

Mail

Centre d'Information sur les Médias A.S.B.L. Centrum voor Informatie over de Media v.z.w.

Proximus Enterprise Business Unit Bea Allaert, Al Naasan Fayçal Solution Sales Digital Media Koning Albert II-laan 27 B-1030 Brussel

Concerns: Access to channel signal in GfK offices (see Q&A below for more details) Dear Mrs. Allaert, dear Mr. Fayçal, The undersigned,, responsible for the channels mentioned below, authorises Proximus to give access to this (these) channel(s) - through Proximus Business TV (Fiber) - to GfK Belgium located on Arnould Nobelstraat 42 in 3000 Leuven, and this within the framework of TV measurement organised by CIM. Proximus does not have to pay any compensation to the channel for the mentioned service. Channels: Date [dd/mm/yy] / / Signature Name Function: Address : Phone :

ciM

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.