

NOBO

DUTCH OAM
MANDATORY
CALCULATION AND
REPORTING RULES



nederlands online bereik onderzoek



NOBO
MANDATORY CALCULATION AND
REPORTING RULES
MANDATORY RULES AND
RECOMMENDED PROCEDURES

AMSTERDAM 1-10-2016

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AUDIENCES**

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CHAPTER 1

**MANDATORY CALCULATION
RULES**

1 MANDATORY CALCULATION RULES

NOBO reports on several metrics on online behaviour by the Dutch population. In this chapter we will provide definitions and mandatory calculation rules.

1.1. Definitions and calculation rules for metrics reported on NOBO data.

1.1.1. PAGEVIEWS

Pageviews are the basis for NOBO reporting. Only pageviews (also called page impressions) are used for reporting. A pageview or impression is a file, or combination of files, seen by a unique user as a result of that user's request being received by the server.

So the reporting can be done on number of pageviews found for a specific publisher, brand, sub brand et cetera. This can be split by device type (PC, Laptop, Tablet, Mobile).

The number of pageviews found for a respondent can be summed up to be reported on a given period of type. Again split by any variable that is available in the data.

Sum_pageviews = Sum of pageview events across a given period, device, brand et cetera.

1.1.2. DURATION PAGEVIEW

The calculated time duration of an event (pageview).

Based on the event duration a time spent can be calculated. This is the sum of events_durations for a target group selected.

Time_spend = SUM of page view durations (end time-start time) for a given target group and period, device, brand et cetera

1.1.3. REACH (NL: NETTO BEREIK)

Reach is defined as the percentage of visitors that visited a specific content at least once during a certain period – day, week or month usually.

In NOBO no specific threshold for reach is applied – one visit or pageview is enough to be accounted for as reached.

Reach can be calculated over a combination of pages or domains. F.e.: combination of publishers, brands or subbrands, genre or content types, periods, type of day, timeslot, a.o.

Below is the example for calculation of publisher reach.

$$reach_{z,T} = \frac{\sum_{r=1}^R w_r d_{r,z,T}}{\sum_{r=1}^R w_r} \cdot 100\%$$

$$d_{r,z,T} = \begin{cases} 1 & K_{r,z,T} \geq X \\ 0 & K_{r,z,T} < X \end{cases}$$

- T : series of contacts with online content within a specific time frame or interval
 $reach_{z,T}$: *publisher/content* reach for publisher z during the series of time intervals T
 R : number of respondents in the sample
 w_r : weight of respondent r
 $K_{r,z,T}$: personal criterium of respondent r , calculated according to the specified conditions for publisher z in T
 X : criterium for the specified publisher reach

1.1.4. VISITS and BRAND VISITS

NOBO reports on two types of visits: the first one takes a device perspective and is commonly known and used in several markets – VISITS as defined in par 1.1.4.1. This metric informs us on browsers and devices accessing content of mediabrands and sub mediabrands.

NOBO data allows us to take a more user centric and media brand perspective and we introduce a new definition in this market – the BRAND VISIT as described in par 1.1.4.2. This metric informs us on people and their contact with media brands and sub brand, no matter what device or browser they use.

1.1.4.1 VISIT

A VISIT is a series of one or more PAGE IMPRESSIONS, served to a valid BROWSER, which ends when there is a gap of 30 minutes or more between successive PAGE IMPRESSIONS for that BROWSER.

This is the definition that is also published by IF ABC :

<http://www.ifabc.org/resources/metrics/website-metrics/visit-metrics> .

A VISIT is therefore defined by a user viewing content on a specific (sub)media brand related to a specific browser and therefore device – desktop, mobile or tablet. A visit is ended when

1. the next event is the start of a session on another specific (sub)media brand related to a specific device – desktop, mobile or tablet
2. there is no activity following the last activity (so the last event in the session ends) for 30 minutes.

1.1.4.2 BRAND VISIT

A BRAND VISIT is defined by a series of page views served from within the (combination of) media (sub) brand to the same respondent regardless of specific device, platform or browser.

The BRAND VISIT ends when:

- The next event is the start of a visit on another specific (sub)media brand or
- There is no activity following the visit (so the last event in the visit ends) within a 30-minute period.

THE BRAND VISITS report on the contacts users have with brands, no matter what type of device, platform or browser they use.

1.1.5 DURATION

Since we defined two kinds of visits in NOBO, there are also two calculation rules for duration.

1.1.5.1. VISIT DURATION

VISIT DURATION is calculated by adding up the durations of consecutive events within a VISIT. Visit duration calculates therefore the nett time spent.

VISIT_DURATION = Time_spend = SUM of visits durations for a given target group and period, device, brand et cetera

1.1.5.2. BRAND VISIT DURATION

BRAND VISIT DURATION is calculated by adding up the durations of consecutive events within a USER VISIT.

BRAND_VISIT_DURATION = Time_spend = SUM of user visits durations for a given target group and period, device, brand et cetera

1.1.6 CONTACT FREQUENCY

Contact frequency can be calculated on three levels: PAGEVIEW level, VISIT level and BRAND VISIT level.

The number of PAGEVIEWS/ VISITS/ BRAND VISITS for a specific (sub) media brand for a specific respondent. The number of times a unique respondent has a PAGEVIEW/ VISIT/ BRAND VISIT on the specific (sub) media brand in a certain period.

Contact frequency is calculated as: the number of PAGEVIEWS/ VISITS/ BRAND VISITS divided by the number of unique respondents of a specific (sub) media brand in a certain period. Frequency represents the number of times unique respondents visit a page of a specific (sub) media brand.

ACF = sum of PAGEVIEWS/ VISITS/ BRAND VISITS DIVIDED BY THE NUMBER OF REACHED RESPONDENTS within the target group.

1.1.8 GRP (GROSS RATING POINT) – PAGEVIEWS, VISITS AND BRAND VISITS

Gross Rating Points represent the gross reach levels expressed in % reached in target groups. In NOBO GRPS are defined at three levels: PAGEVIEWS, VISITS AND BRAND VISITS.

A GRP is therefore defined as the total number of PAGEVIEWS, VISITS OR BRAND VISITS within a target group, divided by the population that represents 1% of that targetgroup.

1 grp represents the (gross) % within of the target group that had 1 PAGEVIEW, VISIT OR BRAND VISIT.

2.2. SAMPLES

2.2.1 DAILY SAMPLES

The daily samples are used for all results that cover a single day, as well as for averages over several days.

The daily sample contains all of the panel members in those households that were successfully contacted on the day, that means all those whose characteristics are contained in the demographic files in the raw data.

2.2.2. PERIOD SAMPLES

Period samples are used for all results that cover one or more days (with the exception of averages over several days).

The period for period samples always spans one or more whole weeks, which begin on Monday and end on Sunday. The first step in setting up the period sample is to determine in which weeks the earliest and the most recent content occurred. The period is bounded by the Monday of the earliest week and the Sunday of the most recent week and includes all the days in between.

To include panel members in period samples, two criteria must be met, based on the presence of data for individual panel members in the demographic files in the raw data. The table in Appendix 3 gives: the maximum number of a specific day of the week for which a respondent's data can be missing, and the maximum total number of days of data that can be missing.

In the exceptional case that the most recent week has not yet ended, it will be assumed that contact for each respondent for the missing days of the last week was successfully made.

Because of concerns on reliability, samples spanning more than five quarters cannot be used.

These criteria for period samples are used for the calculations of the report types.

Weeks: The number of weeks in the period sample.

Week days: The maximum number of a specific day of the week that can be missing

Total: The maximum number of days in total that can be missing

Weeks	Week- days	Total
1	0	0
2	1	1
3	1	1
4	1	2
5	1	2
6	1	2
7	1	2
8	1	3
9	1	3
10	1	3
11	1	3
12	1	3
13	1	4
14	1	4
15	1	4
16	1	5
17	1	5
18	1	5
19	1	6
20	1	6
21	2	6
22	2	6
23	2	6
24	2	7
25	2	7
26	2	8
27	2	8

Weeks	Week- days	Total
28	2	8
29	2	9
30	2	9
31	2	9
32	2	10
33	2	10
34	2	10
35	2	11
36	3	11
37	3	11
38	3	12
39	3	12
40	3	12
41	3	12
42	3	13
43	3	13
44	3	13
45	3	14
46	3	14
47	3	14
48	3	15
49	3	15
50	3	15
51	4	15
52	4	16
53	4	16
54	4	16

2.3. WEIGHT FACTOR

The weight factor for each respondent in the period sample is calculated by averaging the daily weightings for that respondent. The total number of days in the period sample is used as the divisor for all respondents in the sample.

BE AWARE:

The online panel data is calibrated to census and consist of expanded panel data. It basically means that every record will be in the file for an average of about 10 times. By that a virtually 50.000 panel is delivered. Each weighting factor will be $1/10^{\text{th}}$ of the initial one. Securing that the total reporting

panel still delivers a total population rating. You are to use *the 000.0000-999.9999 weight factor from the data* included in the viewing records (AUvX150809_calibrated.DEM).

The average weight factor is multiplied by a correction factor to compensate for the loss of respondents in the period sample, so that the sum of the weightings remains equal to the total population (projection). The correction factor is equal to the sum of the daily weightings of all respondents, including those ultimately not selected, for the day in question and for all of the days in the period sample, divided by the weightings of all of the selected respondents in the period sample.

$$w_r = \frac{\sum_{d=1}^D \sum_{r=1}^{R_d} \frac{w_{r,d}}{D}}{\sum_{d=1}^D \sum_{r=1}^{N_d} \frac{w_{r,d}}{D}} = \frac{\sum_{d=1}^D \sum_{r=1}^{R_d} w_{r,d}}{\sum_{d=1}^D \sum_{r=1}^{N_d} w_{r,d}}$$

- w_r : Period weight factor for respondent r
- $w_{r,d}$: Weight factor for respondent r on day d
- D : Number of days in period sample
- R : Total number of respondents in the daily sample
- N : Number of respondents included in the period sample

In the case that the most recent week in the period is not yet ended, the averaging of weightings is carried out to and including the last completed day (and thus not the Sunday of the most recent week).

2.4 TARGET GROUP SELECTION

Target groups can be defined based on the demographic data supplied in the raw data.

The values for the demographic characteristics from the base survey are updated twice a year (on Monday week 1 and on Monday of week 27) for all respondents. New demographics can be also introduced on this dates, if applicable.

The available variables for target group definitions are measured in the 'basisvragenlijst' and characteristics are available for all panellists.

2.4.1 TARGET GROUP SELECTION FOR DAY – OR AVERAGE RESULTS

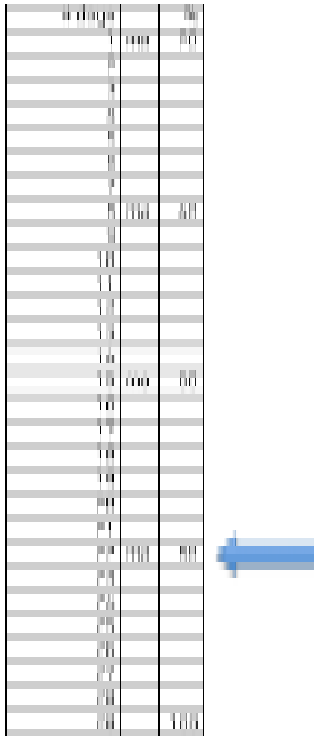
For target selection in a day sample it important to use the demographic file of the specific day when the results are calculated. In case that averages over several days are calculated, demographic files of these specific days should be used.

2.4.2 TARGET GROUP SELECTION FOR PERIOD SAMPLES (APPLICABLE TO REACH)

When period samples are used, the demographic data used in the target group selection should be taken from the day in which the content or series of content of/over 80% of the REPORTING period, is reached.

That means that the demographic characteristics should be used for the day in which the 80% of day in the period is reached.

For example, if a schedule includes 5 days of content on Mondays on a total of 29 days , then the period (the date) of/over 80% of should be used. In this examples, this is day 22



To determine the sample period please refer to the calculation rule # 1.6.2. If a respondent falls within the period sample but it was not present in the demographic file of the specific day, the demographic characteristics of this particular respondent should be looked for in the demographic files of the previous day (day -1, day -2, ...).

2.5 ROUNDING OFF

All calculations are carried out without rounding off.

If interim result types are calculated, they must be rounded off to six decimal places, to insure a negligible level of discrepancy with regards the reference. In the final reporting, results are rounded off to one decimal place. Weightings are always rounded off to one decimal place.

2.6. POPULATION SIZE

The population size for target groups is reported annually by VINEX on the Monday of week 1. These are based on the most recent figures the MOA Golden Standard. The updated results from MSS will be updated on the Monday of week 5.

2.6.1. CONVERTING PERCENTAGES TO ABSOLUTE NUMBERS

The population sizes for target groups established annually by NOBO should be used when converting percentages to absolute numbers (e.g. audience rating, reach).

When determining absolute numbers for other target groups, established population sizes from other sources should be used.

If population size is to be estimated based on the audience research, using the daily sample for the first day that changes in population sizes or demographics become effective is recommended.

- When an analysis straddles the changeover dates (Monday of week 1 for the 53 NOBO commercial target groups, Monday of week 1, 27 for non-standard target groups), the population numbers applicable on the day should be used per day for results based on daily samples.
- For results based on period samples and for analysis that straddles the changeover dates, the population sizes that applies to the period in which 80% of the selection is reached should be used.

In principle, the calculation of absolute numbers should be carried out based on percentages that have not been rounded off. If necessary, however, percentages may be rounded off to six decimal places exactly.

CHAPTER 2

ADDITIONAL MANDATORY CALCULATION RULES

2 ADDITIONAL MANDATORY CALCULATION RULES

2.1 SUMMER- AND WINTER TIME

On the first day of the summer time period (Sunday, 02:00 hours becomes 03:00 hours) information of the first hour (02:00 - 03:00) is not included neither in the viewing statements (swo_wwwwd.DAT) nor in The Nielsen Company registrations and reporting because this hour does not exist.

On the Sunday of the changeover from summer time to winter time, one hour (02:00:00 –02:59:59) occurs twice. The viewing statements (SWO_wwwwd.DAT) of this additional hour are present in the Kantar data, where an hour is deducted from the viewing statements of the additional hour. Therefore, statements with a start time at 01:00 hours and end time till 02:00 hours are present in the data. In order to avoid incorrect ratings, the software neglects the additional hour



CHAPTER 3

**MANDATORY REPORTING
RULES**

3 MANDATORY REPORTING RULES

This chapter contains the rules NOBO has set governing the reporting of results of the online audience survey, which all users of the audience survey data are required to follow. As such, they can be considered as an extension of the calculations rules.

The calculation rules discussed above must be followed in any reporting of results from the website and app audience research. In reporting results from the website and app audience research the following rules must be followed:

3.1 SOURCE

“Nederlands Online BereiksOnderzoek” or ‘NOBO’ must be given as the (data) source in any reporting of the results of the website and app audience measurement.

The report and result type, time of year, publisher, brand, subbrand and the target group must also be specified when publishing results.

3.2 REPORT TYPES

An overview of variables that can and cannot be reported on, based on the available data will be provided in the appendix on the data structure (Appendix 3 en 4).

NOBO data contains data from two measurement sources – tagged and untagged. NOBO requires that these sources are mentioned in the publishing reportage.

Different rules are to be taken into account for these different sources.

3.2.1. REPORT TYPES FOR TAGGED

NOBO requires that the following nomenclature be used in the publishing reportage: Result type:

1. Pageviews: Number of times a page was displayed
2. Visit: a series of one or more page impressions, served to a valid browser, which ends when there is a gap of 30 minutes or more between successive page impressions for that browser
3. Daily Reach: the reach of a website or app for a single day.
4. Weekly reach: the cumulated audience reach in a week: Monday to Sunday.
5. Monthly reach: the cumulated audience reach in a full calendar month (e.g. may 1st - May 31st)
6. Time spent: the time spent on average or by respondents who are reached by a brand. To be reported on a daily, weekly or monthly basis.

3.2.2. REPORT TYPES FOR UNTAGGED

Because of the different nature of the measurement itself between tagged and untagged not all metrics can be used for analysis and reporting.

The following metrics *can* be used for reporting and NOBO requires that the following nomenclature be used in the publishing reportage:

Result type:

1. Daily Reach: the reach of a website or app for a single day.
2. Weekly reach: the cumulated audience reach in a week: Monday to Sunday.
3. Monthly reach: the cumulated audience reach in a full calendar month (e.g. may 1st - May 31st)
4. Visit: a series of one or more page impressions, served to a valid browser, which ends when there is a gap of 30 minutes or more between successive page impressions for that browser

The following metrics *can not* be used for reporting:

Result type:

1. Pageviews: Number of times a page was displayed
2. Time spent: the time spent on average or by respondents who are reached by a brand. To be reported on a daily, weekly or monthly basis.

3.3 PERIOD IN THE YEAR

The period of the year can be indicated by year, quarter, month, week or day. A starting and ending date must always be given for non-standard periods.

3.4 TIME SLOT

Results are to be published on a daily level as the data integration is done on a daily level. The option to report per time-slot will be investigated later.

3.5 TARGET GROUP

This is the group of persons to whom the result type applies. The target group must always be indicated. This should be done using the socio-demographic variables and product-use variables defined in the codebook provided by NOBO.

3.6 SAMPLE SIZE

The unweighted sample size must be specified. Bear in mind that we report on a virtually expanded panel.

3.7 REPORTING CRITERIA NOBO

3.7.1 REPORTING CRITERIA MINIMUM REACH

NOBO has established that results should be published only when they are reliable. For the NOBO website and app data, this means that only results on reliable reach may be published. This is a condition for reliable result reporting.

In order to test whether the figures can be published for a specific target group, we compare these with a net reach threshold. Net reach is calculated in terms of the total number of unweighted panel members being reached in the daily or period sample. The minimum reach of 100 (unweighted) individuals for the target group to be reported is demanded.

So for reporting ratings for a target group for websites and apps, a minimum of 100 panel members (unweighted) reached must be met.

If the number of (unweighted) members reached does not reach the 100 persons in target group rule, results are only to be reported for the total audience at 6+ target level.

The reporting software must flag if the numbers are not met.

3.8 POPULATION SIZE

As stated in § 1.7.4, population sizes for 53 standard target groups are reported annually by NOBO. When reporting population sizes for other target groups, the source for the determination of these population numbers must be given.

NOBO advises against using population sizes other than those published by NOBO for the 53 standard target groups. The sample is not weighed for characteristics other than those that form the standard groups. If the population size is to be estimated based on the audience research, then NOBO recommends using the daily sample for the first day that changes in population sizes or demographics become effective for the estimation.

3.9 ROUNDING OFF RESULTS

With respect to rounding off, the following apply in all reportage:

- absolute numbers should be published as whole thousands,
- percentages should be published to a maximum of one decimal place.

CHAPTER 4

RECOMMENDED RULES

4 RECOMMENDED RULES

4.1 RECOMMENDED RULES NOBO

In addition to the mandatory calculation and reporting rules, NOBO has developed recommended procedures for defining less central results. They are intended to increase agreement in the market.

4.1.1 RESULT TYPES USED BY NOBO

The result types defined in this section are employed by NOBO on the web site and in publications such as the annual reports.

Profile

The profile gives the composition of the audience with respect to one or more relevant variables, expressed in percentages. Percentages are usually given for the target group TOT 6+ or TOT 13+. The term 'user' can be defined based on audience reach or usage time. The most clear-cut profile is one with mutually exclusive categories that together total 100%.

For example: 160 people aged 6 years and older visited a site. This group is composed of 120 women and 40 men. The profile for this site for the variable sex is thus: women 75% and men 25%.

Top list

NOBO uses the following rules for top lists. Ranking on either reach or time spent is done where only one unique brand or subbrand is to be reported. These top-lists can be made on each sort of reporting variable (Publisher/Brand/Subbrand) and for the totals, or split by device type. In any list published these parameters should be stated.

4.1.2 OTHER NOBO RECOMMENDATIONS

Overlap / Duplication

The percentage of people who visited at least a specified portion of a site/publisher/brand and the same portion of another site/publisher/brand. The domains do not have to follow one another.

For example: An overlap of 45% for Subbrand X within Publisher A with Subbrand Y within publisher B means that 45% of those people who visited Subbrand X also visited subbrand Y.

Selectivity index

The relationship between an outcome in one target group with the outcome in the reference target group, multiplied by 100. This can be based on audience reach as well as on time spent. The selectivity index for the reference target group is 100.

For example: A site produces an audience reach of 10% in the target group TOT 6+, 15% in the target group women 20-34. The selectivity index for the target group women 20-34 in relation to the target group TOT 6+ is 150.

Population size

NOBO advises against using population sizes other than those published by NOBO for the 53 standard target groups. The sample is not weighed for characteristics other than those that form the standard groups. If population sizes are to be estimated based on the audience research, then the daily sample for the first day that changes in population sizes or demographics become effective should be used for the estimation.

APPENDIX 1
DEFINITIONS

APPENDIX 1 DEFINITIONS

1. AUDIENCE RESEARCH FILES

1.1 RESPONDENT DATA FILES

Data type	File Names	Example
Demographics	AUvX [YYMMDD]_calibrated.DEM	AUv4150621_calibrated.DEM
Devices	AUvX [YYMMDD]_calibrated.SET	AUv4150621_calibrated.SET
Traffic	AUvX [YYMMDD]_calibrated.NOBO	AUv4150621_calibrated.NOBO

X = VERSION NUMBER OF THE FILE FORMAT (CURRENTLY V6)

.DEM = DEMOGRAPHICS

.SET = DEVICE/BROWSER INFORMATION

.NOBO = WEB/APP STATEMENTS

1.1.1 TRAFFIC STATEMENTS

Online website visits or app usage, including when and for how long they visited a domain or used an app and which device/browser they used. This information is available in csv file format (AUvXYMMDD_calibrated.NOBO). They need to be combined with the files containing the MDU used equipment (Devices/Browsers information) (AUvXYMMDD_calibrated.SET) and the demographic information through the Extended Household ID. Each traffic record represents a person visiting a domain or using an app for the duration without exiting the domain or app or visiting other websites. Each time another domain is visited or app is used a new record is added.

1.1.2 BACKGROUND CHARACTERISTICS

The panellists in the calibrated AUvXYMMDD_calibrated.DEM files represent an extended individual from the Media Panel. The extended household ID in position 165-174 of the file should be used to linked the different files.

The file AUvX.YYMMDD_calibrated.DEM contains panel members' background characteristics as measured in the base and additional interviews or as establish at other moment during the year, which can be used to define target groups.

If the demographics file does contain '0' that are not documented in the documents NOBO_video_format_VX, that means that data is not available. This can be the case when interviews are yet to be taken to new panellists.

The demographic files are issued daily at 13:00 hours. The demographic files delivered for website and app behaviour are identical as for the online video data. The main difference with video is that NOBO delivers for a 'normal day' 00:00-24:00 hours and video is in a 02:00-26:00 format.

1.1.3 WEIGHT FACTORS

The demographics file (AUvXYMMDD_calibrated.DEM) contains the daily weight factor for the panel members. The weight factor is composed of 8 positions, of which the last 4 positions should be read as a decimal value. A projection factor, by which the number of panel members is projected on to population sizes, is already included in the weight factor. Thus, the sum of the weight factors for one day gives the population size. Invalid panellists on a particular day are not present on the demographic files, hence, they do not have weights.

A number of individuals in the panel correspond to the non-internet population. These individuals all receive the viewer type =2 on the position 19 of the demographic files. These individuals have no viewing statements, but they should be accounted of when the weightings are applied, the sum of weightings is calculated.

The composition of the audience panel can vary daily because of panel members leaving and new members being added, technical problems, vacations, etc. To compensate for these fluctuations, weighting must be carried out on a daily basis. As a result, each day, each respondent aged six and older has a separate weight factor.

IMPORTANT notice on weighting

When computing results for a single day, **the weights of the day of viewing** should be used.

APPENDIX 2

PERIOD SAMPLE
CRITERIA

APPENDIX 2 PERIOD SAMPLE CRITERIA

These criteria for period samples are used for the calculations of all relevant result types.

Weeks: The number of weeks in the period sample.

Week days: The maximum number of a specific day of the week that can be missing

Total: The maximum number of days in total that can be missing

TABEL 7.1

Weeks	Week-days	Total
1	0	0
2	1	1
3	1	1
4	1	2
5	1	2
6	1	2
7	1	2
8	1	3
9	1	3
10	1	3
11	1	3
12	1	3
13	1	4
14	1	4
15	1	4
16	1	5
17	1	5
18	1	5
19	1	6
20	1	6
21	2	6
22	2	6
23	2	6
24	2	7
25	2	7
26	2	8
27	2	8

Weeks	Week-days	Total
28	2	8
29	2	9
30	2	9
31	2	9
32	2	10
33	2	10
34	2	10
35	2	11
36	3	11
37	3	11
38	3	12
39	3	12
40	3	12
41	3	12
42	3	13
43	3	13
44	3	13
45	3	14
46	3	14
47	3	14
48	3	15
49	3	15
50	3	15
51	4	15
52	4	16
53	4	16
54	4	16

APPENDIX 3

OVERVIEW OF VARIABLES
FOR EXTERNAL
REPORTING

APPENDIX 3 VARIABLES AVAILABLE FOR REPORTING

Below the most commonly used variables that are available for reporting are shown. These are also available for creation of dimensions in the planning software. Besides these there are many other variables available, f.e. on possession of devices, media usage, interest and activity. A complete overview is presented on the Vinex website.

Category	LABEL	COMMENT	
Technical	Platform	Web or app platform	
	Device	Type of device that is used (desktop, laptop, tablet, mobile)	
	Date	Date notation defined by tag	
	Week	Week as defined by calendar from Monday till Sunday	
	Month	Calendar month	
	Year	Year	
	Day of the week	Day of the week (Monday, Tuesday)	
	Day segment	Segments based on 3 hr intervals (0:00 - 3:00; 3:00 - 6:00; etc)	
	Organisation	Organisation	Media Publisher. Holding company name - as in the VINEX contract
		Sales Media Brand	Sales Media Brand. Business unit - highest level - where media can be bought
Measurement	Source	Source of measurement: tagged or untagged	
Content	Article date	First publication date. First time content is produced	
	Paid content	Paid content flag. Content is paid.	
	Domain or app name	Website name or app name (technical). (NB: be careful in reporting on this as it is not a calibration target!)	
	Mediabrand	Media brand. Media brand as perceived by user.	
	Sub mediabrand	For tagged: Secondary media brand. Sub media brand as perceived by user. For untagged: URL or title that is found in Wakoopa data (whitelist)	
	Genre	Genre. Content description (NOBO Genres) choice of 21 NOBO genres	
	Publisher Genre	Content description from publisher - as defined by publisher (free)	
	Event type	Event type (article or index)	
	Media type	Media Type (general, email, replica)	
	Edition Date	First edition date. First time the edition (replica) is produced.	
Audience	Age		
	Gender		
	Chief Income Earner	respondent is chief income earner	
	HeadOfHousehold	respondent is head of HH	
	HouseholdSizeAll	nr of persons in HH	
	Housewife (BDS)	respondent is housewife (boodschapper)	
	IncomeHousehold	HH income	
	IncomeMainIncomeEarner	Income chief income earner	
	Social Class	Social class HH (A to D)	
	Welfare	Welfare class (W1 to W5)	
	Family phase	Family phase HH	
	Profession MBW	Profession of main bread winner	
	Urbanisation	Level of urbanisation	
	Main grocery shopper	Mainly responsible for grocery shopping	
	Education MBW	Level of education main bread winner HH	
	Education respondent	Level of education respondent/ panellist	
	Education Category	Level of education (low, medium, high, no education) of panellist	
	NielsenRegion	Nielsen region	
	Province	Province	

APPENDIX 4

OVERVIEW OF VARIABLES
NOT FOR EXTERNAL
REPORTING

APPENDIX 4 OVERVIEW OF VARIABLES NOT FOR EXTERNAL REPORTING

A number of variables are only to be reported internally and for Q&C use. The following variables should not be used to external reporting:

- **SET data** = Browser, Coverage, Freq Usage Browser, Browser type, Browser ID, Operating System, Ownership, Main user and Main location
- **Demographics data** = Household ID, Panelist ID, Weight, Sector, Viewer type, sample type, Expanded Household ID,
- **Usage data** = MDI, MMI