

**Documentation of statistics for  
Radio and TV, Consumption 2014**

## **1 Introduction**

These statistics are meant to provide easy, simple access to basic facts, and answer questions on the listening and viewing habits of the population. They show, for instance, how high the viewing figures for different TV channels are, and how many minutes the population spends listening to radio or watching TV each day. The statistics have previously been published as a part of the now defunct MedieStatistikBanken, started in 2006. MedieStatistikBanken was set up by the former Danish Media Secretariat (now part of the Danish Agency for Culture) in collaboration with the media industry and Statistics Denmark. The statistics were taken over to the Denmark Statistics-owned StatBank Denmark in 2012.

## **2 Statistical presentation**

Radio and TV statistics "Consumption" cover a wide range of subjects and the documentation is therefore divided into three separate documentation of statistics; Distribution, Consumption and Advertising. The Radio and TV Statistics "Consumption" shows the use of radio and TV by the population, e.g. viewing and broadcast times for radio and TV stations. Continuous profiling of consumer habits is provided by data from Gallup's TV Meter and Radio Index, the official, industry-recognized surveys of population listening and viewing habits.

## 2.1 Data description

The Radio and TV Statistics, "Consumption" shows the use of radio and TV by the population, e.g. viewing and broadcast times for radio and TV stations. Continuous profiling of consumer habits is provided by data from Gallup's TV Meter and Radio Index, the official, industry-recognized surveys of population listening and viewing habits.

TV broadcasting and viewing times: FOR4210 shows TV station share in pct. of viewing time by channel and target groups. FOR4211 - FOR42214 shows the broadcasting and viewing times for the various channels by programme type in minutes per year and programme type share of total TV consumption for each channel. FOR4215 shows average daily TV consumption for each month. FOR422 and FOR424 - FOR427 show annual daily and weekly TV coverage by number of viewers and percentage breakdown between stations, and weekly TV viewing (in minutes).

### *Method*

TNS Gallup measures actual TV viewing in TV-owning households in Denmark using its TV Meter on behalf of DR TV, TV 2/DANMARK, TV3, SBS TV, Discovery, Turner Broadcasting and MTV Networks. Gallup TV Meter equipment logs all TV viewing in 1,000 selected households corresponding to 2,200 individuals. The viewing habits of these individuals are logged around the clock on an ongoing basis. Data on viewer habits - who watches which channels and when - are transmitted daily to TNS Gallup, which checks and processes the figures. Gallup TV Meter system results are used by programme planners to compile their programme lists. The sales executives from the commercial channels determine spot prices based on viewing figures, and the advertising industry uses the analyses to plan advertising campaigns and check exposure. For definitions and more background details, see the links below to TNS Gallup: [TV Meter weekly viewing figures](#)

Radio listener figures: FOR441B shows radio listener figures from 2008 per channel, broken down by number of listeners/audience share by percentage, and as average listening time in minutes as a share of listening time. Since January 2008, radio listening in Denmark has been measured via electronic meters, PPM (Personal People Meter), which detect which radio channels are listened to on a daily basis. Listening used to be measured using diaries, but the new method is more reliable, as listening is logged automatically regardless of where the listener is. Listener figures are compiled by a panel consisting of 750 people over the age of 12. Each person carries a small receiver which registers an inaudible signal linked to each radio channel taking part in the survey. The electronic receiver registers whether the panel member is within audible range of a radio which is switched on, and which channel is being broadcast. If the panel members gets into a taxi for instance, the radio channel being played will be registered. When a panel member goes to bed, the receiver is placed in a docking station which automatically transfers the data to a central database at TNS Gallup, which then publishes the data for the users of Radio Meter (typically radio stations and media bureaux) the next day. For definitions and more background details, see the links below to TNS Gallup:

- [Radio-Meter](#)
- [Weekly and bi-annual listening figures](#)

For technical reasons, radio listener figures up until 2007 were broken down between FOR441 (radio listener figures per channel) and FOR442 (radio audience share per channel) The former contained total/minutes and the latter share in percentage, whilst the radio channels and periods were identical. The figures were from Gallup's Radio Index and based on just over 2,000 people, each of whom kept a radio diary for a week. During the week, they kept a record of all their radio listening noted down every 15 minutes and for each station.

## **2.2 Classification system**

There are no relevant standard classifications for this statistics.

## **2.3 Sector coverage**

Not relevant for these statistics.

## 2.4 Statistical concepts and definitions

Radio listeners: *Total listeners per day* (daily coverage) indicates the number (in thousands) or share (in per cent) of individuals listening to a minimum of five continuous minutes of a specific radio channel during a day.

*Total listeners on weekdays* indicates the number (in thousands) or share (in per cent) of individuals listening to a minimum five continuous minutes of a specific radio channel during a weekday.

*Total listeners per week* (weekly coverage) indicates the number (in thousands) or share (in per cent) of individuals listening to a minimum of five continuous minutes of a specific radio channel during a week.

The *average weekly listening time per individual over the age of 12* indicates the average time in minutes a given person over the age of 12 listens to a specific radio channel during a week.

The *average weekly listening time among listeners* indicates the average time in minutes they listen to a specific radio channel within a given week.

A radio channel's *share* indicates its market share, and is that channel's average listening time (per person over the age of 12) in relation to the total average listening time for all channels, i.e. the proportion of the total radio audience for that channel.

TV broadcasting and viewing times: *Viewing time* is the number of minutes of TV from each channel and/or programme type which a typical viewer over the age of three watches in the course of a year. The figures are usually compiled on an annual basis, unless indicated otherwise in the table title. Viewing times are also stated as programme type share (in per cent) of each station's overall programme viewing time.

*Broadcast time* is the number of minutes of TV each station broadcasts during a year, broken down by programme types. Broadcast times are also stated as programme type share (in per cent) of each station's overall programme broadcast time.

*TV coverage* - compiled daily and weekly - is defined as the number of viewers (in thousands) or the share of viewers over the age of three who have spent at least five continuous minutes during a specific day watching a given channel.

*Target groups* are a series of demographic breakdowns by gender, age, geography, education and vocation.

*Programme types* are defined as follows: - News: News broadcasts, news summaries and sports news. - Current affairs & debate: Social matters discussed in journalistic programmes, including debates. - Information & culture: Life stories, leisure pursuits, nature, science and the arts, often in journalistic formats, but including informative quizzes. - Education: The educational intention is the deciding factor. The majority are informative programmes, but drama and entertainment are also included. - Music: All types of music from classical and opera to jazz, pop and rock. Ballet and music quizzes are also included. - Entertainment: Shows, talkshows and quizzes without any informative intention. Journalistic entertainment which often includes artistic performances. - Drama & fiction: All types of Danish and foreign fiction, such as TV theatre, films, series and satire. - Sport: Sports events, background and quizzes. Sports news is under the heading News. - Regional programmes: Regional news, elections including referendums, job/employment market programmes. A mixture of different programme types is also included on regional channels.

## **2.5 Statistical unit**

Persons and individual radio and TV channels.

## **2.6 Statistical population**

TV viewers - Danish viewers (in thousands) or the share of viewers over the age of three who have spent at least five continuous minutes during a specific day watching a given channel. Radio listeners - All Danish individuals listening to a minimum of five continuous minutes of a specific radio channel during a (week)day

## **2.7 Reference area**

Denmark.

## **2.8 Time coverage**

The longest time series dates from 1996 and onwards.

## **2.9 Base period**

Not relevant for these statistics.

## **2.10 Unit of measure**

TV viewing time and air time is measured in minutes as well as in shares (percentages). Daily TV consumption is measured in minutes. TV coverage is measured in 1.000 viewers as well as in shares of population (aged 3 and up). Radio listening is measured in number of listeners (in 1.000s) and in shares of population on weekdays and weekly. Furthermore, daily listening time is measured in minutes as well as in shares of population for each radio channel.

## **2.11 Reference period**

01-01-2014 - 31-12-2014

## **2.12 Frequency of dissemination**

Annual.

## **2.13 Legal acts and other agreements**

Statistics and data collection is not based on EU regulation or any other regulation.

## 2.14 Cost and burden

There is no administrative burden for respondents, as all data is collected via registers or from other sources in the public domain.

## 2.15 Comment

Please refer to the subject page of Radio and TV [Radio and TV](#).

Important! When using data, StatBank and original sources must be credited. Resale of data is forbidden. Please refer to the original sources for additional details concerning methods and results. Supplementary documentation: Process papers and other documentation pertaining to this documentation of statistics from the now defunct MedieStatistikBanken exist. The documentation (in Danish) is located at Radio and TVs subject page on the [Documentation] tab (<https://www.dst.dk/en/Statistik/emner/film-boeger-og-medier/radio-og-tv.aspx?tab=dok>).

## 3 Statistical processing

The role of Statistics Denmark with respect to this statistics is solely to assure the quality and communicate information that is selected, collected, processed and disseminated by other producers of statistics/data suppliers. Please refer to the original sources for a detailed review of the statistical processing.

### 3.1 Source data

- TNS Gallup TV Meter (FOR4210 - FOR4215, FOR422 and FOR424 - FOR427)
- TNS Gallup Radio Index up until 2007 (FOR441)
- TNS Gallup Radio Meter as from 2008 (FOR441B and FOR441C).

### 3.2 Frequency of data collection

Annual.

### 3.3 Data collection

Data is collected and processed by the source data providers. Already published results are received in a spreadsheet file from the data provider.

### 3.4 Data validation

Only previously published data is communicated. Quality assurance is performed by comparing new data with the previous time series as well as by calculating grand totals for comparisons with reported data. In some instances totals and shares are computed from reported data.

### **3.5 Data compilation**

The role of Statistics Denmark with respect to this statistics is solely to assure the quality and communicate information that is selected, collected, processed and disseminated by other producers of statistics/data suppliers. Please refer to the original sources for a detailed review of the statistical processing. Refer to section on Data description for further details.

### **3.6 Adjustment**

No further corrections to data are made.

## **4 Relevance**

These statistics are meant to provide easy, simple access to basic facts, and answer questions on the listening and viewing habits of the population. They show, for instance, how high the viewing figures for different TV channels are, and how many minutes the population spends listening to radio or watching TV each day. The statistics are available to everyone. No measurement of user satisfaction has been performed.

### **4.1 User Needs**

These statistics are meant to provide easy, simple access to basic facts, and answer questions on the listening and viewing habits of the population. They show, for instance, how high the viewing figures for different TV channels are, and how many minutes the population spends listening to radio or watching TV each day. The statistics are available to everyone.

### **4.2 User Satisfaction**

No measurement of user satisfaction has been performed.

### **4.3 Data completeness rate**

Not relevant for these statistics.

## **5 Accuracy and reliability**

The Radio and TV Statistics, Consumption, is based on data already published by TNS Gallup's Radio Meter and TV Meter media surveys, which are the official, industry-recognised surveys of the listening and viewing habits of the population. Statistics Denmark obtains the data directly from the data supplier. The data supplied is subject to a quality check, but no calculations of uncertainty are made.



### **5.1 Overall accuracy**

The statistics are based on random sample surveys. The TV tables are based on Gallup TV Meter equipment, which logs all TV viewing for 1,000 selected households, or amongst 2,200 individuals. The figures for radio listeners are based on weekly electronic surveys of the listening habits of approx. 750 individuals. Overall accuracy is basically satisfactory. No calculations of uncertainty are made. Please refer directly to the source for further details concerning overall accuracy.

### **5.2 Sampling error**

Refer to the original sources.

### **5.3 Non-sampling error**

Refer to the original sources.

### **5.4 Quality management**

Statistics Denmark follows the recommendations on organisation and management of quality given in the Code of Practice for European Statistics (CoP) and the implementation guidelines given in the Quality Assurance Framework of the European Statistical System (QAF). A Working Group on Quality and a central quality assurance function have been established to continuously carry through control of products and processes.

### **5.5 Quality assurance**

Statistics Denmark follows the principles in the Code of Practice for European Statistics (CoP) and uses the Quality Assurance Framework of the European Statistical System (QAF) for the implementation of the principles. This involves continuous decentralized and central control of products and processes based on documentation following international standards. The central quality assurance function reports to the Working Group on Quality. Reports include suggestions for improvement that are assessed, decided and subsequently implemented.

### **5.6 Quality assessment**

The statistics are based on random sample surveys. The TV tables are based on Gallup TV Meter equipment, which logs all TV viewing for 1,000 selected households corresponding to 2,200 individuals. The figures for radio listeners are based on weekly electronic surveys of the listening habits of approx. 750 individuals. Overall accuracy is basically satisfactory. No calculations of uncertainty are made. Please refer directly to the source for further details concerning overall accuracy.

### **5.7 Data revision - policy**

Statistics Denmark revises published figures in accordance with the [Revision Policy for Statistics Denmark](#). The common procedures and principles of the Revision Policy are for some statistics supplemented by a specific revision practice.

## **5.8 Data revision practice**

Only final figures are published. However, in certain cases the tables can be updated with new figures for previously published periods. This is because the source material submitted is based on new runs which include updated and corrected data.

## **6 Timeliness and punctuality**

Annual News from Statistics Denmark is released to coincide with annual updating of statistics tables. This takes place about 12 weeks after the end of the reference year. The statistics are normally published without delay in relation to the notified date.

### **6.1 Timeliness and time lag - final results**

Annual News from Statistics Denmark is released to coincide with annual updating of statistics tables. This takes place about 12 weeks after the end of the reference year.

### **6.2 Punctuality**

The statistics are normally published without delay in relation to the notified date.

## **7 Comparability**

Refer to the original sources.

### **7.1 Comparability - geographical**

Not relevant for these statistics.

### **7.2 Comparability over time**

The tables cover various TV and radio stations for different periods, due to additions and deletions or name changes. The transition for the radio statistics from quarterly compilation combined with a change in survey methods has meant data disruption, which led to the discontinuation of FOR441 and the creation of FOR441B.

### **7.3 Coherence - cross domain**

The figures from Radio and TV Statistics "Consumption" are identical to the figures published which serve as sources for Statistic Denmark's figures.

### **7.4 Coherence - internal**

Refer to the original sources.

## **8 Accessibility and clarity**

Radio and TV: Consumption is presented on the subject page for "Radio and TV" as a part of the "Film, books and media site on [www.dst.dk](http://www.dst.dk). Furthermore, the statistics is featured in the chapter on Culture and National Church in Statistical Yearbook. The results are published annually through a News from Statistics Denmark and a series of interactive StatBank Denmark tables.

### **8.1 Release calendar**

The publication date appears in the release calendar. The date is confirmed in the weeks before.

### **8.3 User access**

Statistics are always published at 8:00 a.m. at the day announced in the release calendar. No one outside of Statistics Denmark can access the statistics before they are published.

### **8.2 Release calendar access**

The Release Calendar can be accessed on our English website: [Release Calendar](#).

### **8.4 News release**

Regular publication: News from Statistics Denmark (annually, when tables are updated).

[Radio and TV](#)

### **8.5 Publications**

The statistics is included in the [Statistical Yearbook](#) in the chapter on Culture and National Church.

### **8.6 On-line database**

StatBank Denmark\Culture and National Church\Films, books and media\Radio and TV: FOR441B, FOR4210, FOR4211, FOR4212, FOR4213, FOR4214, FOR4215, FOR422, FOR424, FOR425, FOR426, FOR427.

### **8.7 Micro-data access**

Statistics Denmark stores finalised data electronically. When using data from this table, original sources (TNS Gallup) must be credited. Resale of data is forbidden.

### **8.8 Other**

When using data from these tables, original sources (TNS Gallup) must be credited. Resale of data is forbidden.

## **8.9 Confidentiality - policy**

The statistics adhere to Statistics Denmark's general guidelines for data confidentiality [Datafortrolighedspolitik i Danmarks Statistik](#) (In Danish only)

## **8.10 Confidentiality - data treatment**

Not relevant - refer to original sources.

## **8.11 Documentation on methodology**

There is no other additional documentation, refer to the original sources. Notes for each table are added as footnotes wherever possible.

## **8.12 Quality documentation**

Results from the quality evaluation of products and selected processes are available in detail for each statistics and in summary reports for the Working Group on Quality.

## **9 Contact**

The administrative placement of these statistics is in the division of Science, Technology and Culture. The contact person is , tel.: , and e-mail: .