



**Centre d'Information sur les Médias** A.S.B.L.  
**Centrum voor Informatie over de Media** V.Z.W.

Telenet  
 José Verbiest  
 Liersesteenweg 4,  
 2800 Mechelen

Concerns: access to the channel signal in Nielsen office (see Q&A below for more details)

Dear Mr. Verbiest,

The undersigned, .....,  
 responsible for the channel(s) mentioned below, authorises Telenet to give access to this (these)  
 channel(s) to the Nielsen Company located on Plejadenlaan 73 in 1200 Brussels, and this within the  
 framework of the TV measurement organised by CIM.

Telenet does not have to pay any compensation to the channel for the mentioned service.

Channels: .....  
 .....  
 .....

Date [dd/mm/yy] ..... / ..... / ..... Signature .....

Name : .....

Function : .....

Address : .....  
 .....

Phone : .....

Mail : .....



## Questions & Answers

### **What is the subject of approval?**

The approval concerns the recording of images of TV channels measured within the CIM TV study. Nielsen is responsible for coding 24/7 all events on those channels: programs, channel promotions, spots, etc. This coding provides detailed information, down to the second, for each channel.

### **Why does Nielsen need approval from Telenet?**

By using the TV signal provided by Telenet, Nielsen can record a channel 24/7, look at it, and verify and classify the content. Telco providers want to make sure they do not fringe any **Intellectual Property Rights**. They give Nielsen access to the channel(s), once the broadcaster has approved.

### **Do broadcasters need to ask approval from all providers in Belgium?**

No, Nielsen works with two partners, one of which is Telenet.

### **Can Nielsen record the channel's images using other sources than the TV signal?**

No, the TV signal is the only source that enables the identification of content down to the second, as it was actually broadcasted.

### **What happens after Nielsen receives this approval?**

Nielsen can start recording the images of the channels to code the content into events.

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

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