

ELECTRONIC AUDIENCE MEASUREMENT – OVERVIEW						
Country	Population (in 000)	TV Households (in 000)	Service	Launch of People- Meter System	Panel Size in HH	Interval of Measurement
Europe						
Austria	8 233	3 361	GfK Austria GmbH	1991	1 500	1 sec
Belgium North	10 511	4 667	Audimétrie S.A.	1989	750	1 sec
Belgium South			Audimétrie S.A.	1985	750	1 sec
Bulgaria	7 700	2 607	TV Plan/TNS	1999	750	1 min
Croatia	4 437	1 440	AGB Nielsen Media Research	2002	660	1 min
Cyprus	766	261	AGB Nielsen Media Research	1998	450	1 min
Czech Republic	10 281	3 699	Mediaresearch	1997	1 330	1 sec
Denmark	5 427	2 429	TNS Gallup	1992	1 012	1 min
Estonia	1 345	570	TNS Emor	2003	275	1 min
Finland	5 227	2 220	TV-Mittaritutkimus/Finnpanel	1987	1 000	1 min
France	63 392	25 021	Médiamétrie	1989	3 150	1 sec
Germany	82 438	33 910	GfK-Fernsehforschung	1985	5 640	1 sec
Greece	10 964	3 411	AGB Nielsen Media Research	1988	1 300 ¹	1 min
Hungary	10 058	3 896	AGB Nielsen Media Research	1994	850	1 min
Ireland	4 327	1 452	AGB Nielsen Media Research	1996	670	1 min
Italy	56 276	22 646 ²	Auditel - AGB Italia	1986	5 000	1 min
Latvia	2 295	820	TNS Latvia	1999	310	1 min
Lithuania	3 385	1 336	TNS Gallup	2000	310	1 min
Netherlands	16 334	7 146	Intomart/TvTimes	1987	1 220	1 sec
Norway	4 680	2 010	TNS Gallup	1992	1 000	1 min
Poland	38 157	13 381	AGB Polska	1996	1 650	1 min
Portugal	10 529 ³	3 490	Markttest Audimetria	1993	1 000	1 min
Romania	21 584	6 887	AGB-TNS International	1998	1 050	1 min
Russia	142 800	50 000 ¹	TNS Gallup Media	1996	2 500	1 min
Serbia	7 600	2 404	AGB Nielsen Media Research ⁴	2002	890	1 min
Slovakia	5 389	1 612	TNS	2004	860	1 min
Slovenia	2 012	682	AGB Nielsen Media Research	1999	450	1 min
Spain	44 709	15 656	TNS	1988	3 305	1 min
Sweden	9 113	4 146	AGB Nielsen Media Research	1993	1 200	1 min
Switzerland (G)	7 507	3 103	IHA-GfK, Hergiswil	1985	1 000	30 sec
Switzerland (F)			IHA-GfK, Hergiswil	1985	600	30 sec
Switzerland (I)			IHA-GfK, Hergiswil	1985	270	30 sec
Turkey	72 974	15 899 ⁵	AGB Nielsen Media Research ⁶	1990	2 201	1 min
Ukraine	46 646	16 500 ¹	GfK Ukraine (GfK-USM)	1998	1 600	1 sec
United Kingdom	60 210	25 175	IPSOS RSL/RSMB/AGB Nielsen ⁷	1981	5 100	1 min
Overseas						
Japan	127 055	50 795	iNEX2/Video Research	1997	1 800	1 min
United States	303 062	110 200	Nielsen Media Research	1987	12 893	1 min

¹Estimation; ²Data of 2005; ³Data of 2004; ⁴Serbia; ⁵Data refers to cities 20 000+ and city centers; ⁶Former name: AGB Anadolu; ⁷Former name: A.T.R.
Source: IP NETWORK, local institutes, Nielsen Media Research, Médiamétrie - Médiamat

to older systems. In Germany, for instance, the panel increased from 2.688 TV households in 1985 to 5.640 TV households today following the hand over of TV research to GfK Fernsehforschung. Taking a look at 2006 alone, there has been an increase in panel size in seven countries. The most significant panel extension in recent years took place in the USA. In 2004, the panel almost doubled (from 5.500 up to 9.945 households); in 2005, it was again enlarged by over 1.300 households to 11.302 households and in 2006 it increased once again to 12.893 households.

As far as the television advertising industry is concerned, people-meters have proved a singularly successful, impartial solution for measuring television audiences in highly competitive airtime markets and supplying users with the viewing data they need across the channels that account for the vast bulk of TV advertising spend.

Non-Electronic Audience Research

In the smaller markets, data production relies on the collaboration and recall of viewers, as they have to

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		X	
CZECH REPUBLIC	100 %	X	X			X
DENMARK	100 %	X	X ²			X
ESTONIA	100 %	X				
FINLAND ³	100 %	X	X			X
FRANCE	100 %	X	X		X	X
GERMANY	100 %	X	X		X ⁴	
GREECE	100 %	X				X
HUNGARY	100 %	X		X		
IRELAND	100 %	X	X		X	X
ITALY	100 %		X			X
LATVIA	100 %	X	X			
LITHUANIA	100 %	X	X	X		
NETHERLANDS	100 %	X	X	X		X
NORWAY	100 %	X				X
POLAND	100 %	X	X			
PORTUGAL	100 %	X	X	X		
ROMANIA	100 %	X				X
RUSSIA	46 % ⁵		X			X
SERBIA	97 % ⁶	X			X	X
SLOVAKIA	100 %	X		X		
SLOVENIA	100 %	X	X		X	
SPAIN	100 %	X				X
SWEDEN	100 %	X	X			X
SWITZERLAND	100 %	X	X		X	X
TURKEY	55 % ⁷	X				
UKRAINE	46 % ⁸	X				
UNITED KINGDOM	100 %		X	X		X
Overseas						
JAPAN	76 % ⁹	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. ²They are not included in the daily ratings, but available through special software. ³Data of 2004; ⁴Only people from EU countries; ⁵Cities with population 100 000+ (Individuals 4+); ⁶TV households; ⁷Individuals in households with TV and telephone or mobile phone in cities 20 000+; ⁸Cities with population 50 000+; ⁹Kanto, Kansai and Nagoya area.

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

www.ip-network.com/tvkeyfacts

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 ¹
BELGIUM	X	X	X	X	
BULGARIA					
CROATIA	X	X			
CYPRUS	X	X	X		
CZECH REPUBLIC	X	X	X		
DENMARK	X	X	X	X	
ESTONIA	X	X	X		
FINLAND ²	X	X	X		X
FRANCE	X	X	X	X	
GERMANY	X	X	X	X	
GREECE	X	X ³			
HUNGARY	X	X			
IRELAND	X	X	X		X
ITALY	X	X ⁴	n.a.		
LATVIA	X	X	X	X	
LITHUANIA	X	X	X	X	
NETHERLANDS	X	X	X	X	
NORWAY	X	X	X	n.a.	
POLAND	X	X	X		
PORTUGAL		X			
ROMANIA	X ⁵	X ⁵	n.a.	n.a.	n.a.
RUSSIA		X			
SERBIA	X	X	X		
SLOVAKIA	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			
UNITED KINGDOM			X	X	X
Overseas					
JAPAN		X	X	X	
UNITED STATES	X	X	X	X	X

¹Partially since March 2007; ²Data of 2004; ³Only satellite channels; ⁴They are all monitored but figures are issued only if requested and authorized by the channels themselves. ⁵Only some of them

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

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