



Press Release

SKO and GfK renew TV Audience Measurement contract in the Netherlands

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GfK innovation projects to capture changing usage of devices

Amstelveen, 9 November 2017 – SKO has announced it is renewing its contract for Television Audience Measurement (TAM) with GfK for 2018. GfK is already contributing to joint innovation projects with SKO, in order to anticipate changing viewing behaviours, with television and video viewing being measured across several devices. The emphasis lies on measuring live television viewing on tablets and smartphones.

SKO (Stichting KijkOnderzoek), the organisation which is responsible for the Dutch Viewing Study, has renewed its contract for conducting its research for one year, until 31 December 2018.

GfK and SKO will work together on a number of innovation projects, the preparatory phase for which has now started. This includes data on viewing video across all devices, as well as watching other services through TV.

Bas de Vos, Global Director Strategy Media Measurement at GfK, comments: “We are proud of the trust that SKO places in us as a partner, and we are looking forward to deploy our technologies and expertise to help shape the Viewing Study of the future”.

For more information please visit www.gfk.com or follow GfK on Twitter: <https://twitter.com/GfK>

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