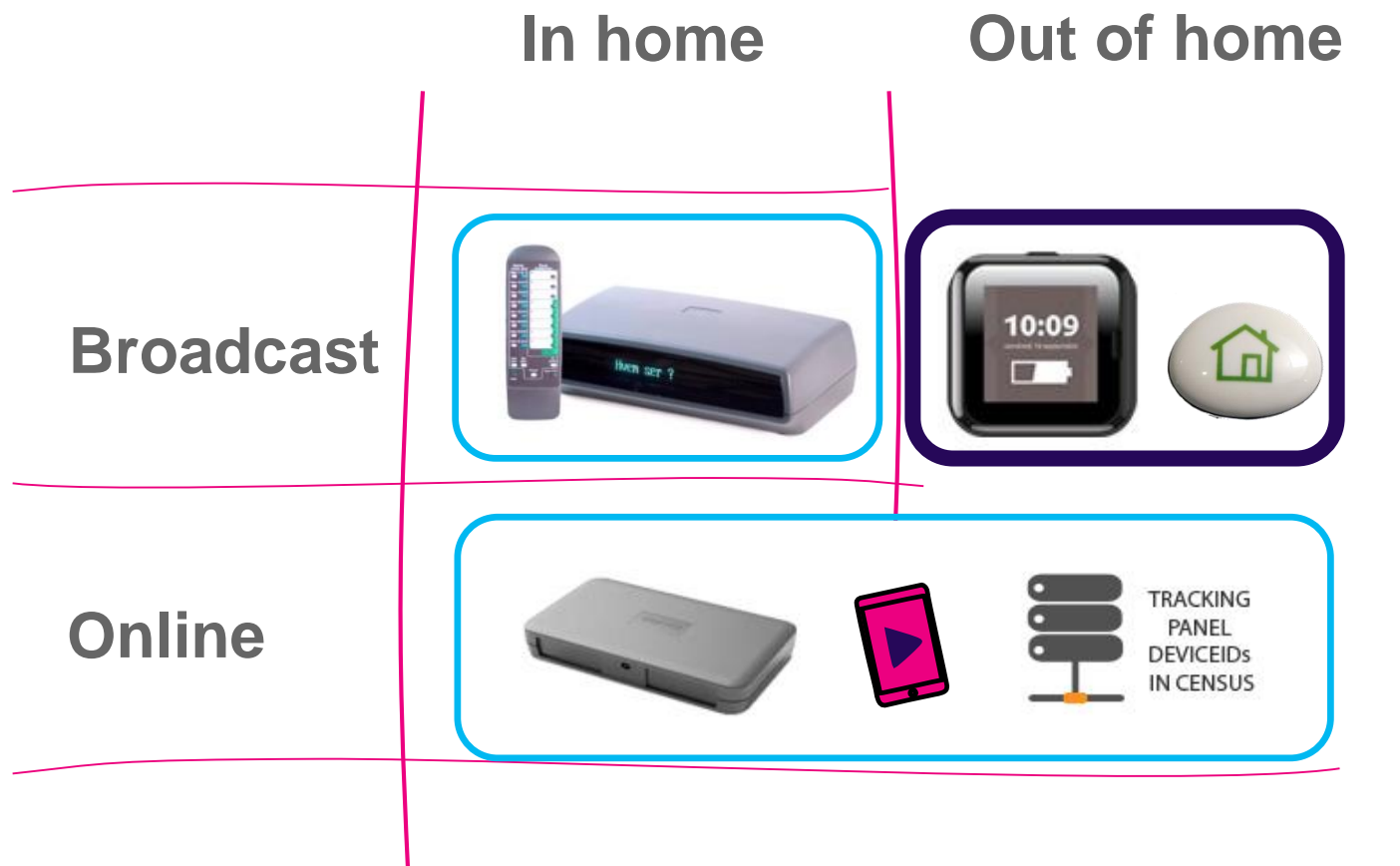
TRACKING
PANEL
DEVICEIDS
IN CENSUS



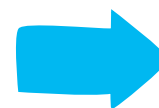
The Focal meter does not «measure» the Contractors, it «stamps» the devices in the household (but it can measure Netflix...)



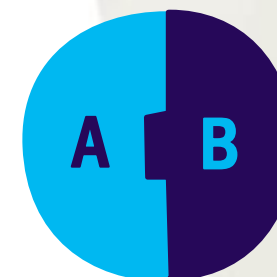
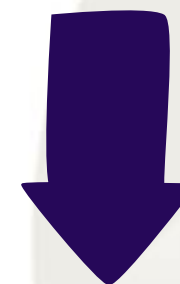
Two panels



Panel A: 3300 persons
2-79 years



Panel B:
1500 persons 10-79
years



+ bringing the data together

- PIV (probability of individual viewing)
- VPE (virtual panel expansion)
- Harmonisation of panel and census data

...so:

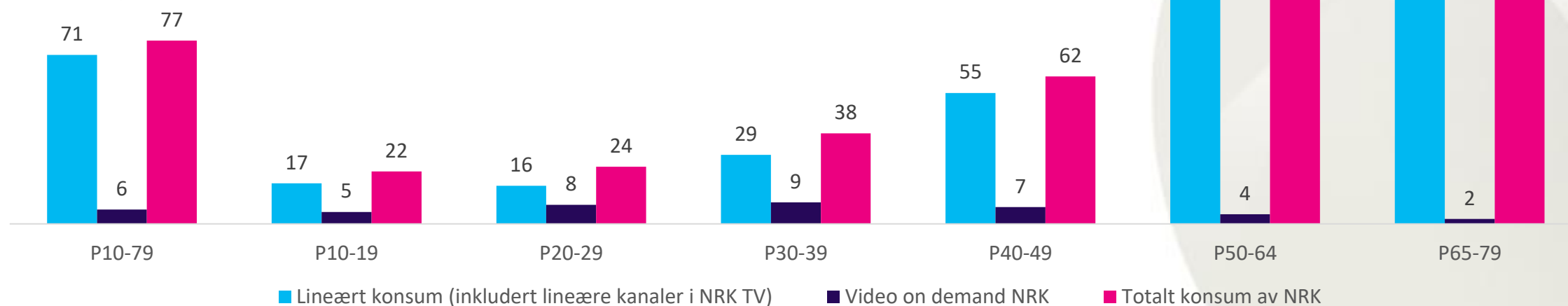
2 panels with 3 meters, some harmonisations and fusions and we have:

OUTPUT

Currency data

Av. Time spent on NRKs linear channels and streaming services January 2018

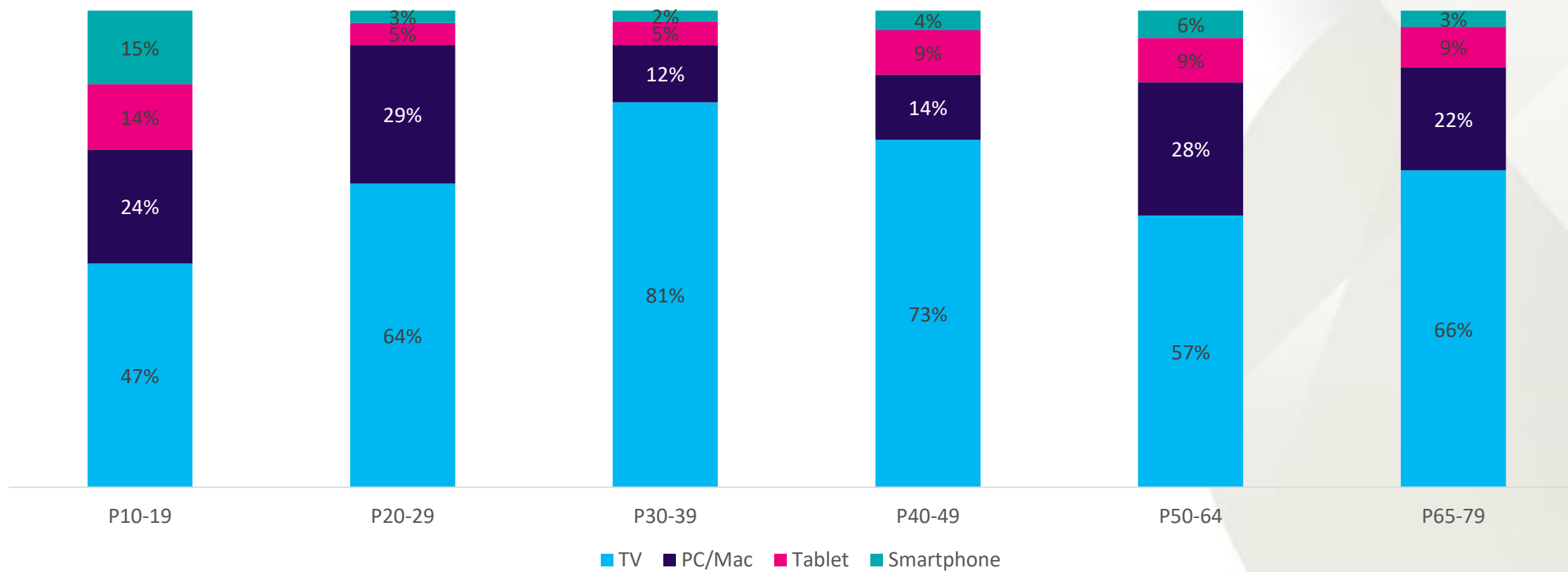
Matches earlier data
from TAM + Scores



Kilde: TV-meter (2016-2017) og TVOV (2018)

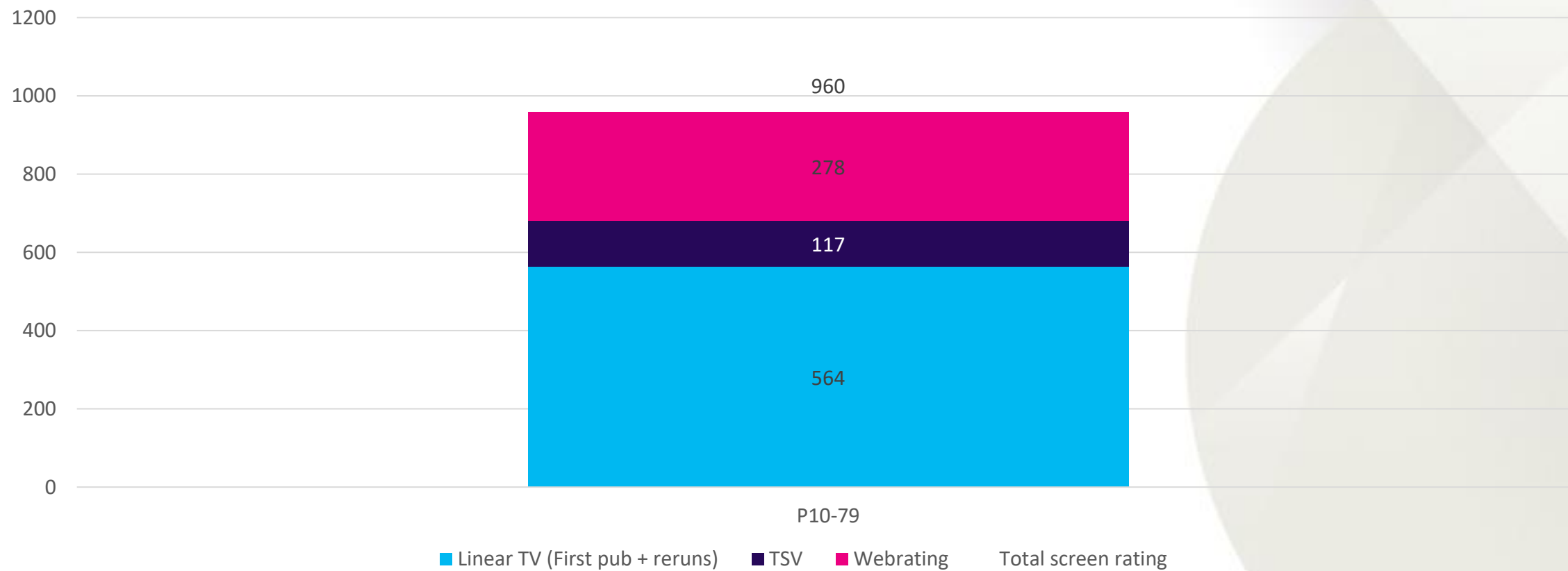
Share of time spent on NRKs player by screen

NRK TV januar 2018

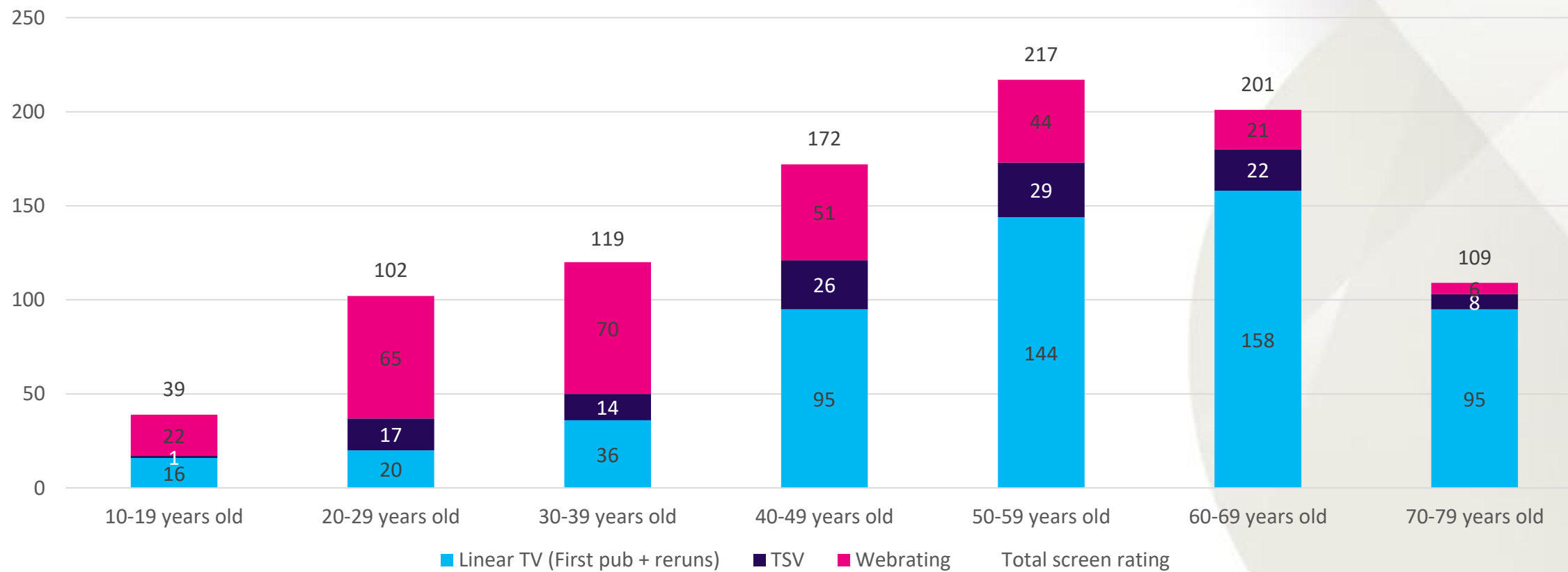


Kilde: TVOV-undersøkelsen (2018)

Total screen rating Broen ep.1 season 4

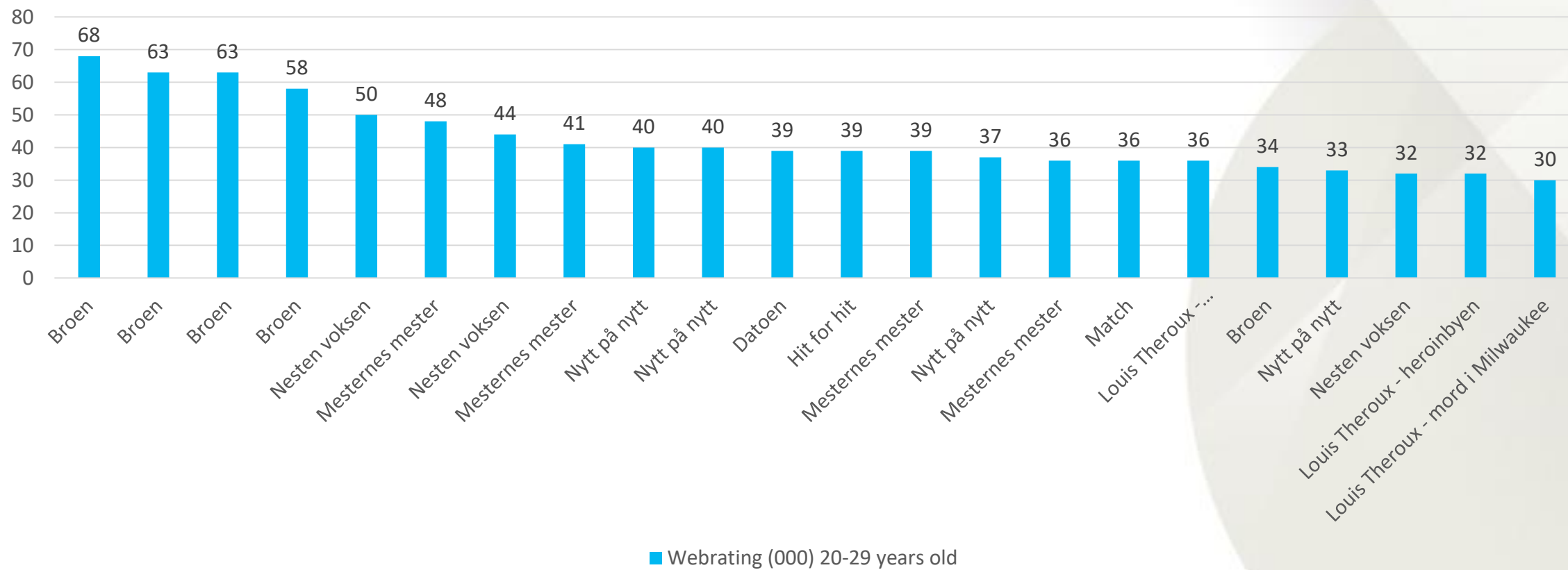


Total screen rating Broen ep.1 season 4



Topp 20 – januar NRK TV

20-29 year olds



Struggles and challenges: Expected vs actual complexity

- Testing phase, resources and run up before Xmas
- Software capabilities (processing + calculations)
- Metadata delivery and handling
- Processing and data delivery
- Communication between us and to the market

....but: we are up and running, and hopefully getting better all the time