



## MMS Time Shift info

In March 2009 MMS signed a new contract with Nielsen Audience Measurement regarding measuring Time Shift viewing and from 22<sup>nd</sup> of March 2010 Time Shift will be added to MMS viewing figures.

Those households in the Panel of MMS who are able to Time Shift their TV viewing will get a new meter installed. MMS will measure viewing on programs recorded by equipments like PVR/DVR, DVD and VCR.

The new meter that will be used is called UNITAM and will measure both linear and Time Shifted TV viewing by audio matching. The TV viewing will be matched to an audio database (reference library).

MMS will measure the 100 largest channels (based on share), plus some channels requested by MMS customers. This list of channels will be updated once a year and if needed MMS will be able to add channels at any time during the year.

Total TV is defined as all channels in the reference library and excludes viewing on unreferenced channels, radio, video games and other unidentified viewing, called "other TV".

An early, **preliminary version** of viewing figures is called **overnight (OV)** and is available the day following live day. This version includes live viewing and Time Shifted viewing consumed same day as live.  $OV = L + T0$ . The final version of viewing figures is called **consolidated (KO)**. This **final version** includes live viewing and Time Shifted viewing consumed the same day as live and consumed the following 7 days after the live day.  $KO = L+T0+T1+T2+T3+T4+T5+T6+T7$ . This final KO version is available 8 days after live day and 7 days after OV.

L - Live

T0 - Vosdal (viewing on same day as live)

T1 - Time shifted 1 day after the live day

T2 - Time shifted 2 days after the live day

T3 - Time shifted 3 days after the live day

T4 - Time shifted 4 days after the live day

T5 - Time shifted 5 days after the live day

T6 - Time shifted 6 days after the live day

T7 - Time shifted 7 days after the live day

## Rating and Viewing time

All viewing from a single panel member shall be attributed to the corresponding live broadcasted period including all repeated Time Shift viewing at the same live period by the same panel member.

## Share

Share by default shall include Time Shift viewing.

An alternative version of the share measure can be used excluding all Time Shifted viewing. In this case it must be clearly labelled “live share”.

## Reach

Reach on a single slot is still a unique measure. A panel member is to be counted only once regardless of the number of hits live and the number of hits Time Shift as long as the sum of hits live and Time Shifted is greater than zero. A hit stands for a viewing that fulfils the reach criterion at hand, for example 3 consecutive minutes on a program.

## Reach & Frequency

All hits on a certain slot in a series being measured shall be taken into account, also repeated ones from a single panel member on this certain slot. These hits can result from a live viewing and from a number of attributed Time Shifted viewings.

MMS Golden Rules are definitions and rules for calculating viewing figures in Sweden. MMS has certified every analysis tools using swedish raw data/viewing figures.

[MMS Golden Rules](#)

For more information: [mms.se](http://mms.se)