

Statement

Amsterdam, 1 March 2024

IN ADDITION TO AUTONOMOUS DECLINE, PANEL UPDATE NMO KIJKONDERZOEK (TAM) ALSO LEADS TO A DECLINE IN LINEAR VIEWING TIME

For the past six months, the updated *NMO Kijkonderzoek* (The Dutch TAM) has been providing the common currency for the television market. The *NMO Kijkonderzoek*, like other sources, shows an autonomous declining trend in linear viewing time. The decline appears to be larger in certain target groups than in the overall 6+ group, especially among the 35 to 49-year-olds and the 20 to 49-year-olds. This becomes especially visible after the planned panel update that was carried out just before the launch of the new audience measurement.

Last month, NMO carried out a comprehensive benchmark analysis. This was prompted by the sharp drop in viewing time. In all other data sources that were compared with the *NMO Kijkonderzoek*, the same picture is consistently visible: an autonomous declining trend in linear viewing time can be found everywhere. The Netherlands is not unique in this respect. However, as a result of the planned panel update, the decrease in certain target groups appears to be relatively large. In a panel update, the background characteristics of all panel members are refreshed. For example, the age of all panel members increases by one year. This adjustment takes place once a year, for all panel members simultaneously. The effect is that younger panellists with less viewing time are added to certain target groups and older panellists with more viewing time leave the target group. Thus, in the case of the 35 to 49-year-olds, 34-year-olds enter and 49-year-olds leave. Because the younger entrants have a lower viewing time, this results in a decrease in viewing time in some target groups.

When the new *NMO Kijkonderzoek* was introduced, the update was carried out just before going live, on 8 August (week 32). A panel update has an effect on the figures every year. Looking at the data from September 2023 - January 2024, the following difference in viewing time per target group was found:

Age Category	Less viewing time related to panel update
35-49	6%
20-49	5%
25-54	5%
25-59	4%
25-67	4%

Legend: within the target group of 35-49-year-olds, the average viewing time is 6% lower in the period from September 2023 to January 2024 due to the panel update performed in August 2023. If the panel update had NOT been carried out, the average viewing time in the aforementioned target group would have been 6% higher. The conclusions from the analysis are endorsed by all NMO stakeholders bvA, PMA, NPO and Screenforce.

End of statement

Note to editors:

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About NMO

The National Media Research (NMO) is an initiative of the media reach research organisations in the Netherlands. NMO a merger of the following organisations: Stichting KijkOnderzoek (SKO), Stichting Nationaal Luister Onderzoek (NLO), Stichting Nationaal Onderzoek Multimedia (NOM) and the United Internet Operators (VINEX). Under the banner of NMO, the reach of television, radio, print and online is measured. In 2024, Stichting Buitenreclame Onderzoek (BRO) will also join.