

Atmedia Poland launches the largest TV measurement panel in CEE region

Atmedia launched SpotLight - own television viewing measurement in Poland. In cooperation with UPC Polska and Nielsen Audience Measurement - Atmedia monitors the behaviour and preferences of almost 12 000 Polish viewers. The survey provides data for a precise analysis of programme and commercial ratings among pay TV viewers.

SpotLight has been launched - the largest in Poland and one of the largest in Europe continuous television ratings survey. Atmedia minute by minute monitors the behaviour of over 12 000 Polish television viewers from 5 000 households on the basis of data collected by their digital decoders (Return Path Data technology). The size of the sample, three times larger than in the general-market television survey, enables the analysis of viewing figures even among the narrowest target groups.

- Television market undergoes rapid fragmentation. During last 10 years the number of stations broadcasting in Poland have increased from 35 to over 200 stations and the number of brands advertised on TV doubled and reached the number of over 3 000 per year. This means that both the broadcasters and the advertisers more and more often address their offer to even narrower target groups. Previously, we were not able to monitor the behaviour of viewers, because the sample of viewers in Polish survey was too small - says Marcin Boroszko, CEO Atmedia Group.

Atmedia decided to invest in SpotLight - own measurement of television viewing among 5 000 households - UPC pay TV viewers. The sample recruitment process was performed by a research company Nielsen Audience Measurement, also responsible for SpotLight data processing. Measurement refers to 170 television stations offered by UPC.

SpotLight data will enable the Atmedia supported broadcasters to thoroughly analyse the efficiency of investments in line-ups - and advertisers to provide the major source of knowledge on the behaviour of consumers within narrow target groups.

- Previously the television market used massive target groups, such as 16-49-year olds, 13-29-year olds or 4-12-year olds, while the difference in ways of watching TV among i.e. 16- and 49-year olds is huge. For brands, which concentrate on narrow audience groups, the key to advertising success is to precisely monitor the viewing figures and to customise the campaigns adjusted exactly to target groups interests and programme selection. This could only be achieved thanks to SpotLight - says Marcin Boroszko.

Atmedia measurement is to supplement the information collected from general-market television survey, which serves as a currency for advertisers when accounting the advertising campaigns. The sample in this survey is 1700 households - and it was last enlarged in 2003 by about 400 households.

- Since then we have been observing a strong decreasing trend in the viewing figures of terrestrial Polish TV stations - the only beneficiaries of this survey. Total share of TVP1, TVP2, Polsat and TVN decreased from 76% in 2003 to almost 54% in 2012, what basically means that so far we could have only precisely analysed and described half of the television viewing time by using generally available data. We decided to change it - says Marcin Boroszko.

SpotLight data results will be used in analytical services provided by Atmedia for supported thematic channels and advertisers.

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Atmedia Group is the leading advertising sales house of the television and online media in CEE region. The company operates in Poland, the Czech Republic and Hungary. It represents more than 100 TV channels, numerous VOD services and thematic websites.

Its Polish branch offers multiscreen campaigns in TV, mobile and online.

Our portfolio in Poland includes:

TV offer: <http://www.atmedia.pl/portfolio/stacje-tv.html>

Online & VOD offer: <http://www.atmedia.pl/portfolio/serwisy-www.html>

Mobile offer: <http://www.atmedia.pl/oferta/reklama-online/mobile.html>

