



## CIM TAM STUDY: PARTICIPATION REQUEST NEW CHANNEL

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Channel name: .....

Media Sales house: .....

Broadcasting company: .....

Address: .....

Phone: .....

Business contact: .....

E-mail: .....

Technical contact: .....

E-mail: .....

- I have read and I agree with the rules to this study as published on the CIM site.  
<https://www.cim.be/nl/reglementen?media=televisie> (Dutch)  
<https://www.cim.be/fr/reglements?media=television> (French)
- I confirm the request to add the channel mentioned above to the CIM Television Audience Measurement (TAM) study:
  - Full-service by Nielsen with Normal Time Logging (programs, autopromo, spots; for min. 6 months)
  - Full-service by Nielsen with Light Time Logging (spots only; for min. 6 months)
  - As Runs following the predefined specs and validation process for min. 6 months
  - Monthly Station Report (MZR/RME) :
    - Target group 1 .....
    - Target group 2 .....
    - Time slot 1 .....
    - Time slot 2 .....

If you want reports for more than 2 target groups and/or time slots, please contact [tv@cim.be](mailto:tv@cim.be).

- I confirm I wish to add the channel mentioned above into the Enhanced Audio Reference Site.
- Preferred date to add the channel to the CIM TAM study [yy/mm/dd]: ..... /..... /.....

Date: ..... Signature Business contact: .....

## Technical information

Please indicate the channel’s availability for different providers in different regions.

Kindly distinguish consumer boxes from the B2B feed from Telenet Digital (DTV Multicast) and from Proximus (Business TV-IPTV). GfK may prefer to capture the better quality B2B feed.

Available in	Flanders	Wallonia	Brussels
Telenet Analogue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Telenet Digital			
via consumer box (Decoder/TV box)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
via DTV Multicast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximus			
via consumer box (Decoder)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
via Business TV-IPTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VOO Analogue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VOO Digital	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV Vlaanderen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TéléSAT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scarlet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Orange TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CIM ID (to be filled in by GfK): .....

Content package(s): .....

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Test broadcast starting date & hour: .....

Live broadcast starting date & hour: .....

End date (if temporary channel): .....

Other: .....

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