



TV Appreciation 2015

Basically, there are two approaches to quality measurement in television research. One is based on data delivered as the result of appreciation scaling. Such data can be collected by meter, diary, phone or with the help of online surveys. The second approach is based on the use of in-depth interviews, group discussions or auditorium tests for data collection. These studies can be conducted both offline and online.

Appreciation Measurement by Meter

In the Austrian Public Service TV (ORF) use is being made of both methods. Austria and Denmark are some of the few countries to run a meter system with integrated program appreciation. Years ago such systems were employed by Belgium, Denmark, Finland, The Netherlands, Norway, Portugal, Spain and Switzerland, while in the UK a supplementary postal diary was used which provided Appreciation Indices (AI) for all programs. It is interesting to note that at that time the three major European markets Germany, France, and Italy did not employ such a system. Countries formerly relying on diary-collected data, such as the Czech Republic and Slovakia, also used appreciation. The University of Hong Kong in its reports on TV program quality uses the UK-type Appreciation Index (AI).

In the meantime, practically all of the countries mentioned above, have „lost“ appreciation by meter, including TAM pioneer Switzerland. As contracts were renewed, important customers (chiefly media and advertising agencies) said they were not interested in appreciation. But public service stations were – due to their „public value“ obligation which calls for the proof of „quality“.

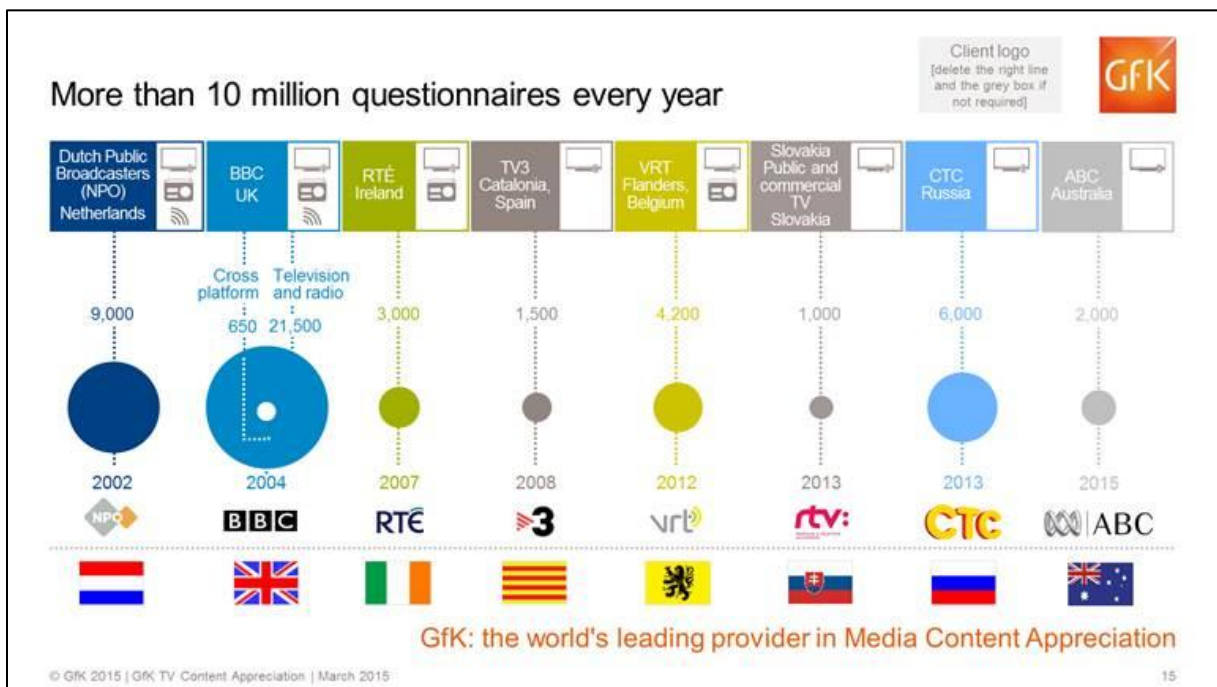
<p>Telecontrol VIII Standard:</p> <ul style="list-style-type: none">- Processors / Memory- Modem for data transmission- Dimensions: 69 x 257 x 131 mm- External power supply- Optional: Cyrillic script	 <p>A rectangular device with a blue front panel. It features a digital display showing 'FR 11.11 11:16'. Below the display are buttons labeled A through H. On the right side, there are buttons for 'ABSENT' and 'INTERVIEW'.</p>
<p>Data entry - Dialog unit (Remote control)</p> <p>Code: RC5 based codes</p> <p>Dimensions: 150 x 64 x 19 mm</p>	<ul style="list-style-type: none">- Individual TV consumption of up to 16 household members- Information on up to 8 guests, incl. basic demographics- Program appreciation (optional, 6 or 10)- Additional questions (optional) <p>Additional buttons on the display to select interview mode and absence.</p>  <p>A handheld remote control with a small screen displaying a grid of colored buttons (green, blue, red) and some text.</p>

The exhibit above does not show the most recent model of the Telecontrol Meter but gives an impression of the design of the handset.

Appreciation Measurement by a Special Panel

So in the course of time, a number of TV systems ruefully paddled back to appreciation – albeit based on a completely new system: the „TV Appreciation Panel“. This type of research was invented and developed by GfK Intomart in the Netherlands (its TV system was formerly very fond of appreciation by meter.) The next to sign up was the UK (BBC and ITV). While Germany (ZDF) and half of UK (ITV) dropped out after a few years, at this moment the following countries run a TV Appreciation Panel:

From Lex van Meurs/GfK Intomart



This was the situation in the first phase of TV Appreciation Panels

Contractor	Panel	Local GfK, hosting	Since
Dutch Public Broadcasters	8,000	Intomart GfK	2002
BBC UK	GfK NOP, Intomart GfK		2004
ITV, UK	8,000	GfK NOP, Intomart GfK	2006
ZDF, Germany	7,300	GfK Fernsehforschung	2006
RTE, Ireland	3,000	GfK NOP, Intomart GfK	2007
TV3 Catalonia, Spain	1,500	GfK Emer	2008
VRT, Belgium	3,000	GfK Significant, Intomart GfK	2012

GfK APS: in 2011 total 10.914.413 questionnaires reported

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From Erik Nordahl Svendsen/ Denmark

The TNS/Gallup panel in Denmark still give individual appreciation for selected programmes. The scale is from 1 (poor) to 5 (excellent). Historically, DR insisted to have appreciation included in 1992, when the Meter started, as we expected public service to have better appreciations and "narrow" programmes might get high appreciations. My experience was, that appreciation scores are useful (informative) in the extreme cases, you can really see the failures and the successes, whereas the many mainstream/average programmes all get about 3,9. The institute (Gallup) found that the task of giving appreciations was a positive motivation for some panel members, often the more educated, who feel bad about just being "counted", they liked to feel the influence of giving an opinion.

Here is a page of the normal weekly report from TNS/Gallup, where you can see the Appreciation (Vurdering) for the selected programmes. There is a lower limit in absolute numbers of appreciations given to a programme for publishing the result (an think it is 70 persons out of the panel of 1000 households = about 2200 persons), and that is a growing challenge, as ratings get lower for all programmes because of the fragmented audience.

Nr	Titel	Kanal	Dag	Tid	Rating (000)	Vurdering
1	VALG 2015: TOPMØDET*	TV 2	Søndag	20:04	719	
2	I HUS TIL HALSEN III	DR1	Mandag	19:59	678	4,0
3	MADMAGASINET	DR1	Tirsdag	21:56	666	4,2
4	KLIPFISKERNE	TV 2	Fredag	20:05	624	4,3
5	FORBRYDELSEN I VIRKELIGHEDEN	DR1	Tirsdag	20:45	601	4,1
6	DA KRIGEN KOM TIL TOFTLUND	DR1	Mandag	20:45	600	4,2
7	GINTBERG PÅ KANTEN	DR1	Onsdag	20:49	589	
8	VORES VEJR	DR1	Fredag	21:15	576	
9	VALG 2015: KANDIDATERNE	DR1	Torsdag	21:50	570	
10	KONTANT: OPERAZIONE VIN DANSK	DR1	Torsdag	21:00	561	4,0
11	HVEM VAR DET NU VI VAR	DR1	Fredag	20:00	542	4,1
12	HJØRDIS	TV 2	Mandag	20:04	542	3,8
13	SPISE MED PRICE, EGNSRETTER	DR1	Onsdag	20:19	534	
14	LANDMAND SØGER KÆRLIGHED	TV 2	Onsdag	20:06	533	4,1
15	PÅ RØVEN I NAKSKOV	TV 2	Torsdag	20:04	530	
16	KRIMINALKOMMISSÆR BARNABY	DR1	Lørdag	21:00	529	4,1
17	SKAT ELLER SKRAMMEL	DR1	Tirsdag	20:00	519	3,9
18	DANMARKS SKØNNESTE SOMMERHUS - NORDVESTSJÆLLAND	DR1	Torsdag	20:01	518	3,7
19	SØREN RYGE DIREKTE	DR1	Torsdag	20:31	500	3,8
20	LØGNEN	TV 2	Søndag	21:13	481	

From Margareta Cronholm/Sweden

We used to have appreciation scores in Sweden when we in earlier days used telephone interviews. After the introduction of TV-meters the question has been under discussion from time to time, but as far as I know SVT still use to collect the appreciation scores in postal questionnaire (or maybe internet based d:o today) where different serials are evaluated.

From Peter Diem/Austria

All TV programs viewed in Austria can receive an appreciation score, provided there is a sufficient number of panelists to watch the respective program and rate it. The appreciation scale in Austria is symmetrical and has six steps - from 0 (very bad) to 5 (very good). These data are transmitted to program makers by means of an elaborate interactive in-house reporting system every morning, but publication of appreciation scores was discontinued under the new ORF management, which took office in 2006.

→ A longer discussion paper on the use of appreciation can be downloaded at:

http://oktogon.at/Online/TV_Appreciation.pdf