NMO Total Video now reports viewing time for Prime Video Ads

As of 12 November 2026, NMO reports ad-supported viewing time on Prime Video's ad-supported service as a separate platform in NMO Total Video, under the name Prime Video Ads. Until now, this viewing time was included under Other VOD Platforms. The first figures will be available on 19 November.

By reporting Prime Video's ad-supported service as a separate platform, an important international player becomes more visible within the Netherlands' joint video measurement system. Advertisers, media agencies and media owners gain greater insight into how viewing time is distributed across video platforms. The overall NMO Total Video figures remain unchanged.

Patricia Sonius, Managing Director of NMO, says:
"NMO brings the Dutch media market together around a single independent measurement standard. Including the ad-supported viewing time of a major international streaming service such as Prime Video in our measurement is an important step. It underlines the value of this shared measurement standard and gives the market a more detailed picture of viewing behaviour across different video platforms."

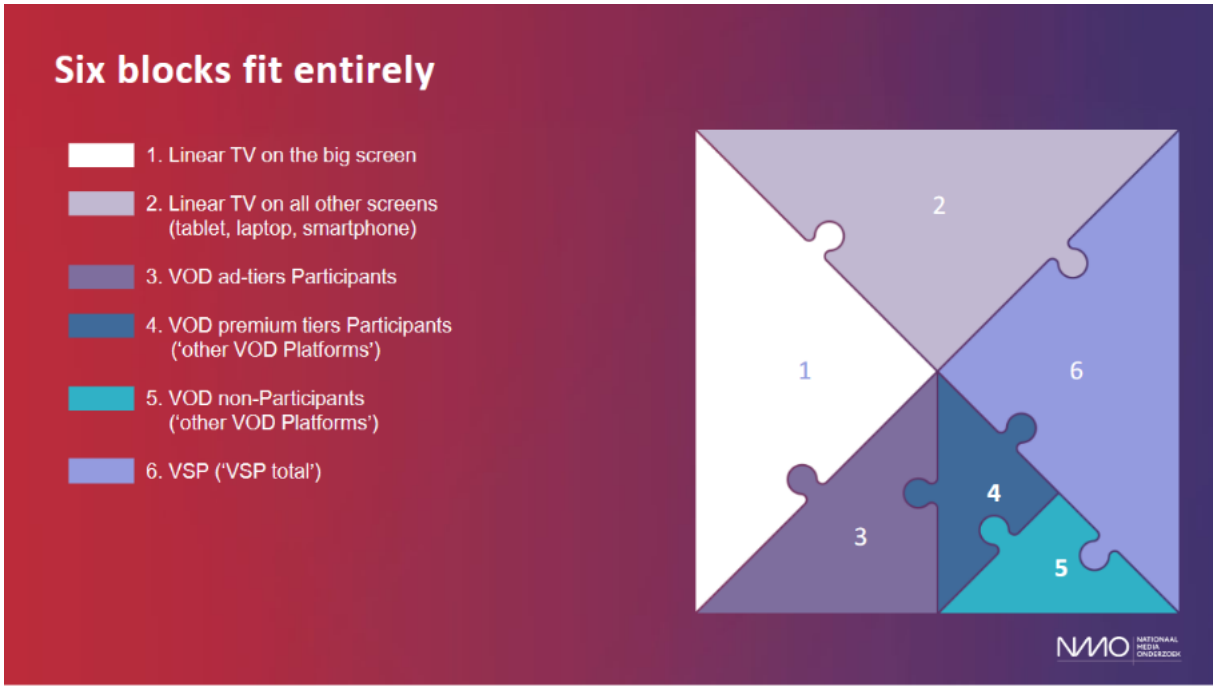
Frequently asked questions

What's changed?
As of 12 November 2026, NMO reports ad-supported viewing time on Prime Video as a separate platform: Prime Video Ads. Until that date, this viewing time was included under Other VOD Platforms. The overall NMO Total Video figures remain unchanged; only the breakdown within VOD is more detailed. The first report will be available on 19 November 2026.

What can I use this data for?
You can view Prime Video Ads viewing time separately, analyse its share of VOD viewing and include the platform in your analyses. This covers viewing time for programmes and advertisements that are also available through other measured channels. Viewing time for programmes and advertisements available exclusively on Prime Video is not currently available.

Where can I find the data?
NMO Total Video consists of six blocks (see illustration). Until 12 November, Prime Video's ad-supported viewing time was included in block 5, VOD non-participants. From 12 November, this viewing time is reported separately in block 3, VOD ad-tier participants, as Prime Video Ads (platform code 40024 / channel code 2025).

Prime Video's ad-free offering remains part of Other VOD Platforms in block 4, VOD premium-tier participants.



Who can I contact if I have questions?
For questions about the data: info@nationaalmediaonderzoek.nl
For press enquiries: Patricia Sonius, patricia.sonius@nationaalmediaonderzoek.nl