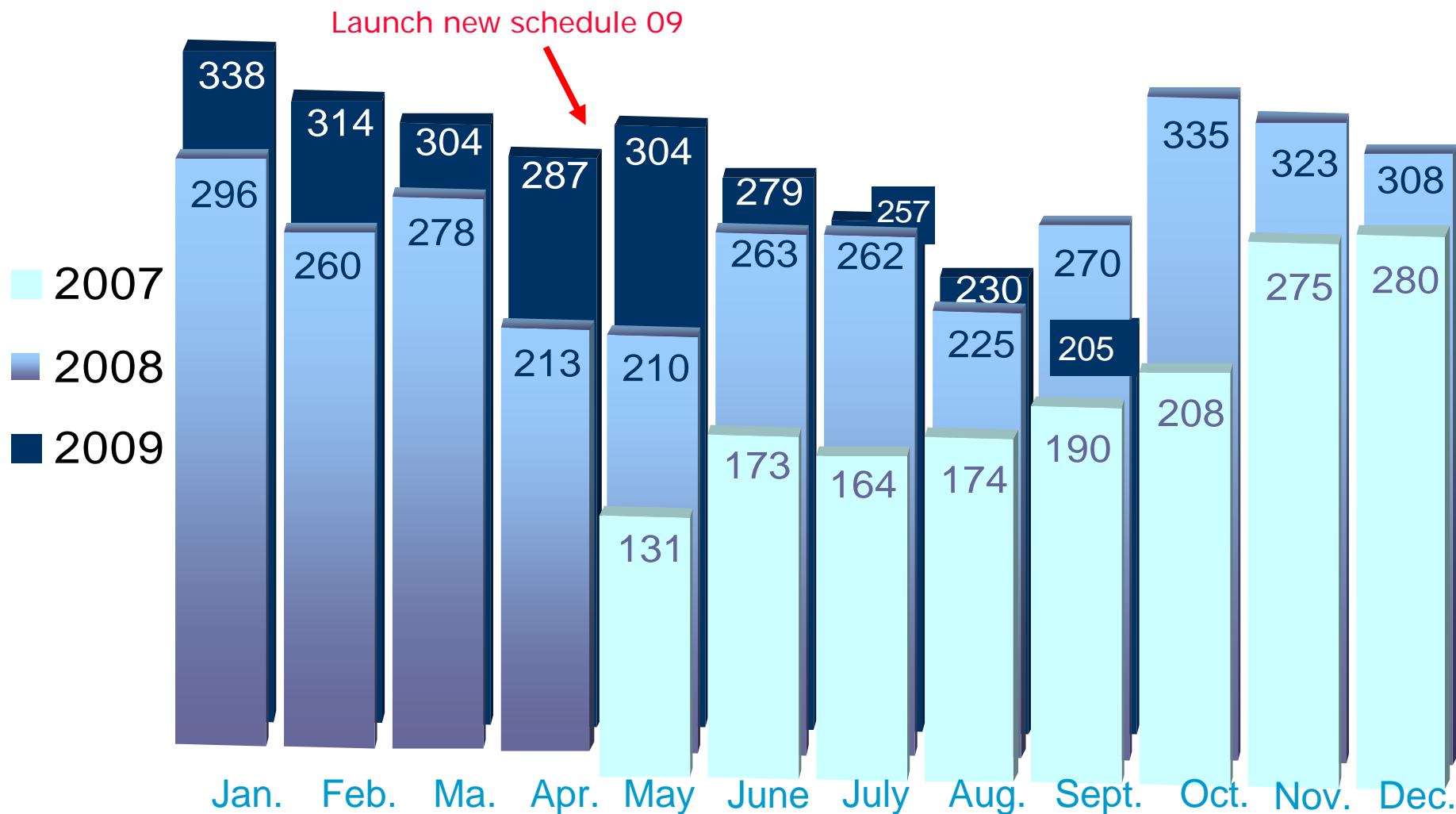


Kanaal Z results in PPM SURVEY

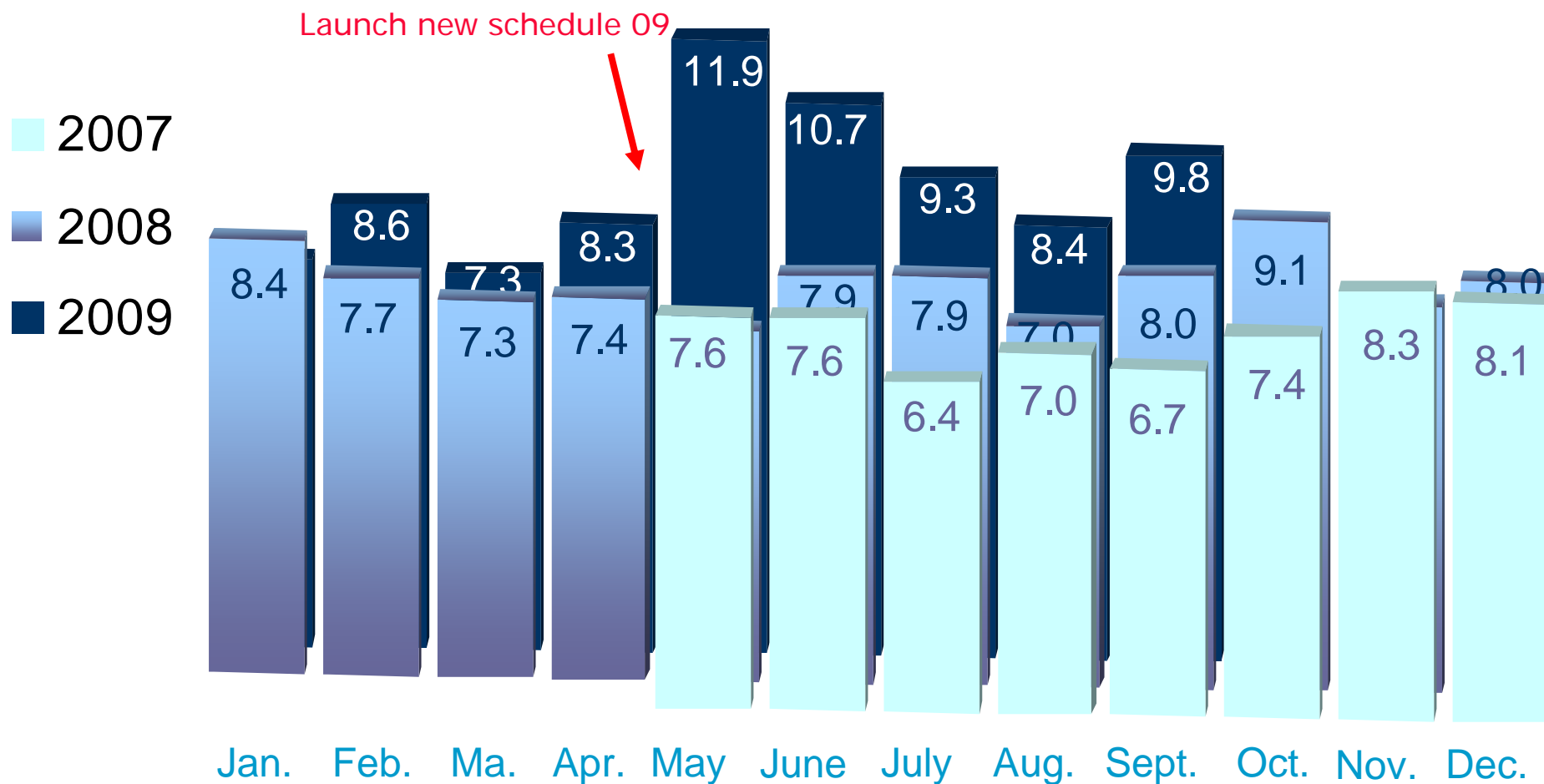
Daily audience Kanaal Z

in 000 on 12-79y.

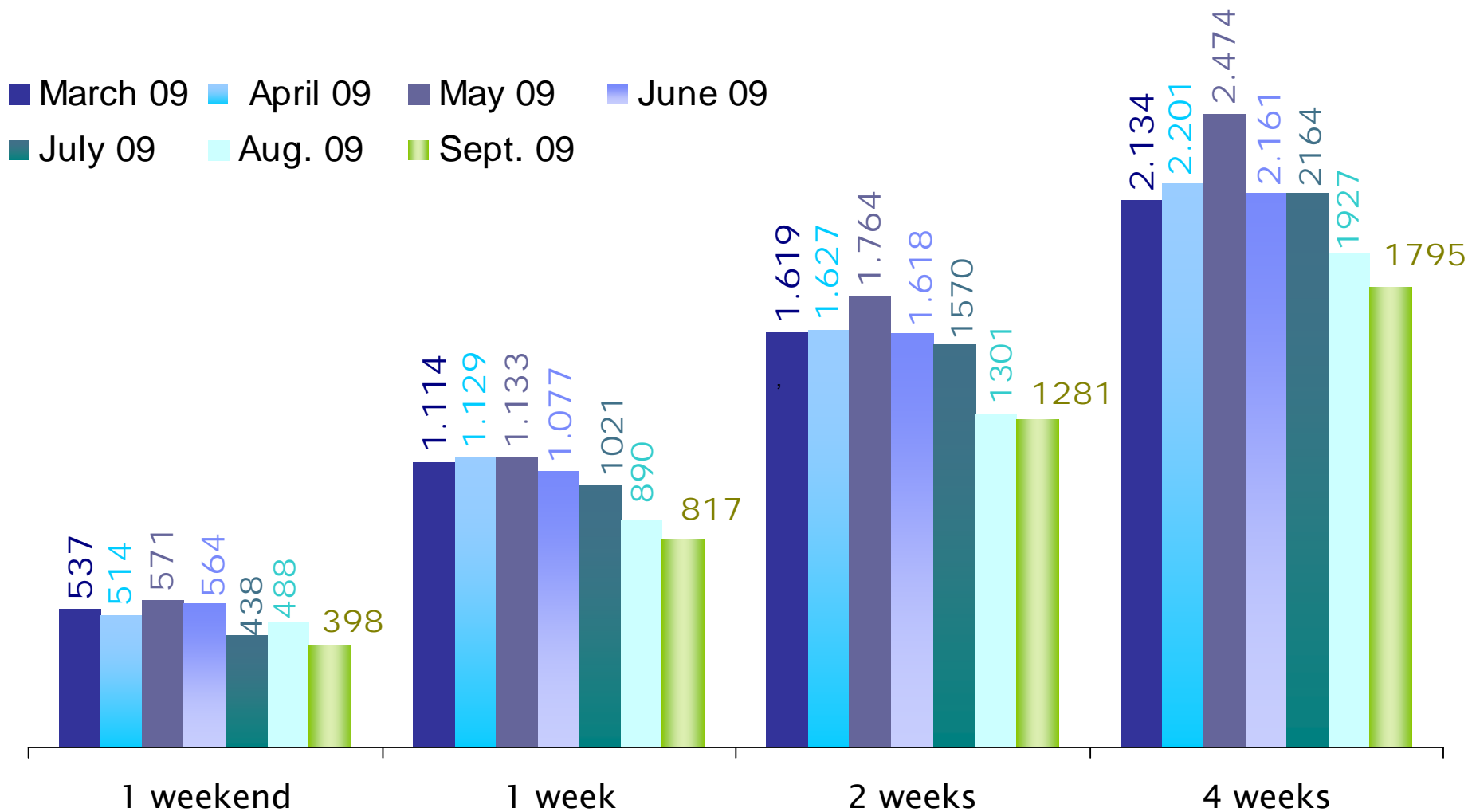


Av. duration viewing time/day

Minutes –per viewer 12-79y.



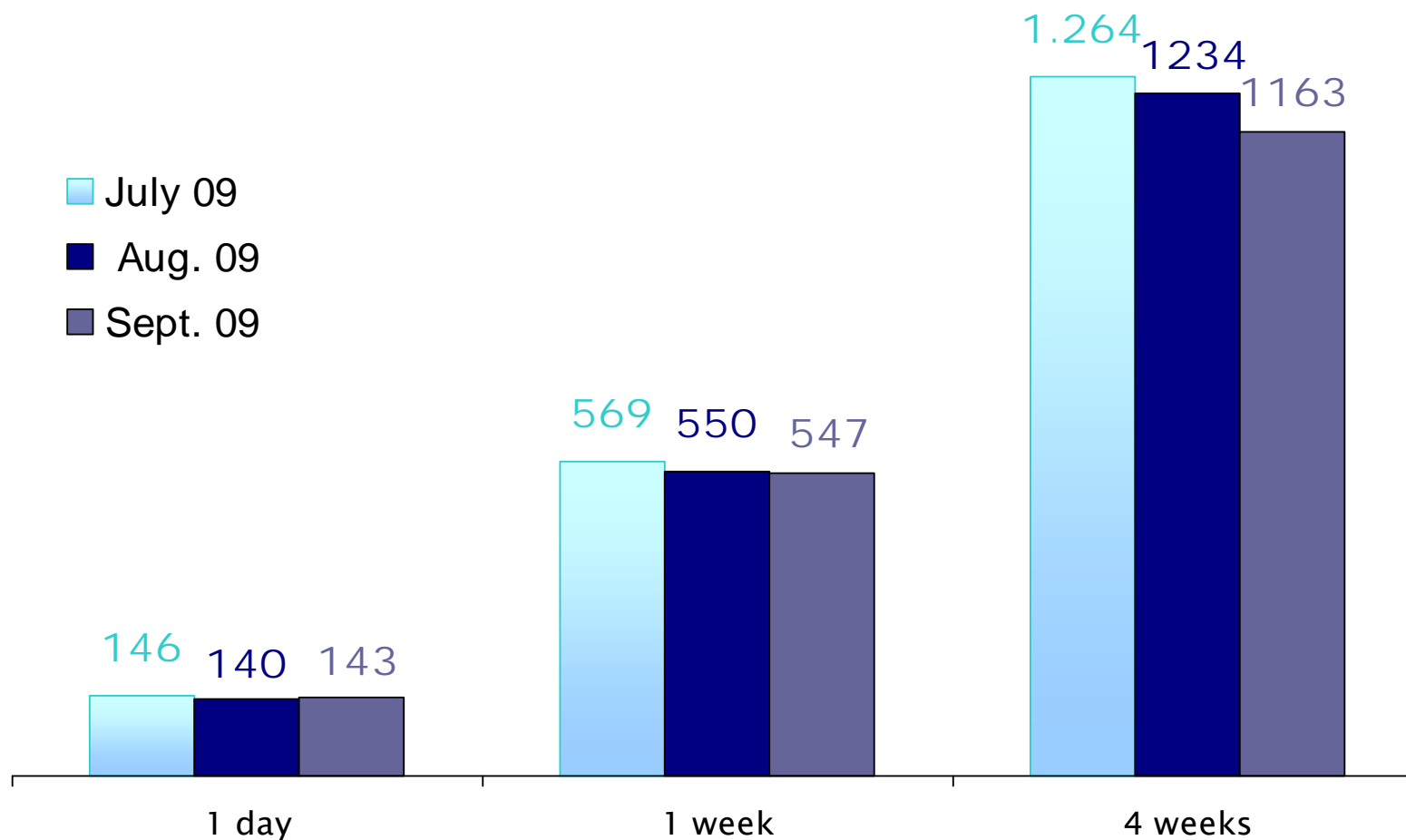
Audience accumulations 7 last months in 000



Canal Z results in SMALL AUDIMETRY

Audience accumulations Canal Z

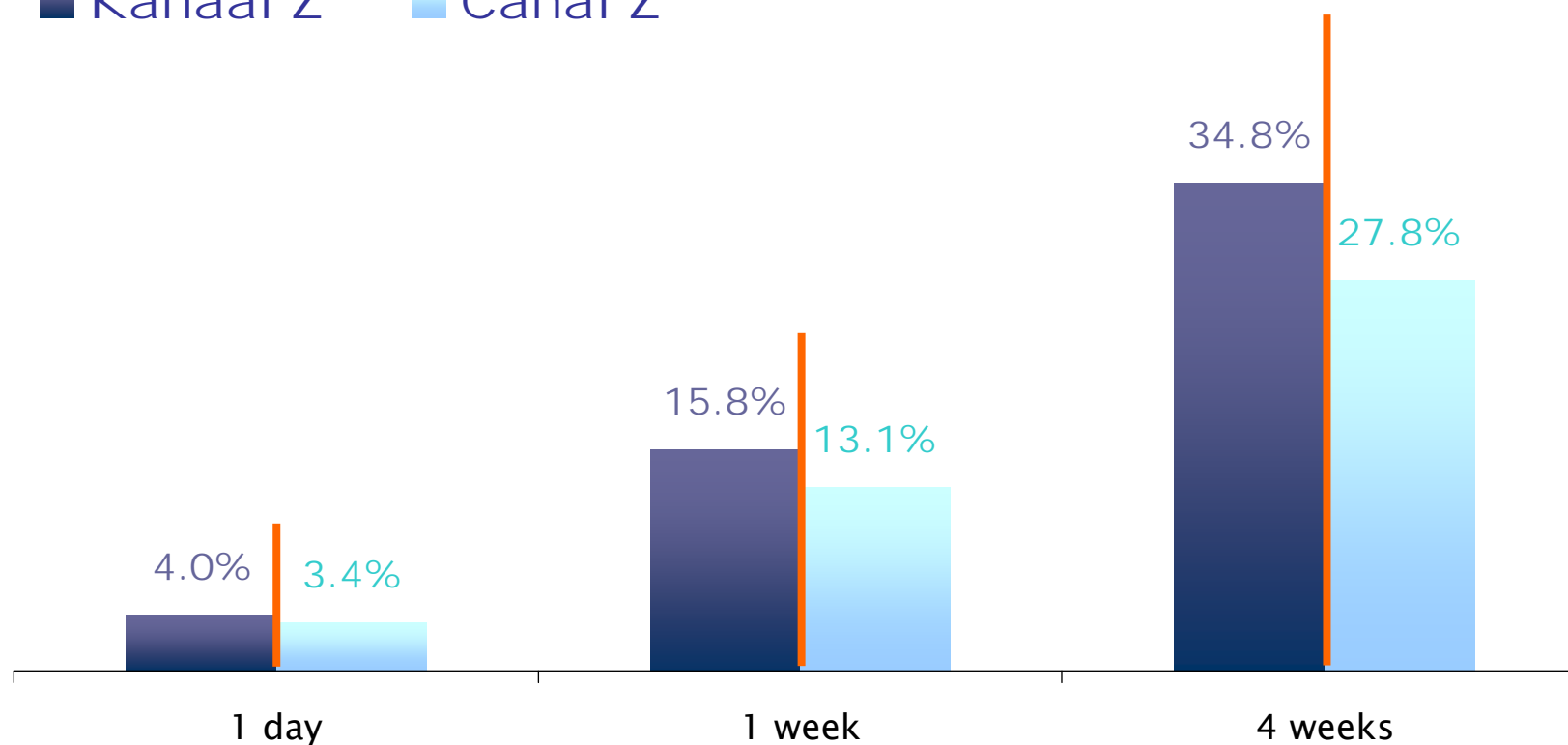
in 000



Coverage accumulations North/South

in %

■ Kanaal Z ■ Canal Z



! Source for Canal Z = Audimetry survey Sept. 2009 – audience 1 minute on total universe, South 4+ = 4 183 000 p.

! Source for Kanaal Z = PPM survey Sept. 2009 – audience 1 minute on total universe 12-79 = 5 157 000 p.

PPM < > SMALL AUDIMETRY

Differences in methodology

	PPM	Audimetry
Passive method (= no interfering in viewing behaviour)	Yes : wear a PPM device at least 8u a day	No : push the personal button to report as viewing/non viewing anymore.
Universe	12-79 / North only	4+ / National
Sample	Min. 850 p.in daily sample	750 households In both regions
Several media?	TV, radio, internet	Only TV
Participants?	Several : decision+ technical implications	All TV are measured
Identification of channel	Inaudible coded sound broadcasted together with programs	Sound matching, picture matching & frequency code.

Differences in available results

	PPM	Small Audimetry
New results	Each day	Each month
Other channel results ?	No	Yes, all channels in small audimetry
GRP/c-GRP	Yes	No
Programs results	Yes	No
Ad hoc targets	Yes	No (2 targets)
Av.watching duration	Yes	No
Day by day	Yes	No
Moments of the day	Yes	No
Difference week-WE	Yes	No
Out of home viewing?	Yes	No
Guests	No	Yes
Market share	No	Yes (full TV offer = 100%)

! In the “big” audimetry, those missing data are available !