



Questions & Answers

What is the subject of approval?

The approval concerns a channel feed to the reference site, which is one of the two components GfK uses to compute the audience of TV programs. On the reference site, GfK records 24/7 the sound of all programs broadcasted by the channels that are part of the TV Audience Measurement (TAM study).

The second component of the TAM measurement is a household panel equipped with meters. These meters capture sounds of the programs seen by the panel households on their TV sets. The sounds are regularly sent to GfK servers where they are matched with the sound as recorded on the reference site. This allows GfK to know when the tv was tuned to which program.

Why does GfK needs approval from telco operators?

Telco providers want to make sure they do not fringe any **Intellectual Property Rights**. They give GfK access to the channel(s), once the broadcaster has approved.

Do broadcasters need approval from all telco providers in Belgium?

No, only the telco providers who provide the distribution of broadcaster's programs via a **professional digital stream**, called B2B feed. This approval is only needed when your channel is available by these providers, indicated in the technical section of the subscription form available for download at the website of CIM.

Why doesn't GfK measure the channel using a non-professional stream, for which no approval is needed?

GfK could do that but professional digital streams provide a higher quality of measurement than other feeds (via consumer boxes). Professional digital stream are therefore recommended and GfK prefers to use consumer boxes only when no professional digital stream is available.

What happens after GfK receives this approval?

GfK contacts TAM-households who are client of the respective providers for **measurement tests**. Once the test is validated, the channel is put in production in TAM.

Does a broadcaster need to give his approval for channels that are currently already measured?

No. GfK already has the agreement from the telco providers for channels currently measured in the TAM study.