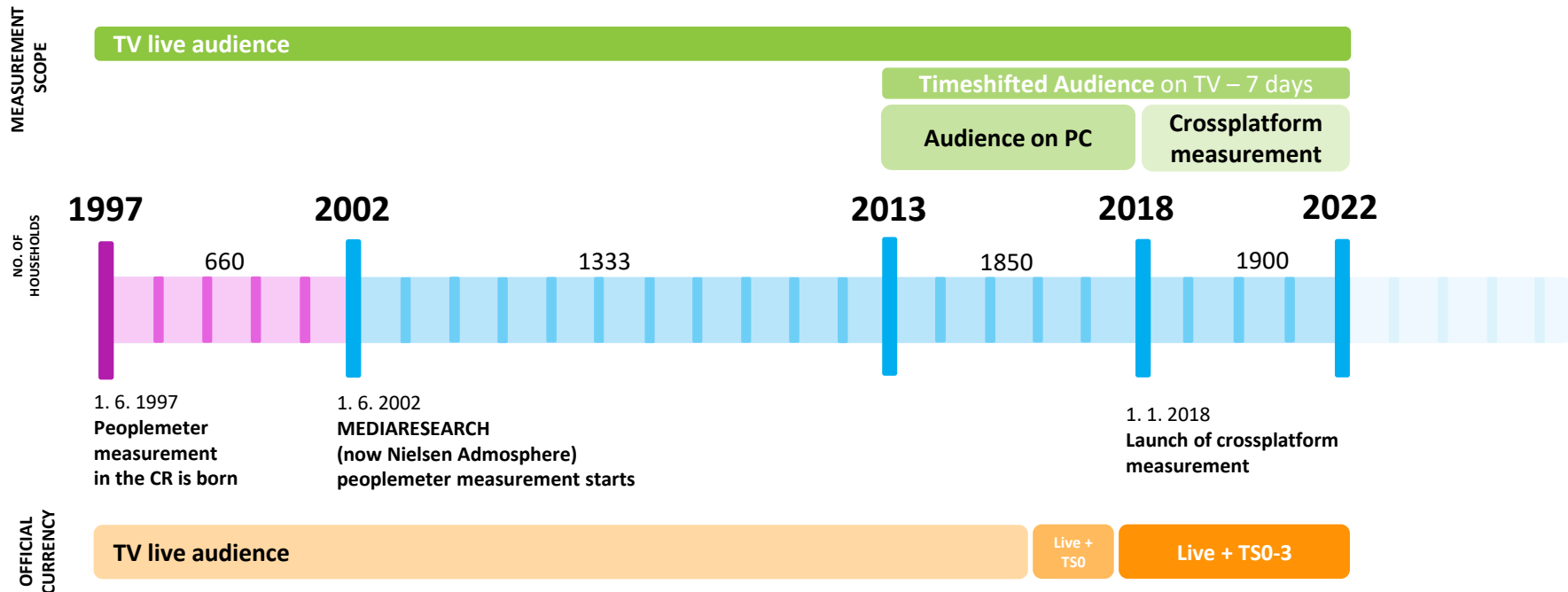


Total Audience

What stage is the Czech Republic going through now?

Tereza Šimečková

TIMELINE



MAIN PARAMETERS OF MEASUREMENT IN CR



All TV sets
in households

Measurement of up to
100 TV channels



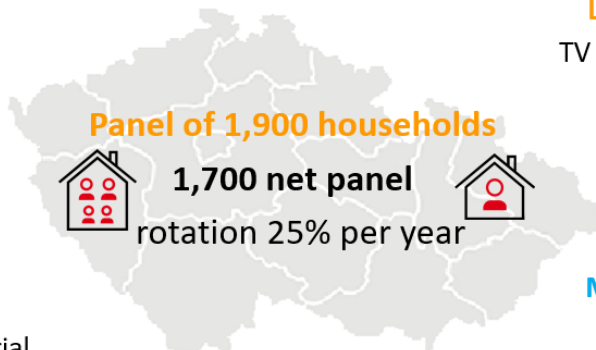
All TV platforms
Satellite, cable, IPTV, terrestrial

Audiomatching



Real Time Data

Data to the level of
seconds



Continual Survey
12,000 households/year

Lifestyle Survey (LSS)

15+ and children 4–14 y. o.



Live and timeshifted

TV audience (0–7 days)



Data available
next day **to 8:00**

Measurement of guests



**Measurement of audience
on digital devices**

PC, tablet, smartphone, smart TV, HbbTV

Adwind Kite

Analytical cloud SW



Regular

Quality Check by Nielsen

SINCE 2014 NIELSEN ADMOSPHERE IS PART OF NIELSEN



nielsen
.....

DIGITAL TV CENSUS IN CZECH TAM

Since 2018, **site centric** measurement is delivering **census volumetrics**

Technology:	Nielsen SDK
Devices:	PC + Smartphone + Tablet + Smart TV (HbbTV)
Platforms:	Browser + Mobile App + HbbTV
Measured:	Programs + Ad spots + Static content (in HbbTV)
Viewing:	VOD + Live
Reporting:	Adwind Kite using „contingency tables“
Metrics:	Views (# views) + TTS (Total Time Spent) + derived
Dimensions:	date, device type, medium, content type, content description...

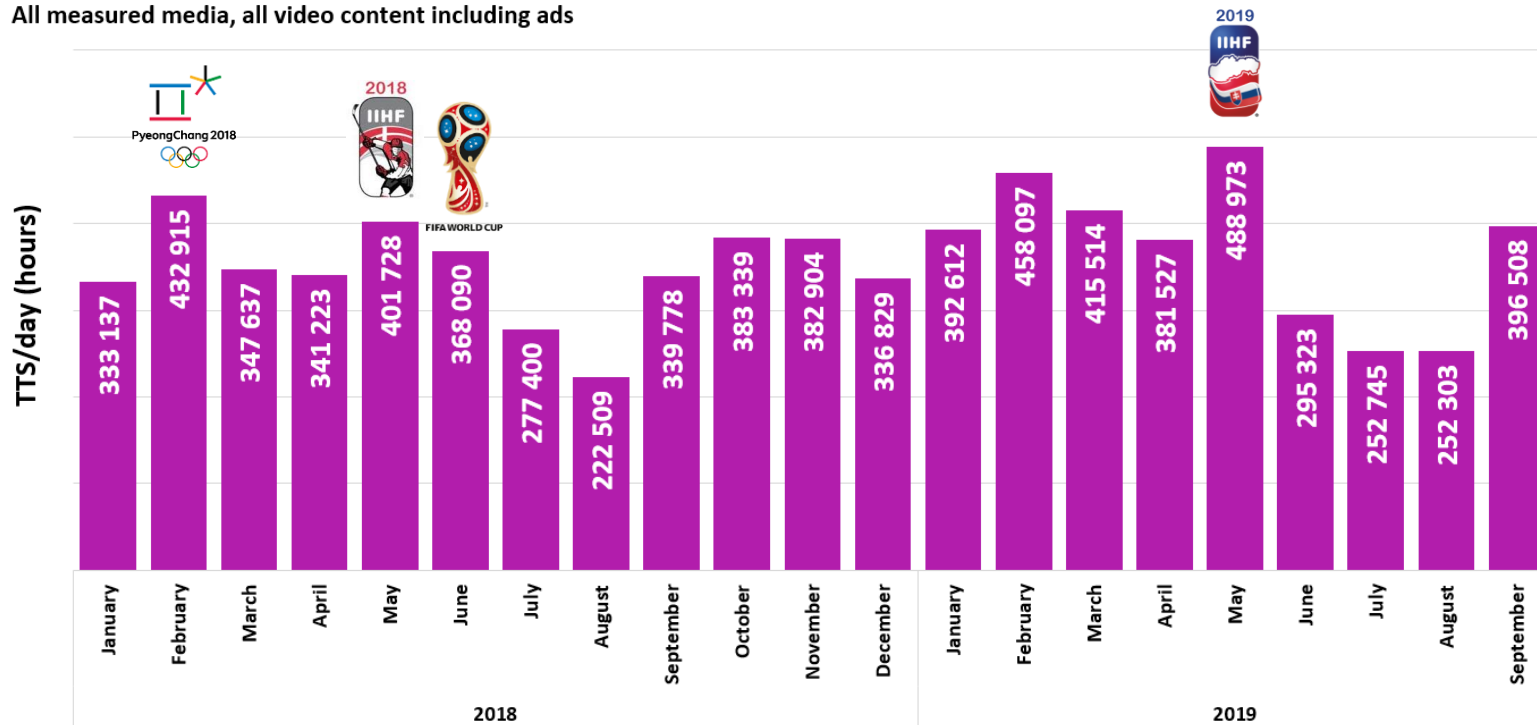
A person is lying on a dark grey couch, watching television on a blue laptop. Their bare feet are visible in the foreground, resting on a light-colored ottoman. The background features a yellow wall, a framed picture, and a dark wooden door. A semi-transparent grey banner with white text is overlaid on the center of the image.

Czech people watch TV broadcasters online

DEVELOPMENT TTS/DAY

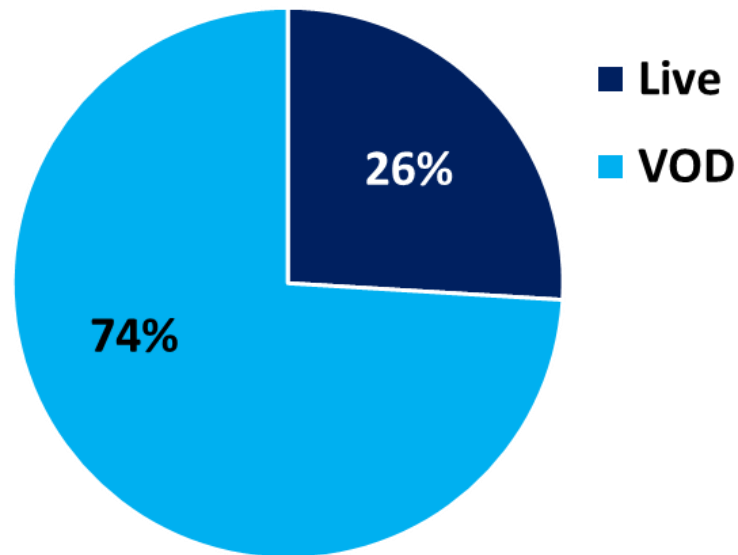
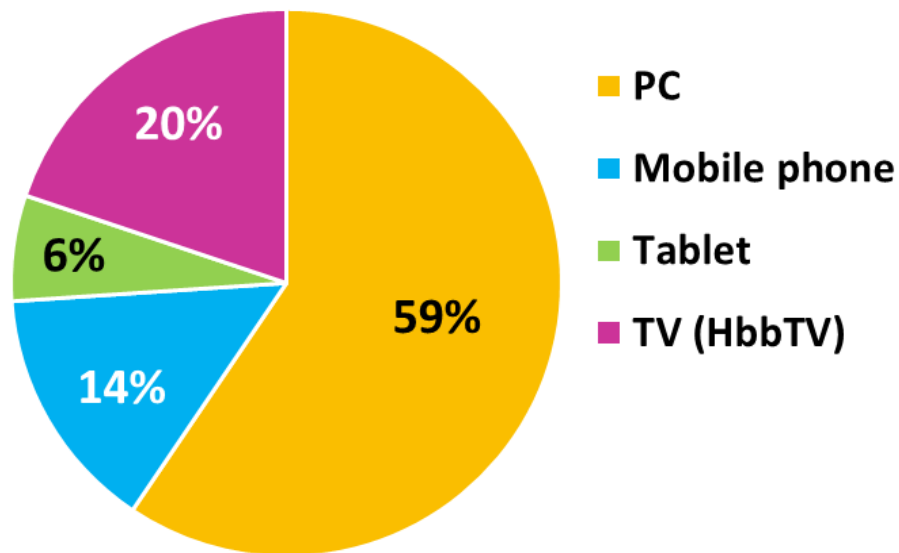
Monthly development of TTS/day

All measured media, all video content including ads



Source: ATO – Nielsen Atmosphere, Online audience 1. 1. 2018 - 22. 9. 2019

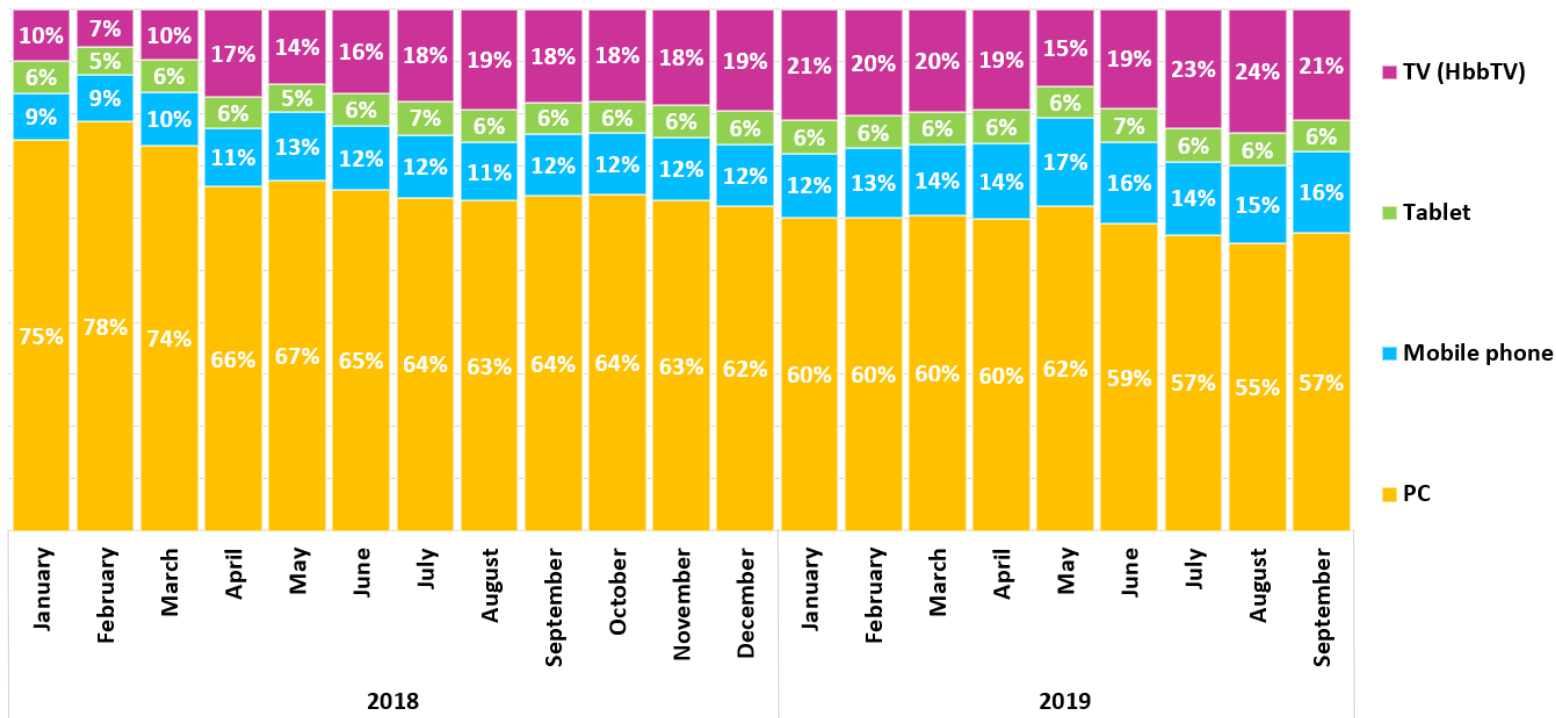
DIGITAL TV VIEWING IN CZECHIA IN DETAIL



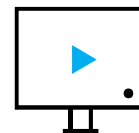
Source: ATO – Nielsen Admosphere, TTS for TV video content and embedded videos, Jan–Sep 2019

DEVELOPMENT TTS/DEVICES

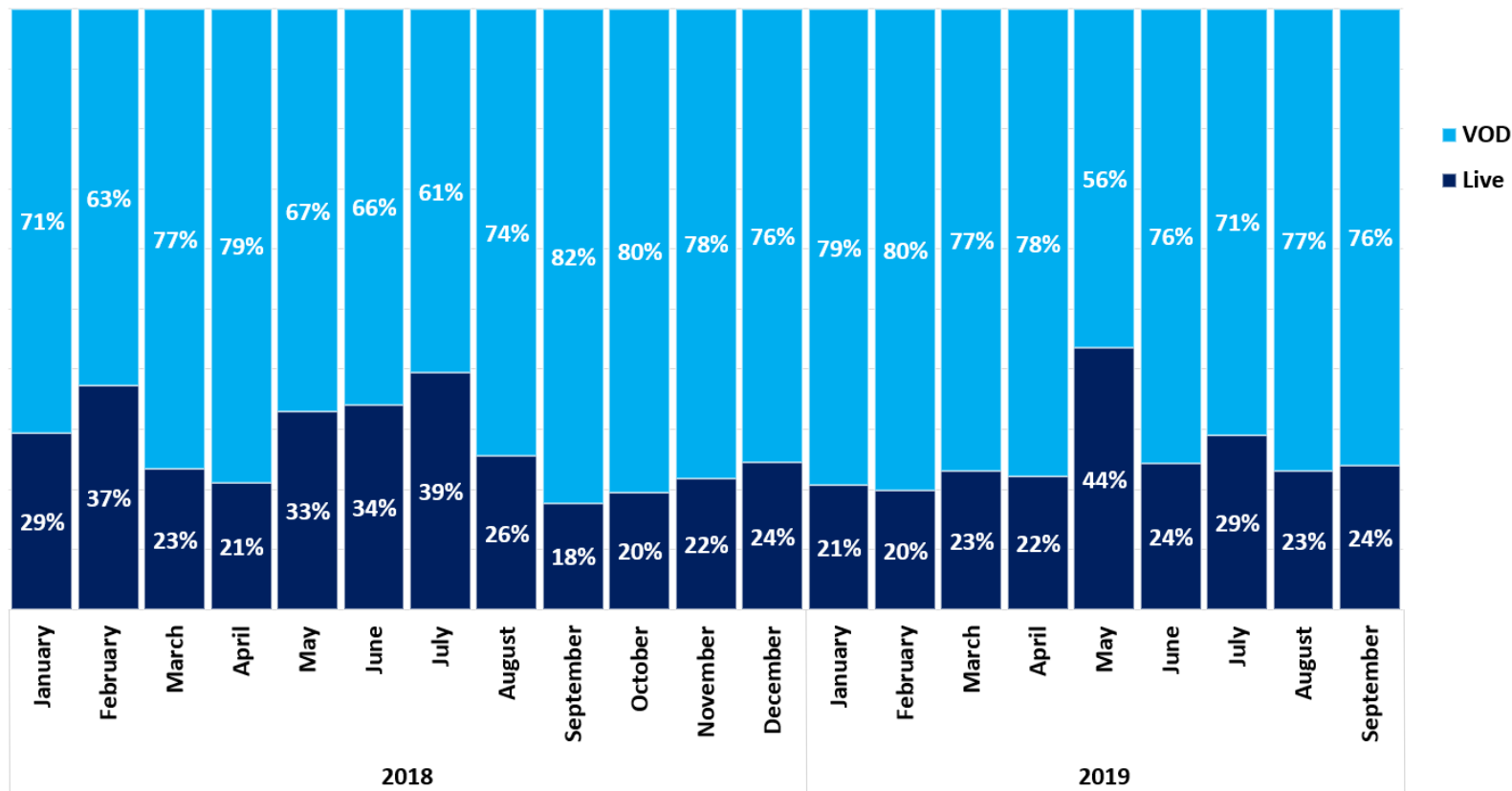
Share development of viewed content - by device
All measured media, all video content including ads



Source: ATO – Nielsen Atmosphere, Online audience 1. 1. 2018 - 22. 9. 2019



ONLINE TV: VOD VS LIVE



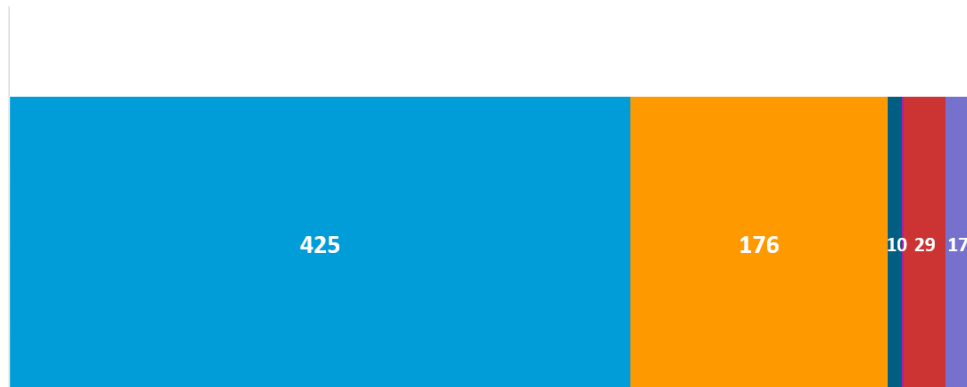
Source: ATO – Nielsen Admosphere, Online audience 1. 1. 2018 - 22. 9. 2019

A close-up photograph of a person's hand holding a black remote control, pointing it towards the right. In the background, another person is visible, holding a bowl of popcorn and eating. The scene is set indoors, likely in a living room.

Crossplatform: Let's have a look at Czech TV series



1ST EPISODE OF THE NEW SEASON, TG 15–64



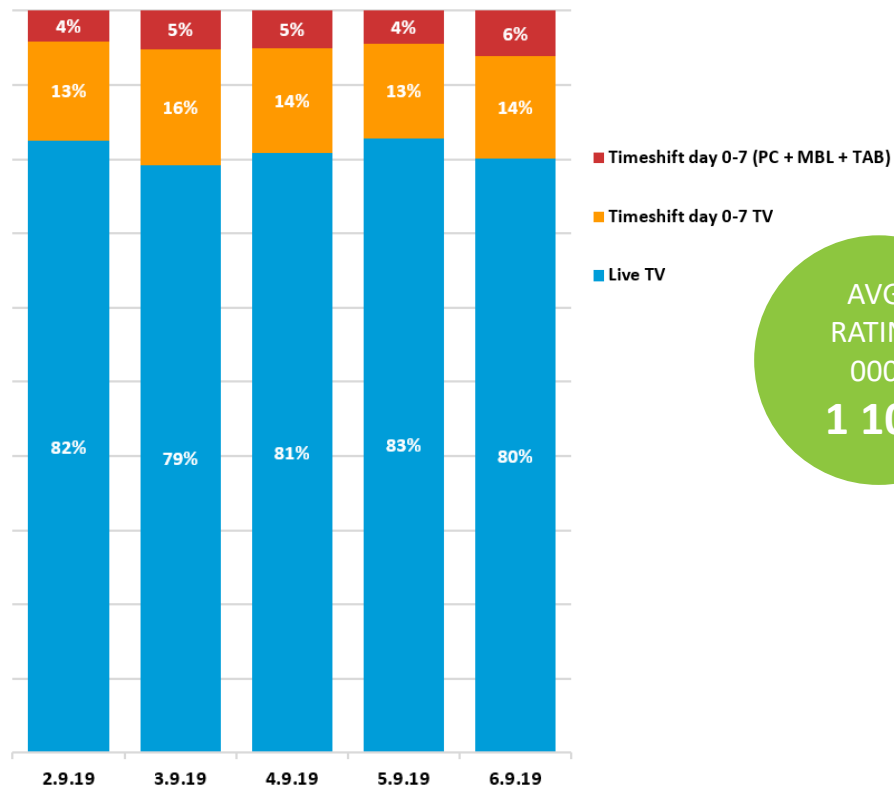
- Live TV
- Timeshift day 0-7 TV
- Timeshift day 8-30 TV
- Live (PC + MBL + TAB)
- Timeshift day 0-7 (PC + MBL + TAB)
- Timeshift day 8-30 (PC + MBL + TAB)



RATING
000:
658



SERIES EPISODES, SEPTEMBER 2019, TG 4+



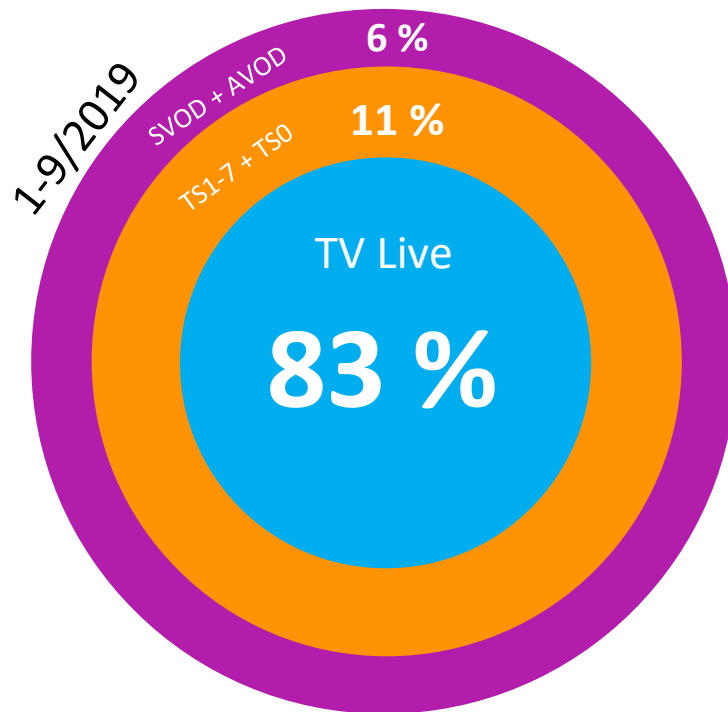
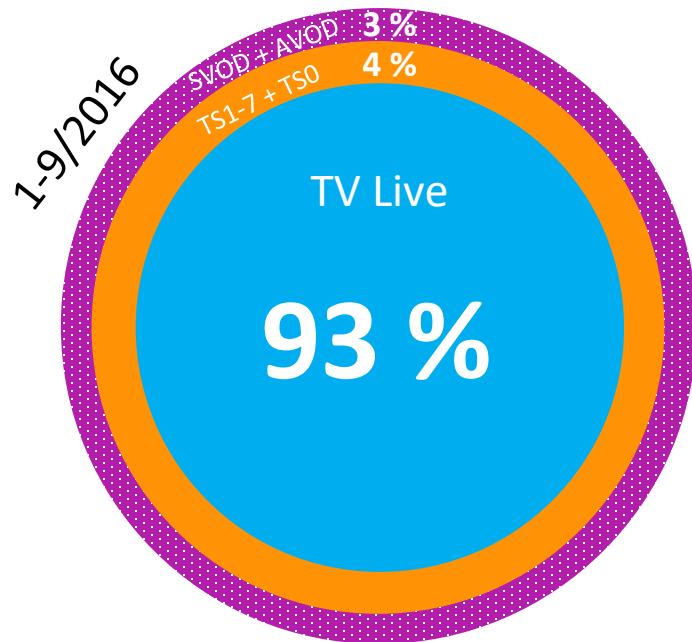
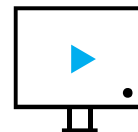
AVG.
RATING
000:
1 104



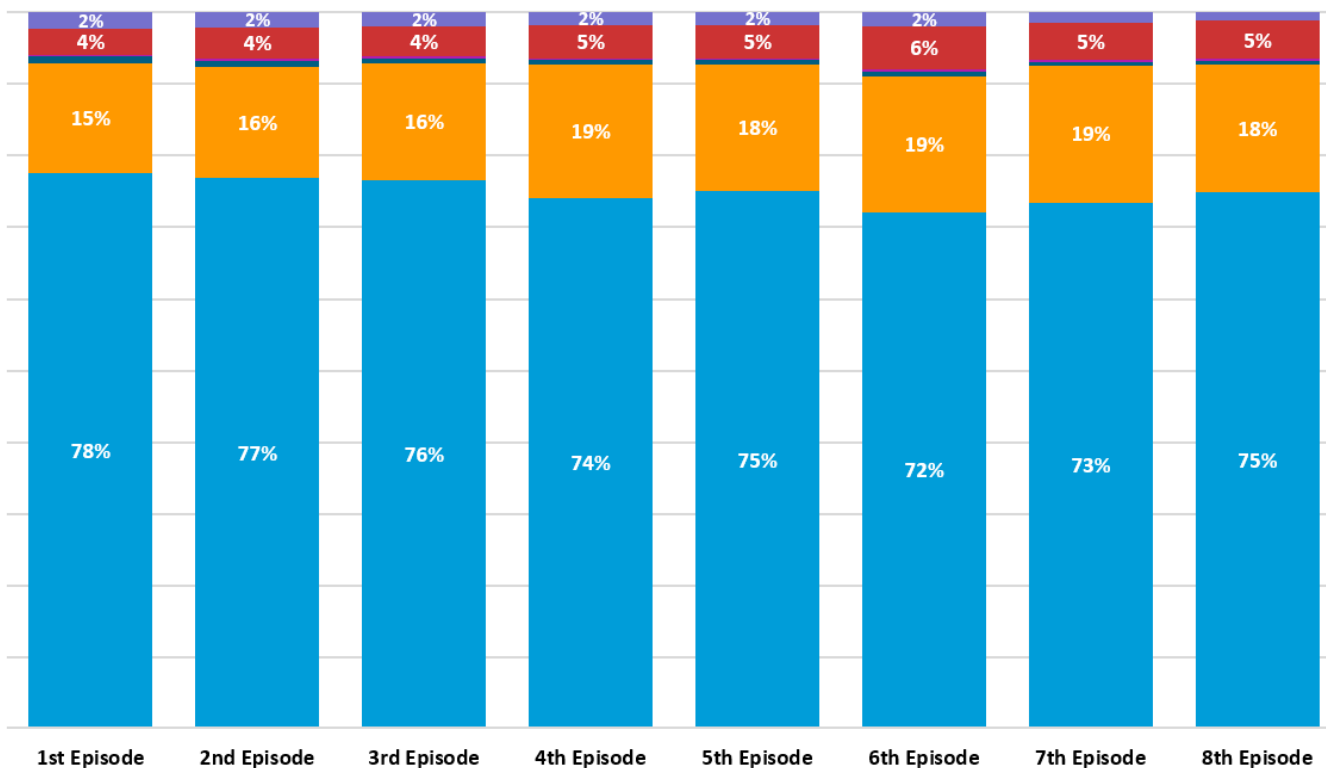
Source: ATO - Nielsen Admosphere, TV live + TS0-7 & online audience, 2. 9. 2019 - 6. 9. 2019, TG 4+



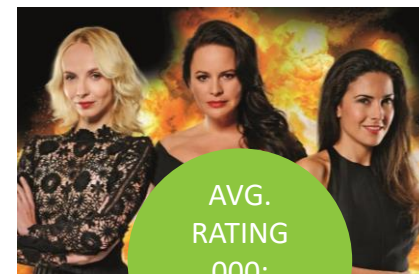
2016 VS 2019 COMPARISON, TG 4+



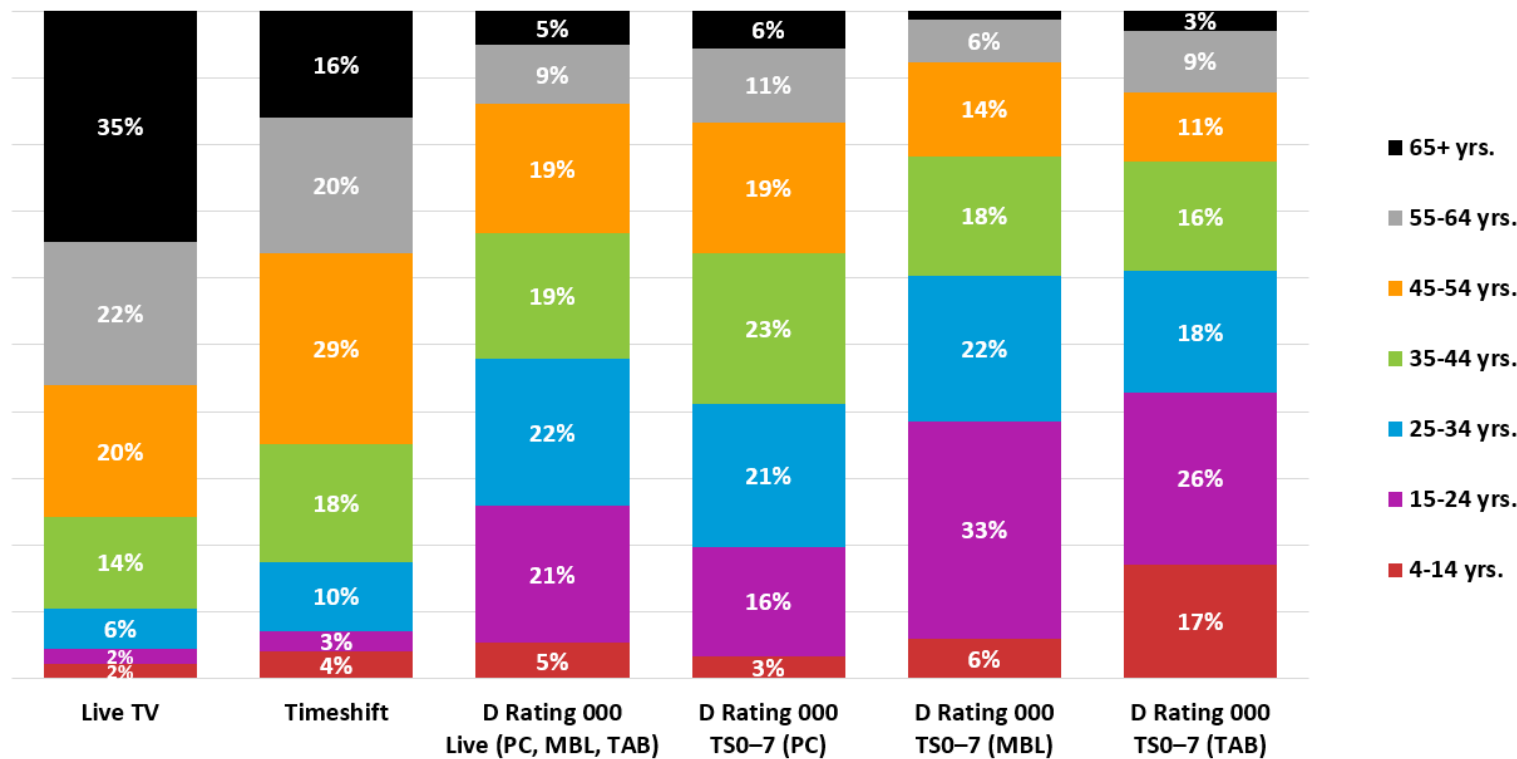
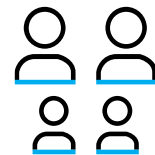
Source: ATO - Nielsen Admosphere, TV live + TS0-7
+ online audience, 1. 1. 2019 - 18. 9. 2019, TG 4+
online 1-9/2016: SPIR - NetMonitor



- Timeshift day 8-30 (PC + MBL + TAB)
- Timeshift day 0-7 (PC + MBL + TAB)
- Live (PC + MBL + TAB)
- Timeshift day 8-30 TV
- Timeshift day 0-7 TV
- Live TV



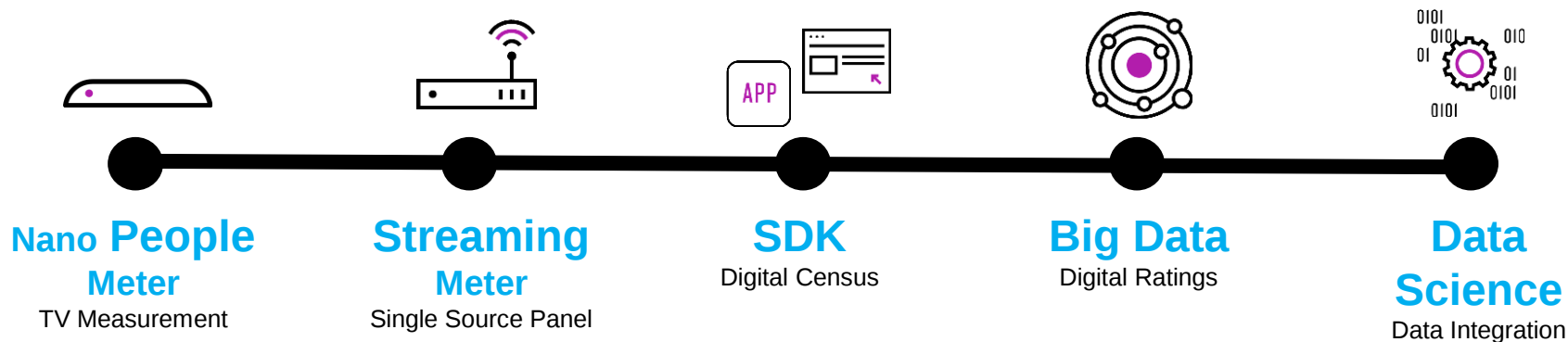
AVG.
RATING
000:
914



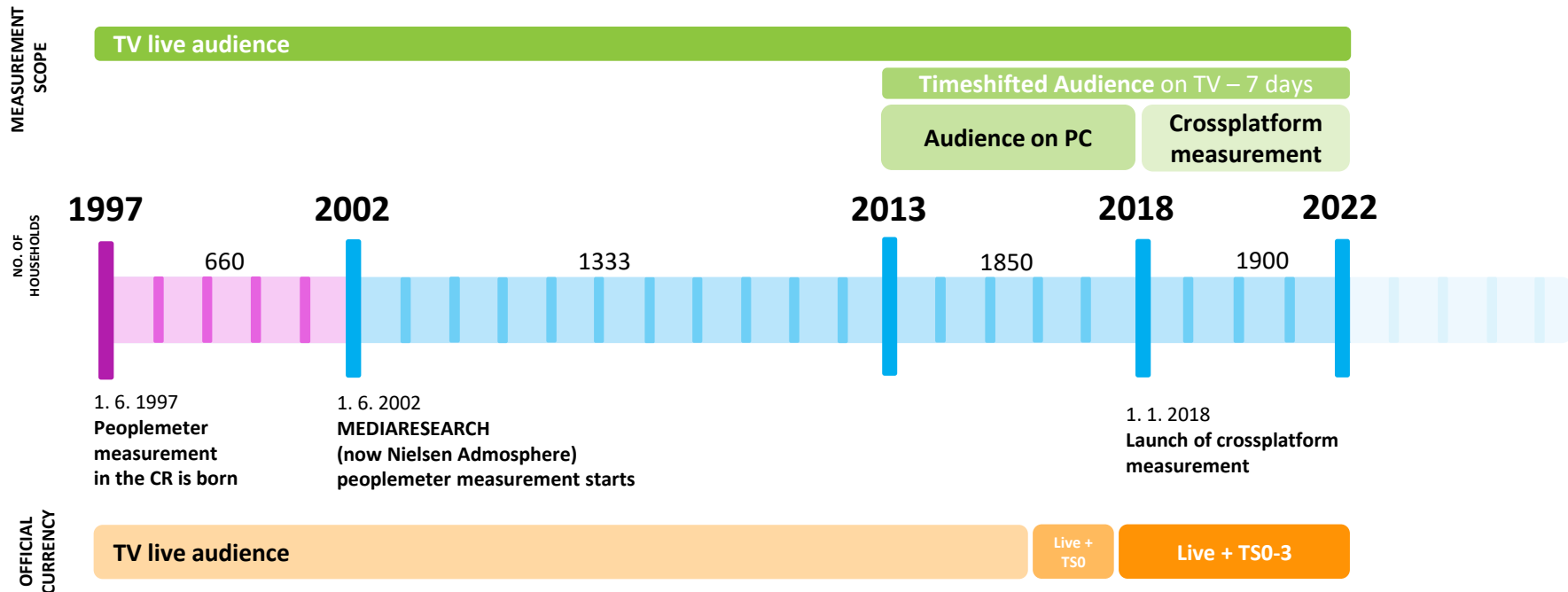
NIELSEN'S TOTAL AUDIENCE MEASUREMENT TECH

Comprehensive, low cost, high quality & designed to blend into the home environment

STATE OF THE ART TECHNICAL SOLUTIONS ...



TIMELINE



Thank you for your attention!



Tereza Šimečková

Chairwoman of the Board, Nielsen Atmosphere

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