PMT And TNS SK Signs Contract For The Television Audience Measurement In Slovakia

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The TV audience company PMT and TNS SK announced today that they have signed a contract for the delivery of electronic television audience measurement in Slovakia.

TNS SK has been providing TV audience measurement to PMT since 2004 and have agreed a contract for a further five year period, which will commence on February the 1st, 2010.

The survey shall be performed on a representative panel counting 1200 households.

This survey will be preceded by an initial survey, which serves mainly for obtaining representative sample and detecting factors which influence the TV audience the most. During the initial survey, TNS SK shall perform approximately 12 000 interviews.

The survey will be carried out using â€˜Peoplemeterâ€™ TARIS 5000 which is based on highly advanced technology. TNS SK shall measure both analogue as well as digital forms of TV signal. At the same time it will monitor all TV stations which are within the range in the territory of the Slovak Republic.

The technology of â€˜Audio Matchingâ€™ will be used for audience measuring, enabling TNS SK to not only measure analogue signal but also all forms of digital distribution of TV signal directly to the end user, such as DVB-T, DVB-S, DVB-C, IPVT, etc. This technology also enables TNS SK to measure radio audiences or internet broadcasting audiences.

The data shall be processed and delivered using the InfoSys system. InfoSys is a complex analytical tool enabling detailed analyses of TV audiences to be carried out quickly and efficiently. Data from â€˜peoplemetersâ€™ will be transferred to a central server at night, where numbers on audiences for the previous day shall be available the following morning at 9.00am.

Television companies can analyze the data in minute intervals and use this data for commercial sale and programme planning.

Mr. Ivan Å imek, the Managing Director of TNS SK, commented on this as follows:
â€œWe are glad that we will continue doing television audience measurement in Slovakia.

The PMT decision is a proof that our agency is able to provide high-quality TV audience measurement and at the same time acknowledges that significant growth in technology done by our company in the area of measuring provides TV stations with new possibilities for assessment of TV programme creation and advertising sales.

The fact that we will again provide these services is a proof of trust that PMT has in our agency.â€œ Â

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About PMTÂ Â Â Â Â Â Â Â Â Â Â Â Â Â Â Â Â
PMT, s.r.o. was established on July 12, 2002 with the objective being the implementation of electronic TV audience measuring using people meters in Slovakia.

Its members are SlovenskÃ¡ televÃ-zia, TV MarkÃ-za, TV JOJ, TA3 and Association of media agencies (AMA).

For more information on PMT please go to: http://www.pmt.sk/

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