

## 1. What is new about Total Video?

With Total Video, NMO combines linear viewing with online viewing, offering a much more complete picture of viewing behavior. The measurement covers linear, timeshifted and on demand viewing across **all screens and devices**, including big screens, smart phones, tablets, streaming services, as well as broadcaster and operator apps.

By combining data from the People Meter, Focal Meter data and census data from participating parties, NMO captures not only traditional TV viewing but also online viewing—both at home and outside the home.

What's new is that **Video On Demand (VOD)** and **Video Sharing Platforms (VSPs)** are now included in the reporting, providing a futureproof and comprehensive viewing data set.

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## 2. Which types of viewing are included?

Linear, time shifted, and on demand viewing—across all devices and platforms.

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## 3. Which measurement systems are used?

Viewing behavior is measured using the People Meter, the Focal Meter, and census data.

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## 4. What results are included in the viewing figures on Day 1, Day 7 and Day 14?

NMO's Day 1, Day 7 and Day 14 publications contain the viewing figures for TV programmes.

Day 1 and Day 7 contain **preliminary viewing figures on the big screen**.

The Day 14 publication provides the **complete and final viewing figures** for programmes, across all platforms and devices.

### Day 1 (Overnight)

Preliminary viewing figures showing linear viewing on the big screen from the previous day (broadcast day), including live and time shifted viewing (VOSDAL).

### Day 7

These figures correspond to what is currently published: live + time shifted viewing up to six days after broadcast. These figures are still preliminary and refer only to viewing on the big screen.

### Day 14

The complete and final viewing figures:

- all screens
- all forms of viewing (linear, VOD, VSP)
- all time shifted viewing up to six days after broadcast
- all online platforms and all devices

For programs viewed via VOD platforms and other devices, figures become available after six days. Final figures (including time shifted viewing up to six days) can only be established **14 days after the broadcast moment**. At this point, the full overview is available, regardless of whether the content was watched as VOD or via linear TV channels.

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## 5. Why are overnight figures being reintroduced?

Overnight viewing figures for programs on the big screen are being reintroduced because the market now clearly understands the difference between preliminary and final results. It is widely recognised that drawing conclusions based solely on preliminary figures the day after broadcast is premature.

NMO aims to provide insights that are as up to date and complete as possible. However, combining all measurements and census data for Total Video requires **thirteen days** of processing after the broadcast day before the final figures can be published. That is relatively long for users of TV data.

By publishing preliminary viewing figures on the big screen the day after broadcast, NMO can still offer timely insights—while making clear that these figures are not yet definitive.

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## 6. Why does it take 14 days to finalise the figures?

Processing viewing data—including VOD and VSP data—takes more time because the information comes from a variety of sources and systems, such as server logs from broadcasters, streaming services and platforms. These data must first be collected, validated, linked and calibrated to the panel data. In addition, extensive quality checks ensure that the data is reliable and consistent.

A key element that requires additional time is the delivery and processing of program metadata. This metadata must be linked to the on demand viewing data to determine exactly which content was watched. Only once all metadata is complete, correct and linked can the viewing figures be finalised. This means that the final figures become available at a later moment.

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## 7. Which parties are reported at this moment?

The VOD category includes online video and streaming platforms. Within VOD, viewing time for **ad tiers**—the ad supported segments of the platforms that participate in NMO—is reported at platform level.

Premium tiers (without ads) and VOD platforms not yet participating are reported under **‘Other VOD Platforms’**.

NPO Start is an exception and participates both with and without advertising.

Platforms reported at launch include:

- NPO Start
- NPO VOD Other (e.g. Het Klokhuis, NPO Zapp)
- RTL Nieuws & Entertainment
- Videoland Ad Tier
- TALPA Network Kijk
- TALPA Network VOD Other (e.g. Shownieuws.nl)
- ESPN Watch
- Other VOD platforms (including Netflix, Disney+, Amazon Prime Video, HBO Max, SkyShowtime, Viaplay, Videoland Premium Tier)
- VSP

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## 8. Which VOD services and VSP platforms are measured?

All Video on Demand (VOD) services and Video Sharing Platforms (VSP) that meet the criteria of the research are measured. This includes platforms with at least 80% video content and participating broadcasters and channels. Viewing on VSPs is clustered at the level of video content.

Platforms included in the data at launch of Total Video are:

### VOD

- NPO Start
- NPO VOD Other (e.g. Het Klokhuis, NPO Zapp)
- RTL Nieuws & Entertainment

- Videoland Ad Tier
- TALPA Network Kijk
- TALPA Network VOD Other (e.g. Shownieuws.nl)
- ESPN Watch
- Other VOD platforms (including Netflix, Disney+, Amazon Prime Video, HBO Max, SkyShowtime, Viaplay, Videoland Premium Tier)

## **VSP**

- YouTube
- Instagram
- TikTok
- Twitch

Total Video will continue to be expanded in the future. Video platforms can join NMO