



CIM TAM STUDY: PARTICIPATION REQUEST NEW CHANNEL

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 (www.cim.be , see section for experts).
- ☐ I confirm the request to add the channel mentioned above to the CIM Television Audience Measurement (TAM) study:
- Full TAM + Normal Time Logging (programs, autopromo, spots; for min. 6 months)
 - Full TAM + Light Time Logging (spots only; 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.

- ☐ 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	☐	☐	☐
Telenet Digital			
via consumer box (Decoder/TV box)	☐	☐	☐
via DTV Multicast	☐	☐	☐
Proximus			
via consumer box (Decoder)	☐	☐	☐
via Business TV-IPTV	☐	☐	☐
VOO Analogue	☐	☐	☐
VOO Digital	☐	☐	☐
TV Vlaanderen	☐	☐	☐
TéléSAT	☐	☐	☐
Scarlet	☐	☐	☐
Orange TV	☐	☐	☐
.....	☐	☐	☐
.....	☐	☐	☐

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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