TV market is changing:
Current trends in (not only) TV audience measurement

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University of Economics, Prague -May 23, 2019

19th International Joint Conference: Central and Eastern Europe in the Changing Business Environment

Měření sledovanosti médií

Marketingový výzkum a analýza dat

Monitoring reklamy a mediální analýzy

Vývoj software pro práci s mediálními daty

TEREZA ŠIMEČKOVÁ

Tereza Šimečková
Chairwoman of the Board
Nielsen Admosphere

Company co-founder and co-owner.

Graduated from the Faculty of Mathematics and Physics at Charles University in Prague in the field of Informatics – Data Engineering.

Worked on different positions in companies specialized to market research, especially in the area of development and marketing of software for analysis of peoplemeter data and market research data.

In 2001 she established MEDIARESEARCH. She has been Director of the company – nowadays called Nielsen Admosphere – since its foundation.

Story …

NIELSEN ADMOSPHERE COMPANY

2001 Establishment of MEDIARESEARCH, a.s.

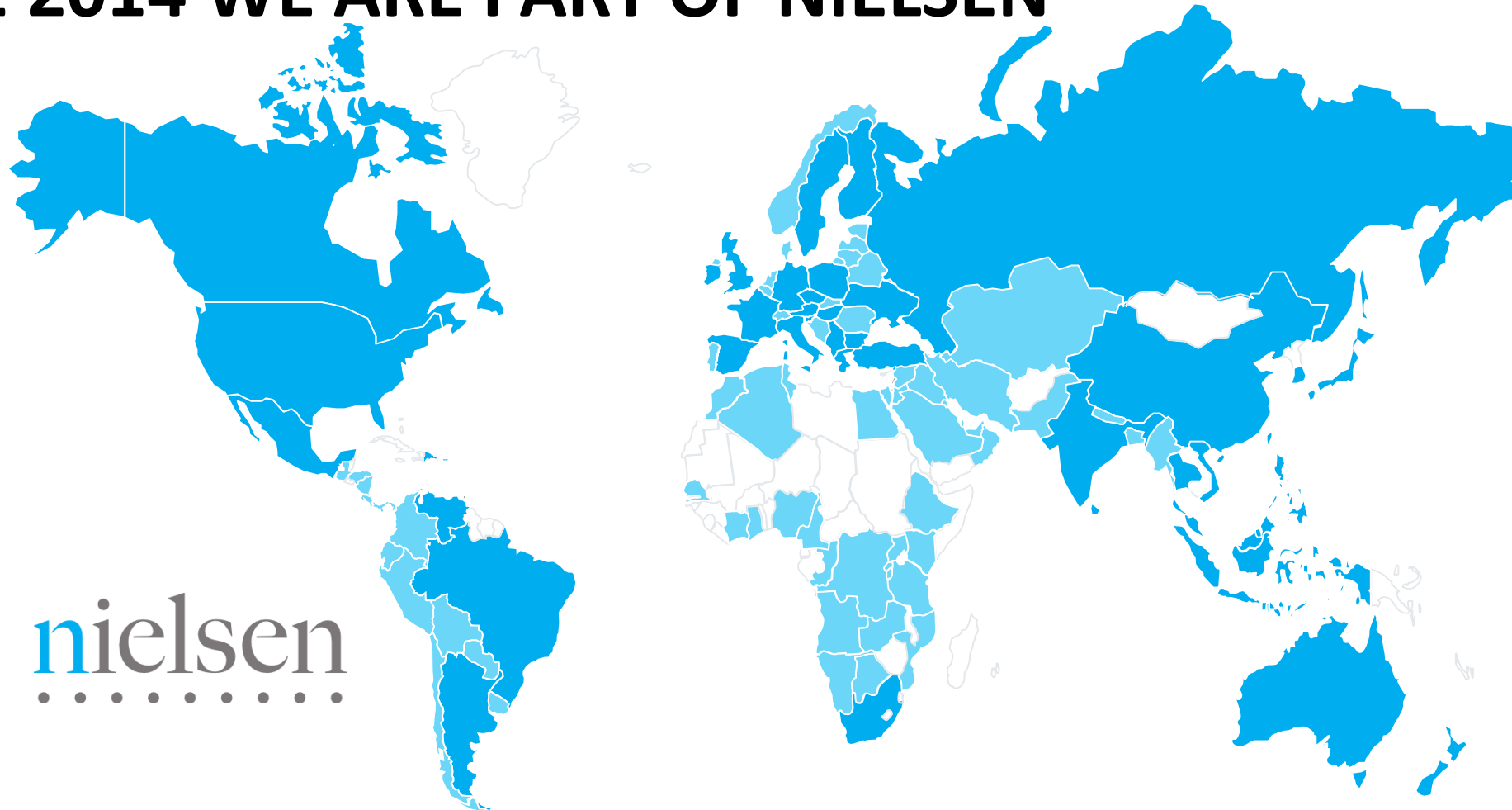**2014** Partnership formed with nielsen

190 Employees of the holding + external co-workers

" We carry out technologically and methodologically extensive research projects.

SINCE 2014 WE ARE PART OF NIELSEN

Connect Coverage Only

Media and Connect Coverage

OUR PORTFOLIO OF ACTIVITIES

Media audience measurement

Research & Analysis

Advertising monitoring Ad Intel

Software development for media data processing

TV audience measurement?
Why?

TV audience measurement

TAM in the Czech Republic - „PEM"
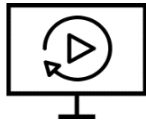
In 1997, TV audience electronic measurement started

Association of **T**elevision **O**rganisations runs a tender each 5 years

Nielsen Admosphere is the provider since 2002

TAM panel of 1.900 households

Establishment Survey of 12.000 households annually

Audiomatching technology, up to 100 channels measured

Time-Shifted viewing on TV sets measured since 2013

Adwind Kite analyses SW provided to the market

9

3:45 h

average daily TV viewing in 2017 (15+)

TV CONSUMPTION - AGE CATEGORIES

4–14 years old

15–24 years old

25–34 years old

4–14

1:49 h
daily

15–24

1:14 h
daily

Zdroj: ATO – Nielsen Admosphere, živá TV+TS0-3 pro 15-24, 1. 1. 2017 – 31. 12. 2017

25–34

2:27 h
daily

PCEM 2018–2022 SUMMARY

PEM TV - TV part

Panel **1 900 HH** (4 500 individuals), Net **1 700** HH

Measurement up to **100 channels**

Peoplemeter - Audiomatching technology

Live and Time-shifted viewing (0-7 days)

"Continual Survey" **12 000 HHs per year**

LifeStyle Survey (adults 15+ and kids 4-14)

Data delivery (TV day 6:00–6:00)

until 8:00 (**usually 7:15**)

Data reported with **second accuracy**

Cloud based data analyses SW, Realtime data

PEM D - Digital part

Site-centric measurement

Nielsen SDK technology

Census data

Involved media

PC, Smartphones, Tablets

Video content

Programs, Commercials, Live streams

HbbTV

Video content & Static content

Data harmonization (PEM TV × PEM D)

coordinated labeling of both digital video content and TV content

reporting of the viewing on all devices (TV, PC, Tablet, Smartphone, HbbTV) together in one software

MEASURING TECHNOLOGY TV METR®, SIMEAR®

- Development and production in Czech Republic

- Measuring accurate to seconds

- GSM data transfer (SMS, data transfers)

- The possibility of online operation, implicitly on (Online data)

- Personal login and logout functions, definition of guests, reporting of departures, sending messages

TVM II.	SimEar™

MEASURING TECHNOLOGY – MAIN TASKS

For every TV – 1 set of measuring technology

What does the measurement by the TV meter detect?

What is on TV?

- **TV meter automatically ensures**, connected to TV and TV technology
- **Using non-invasive** technology detection of tracked content (audiomatching)

Who is watching the TV?

- **The co-operation of households**, individual members are logging in/logging out using the remote control
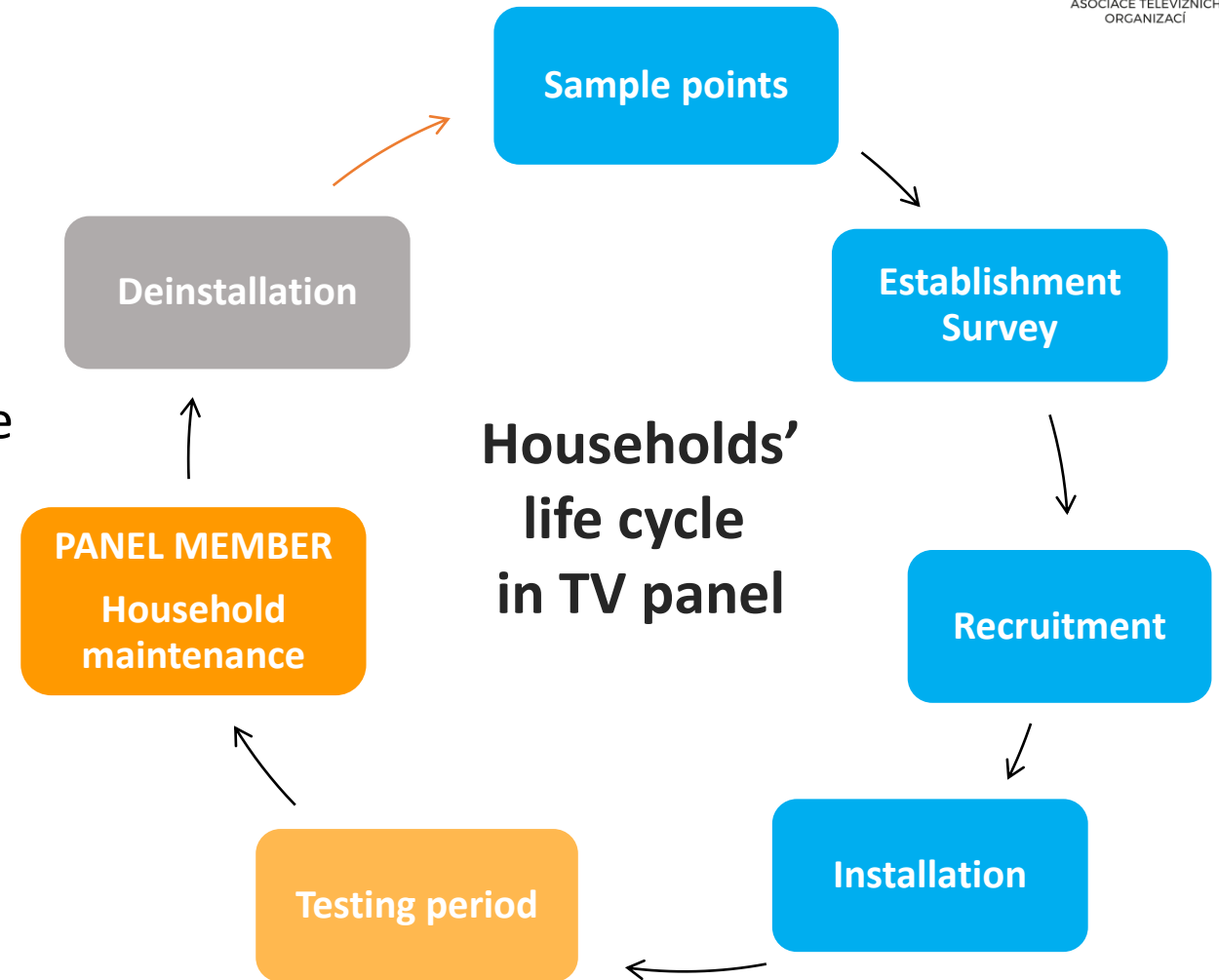- **The necessity of continuous control**

MAIN PARAMETERS – AUDIOMATCHING

- 100% **non-invasive** technology

- Helps to solve the declining willingness of households (new modern TV…)

- **Independence** of the way of receiving TV signal (DVBT, cable…)

- Measurement of deferred audience (detection of played content)

- Possibility to use the same technology for measuring on computer (measuring application SimStream™)

- Necessity of making reference station sounds

  - (stable back-up system on the developer's side – SimStorage™)
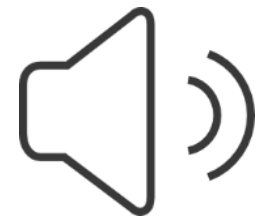
TVMETER PANEL

- Guaranteed yearly rotation: **25%** (continuous)

- Households **recruited** only from the sample of Establishment/Continual Survey
- **Panel management**
- Selection of **households for elimination** from the panel (numerous criteria)
- Representativeness of panel: **norms and weighting**

Households' life cycle in TV panel

- Sample points
- Establishment Survey
- Recruitment
- Installation
- Testing period
- PANEL MEMBER — Household maintenance
- Deinstallation

PANEL MANAGEMENT

- Daily automated control of **technical status** of measuring device

- Daily automated control of **household cooperation quality** – detection of improper TV meter use (log-in and log-off)

- **Motivation system** for households (catalogue of material rewards)

- Telephone and written **communication** (toll-free 24 hours line)

- **Actualization** of data about household (several ways)

- Web application „On-line household"

- **Motivational system for households** (collecting points, catalogue of material rewards)
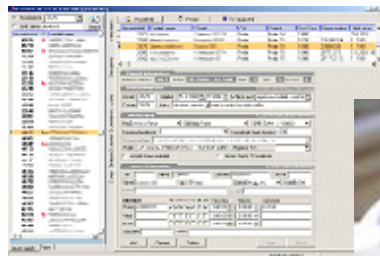
PANEL WEIGHTING

Goal: To reach perfect representativeness (above norms fulfilment)

- Done on daily basis on net panel individuals 4+
- Weighting method: So-called *Iterative Proportional Fitting*

Set of weighting variables:

- Gender, Age, Gender x Age, Education, Economic activity
- Region, Household size, Residence size
- Number of TV sets, Cable/IPTV, Satellite

Histogram normovaných vah panelu

- **Extent** of weights max. **0.4 – 2.5**, determinative deflection around 0.23
- The weight of 88% of panellists is in the interval [0.7, 1.4] = confirmation of good representativeness of panel
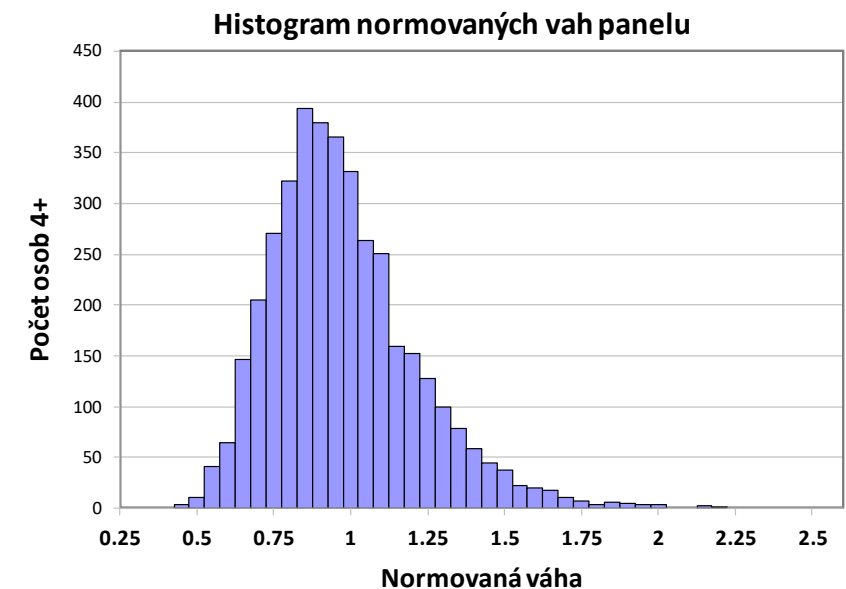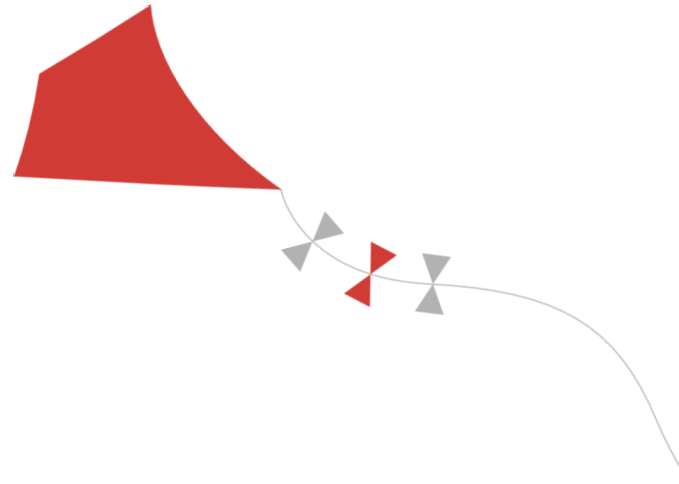
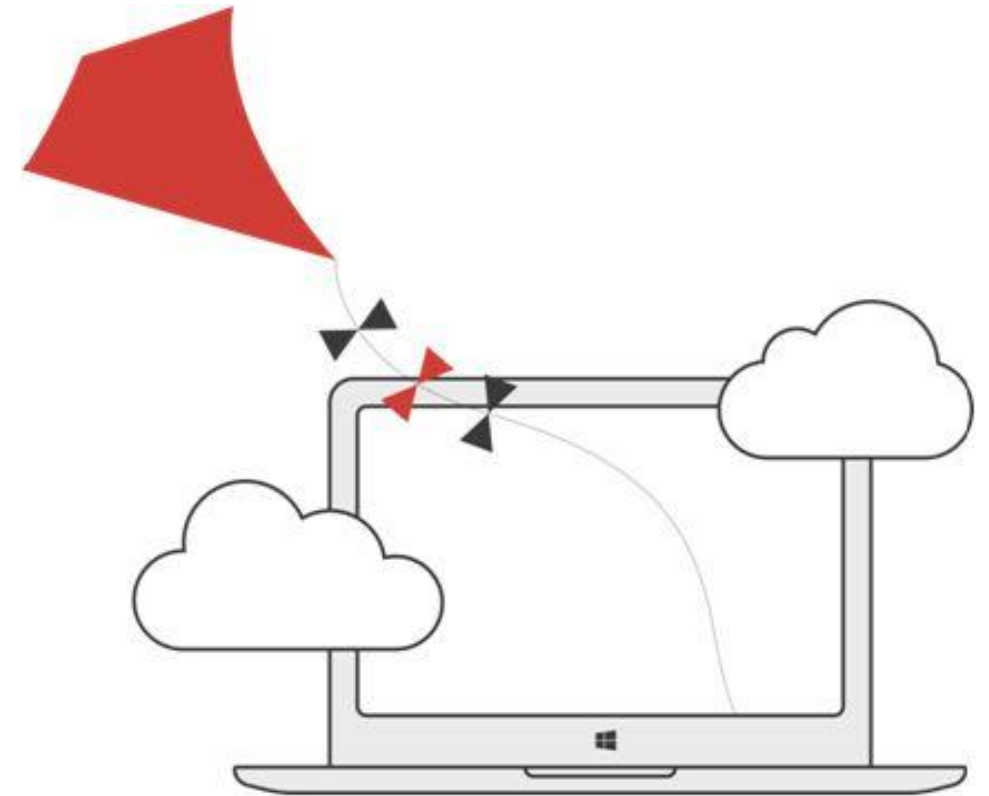We create analytical software
to make it easy, even for us.

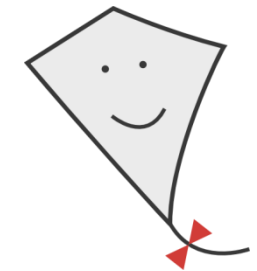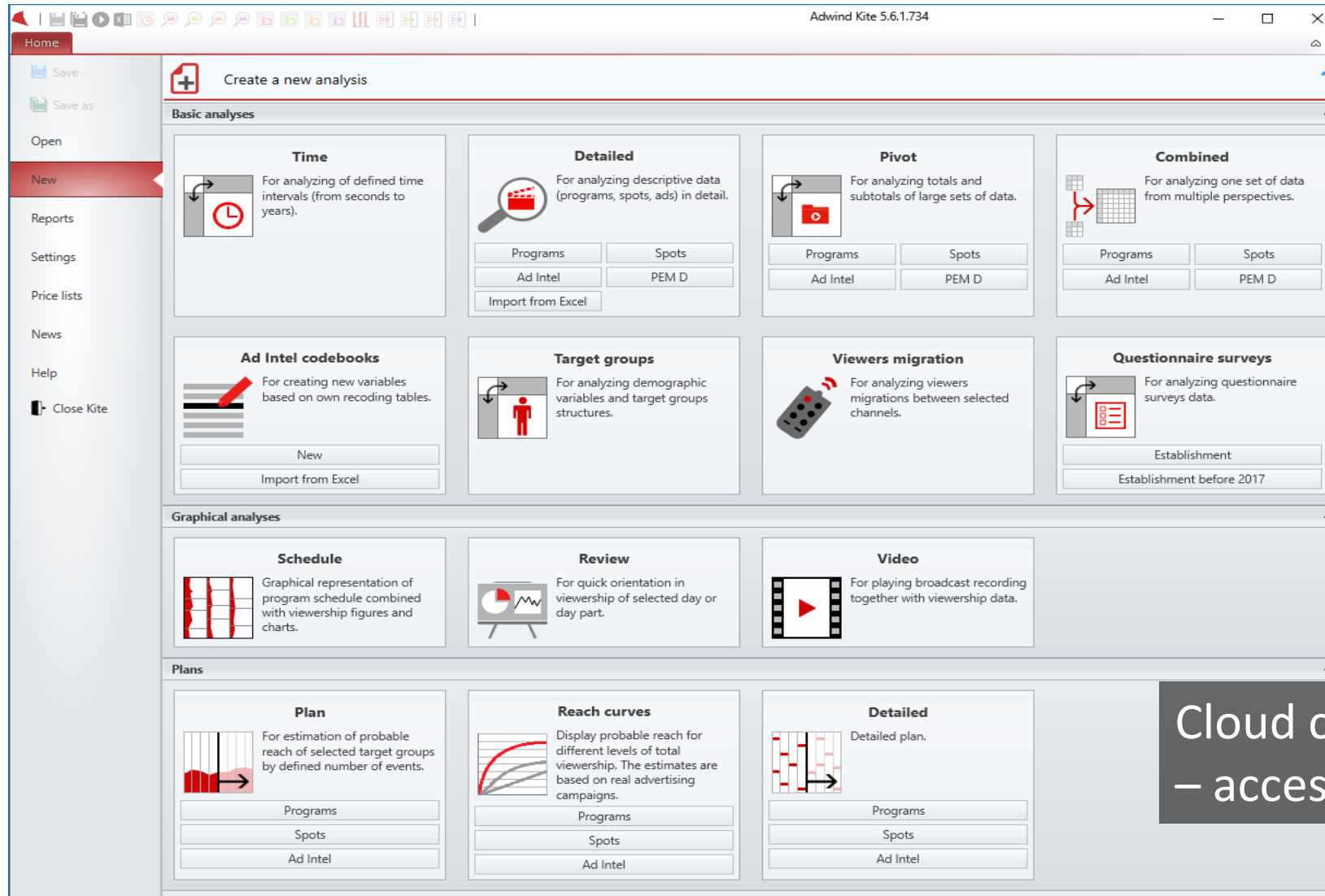Adwind Software team

ADWIND KITE

Integrated solution for analysis of peoplemeter data and data from ad monitoring

Fast and effective evaluation of media measurement data

Since 2013 we have delivered Adwind Kite Lite as **primary software of peoplemeter research**
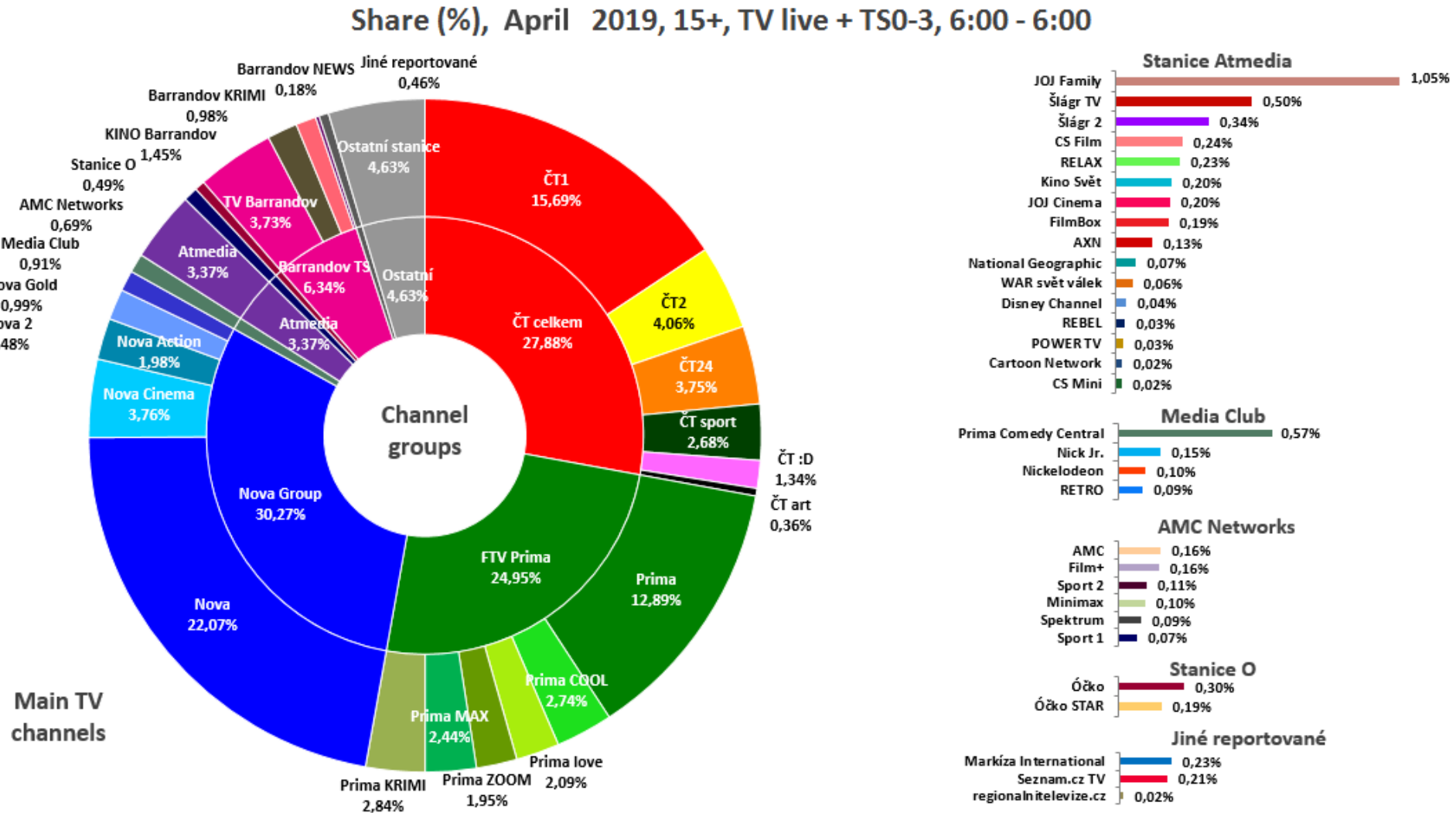
ADWIND KITE

Cloud computing concept – accessible via internet

SHARE (%), APRIL 2019, 15+, TV LIVE

Share (%), April 2019, 15+, TV live + TS0-3, 6:00 - 6:00

Channel groups / Main TV channels:

- Jiné reportované 0,46%
- Barrandov NEWS 0,18%
- Barrandov KRIMI 0,98%
- KINO Barrandov 1,45%
- Stanice O 0,49%
- AMC Networks 0,69%
- Media Club 0,91%
- Nova Gold 0,99%
- Nova 2 1,48%
- Nova Action 1,98%
- Nova Cinema 3,76%
- Nova Group 30,27%
- Nova 22,07%
- TV Barrandov 3,73%
- Atmedia 3,37%
- Barrandov TS 6,34%
- Atmedia 3,37%
- Ostatní stanice 4,63%
- Ostatní 4,63%
- ČT1 15,69%
- ČT celkem 27,88%
- ČT2 4,06%
- ČT24 3,75%
- ČT sport 2,68%
- ČT :D 1,34%
- ČT art 0,36%
- FTV Prima 24,95%
- Prima 12,89%
- Prima COOL 2,74%
- Prima love 2,09%
- Prima ZOOM 1,95%
- Prima MAX 2,44%
- Prima KRIMI 2,84%

Stanice Atmedia
- JOJ Family 1,05%
- Šlágr TV 0,50%
- Šlágr 2 0,34%
- CS Film 0,24%
- RELAX 0,23%
- Kino Svět 0,20%
- JOJ Cinema 0,20%
- FilmBox 0,19%
- AXN 0,13%
- National Geographic 0,07%
- WAR svět válek 0,06%
- Disney Channel 0,04%
- REBEL 0,03%
- POWER TV 0,03%
- Cartoon Network 0,02%
- CS Mini 0,02%

Media Club
- Prima Comedy Central 0,57%
- Nick Jr. 0,15%
- Nickelodeon 0,10%
- RETRO 0,09%

AMC Networks
- AMC 0,16%
- Film+ 0,16%
- Sport 2 0,11%
- Minimax 0,10%
- Spektrum 0,09%
- Sport 1 0,07%

Stanice O
- Óčko 0,30%
- Óčko STAR 0,19%

Jiné reportované
- Markíza International 0,23%
- Seznam.cz TV 0,21%
- regionalnitelevize.cz 0,02%

25

MAIN TV CHANNELS AND CHANNEL GROUPS

Main TV channels and channel groups April 2019, 15+, TV live + TS0-3, 6:00 - 6:00

Název stanice		ATS (hh:mm)		Share (%)		Denní reach (%)		Týdenní reach (%)		Měsíční reach (%)	
ČT1	Č1	0:34		15,69		36,9		69,6		84,2	
ČT2	Č2	0:09		4,06		17,0		46,7		68,7	
ČT24	Č24	0:08	1:00	3,75	27,88	14,9	48,8	35,1	77,9	53,4	89,0
ČT sport	Č sport	0:06		2,68		9,3		27,8		45,5	
ČT :D	Č :D	0:03		1,34		4,9		16,4		32,0	
ČT art	Č art	0:01		0,36		2,2		10,5		24,4	
Prima	Prima	0:28		12,89		32,7		66,4		83,4	
Prima COOL	COOL	0:06		2,74		10,9		34,6		57,5	
Prima love	love	0:04	0:53	2,09	24,95	7,0	47,2	21,3	78,4	38,8	89,9
Prima ZOOM	ZOOM	0:04		1,95		8,5		27,2		47,6	
Prima MAX	MAX	0:05		2,44		9,3		33,3		56,1	
Prima KRIMI	KRIMI	0:06		2,84		6,4		16,3		27,3	
Nova	nova	0:47		22,07		43,8		75,0		87,5	
Nova Cinema	CINEMA	0:08		3,76		12,8		42,3		67,7	
Nova Action	ACTION	0:04	1:05	1,98	30,27	7,2	51,4	20,6	80,2	36,0	90,5
Nova 2	nova 2	0:03		1,48		5,0		14,7		27,9	
Nova Gold	GOLD	0:02		0,99		3,8		12,3		25,8	
Media Club	mediaclub	0:02	0:02	0,91	0,91	3,7	3,7	13,4	13,4	26,9	26,9
Atmedia	atmedia	0:07	0:07	3,37	3,37	11,9	11,9	32,4	32,4	51,3	51,3
AMC Networks	AMC NETWORKS	0:01	0:01	0,69	0,69	2,7	2,7	9,1	9,1	16,8	16,8
Stanice O	ÓČKO	0:01	0:01	0,49	0,49	1,8	1,8	7,4	7,4	17,5	17,5
TV Barrandov	tv barrandov	0:08		3,73		11,0		29,0		47,3	
KINO Barrandov	kino barrandov	0:03	0:14	1,45	6,34	5,1	16,6	18,2	40,2	34,0	59,5
Barrandov KRIMI	krimi barrandov	0:02		0,98		4,3		16,7		33,2	
Barrandov NEWS	news barrandov	0:00		0,18		1,0		4,2		9,3	
Ostatní stanice + Jiné		0:11	0:11	5,09	5,09	21,1	21,1	50,6	50,6	71,9	71,9
Všechny TV		3:34	3:34	100	100	71,9	71,9	89,3	89,3	95,2	95,2

25 MOST WATCHED TV SHOWS

25 most watched TV shows April 2019, 15+, 15-54, TV live + TS0-3, All channels

Pořadí	Titul	Stanice	Počet uvedení	Průměrná délka	15+		15-54	
					Rating 000	Share (%)	Rating 000	Share (%)
1	Živé terče	ČT1	1	1:06:55	1313	29,71	538	27,00
2	Televizní noviny	Nova	30	0:39:38	1291	38,54	502	37,32
3	Specialisté	Nova	5	1:00:48	1263	30,11	545	29,20
4	Rapl II	ČT1	1	1:09:42	1217	28,26	595	30,93
5	Vodník	ČT1	2	1:09:02	1190	27,03	531	26,71
6	Ordinace v růžové zahradě 2	Nova	9	1:20:37	1128	29,75	413	25,46
7	Černé vdovy	Prima	1	1:14:44	1123	25,39	511	24,85
8	S čerty nejsou žerty	Nova	1	1:52:01	1086	32,37	526	35,14
9	Sportovní noviny	Nova	30	0:06:00	1068	29,64	444	29,68
10	Ulice	Nova	22	0:58:36	1046	35,04	441	37,98
11	Čertoviny	Prima	1	2:00:58	991	29,06	485	32,78
12	Všechnopárty	ČT1	4	0:52:03	967	30,45	288	20,64
13	Výměna manželek	Nova	3	1:17:39	949	24,15	591	34,27
14	Strážmistr Topinka	ČT1	1	0:53:07	942	25,22	314	20,37
15	Zázraky přírody	ČT1	4	1:10:14	861	23,83	269	17,59
16	Bajkeři	Prima	1	1:58:34	852	23,29	506	31,05
17	Kameňák	Nova	2	1:14:47	838	22,08	381	23,43
18	Modrý kód	Prima	8	1:16:33	804	19,96	280	15,92
19	Holky pod zámkem 3	Nova	1	1:01:33	786	20,01	454	26,72
20	Pravý rytíř	ČT1	1	1:19:38	765	18,16	389	19,86
21	MasterChef Česko	Nova	4	1:15:54	725	24,49	449	33,63
22	Princezna a písař	ČT1	1	1:20:46	710	18,96	282	17,85
23	Černí baroni	ČT1	1	1:38:41	689	17,89	282	17,08
24	13. komnata 2019	ČT1	3	0:26:04	677	18,94	195	12,64
25	Toulavá kamera 2019	ČT1	4	0:29:01	671	40,32	242	31,38

TOP 25 MOST WATCHED TIMESHIFTED TV SHOWS

TOP 25 most watched timeshifted TV shows G31(TV TS0-7), April 2019, 15+, 15-54

Pořadí	Titul	Stanice	Datum	Den	Začátek	Konec	Rating 000 15+	Rating 000 15-54
1	Černé vdovy	Prima	7.4.2019	neděle	20:20:41	21:35:25	191	118
2	Živé terče	ČT1	28.4.2019	neděle	20:05:38	21:12:33	190	119
3	Specialisté	Nova	1.4.2019	pondělí	20:21:10	21:17:50	185	121
4	Vodník	ČT1	7.4.2019	neděle	20:04:28	21:09:35	181	122
5	Ulice	Nova	15.4.2019	pondělí	18:27:19	19:25:36	169	121
6	Rapl II	ČT1	1.4.2019	pondělí	20:05:32	21:15:14	164	105
7	Specialisté	Nova	29.4.2019	pondělí	20:22:23	21:21:26	160	92
8	Ulice	Nova	26.4.2019	pátek	18:28:59	19:26:33	152	100
9	Ulice	Nova	12.4.2019	pátek	18:28:00	19:25:20	148	104
10	Ulice	Nova	30.4.2019	úterý	18:29:18	19:26:57	147	98
11	Vodník	ČT1	14.4.2019	neděle	20:08:01	21:20:58	145	77
12	Ulice	Nova	9.4.2019	úterý	18:25:15	19:24:54	144	106
13	Specialisté	Nova	15.4.2019	pondělí	20:20:15	21:23:40	141	85
14	Ulice	Nova	17.4.2019	středa	18:25:10	19:25:02	139	97
15	Specialisté	Nova	8.4.2019	pondělí	20:21:02	21:23:03	137	81
16	Ulice	Nova	2.4.2019	úterý	18:27:36	19:25:51	136	101
17	Specialisté	Nova	22.4.2019	pondělí	20:19:45	21:22:35	136	95
18	Ulice	Nova	11.4.2019	čtvrtek	18:25:11	19:24:36	133	90
19	Ulice	Nova	24.4.2019	středa	18:27:59	19:25:42	132	85
20	Ordinace v růžové zahradě 2	Nova	30.4.2019	úterý	20:22:10	21:41:06	128	61
21	TEMNÝ KRAJ	Prima	28.4.2019	neděle	20:19:58	21:40:08	126	66
22	Specialisté	Nova	29.4.2019	pondělí	21:21:39	22:28:21	124	67
23	Kameňák	Nova	5.4.2019	pátek	20:21:42	21:34:27	122	82
24	Ulice	Nova	18.4.2019	čtvrtek	18:27:19	19:25:33	122	80
25	Výměna manželek	Nova	3.4.2019	středa	20:21:07	21:38:08	121	102

LIFESTYLE SURVEY

LSS (LifeStyle Survey) = continuous quantitative lifestyle survey conducted with **TV panel members**

Extension of **sociodemographic description of households and individuals** (members of the TV panel) in daily TV viewing data.

Can be used also as a stand-alone continuous survey for analysis of socio-economical status, lifestyle, consumption and other phenomena.

Adults 15+   **Children 4-14**

TV behavior

Internet and other media

Household equipment

Household income and expenditures

Consumer behavior

Leisure activities

Interests, attitudes, values

Media equipment and media consumption

Children and TV

Children and IT

Values, Attitudes,

Activities, Interests

Family and school

ABCDE SOCIO-ECONOMIC CLASSIFICATION

Transparent and progressive method developed by Nielsen Admosphere

Universally used method of categorization of socio-economic score of households.

- Based on easily answerable questions
- Includes 8 categories A to E
- Categories are octiles of the socio-economic score of all households in Czech population
- Method based on research on a representative sample of Czech households
- Limits for socio-economic score are recalibrated annually, so that they reflect year-on-year changes in the structure of Czech population (according to data from the Czech Statistical Office and results of the CS PCEM)

ABCDE	Skóre domácnosti			% domácností v populaci	Hlava domácnosti:			
	Průměr	Od	Do		Ekonomicky aktivní	Podnikatel, vedoucí	Minimálně maturita	Minimálně bakalář
A	1.63	1.38		12.5%	99.5%	71.7%	93.8%	70.5%
B	1.27	1.19	1.38	12.5%	96.9%	45.2%	81.0%	35.7%
C	1.02	0.86	1.19	37.5%	84.0%	14.4%	52.8%	15.0%
D	0.73	0.63	0.86	25.0%	22.7%	0.8%	39.3%	5.4%
E	0.57		0.63	12.5%	0.3%	0.0%	5.9%	0.5%

MAIN PARAMETERS OF MEASUREMENT IN CR

Measurement of guests

All TV sets in households

Real Time Data

Measurement of up to **100 TV channels**

Adwind Kite
Analytical cloud SW

All TV platforms
Satellite, cable, IPTV, terrestrial

Audiomatching

Data to the level of **seconds**

Panel of 1,900 households
1,700 net panel
rotation 25% per year

Measurement of audience on digital devices
(PC, tablet, smartphone, smart TV, HbbTV)

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

Lifestyle Survey (LSS)
15+ and children 4–14 y. o.

Live and timeshifted
TV audience (0–7 days)

Continual Survey
12 000 households/year

Regular **Quality Check** by **Nielsen**

PCEM 2018–2022 SUMMARY

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Panel **1 900 HH** (4 500 individuals), Net **1 700** HH

Measurement up to **100 channels**

Peoplemeter - Audiomatching technology

Live and Time-shifted viewing (0-7 days)

"Continual Survey" **12 000 HHs per year**

LifeStyle Survey (adults 15+ and kids 4-14)

Data delivery (TV day 6:00–6:00)
until 8:00 (**usually 7:15**)

Data reported with **second accuracy**

Cloud based data analyses SW, Realtime data

PEM D - Digital part

Site-centric measurement

Nielsen SDK technology

Census data

Involved media

PC, Smartphones, Tablets

Video content

Programs, Commercials, Live streams

HbbTV

Video content & Static content

Data harmonization (PEM TV × PEM D)

coordinated labeling of both digital video content and TV content

reporting of the viewing on all devices (TV, PC, Tablet, Smartphone, HbbTV) together in one software

Digital extension: "PEM D"

New part of the project **since January 2018**

Site centric measurement to deliver **census results**

Devices	**PC**	**+** **Smartphone**	**+** **Tablet**	**+**	**Smart TV** (HbbTV)
Platforms	**Browser**	**+** **Mobile**	**+** **HbbTV**		
Measured	**Programs**	**+** **Ad spots**	**+** **Static content** (in HbbTV)		
Viewing	**VOD**	**+** **Live**			

Measurement description

Measurement technology:

Content identification: Descriptive tags (through clients' CMS)

Measured data flow:
- Data gathered on **Nielsen servers**
- Nielsen Admosphere receives **daily data files** and runs **its processing**

Data reported in **Adwind Kite**, using **"contingency tables"**

Available metrics:
- **Views** – number of views
- **TTS** – total time spent
- & derived

Dimensions: date, device type, medium, content type, content description…

TV x Digital data „Harmonisation"

"PEM TV"
1.900 HHs panel

"PEM D"
Site centric census

Harmonisation

Automatic matching databases of TV programs and online videos
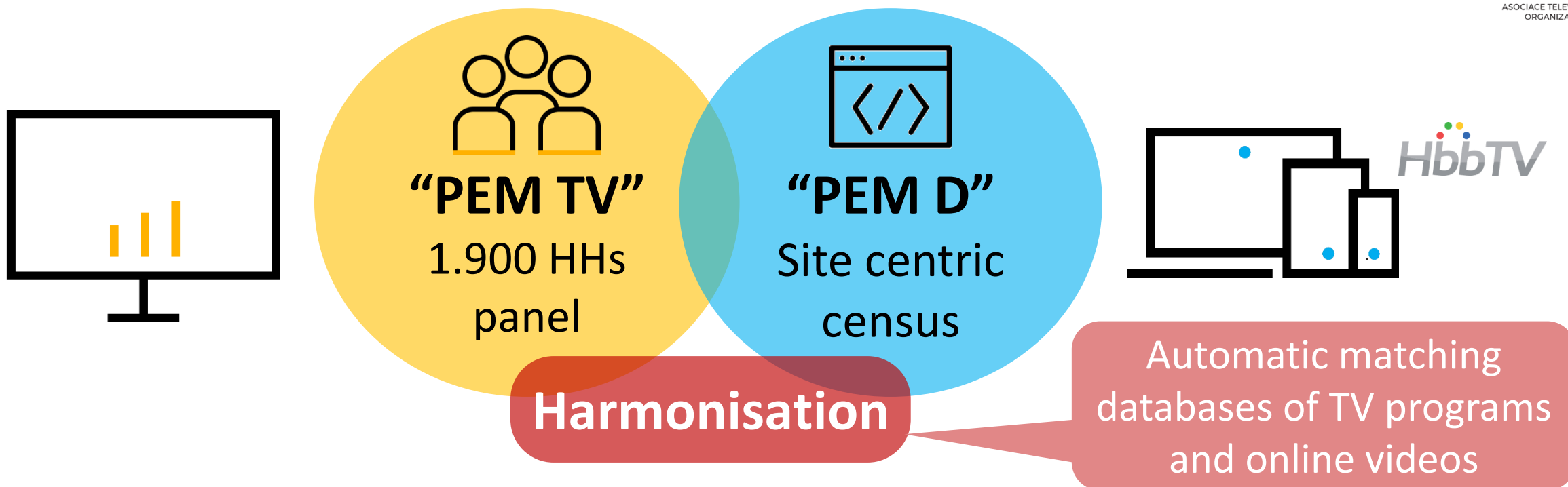
Thanks to **harmonisation**, **PEM D data** can be analysed with **classical TV data** in one analysis of user SW.

Online viewing - TOP titles

| Title	TV channel	Count	PEM TV		PEM D: HbbTV		PEM D: PC + mobile + tablet			Additional % to "Live TV"
			Rating 000 Live	Rating 000 TS0–7	D Rating 000 TS0–7	D Rating 000 TS0–30	D Rating 000 live	D Rating 000 TS0–7	D Rating 000 TS0–30	
MOST!	ČT1	8	1 352	444	65	99	21	195	333	61.5%
Dabing Street	ČT1	12	573	139	18	25	3	59	87	41.0%
Zkáza Dejvického divadla	ČT1	6	643	148	22	29	6	69	99	40.4%
Černé vdovy	Prima	8	1 093	198	28	35	2	48	66	25.0%
Vzteklina	ČT1	6	1 234	196	23	30	4	64	90	24.0%
Rapl II	ČT1	13	1 186	178	30	35	8	61	76	22.5%
Robinsonův ostrov II	Nova	34	577	71	2	2	0	51	51	21.3%
Lední hokej M: Česko - Rusko	ČT sport	1	1 181	22			163			15.6%
Ulice	Nova	297	1 044	95	1	1	0	42	43	13.2%
Marie Terezie	ČT1	2	2 059	173	15	18	1	48	59	11.4%
Biatlon: Štafeta M	ČT sport	1	714	18	0	0	55	1	1	10.4%
Česko hledá prezidenta	Prima	1	2 151	146	1	1	11	63	63	10.3%
Rychlobruslení: 5000m Ž	ČT sport	1	830	15	0	0	57	1	1	8.9%
Česko - USA	ČT sport	1	1 356	31	0	0	88	0	0	8.8%
Prezidentský duel - finále	ČT1	1	2 057	62	6	6	35	53	53	7.3%

Example of data in Adwind Kite

Online TV: VOD vs. Live
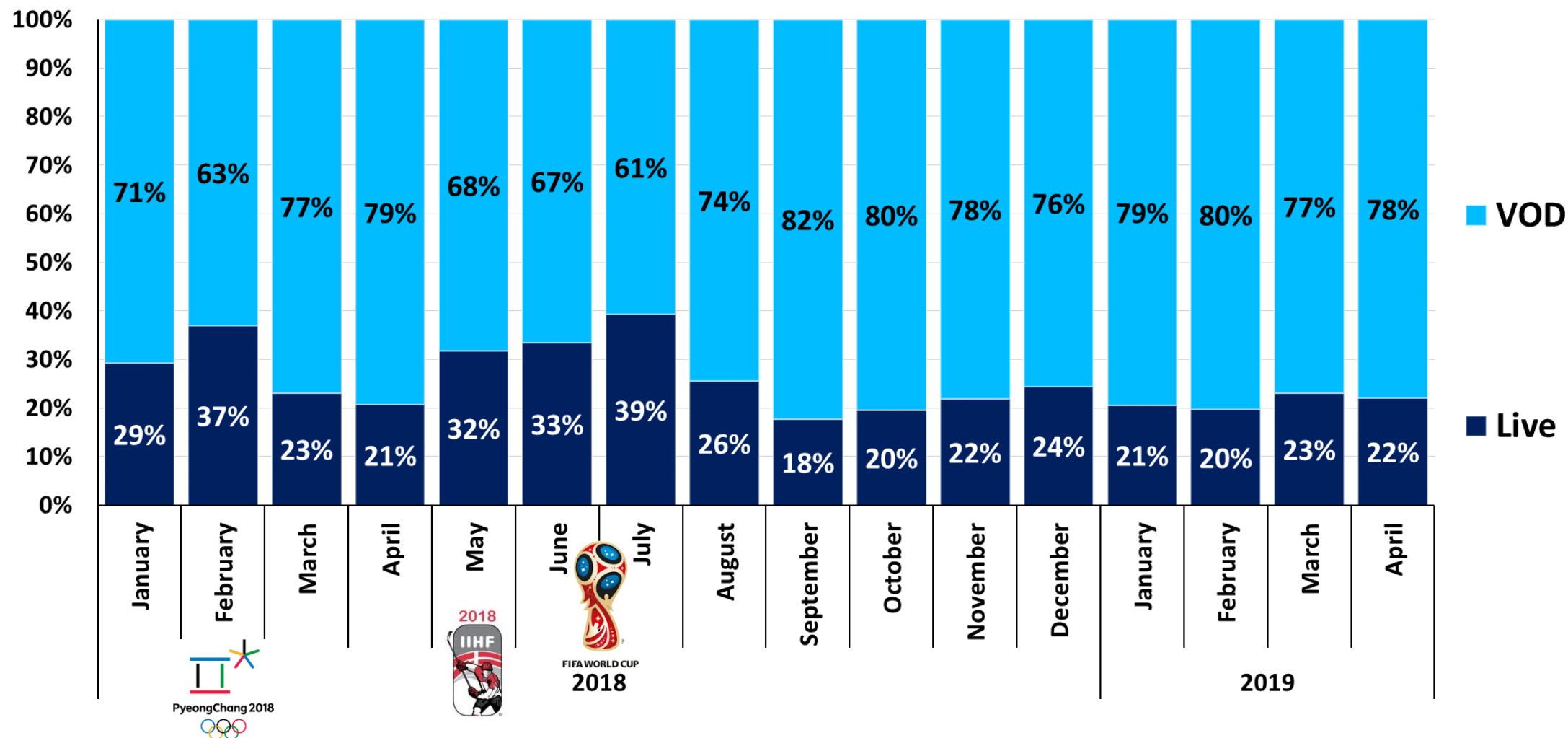
Source: ATO – Nielsen Admosphere. TTS for video content and embedded videos
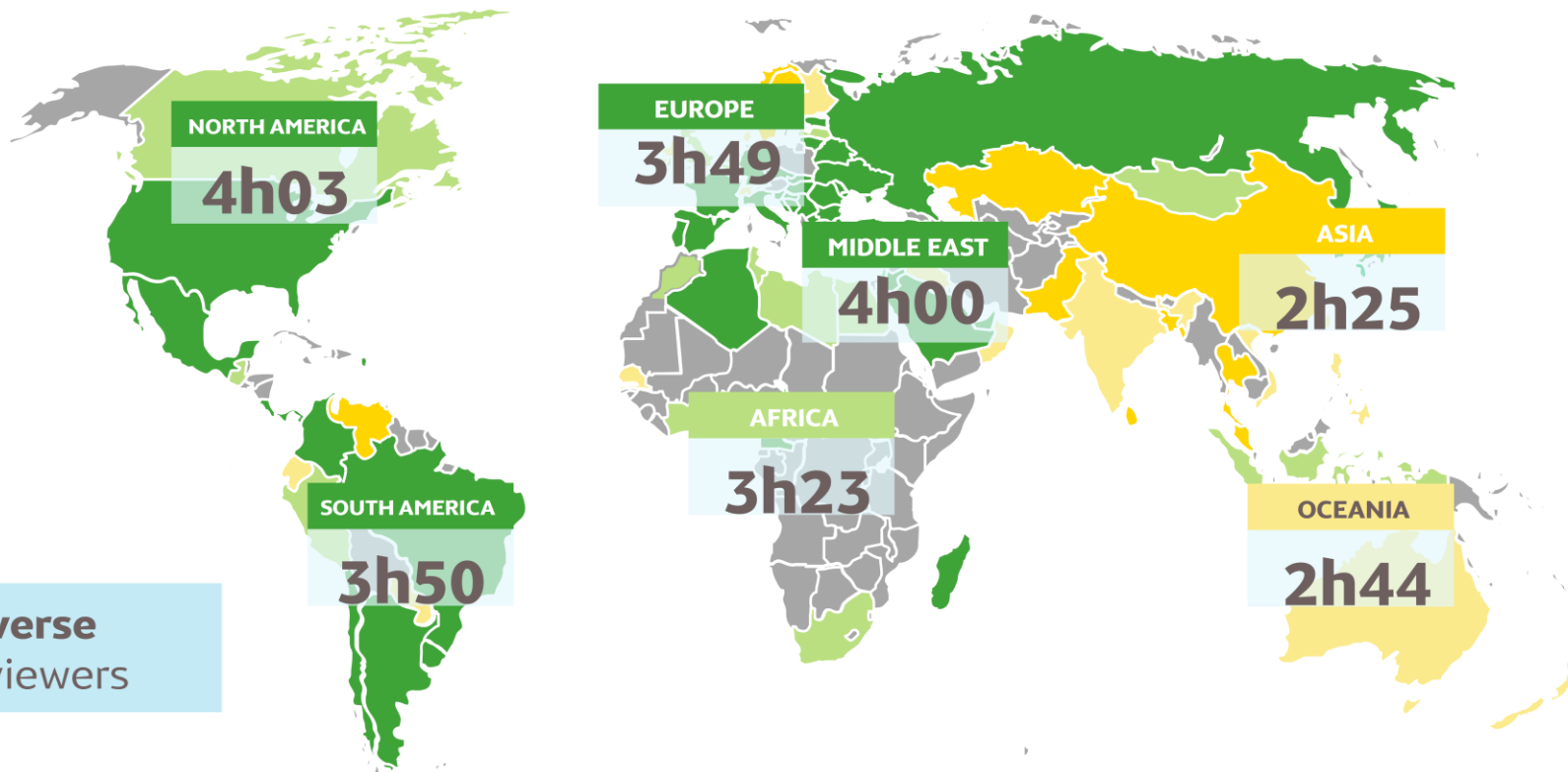
Time watching online TV

Minutes / day / person 4+

Source: ATO – Nielsen Admosphere. TTS for video content and embedded videos
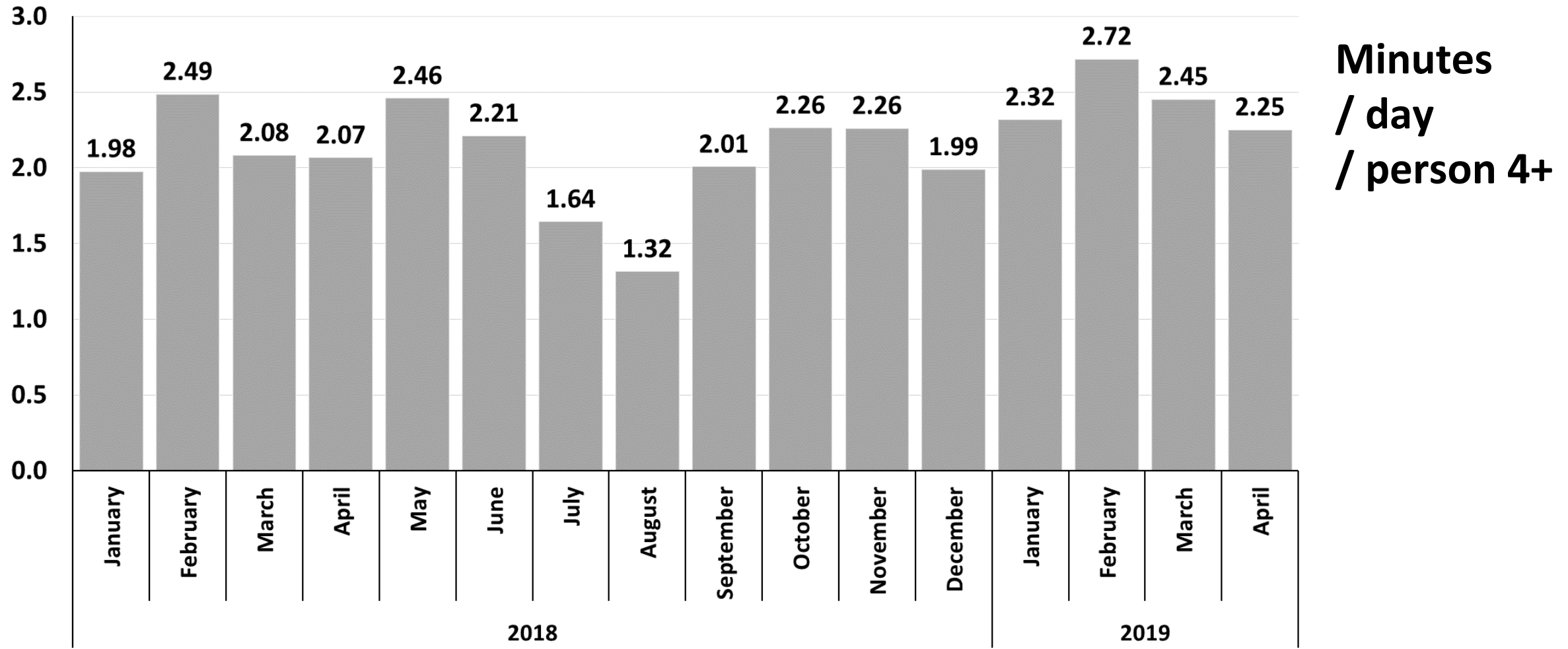
CZ TAM in comparisons

3:45 h

average daily TV viewing in 2017 (15+)

nielsen | ADMOSPHERE

TOTAL INDIVIDUALS

WORLDWIDE - 2017

2h56

Aggregated on **96 countries**

Countries AVT > 30mn
Countries AVT => 0-30 mn
Countries AVT <= 0-30mn
Countries AVT < 30mn

NORTH AMERICA
4h03

EUROPE
3h49

MIDDLE EAST
4h00

ASIA
2h25

AFRICA
3h23

SOUTH AMERICA
3h50

OCEANIA
2h44

2017 Universe
4.1 billion viewers

Zdroj: Eurodata TV Worldwide, One Television Year in the World 2018 issue

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HOW IS TV MEASURED IN OTHER COUNTRIES?

In most European countries commissioned by **JIC** (association of TV channels)

The size of the **panel** is normaly between **1.000 and 2.000** households
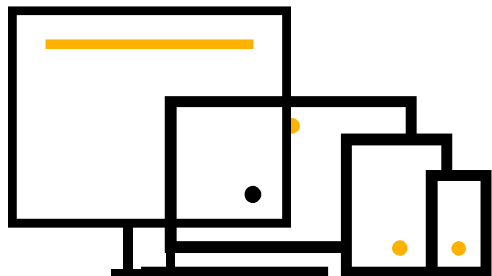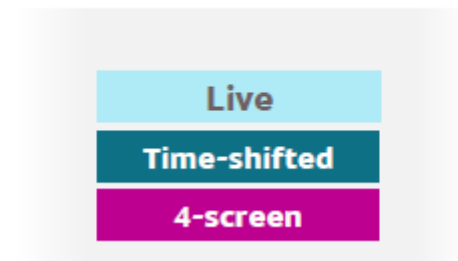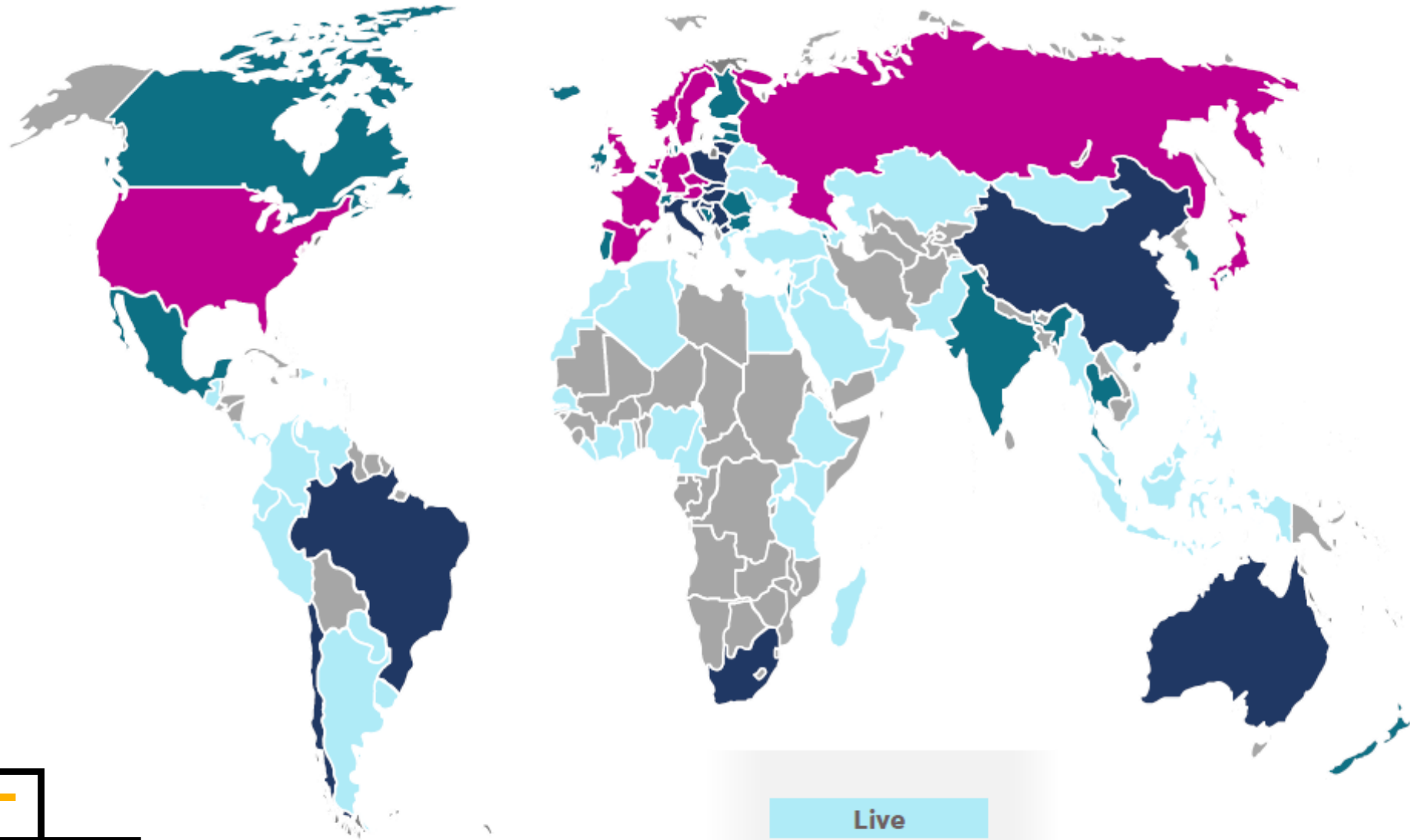
Panel recruitment based on the **Establisment Survey**

Primary technology: **audiomatching**

Timeshifted audience (**Timeshift**) is measured

Real-time data not a common part of the project

Live
Time-shifted
4-screen

1 900 households

4 450 individuals

THE CZECH PANEL WITH ITS SIZE EXCEEDS, FOR EXAMPLE:

> Austria
> Netherlands
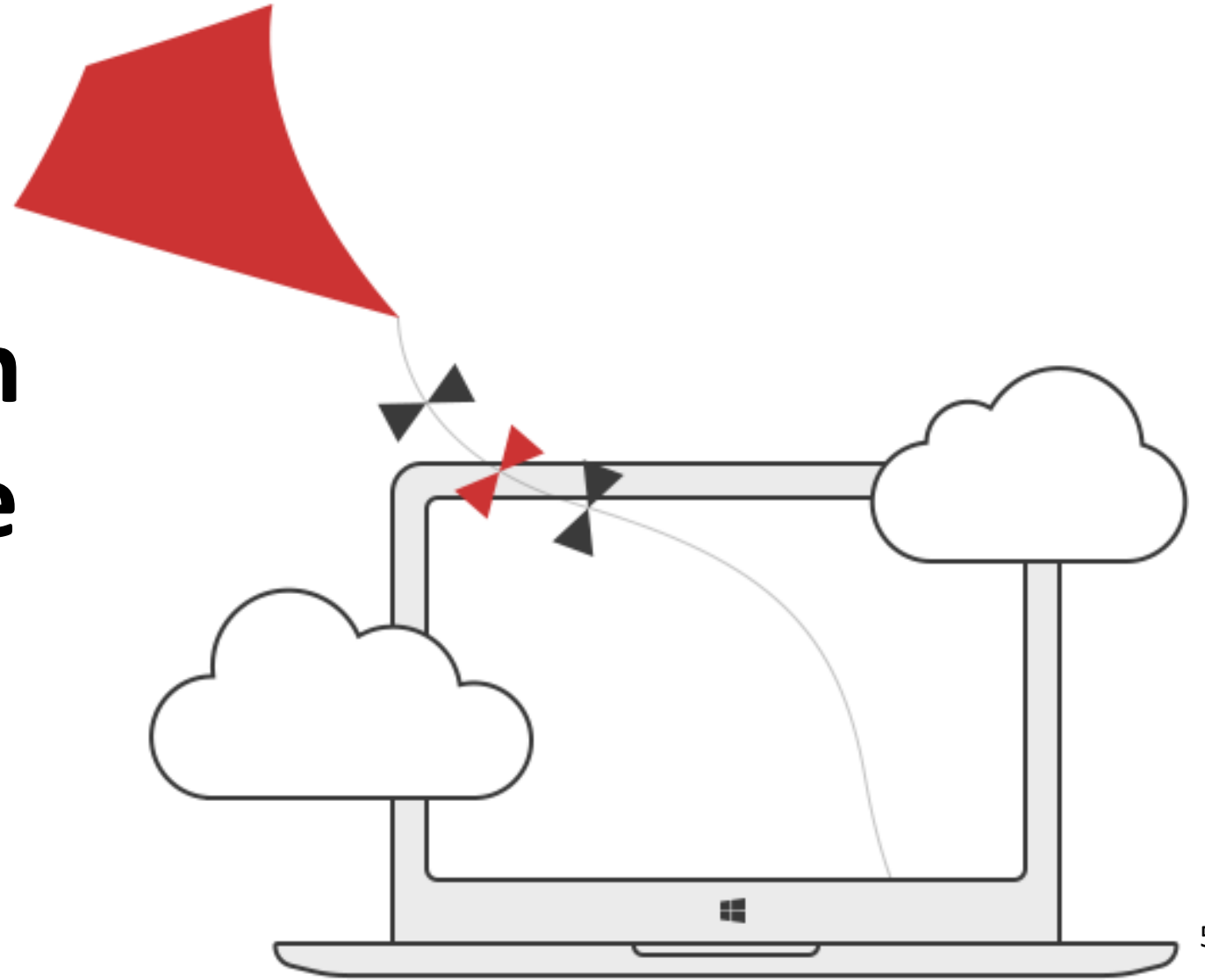> Finland
> Norway
> Ireland
> Belgium
> Greece
> Portugal

Real-Time data

Data with accuracy of one second

Cloud computation analytical software

Thanks for your attention!

Tereza Šimečková

Chairwoman of the Board of Directors, Nielsen Admosphere

tereza.simeckova@admosphere.cz
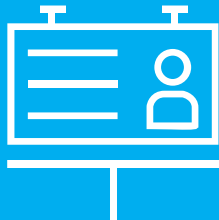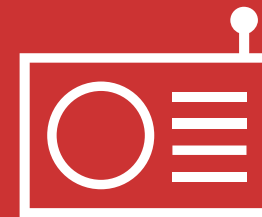tereza.simeckova@nielsen.com

ADVERTISING JUNGLE

On more than **50** TV channels **6.8 mil** commercials aired. If they were all aired together, it would take **5 years, 8 months and 11 days** to watch them.

In more than **500** print titles **539 thousand** adverts were placed.
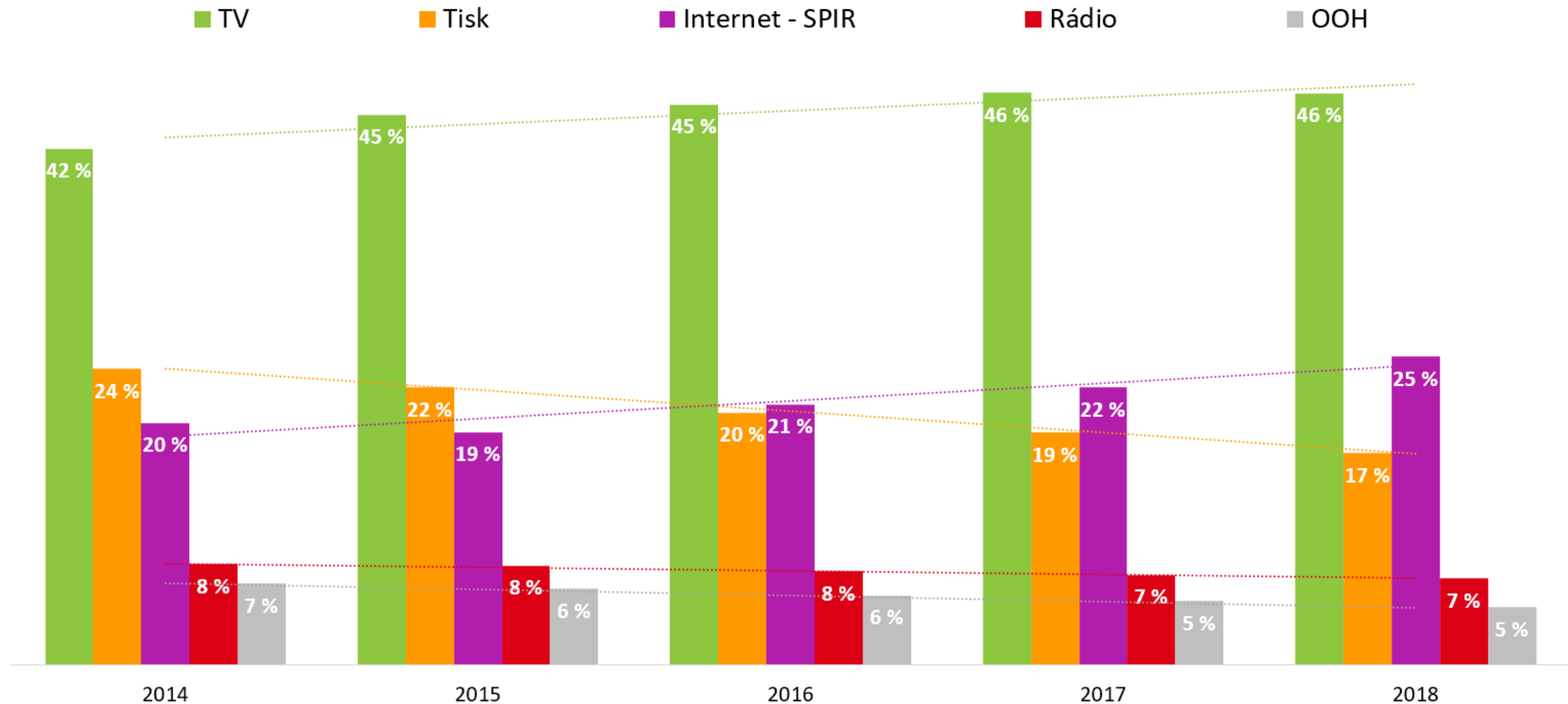
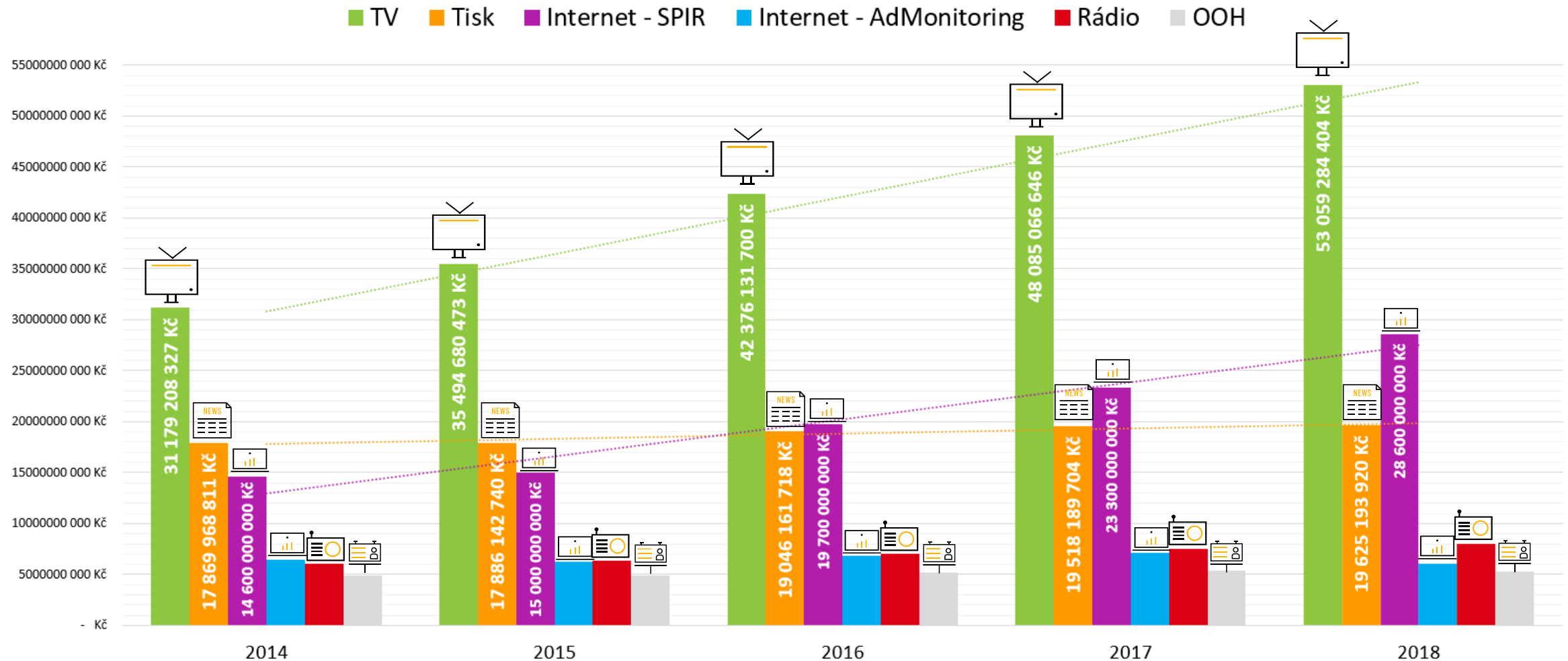**2 mil** adverts were placed on out-of-home advertising spaces.

On more than 70 radio stations **6.7 mil** advertising spots aired. If they were played together, it would take **4 years, 11 months and 8 days** to play them.

Source: Nielsen Admosphere, Ad Intel, 2018

MEDIA TYPES – SHARE ON CZECH MEDIA MARKET

Legend: TV | Tisk | Internet - SPIR | Rádio | OOH

	2014	2015	2016	2017	2018
TV	42 %	45 %	45 %	46 %	46 %
Tisk	24 %	22 %	20 %	19 %	17 %
Internet - SPIR	20 %	19 %	21 %	22 %	25 %
Rádio	8 %	8 %	8 %	7 %	7 %
OOH	7 %	6 %	6 %	5 %	5 %

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AD INTEL MONITORING 2014–2018

Legend: TV | Tisk | Internet - SPIR | Internet - AdMonitoring | Rádio | OOH

2014: TV 31 179 208 327 Kč | Tisk 17 869 968 811 Kč | Internet - SPIR 14 600 000 000 Kč

2015: TV 35 494 680 473 Kč | Tisk 17 886 142 740 Kč | Internet - SPIR 15 000 000 000 Kč

2016: TV 42 376 131 700 Kč | Tisk 19 046 161 718 Kč | Internet - SPIR 19 700 000 000 Kč

2017: TV 48 085 066 646 Kč | Tisk 19 518 189 704 Kč | Internet - SPIR 23 300 000 000 Kč

2018: TV 53 059 284 404 Kč | Tisk 19 625 193 920 Kč | Internet - SPIR 28 600 000 000 Kč

Zdroj: Nielsen Admosphere (monitoring INTERNETU zdroj: SPIR-Nielsen Admosphere, ceny TV dle sledovanosti zdroj: ATO-Nielsen Admosphere)
Internet – AdMonitoring zahrnuje reklamu v rozsahu projektu AdMonitoring; Internet – SPIR viz www.inzertnivykony.cz
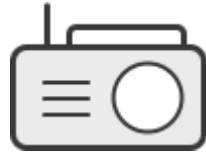bez vlastní inzerce

Since 1993

Media projekt

Unie vydavatelů
Median,
Stem/Mark
F2F, CAPI

25 thsnd.
respondents
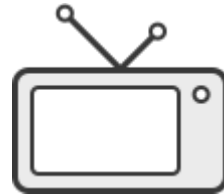yearly
Population 12-79

**Since 1993,
separately since
2006**

Radioprojekt

SKMO
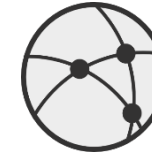Median,
Stem/Mark
CATI

30 thsnd.
respondents
yearly
Population 12-79

Since 1997

TV Project

ATO
Nielsen Admosphere

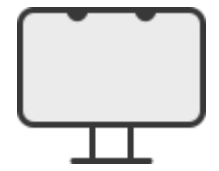electronic,
TV meters
4.470 people daily
Population 4+

Since 2005

NetMonitor

SPIR
Gemius

JavaScript codes
NetMonitor panel
30.000 people
Population 10+

Since 2013

IMPACT

AMVR
MGE data, Nielsen
Admosphere

electronic-GPS
4.500 respondents
Population 18+

ASSOCIATIONS

ATO (Association of Television Organizations)   www.ato.cz

Unie vydavatelů (Union of Publishers)   www.unievydavatelu.cz

SPIR (Association in the field of Internet advertising)   www.spir.cz

Asociace provozovatelů soukromého vysílání (Association of commercial broadcasters) www.apsv.cz

Asociace mediálních agentur (Association of Media Agencies)   www.aka.cz/clenove-aka/asmea/

Thanks for your attention!

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