

ELECTRONIC AUDIENCE MEASUREMENT – PANEL INFORMATION						
Country	Panel Area	Individual Data	Time shift viewing measured	Time shift viewing included	Foreigners	Guest viewing
Europe						
AUSTRIA	100 %	X	X			X
BELGIUM	100%	X			X	X ¹
BULGARIA	100%	X			X	
CROATIA	100%	X				
CYPRUS	100%	X			X	
CZECH REPUBLIC	100%	X	X	X		X
DENMARK	100%	X	X	X ²		X
ESTONIA	100%	X				
FINLAND	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
FRANCE	100%	X	X		X	X
GERMANY	100%	X	X	X ³	X ⁴	X ³
GREECE	100%	X	X	X		X
HUNGARY	100%	X				
ICELAND	100%	X				
IRELAND	100%	X	X			
ITALY	100%		X			X
LATVIA	100%	X				
LITHUANIA	100%	X	X	X		
MACEDONIA	100%	X	X			X
NETHERLANDS	100%	X	X	X		X
NORWAY	100%	X	X	X		X
POLAND	100%	X				X ⁵
PORTUGAL	100%	X				
ROMANIA	100%	X				X
RUSSIA	46.8% ⁶		X			X
SERBIA	100%	X			X	X
SLOVAKIA	100%	X		X		X
SLOVENIA	100%	X	X		X	
SPAIN	100%	X				X
SWEDEN	100%	X	X			X
SWITZERLAND	100%	X	X		X	X
TURKEY	83.0% ⁷	X				
UKRAINE	100%	X				
UNITED KINGDOM	100%		X	X		X
Overseas						
JAPAN	76.0% ⁸	X			X	X
UNITED STATES	100%	X	X	X	X	X

¹Guest viewing is measured for all individuals (4+), but they are not included in the Belgian ratings. ²Viewing On Same Day As Live; ³Included since July 2009; ⁴Only people from EU countries; ⁵Only for one client; ⁶Cities with population 100 000+ (Individuals 4+); ⁷Individuals in households with TV and telephone or mobile phone in cities 20 000+; ⁸Kanto, Kansai and Nagoya area

Source: IP NETWORK, local institutes, Nielsen Media Research, Médiamétrie – Médiamat

Obviously, transitions from one research institute to the other pose risks, as it may cause inconsistencies in the measured data. In the Czech Republic a sharp decrease was noted in viewing time and reach in 2003, but it is possible that these decreases are at least partly due to a new research institute taking over monitoring in the Czech Republic in the same year.

Organisation of TV Research

The most common form of survey organisation consists of “own service” arrangements, whereby the data supplier has established its panel as a private enterprise and holds multiple individual contracts with client subscribers. Thereby, it is only the brand name of the research institute which guarantees unbiased, objective and valid research, applied in countries such as the USA

ELECTRONIC AUDIENCE MEASUREMENT – PANEL INFORMATION					
Country	Foreign Channels	Cable & Satellite Channels	Digital Channels	DTT Channels	Interactive Applications in Digital TV
Europe					
AUSTRIA	X	X	X	X	X
BELGIUM	X	X	X	X	
BULGARIA	X	X			
CROATIA ¹	X	X			
CYPRUS	X	X	X		
CZECH REPUBLIC		X	X		
DENMARK	X	X	X	X	
ESTONIA	X	X	X	X	
FINLAND	n.a.	n.a.	n.a.	n.a.	n.a.
FRANCE	X	X	X	X	
GERMANY	X	X	X	X	
GREECE		X			
HUNGARY	X	X	X	X	
ICELAND			X	X	
IRELAND	X	X	X		X ²
ITALY	X	X ³	X ³	X ³	
LATVIA	X	X	X	X	
LITHUANIA	X	X	X	X	
MACEDONIA	X	X			
NETHERLANDS	X	X	X	X	
NORWAY	X	X	X	X	
POLAND	X	X	X		
PORTUGAL		X			
ROMANIA	X ⁴	X			
RUSSIA	X	X			
SERBIA	X	X	X		
SLOVAKIA	X	X	X	X	
SLOVENIA	X	X			
SPAIN	X	X	X	X	
SWEDEN	X	X	X	X	
SWITZERLAND	X	X	X	X	
TURKEY	X	X	X		
UKRAINE	X	X	X	X	
UNITED KINGDOM		X	X	X	X
Overseas					
JAPAN		X	X	X	
UNITED STATES	X	X	X	X	X

¹Data from 2007; ²Measured but not included in ratings; ³These channels are all monitored but figures are issued only if requested and authorized by the channels themselves. Over 100 satellite channels and 1 DTT-only station (from November) allow to publish their data on a daily basis. ⁴Channels with dedicated feed for Romania only
Source: IP NETWORK, local institutes, Nielsen Media Research, Médiamétrie – Médiamat

(The Nielsen Company) and Portugal (Marktest Audimetria).

There is a greater tendency in Europe for people-meter TAM research to be organised by media owner controlled structures. This cooperation by various broadcasting companies with regard to TV research is applied in Austria, for example. Whereas formerly the public broadcaster ORF was the only party in charge of audience research, relegating all other broadcasters, agencies and

advertisers to being licensees of the data, the TAM service was re-organized as a “Media Owned Committee” (MOC) in 2007. The research company conducting the fieldwork and data processing will then hold a contract with a formal media-owned committee of representatives of broadcasters and/or their sales organisations.

Nevertheless, the most incontestable data seems to be delivered by organisations, including all parties of the media sector, as they comprise of delegates from stations, advertising agencies and advertisers gathered together