

TAMWISE

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GLOBALTAM

A Global Perspective of AGB Nielsen Media Research

AGB Nielsen Media Research WorkShop: 26th – 29th June '05, Bürgenstock, Switzerland. Successful 10th Anniversary of annual 3 day TAM WorkShop. Global participation with nearly 250 delegates from 39 countries. 1st morning dedicated to AGB Nielsen Media Research update. Next 2 days contributions mainly from speakers outside of AGB Nielsen Media Research. Topics; future measurement needs and solutions, panel management and auditing, market realities and viewing behaviour in a digital era.

For those who attended, might be of interest that local newspaper ran article "First & Last Time". Apparently down in valley they didn't have the same firework experience.

Next year: Directly after WAM; mid to end June '06.

Joint Venture branding comes into effect. **ATR becomes AGB Nielsen Media Research** (Australia, UK). All former majority interest AGB countries re-registering as AGB Nielsen Media Research. AGB IT (Information Technology) becomes Media Instruments.

2nd H '05 **Arianna 4.3 Launch.** Two new modules, TeleGrid (Viewing Behaviour) and Seasonality (Forecasting). Other new features Video Grid, Ranking of Adex, Seasonality & Dispersion Index, Internet Update, Print and Export Enhancements, Improved Usability. See also www.arianna.tv

Global harmonisation of AGB Nielsen Media Research operations. Upgrading for current and future measurement and production needs. Current focus Asia.

Arianna launched 2nd Q '05 in Hong Kong and S. Korea. Tailored to local needs. 3 months after launch 220 users.

Malaysia launches Astro overnight Ratings service. Market has been waiting since '03 for individual channel reporting. In order to supply overnight ratings, panel boosted from 660 to 840 HH, with plans to increase to 1000 HH within next 12 months.

Philippines restructuring Mega Manila Panel, following merge of former AGB and Nielsen Media Research panels both covering this area. Establishment Survey completed March. Investigating **National Panel** which ABS-CSN has requested from both providers in the past.

2nd H '05 **launch overnight Hong Kong ratings.** Upgraded metering, production software and TV Events systems.

Effective 31st July '05, all legalities completed for ACNielsen's **China** TAM operations to be fully integrated into AGB Nielsen Media Research Joint Venture.

Change from city based to **provincial panels for China.** '05, Beijing, Shanghai & Guangdong. Expect 6 more provinces in '06 and another 6 in '07.

Thailand stand alone 200 HH **UBC digital** and analogue cable panel. Data released to clients 1st H '05. Next step incorporate UBC panel in National Panel. Upgrade of Greater Bangkok to online TVM5 meters underway.

South Korea panel expansion. Move from main urban areas and analogue only to national digital panel. 300 standalone SkyLife digital satellite panel, data release expected September '05. New national panel +500 HH to 2,000 HH.

Singapore TV Ratings service closed as of end July '05. With MediaWorks (AGB Nielsen Media Research main client) now part of MediaCorp (TNS main client) market too small for two TV ratings services.

Sweden panel expansion of 200 HH to 1,300 HH. Data delivery expected end August '05.

Developments in **UK Ratings Service**. Sponsorship measurement, Lifestyle insights. About to offer VOSDAL (viewing on same day as live) incorporating increasing level of non live viewing. Sky+ measurement imminent as well as other 'generic' PVR/DVRs. Broadcast On Demand investigations continue.

AGB Ibope (Mexico) **Sky panel expansion completed**. 77 HH to 206 HH. Mid July included in overnight ratings service.

Venezuela evaluating panel expansion with current cities covered increasing by 65 HH (485 HH – 550 HH) and expanding to 2 further cities each with 75 HH. Still being considered by TV Stations.

Panel expansions in 2 **CIS** countries: **Azerbaijan**; launched May '05 from capital city Baku only (150 HH) to national panel (400 HH). Expect completion by end August '05. **Georgian** panel expansion to 300 HH panel covering cities 45,000+. Began June, data delivered July '05. **Moldavian Panel Redistribution** following most recent ES which began in May. Moving away from only cities to also include villages in National Urban Panel (250 HH main cities + 100 HH in villages). Regional level data expected in September '05.

AGB Television closes offices in Russia. Contract awarded but no signed agreement to date.

AGB NIELSEN MEDIA RESEARCH GLOBAL COVERAGE (INSTALLED METERED HH)

Asia Pacific

1. Australia	
• Metro, Regional & Pay TV	4,800 HH
2. Azerbaijan*	400 HH
3. China	3,600 HH
4. Hong Kong	600 HH
5. Indonesia	1,650 HH
6. Malaysia	840 HH
7. New Zealand	500 HH
8. Philippines	2,200 HH
9. South Korea	
• Main Urban Areas	1,550 HH
• SkyLife Digital Panel	300 HH
10. Taiwan	1,800 HH
11. Thailand:	
• National Panel	1,000 HH
• UBC Cable Panel	200 HH
Total:	19,440 HH

Africa & Middle East

12. Lebanon	400 HH
13. South Africa	1,350 HH
Total:	1,750 HH

Europe

15. Croatia	660 HH
16. Cyprus	350 HH
17. Georgia*	300 HH
18. Greece	1,300 HH
19. Hungary	845 HH
20. Ireland	670 HH
21. Italy	5,100 HH
22. Moldova*	350 HH
23. Poland	1,650 HH
24. Romania	1,150 HH
25. Serbia	890 HH
26. Slovenia	450 HH
27. Sweden	1,300 HH
28. Turkey	2,200 HH
29. United Kingdom	6,080 HH
Total:	23,295 HH

Latin America

30. Dominican Republic	310 HH
31. Mexico	2,650 HH
32. Venezuela	500 HH
Total:	3,450 HH

Global Installed Households: 47,935 HH

* Licencing AGB Nielsen Media Research Proprietary Technology with monthly control done by the Corporate Support Center

TAMVOICE

What AGB Nielsen Media Research has to contribute

EFFECTIVE WAY OF PROVIDING COMPLEMENTARY OUT OF HOME VIEWING RATINGS

Viewing - In Home and Out of Home

- AGB Nielsen Media Research Average Daily Viewing: 3 - 4 hrs.
- Individual Out of Home Viewing:
 - Guest Viewing (Strongly related to programming).
 - Second Home (Measurable, Low Return).
 - Public Sites (Exposure not Viewing).

In Home Viewing

- Majority of quality viewing takes place in home - (approx. 95% viewing)
- Accurate Opportunity To See (OTS) measurement requires for TV ratings market currency. Measure viewing not exposure.

Official Currency: TAM Standard Today

- High accuracy and reliability.
- Consistent definition of viewing. OTS. TV both audio and visual medium.
- Seamless platform identification, without reliance on broadcaster cooperation.
- Live, Time Shifted, On Demand content measurement.
- Measurement of TV peripherals (games, cameras, etc).
- Teletext and interactivity measurement.

Out of Home is Real - (approx. 5% of all possible viewing)

- Bars, pubs, department stores, airports etc.
- Exposure not quality viewing.
- Broadcasters want fair representation of audience size and fair price for inventory.

Portable Passive Device - Audiometers

- Less precise measurement than current peplemeter systems.
- Measuring listeners not viewers - Exposure.
- Forcing radio definition onto TV.
- Audio proximity of TV set, not same as watching TV.
- Opportunity to See (OTS) minimum for TV research measurement. Audiometers measure Opportunity to Hear (OTH).
- Portable audiometers use more inclusive definition of viewing. Less precise than OTS as it counts as 'viewers' even more people who might not have seen commercial.

Out of Home Part of Fully Integrated TAM System

- Out of home exposure ratings to complement in home market currency TV ratings.

A Cost Effective Approach

- Adding supplementary mobile panel to established peplemeter panel.
- Does not compromise the international OTS in home definition of viewing.
- Also maintains the current data depth and quality of in home viewing.
- Out of home exposure ratings to complement established 'in home' peplemeter data.
- Different measurement device depending on where viewing or exposure is happening. Can easily separate the two types of viewing experience.
- Exposure (out of home) impact only on 5% of total viewing.

Combining out of home '**supplementary mobile panel (SMP)** to current 'in home' peplemeter panel could be most **cost effective solution**.

Recruitment Costs

- Recruitment costs substantially unaltered with inclusion of out of home viewing.
- Recruited HH made up of a number of individuals. Individuals remain on the panel for an extended period of time.

Operating Costs

- Investment limited to mainly SMP equipment.
- Supply portable audiometer to HH panellist - only required to carry when going out of home. Data collection via combox already installed for peplemeter system.
- Polling costs decreased and included with overnight 'in home' data.
- Centralised recruiting, panel operations, maintenance and quality control.

Cooperation

- No need to carry portable device in the home - this covered by peplemeter system. Compliance of push button accuracy in AGB Nielsen Media Research countries 95%+.
- Only carry portable device outside home if likely to be exposed to out of home viewing.

Data Transparency

- Complement 'in home' with 'out of home' ratings
- Two separate databases collected from one representative HH panel.

GLOBAL

Digital Airwaves:

- Current digital HH penetration:
 - 22% Europe
 - 46% US
 - 5% Asia
- Distribution Platforms:
 - Terrestrial, satellite, cable,
 - Copper wire & fibre optics (telecoms) and
 - ISP/IP
- Increasingly wireless (PC, mobile phone, car TV)
- US leads in technology (improved video, time shifted viewing, ad skipping, product placement, sponsorship and high definition TV).
- Europe leads on interactivity. Spain and UK lead the interest for interactivity within Europe.

High Definition (HD) TV:

- Currently only 10 million HH worldwide in 5 territories:
 - Japan
 - US
 - Aussie
 - Canada
 - South Korea
- Reach 50 million HH by '09.
- Asia believed to spur HD television.
- Study from 4,000 HH taken from 6 most affluent European countries, said HD more desirable than VOD or PVR technology.

IPTV

- Big in Japan and spreading.
- 25.3 million global IPTV users by '08.
- IPTV not a web experience. Television over internet protocol; just another method of distribution.
- Increased access to broadband and content compression, allows more sophisticated interactive services.
- Fast fibre based TV services already reality in Hong Kong, with Now Broadband TV.
- Pace IPTV STB. Decoding happens in the box. Asia seen as main market as already got high broadband services.
- 1st live demo of HD Broadband TV during French Tennis Open. Using IPTV STB.

EUROPE

ZenithOptimedia: Steady **growth in TV ad revenue across Europe**. '05 increasing 1.6%, '06 increasing 3.5% and '07 increasing 3.7%.

EC expects most **EU** countries to be broadcasting in digital by 2010 with suggested **phase out by 2012**.

Informa Telecoms and Media:

Western European TV Report

- 31% digital penetration end '05, with 45.8 million HH.
- Expected to double by '10, with 99.4 million HH or 65% of total HH.
 - Expected to be 21.47 million digital HH in UK by '10
 - o Digital satellite: 84%
 - o DTT: 26%
 - o Digital cable: 17%
 - o IPTV: 6%
- No Western European Country will meet analogues switchover target. Some missing target by more than a decade.
 - Germany not '10 but '16
 - Italy not '06 but '20
 - UK not '12 but '15
 - France not '10 but '19
 - Spain not '10 but '20
- IPTV expected to be fast growth sector but penetration levels will remain low
 - '10: 6% UK HH
 - '10: 10% French HH

InformaTelecoms & Media:

Central & Eastern Europe digital HH (000)

- Hungary: '04: 140 HH at 3.6% digital penetration. '05: 182 HH at 4.7%. '06: 988 HH at 24.8%.
- Poland: '04: 1,085 HH at 8.6%. '05: 1,286 HH at 10.1%. '06: 4,228 HH at 33%.
- Romania: '04: 2 HH. '05: 68 HH at 0.9%. '06: 1,320 HH at 17.4%.
- Russia: '04: 1,091 HH at 2.1%. '05: 1,444 HH at 2.7%. '06: 8,445 HH at 15.9%.

Eastern Europe set for digital take off.

- 15% penetration by '10, some regions up to 20%.
- Predominantly cable by '10:
 - Cable 38.2 million HH (26%)
 - DTH 4.7 million HH (3.2%)
 - DTT 3.6 million HH (2.5%)
 - IPTV 1.3 million HH (0.9%)

TSI (European Telecommunications Standard Institute) **approves DMB standard for mobile TV services.** Already tested in S Korea and trials ongoing in France. Digital Mobile Broadcasting (DMB) designed for broadcast and video to mobile handsets, together with Eaudio and data (DAB) services. DAB network already exists in 80% of Europe. More than 800 DAB services, reaching 475 million people in 40 countries.

Belgium Belgacom launches **ITPV** service. Belgacom TV, 1st digital TV offer from Belgium. 55 channels and VOD. Coverage 50 – 60% of Belgium.

Croatian DTT trials begin in Zagreb and Rajeka. 4 channel line up. **KKT starts digital cable service.** Free of charge for 1st month. 8 – 24 channels. Launch mid June in Zagreb.

Finnish broadcasters start **DVB-H trials.** 4 month pilot. 500 users in Helsinki. Access to Finnish broadcasts.

French DTT at 400,000 subscribers, 2 months after launch. End '05 expect 1,2 million DTT HH. Govt. rumoured to enforce MPEG-4 for pay DTT services.

Recently established **TV ratings service** in **Georgia** expected to boost Adspend. Awaiting end '05 \$9 million. **Video International** (broker 60 – 70% of CIS advertising market) signed agreement with Georgian Imedi. Says move will attract more European advertisers, could increase adspend to \$17 million by '07. Hopes in 3 – 4 years Georgian TV Adspend to double.

Hungary IPTV launches with 1,000 subscribers. Expecting 10,000 by end '08.

Cable driving Irish to 1/3 **digital penetration** at the expense of digital satellite (32% of all digital HH).

Irish DTT trials launched April, with 12 channels. Irish govt. committed to long term DTT platform. Seeking interested parties to provide multiplexing & network technology.

Also Fibre to the Home (**FTTH**) **TV deployment launched** offering VOD and network based DVR service.

1st **Irish IPTV deployment** by Magnet networks including VOD services.

Italian Mediaset acquisition of Canale D. Provides 2nd DTT multiplex covering 65% of population. Expects soccer **DTT PPV** service to breakeven end '05. Also announced adding PPV movie service.

Telecom Italia trials IPTV with launch in 4 major markets together with VOD services. VOD service competing with FastWeb and Sky Italia. Autumn expecting commercial roll out to 21 cities. Launch could possibly break Italian duopoly, Mediaset (34% TV Adspend share) and state RAI (40% share).

Latvian JIC reviewing alternatives to TNS/BMF services on grounds of quality & reliability. Called for media tender in '05 with TNS/BMF putting forward the only TAM proposal.

Norway Commercial PPM Radio Ratings Service. TNS awarded 5 year contract; licensing Arbitron PPM technology. Radio only service with 200 individual panel, will increase to 400 by early '06. Selected PPM (embedded code) over audio matching device, stating need to measure internet radio.

Polish DTT draws nearer. Broadcasting authorities have frequencies for 2 DTT multiplexes, each 8 – 10 channels plus interactive services. Start with Warsaw and roll out region by region. Simulcasting of analogue and digital at least for 1st 12 months. Planned switchover '14. **Polish Operator Network (POT)** joint venture between Polsat and TVN to introduce DTT services (MPEG-4) later in '06. Invited TVP (public broadcaster) to join but running separate DTT (MPEG-2) tests.

Portugal to re-launch **DTT.** Public tender 1st H '06 to award DTT licenses.

Romanian Digital Trials in capital city and **Serbian DTT trials** begin with RTS, testing DVB since April '05.

Spanish govt. approved a **new DTT technical plan.** DTT Launch 4th Q '05: National DTT platform with 21 channels. New DTT rules moves analogue switchoff forward to '10.

Swedish DTT fastest growing platform. Expected to be 1st digital only TV nation by '08. Boxer (national DTT service) **launches PPV.** Short term subscriptions (3 months, with 3 month top up option).

Ukraine PayTV growing. Cable payTV subscription increased by 9.7% last year to 2.5 million.

Advertisers Association: expects **UK Adspend to outstrip rivals.** +4.9% in '05 and +3.8% in '06. US +1.5% in '05 and Continental Europe + 1.6% in '05. Adspend US \$ 160.1 billion, Japan 37.2 billion and UK 26.2 billion in '04.

OFCOM 1st Q '05 Report

- Freeview 5 million HH (1/3 of digital market).
- BSkyB still leader with 7.3 million (48% market share).
- 15.4 million UK digital HH.
- Cable continues to drop.
- Predicted '10 broadband TV HH to exceed analogue HH.
- UK must reach 98.5% digital HH before switch off.
- UK Digital penetration (60% HH) well ahead of European average of 21%. Ireland 31%, Sweden 27%, Spain 14%.

BARB Launches 'Future into View'. Exploratory and investigative project into future options for TV ratings service. Consultation process with industry. Gain clear picture of clients and industry needs from BARB in terms of being joint industry committee for TV ratings. Consultation till end of '05. Cost/technology/industry needs balance crucial part of future service assessment.

BBC's Appointment to View. Mobile phones programming PVRs (TV) or iMPRs (PC). Launch mid '06. US TiVo users already have this functionality. Sky developing way for Sky+ subscribers to remotely schedule and record via internet or SMS.

BBC3 offers 'red button' choice of 3 programmes in addition to channel's live transmission. Also looking at innovative ways to bring it via broadband to PCs or hand held devices.

Sky's TV Web Portal. Access modified website via remote control. Free of charge service with launch expected later this year (UK and Ireland). Requires broadband service and PC to download movies & sports packages over internet. Perhaps taken to TV with new STB. **BBC trials TV content online** with 5,000 broadband users. 3 month trial starting in September testing their iMP. Users can download and watch TV (190 Hrs) and radio (310 radio shows) programmes on their PC.

BT confirms VOD and DTT Hybrid service '05, with dual tuner STB. Currently 150 HH trial prior to official launch. Only France has tried this mixed approach. Also BT confirmed chosen **Microsoft IPTV solutions**, trials starting early '06 prior to commercial launch summer '06. BT boosted basic broadband package to a minimum of 2Mb.

Mobile phone TV trials underway. Orange offering 9 TV channel service. Virgin in talks with BSkyB and O2 reported closing deal with ITV1 (1st terrestrial channel to join trials). **OFCOM warning** to mobile operators of potential competitors from wireless networks and DVB-H (TV broadcasting frequencies transmitted to handheld wireless devices)

BSkyB primes HD launch scheduled spring '06. UK and Ireland. Stated up to 9 channels in HD including all sports. Requires updated STB, to have network/broadband connection for return path interactive services. Also reported that **BBC gearing up** for HD launch in '06. Gearing up for large scale HD coverage, London based summer Olympics '12.

SkyView software download begins. Start BSkyB STB data collection from 20,000 BSkyB HH. Complement to BARB ratings. Sky says 90% of its channels less than 0.1% share. When service will begin and how much it will cost still to be confirmed.

Channel 4 to **simulcast on broadband**. Viewers can watch all TV output simultaneously on internet. Launch by end '05.

ntl rolls out **VOD** to more homes. +100,000 customers, with 375,000 with access now.

New **DVR** prototype shown at OpenTech. Ability to **record and index entire week** worth of British digital TV programming. No need to pre-select what to record. Unlikely in some 80 channel environment.

RAJAR puts out invitation to **tender for radio ratings service**. Submissions end '05, with split contact option. Contract awarded 1st Q '06. Parallel runs prior to '07 launch. Committed further £ 500,000 to evaluate audiometers in **extensive field tests**. 12 week duration started June '05. Panel 3,500 adults. Focus on respondent reaction and compliance. Results taken together with proposals. Also limited number of embedded TV channels. Will share results with BARB. Current supplier Ipsos revealed 'last minute' mobile phone audiometer. Rajar said elegant and cost effective option. 5 week lab tests prior to field tests began July '05. Included in this lab testing is relative new comer Eurisko Media Monitor. PPM national field tests started May '05. **OFCOM** warned system chosen must be suitable to digital era.

ASIA PACIFIC

Informa Telecoms & Media: **Asian PayTV**

- Expected to increase 15% in '05.
- Lead by Japanese Jupiter and Malaysian Astro.
- Korean MSO Cablenet also seen as growth engine.
- SkyLife maintain losses &
- Hong Kong i-Cable feeling broadband NOW pressure.

ZenithOptimedia: **Growth in key Asia Pacific Markets.**

- Japan retains runaway leadership.
- China TV Adspend now at 40.2% of total Adspend. TV adspend in '05 at \$3.7 billion and expected 4 billion plus in '06.
- S Korea \$2.6 billion in '05 (-7% in '04, +1% in '05, and +7% in '06).
- Aussie only 7.2 million HH \$2.2 billion (+ 2.5% in '05 and + 1.5% in '06)

Australian govt. under pressure to **delay analogue switch off**. Slower than expected digital take up, less than 10% digital HH. Planned '08 analogue shutdown, now talking 2010. Reviewing DTT rollout to regions and rules for HD broadcasting. Govt been requested to force manufactures to include digital tuner in all new TV sets.

IPTV Telestar begins DVB-H trials. FTA and VOD. Quoted as ½ price of Foxtel's current pay service. 12 month trial started July. 1,000 users in Sydney 18 TV channels, including content from Foxtel, SBS, ABC and Channel 10.

Chinese Adspend increases 25% in '04. Still less than 1% of GDP when compared to 3% in developed countries.

Chinese Govt plan **digital comprehensively deployed by '08**, with switch off in '15. End July announced private capital 'green light' to kick start China digitalisation, but must be joint venture with 51% state ownership. **Chinese DTH delay** to at least 1st H '06. Predominately rural areas solution where cable networks not an option.

Chinese **National IPTV** license awarded to SMG. SMG IPTV lab in Shanghai together with Alcatel. Follows major change in law, allowing TV to cooperate with Telecoms. Believe 15% of broadband market will subscribe to service by '07. Testing conventional TV and VOD Movies and Games. At end '05 expecting 31.65 million Chinese broadband HH.

SMG mobile phone service together with China Mobile rumoured to launch service later this year. Human TV and HTVI have already signed a 3 year agreement with Mobile Media.

Hong Kong's new (1st H '06) TV regulator to avoid content rules. Encourage **new Pay TV** platforms. Relatively small market 2.2 million TV homes. Already 4 pay TV services. Believes DTT (ATV and TVB) will also offer scope for new TV services.

TVB and ATV expecting double digit increases TV advertising revenues. **TVB demonstrated DTT** service to broadcasting authorities, plan to launch in late '06, or early '07. **Galaxy HD launch** for '06.

Hong Kong **residential broadband** service to be increased to **gigabit** allowing for converged communication services.

NOW Broadband TV strengthens local pay TV position. Signed long term exclusive access contracts with HBO, Cinemax and Star Group. Have positioned NOW as the movie house for home entertainment. NOW has 400,000 subscribers. 74 TV and radio stations. Plans to launch **time shifted capabilities, VOD** and TV shopping services. Also on cards HDTV. **Now Broadband** working with PCCW to roll out enhanced services in 6 Southern China cities. GSB and Alcel **IPTV** launch June '05.

CSM wins Hong Kong TV Ratings Contract. Joint venture TNS and Chinese CTR Market Research agency. 5 year contract begin Feb '06. AGB Nielsen Media Research to remain in market with its upgraded service for strategic regional reasons.

Indian **TAM Media increases TV ratings panel.** Official market currency. Panel will increase from 4,800 HH to 10,300 HH with an 'elite online peplemeter panel' before the end of '05. Stated would be increasing number of channels monitored for Adex service from 117 to 150 channels by end '05. 300 channels by end of '06.

New Indian competitor (since August '04) AMap, signed contract with Zee networks. Providing ratings for all network channels. CEO commented another 5 to 6 broadcasters interested in service. Want 20,000 HH panel by '06. Regional expansion plan, starting with the southern channels. Already completed ES for this region.

Video International **increases Japan's TV Ratings Panel.** Peplemeter service now includes 3rd major area, Nagoya. 600 HH in each. Additionally run 20 TV services with online set meters (200 HH in each service area).

Japan considers DTT via IPTV. Fibre optic cable networks. Simulcasting regular TV. Benefit to viewers outside DTT signals. Possible 6 month trial end '05. Hopes to introduce service in '06. Govt. determined to be all digital by '11.

2nd Malaysian PayTV operator launch could face delays, with CEO leaving the company. Launch expected 3rd Q '05.

Pace wins **New Zealand PVR** service contract. Working with Sky Network TV. Start supplying later '05.

Singaporean mobile phone 'TV Teaser'. MediaCorp with Media Authority developing 30 (3 mins) drama episodes. Teaser for 90 minute TV programme to be launched 1st H '06. Regional telecom operators can distribute in region. China, Hong Kong, Taiwan and Malaysian seen as possible markets.

PayTV UBC to launch **Thai IPTV** in partnership with TrueCorp. Competing against ADC. Economic downturn affecting the Thai broadcast industry.

S. Korean IPTV setback. 4 terrestrial broadcasters postponing or even withdrawing from project. Pilot project for broadcast convergence network to launch '06.

S. Korea DVB-T launch in mid '05, with 5 operators having been granted broadcasting licenses.

Korea testing both **DVB-S and DVB-T for Mobile TV services.** Korean Broadcasting Corporation considering retransmission of terrestrial channels, with 6 broadcasters launching digital terrestrial mobile TV services (DVB-T). Competing with DVB-S, which currently offering more channels and has a subscription base.

TU Media launched DVB-S in 'TV on your Palm' service. 9 video and 25 audio channels, with plans to expand to 40 channels. Hopes 600,000 subscribers by end '05, with 100,000 signed up after launch beginning May '05. Korea second market to use DVB-S, Japan launched in '04.

S. Korean CableNet launches VOD service. Has 1.5 million subscribers. Been offering digital services since Feb '05.

TV Aztec with Harris Corp. to bring **HDTV to 9 Mexican Cities**. 3rd Q '05 to Mexico City, Guadalajara and Monterrey. National rollout expected 1st H '06.

US companies experiment with voice recognition TV.

OneVideo and AgileTV developing voice recognition technology. Product to allow viewer to change channels, and other functions, using voice prompts such as change, search, find, sports etc. Currently Comcast is testing system.

Sing Media enables fighting over **'remote control from remote'**. Developed Singbox, like a silver ingot, to deliver content via broadband connection. Can watch live programmes available at home or recorded on home PVR. From remote users now have full control of home TV set and PVR. No guarantee that if at home with the remote control that I am controlling what is on the TV.

Madison Avenue debates **Engagement Ratings**. How to get cost per engagement rating. Possibility of it replacing the concept frequency. Complement to reach, cost per exposure. But how to define it, how to apply it and could it work across all media.

JupiterResearch: **DVRs** in nearly 50% of US HH by '10. Cable MSOs and satellite operators stepping up DVR marketing. **HDTV** will grow from 13 million in '04 to 74 million by '10. Leichtman Research Group: DVRs (8% US HH) and **VOD** (23% of cable subscribers) users doubled in past year.

FTC declined to **regulate US ratings**. Now other lawmakers trying to provide MRC with enforcement authority for auditing and accreditation of new audience measurement services prior to being introduced into US market. In effect MRC would act with govt. authority to approve or block any change in the TV ratings system. Lawmakers, backed by some media players trying to introduce Fair (Fairness and Accuracy in Ratings) Bill and a House Bill (Television Viewers Protection Act). Nielsen and Task Force say this will stifle the TV rating business (both to introduce new technologies and for any new competitor to enter the market) and violates antitrust laws in that it transforms the MRC into a virtual arm of Federal Government. Fair Ratings Act would scrap voluntary accreditation of ratings systems in favour of mandatory audits by the Media Ratings Council (MRC).

Nielsen and Arbitron endorse **Voluntary Code of Conduct** to be signed by all ratings providers and the MRC. In effect, no future commercial ratings service to be launched without transparency of full audit.

Nielsen A/P meter rolling out in LPM samples July '05. Requires embedded code for channel detection. If not encoded put into 'other' for reporting purposes. Unlike previous meter which had tuning prompt (switch on or change channel prompt) new A/P meter requires **time prompting** giving outdated concept of linear TV channel. Debated impact of 21 mins or 42 mins prompt. TV stations favour 21 mins but is this not too intrusive? Nielsen ran tests on both intervals and presented results to clients. Decided to go with 42 minute interval. MRC has already approved A/P meter for 'tuning' HH (only for meter diary markets) but Nielsen want to start introducing in LPM meters in early 2nd H '05.

Nielsen delays LPM rollout. Following 17 media companies including all Washington broadcasters requesting Nielsen to wait till MRC accreditation, Nielsen has agreed to delay slightly commercial LPM rollout in Washington and Philadelphia. Further they have agreed to wait for MRC accreditation before rolling out to any more new markets. In the meantime the MRC has put Nielsen's meter/diary service (207 local markets) under observation.

Nielsen results show more LPM TV viewing particularly men in all the 4 LPM markets (May '05 compared to May '04). With increases in viewing recorded varying between 18.6% and 0.5%. Data also shows that viewers tune into nearly ²/₃rd more channels than recorded by diary. The largest demographic change was seen in the increase of 18 – 49 year old men when compared to the diary data.

Demand for better **VOD measurement**. Need consensus on sales and distribution model for VOD Suggest pure number of HH measured be reported. Questions compatibility with Nielsen sample approach to VOD ratings.

Nielsen data available soon; live, live plus 24 hours (DVR) and live plus one week (DVR and VOD viewing). **Nielsen announced VOD plans**. Cable and satellite VOD currently listed as single channel. Nielsen VOD measurement will be add in 2nd Q '06, but with A/P meter and for VOD to be separated from all other playback networks/station has to insert a VOD flag. Phased approach with time shifted viewing (watched within 7 days of airing) followed by 4th Q '06 with ratings for 'library content' such as movies and PPV events. At the same time Atlas DMT and SeaChange announced platform for tracking and reporting VOD Ad campaigns, utilizing STB data.

Several cable operators working with simplest form of VOD advertising; placing infomercials on VOD servers. By '06 networks able to swap spots into and out of VOD programmes based on what is being watched and possibility even who is watching.

TiVo Panel Findings Questioned. TiVo collecting from 10,000 opt-in panel homes data then passing onto Nielsen for processing. Oops some TiVos had insufficient memory for heavy users viewing data (rewriting over old statements prior to 'polling'). Nielsen suspended service of providing networks with preliminary findings. TiVo fixed glitch in May but obviously question reliability of historical data.

Nielsen acquires AudioAudit, with its Broadcast Verification system with flagship product AdVantage currently sold to advertisers and agencies. Provides 'realtime' broadcast performance management and commercial tracking schedules.

FastChannel launches **competitive TV Ad Tracking tool.** Provides 'realtime; competitive broadcast ad services across major US markets.

Cable operators such as Comcast and Time Warner Networks are **tracking digital cable HH viewership** of some 2 million HH. Working together with Nielsen on how to access and use the data best. Seen to enhance official ratings but offering information mainly useful to smaller networks. But to expand to national data level need technical capabilities to process 100s of millions of channel changes. Also would need to agree how to audit and what interface should be provided between the HH STB data and official currency data, which provides individual demographics based on a national panel including all TV HH.

Time Warner's Hawaii STB Panel. TW funds project. Together with TNS, who say after UK experience now approaching US networks. Return path panel gathering TW digital STB data. TNS reported to be in negotiation with other networks.

ErinMedia and ReacTV file **antitrust lawsuit against Nielsen** requesting voiding of all Nielsen long term contacts (so that competitors have a chance) and they should stop buying any potential competitor.

ErinMedia starting VOD ratings service. Using a modelling methodology (census, STB data & programme type) to provide reports on who is watching TV (without having to use diaries). Ready with VOD software for clients in a bid to start VOD ratings and trading service. Say that they have been working for 12 months together with advertisers, media buyers and planners to understand their VOD ratings needs. Erin a 3rd party data analyst. Not STB data collector rather receives data from some 25+ million HH (with no demographics). Recently **Erin acquired Naviguage** assets (outdoor and passive in-car audience measurement technology) and is now speaking of providing cross media ratings for TV, radio and outdoor.

Arbitron goes ahead in Houston without Nielsen. Said that Nielsen should concentrate on those issues most important to commercial roll out of PPM for TV & Radio in US. Nielsen concerned about audio detection capabilities and impact of change, particularly for TV market with change from OTS to OTH/exposure. Arbitron has reached its 2,100 panel goal. Also demonstrating its in home vs. out of home technology together with its ability to measure time shifted viewing/listening. Late August comparative station level radio data available, and in September comparative station level TV data (July PPM vs. July Nielsen diary/set meter data). Nielsen is expected to make decision on the PPM joint venture in 4th Q '05.

US Radio only PPM service. Arbitron vows to have commercial radio service by early '06. Radio Advertising Board (RAB) wants PPM to get MRC accreditation first (process began Sept '04). Help industry understand economic impact (Forrester Report, indicated \$700 increase in Adspend could result from introduction of electronic measurement). And wants Arbitron to provide radio only proposal sometime in summer '05. Arbitron already indicated 40% – 60% increase over current service. Also looking at 5 to 6 potential redesigns of the meter. Arbitron intention to get PPM into top 10 radio markets.

MIDDLE EAST & AFRICA

S. Africa Govt. established task force to consider switch off date.

Moroccan Tender Body puts out TAM Contract. Introducing overnight peoplemeter service.

FREQUENTLY USED ABBREVIATIONS

BARB:	Joint industry committee responsible for TAM data supply in the United Kingdom
DAB:	Digital Audio Broadcasting
DMB:	Digital mobile broadcasting
DTH:	TV transmissions via satellite intended for 'direct to home' reception in HH equipped with parabolic dish antennae.
DTT:	Digital Terrestrial Television
DVB-H:	Digital Video Broadcasting to handheld wireless devices
DVB-S:	Digital Video Broadcasting via satellite
DVB-T:	Digital Video Broadcasting via terrestrial radio frequencies.
DVR:	Digital Video Recorder
FTA:	Free to Air
FTTH:	Fibre to the Home
HDTV:	High Definition Television
iMP:	Interactive Media Player
IMPR:	Interactive Media Player Recorder
IPTV:	Television over Internet Protocol
JIC:	Joint Industry Committee
MRC:	Media Ratings Council
OFCOM:	The independent regulator and competition authority for the UK communications industries, with responsibilities across television, radio, telecommunications and wireless communications services.
OTH:	Opportunity to hear
OTS:	Opportunity to see
PM:	Arbitron's portable personal meter device.
PPV:	Pay per View
PVR:	Personal Video Recorder
RAJAR:	Joint industry committee responsible for Radio data supply in the United Kingdom
SMP:	Supplementary Mobile Panel
STB:	Set top box
TAM:	Television Audience Measurement
VOD:	Video on Demand

TAMWISE

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Should you wish to receive

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please contact:

Monika Ettlin, Director Global Communications
Email: info@agbnielsen.net



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