

**Documentation of statistics for  
Radio and TV Statistics: Advertising 2014**

## **1 Introduction**

These statistics are meant to provide easy, simple access to basic facts, and answer questions on the media habits of the population. For example: the total and duration of TV advertising spots and advertising sales volumes can be seen. 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 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

The Radio and TV statistics Advertising shows the scope and sales volumes of TV spots in Denmark, and advertising sales volumes for printed and electronic media:

- FOR4216* - Total, duration and coverage of spots by TV channel: The table shows the total, duration and coverage of TV spots by TV channel, excluding the regional advertising shown on TV 2, and are based on the TNS Gallup TV Meter annual report: 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, or for 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:  
<http://www.gallup.dk/vores-markedsfokus/medier/tv-meter.aspx> (TV Meter)
- VIR317* - TV spot sales volumes (in DKK 1,000) broken down by industry and time: The table shows the sales volumes in DKK 1,000 which the industry sectors listed have spent on TV advertising spots on all registered TV channels during a specific year. TV 2 regional adverts are included in TV 2's figures. VIR317 is based on TNS Gallup Media Intelligence/Gallup AdFacts: TNS Gallup Media Intelligence measures advertising campaigns from TV, print and radio, and receives reports from outdoor, cinema and online advertising, but does not register media such as sponsoring agreements, classified ads and major in-store campaigns. The results in VIR317 solely concern TV, and are based on TNS Gallup Media Intelligence's daily surveys and logging of all advertising spots on TV 2, TV3 and SBS TV channels, plus Discovery Channel and Cartoon Network. TNS Gallup Media Intelligence's price calculations were based on the TV companies' spot prices between 1992 and 1994. As from 1995, price calculation was changed so that the prices for all stations could be calculated using a GRP price. TV 2 is priced according to the applicable, official GRP price, TV3 and SBS TV are priced in relation to TV 2, which means that the calculated spend is lower than for preceding years. For definitions and more background details, see the link below:  
<http://www.gallup.dk/vores-markedsfokus/medier/media-intelligence.aspx>
- VIR316* - Advertising spend by medium: The table shows sale of advertising space by medium, excluding any form of commission, allowances, discounts and VAT. Recruitment advertising is not included in advertisement spend. VIR316 is based on the Danish Audit Bureau of Circulation's: Advertising Expenditure Survey in Denmark: The sponsors of "The Danish advertising market" are The Association of Danish Advertisers, TV 2|DANMARK, The Trade Association of Danish Distributors, Clear Channel Danmark A/S, the Graphic Association of Denmark, Post Danmark and TEAM DANMARK. The universe used is Media Scandinavia, survey service and or trade organisations. Media owners and/or their trade associations are encouraged to report the sales volumes relevant for this survey (in full confidence) to the Danish Audit Bureau of Circulation (ABC). Their own advertising is not included in spend. In addition, public or private industry sector surveys are included, such as Gallup Adfacts. If no reports are available, employees of the Danish Audit Bureau of Circulation and members of the expert panels set up for each medium group perform a group evaluation. Finally, the results for each media group are assessed and the overall result of the steering group which constantly tracks the report's production is created.

## **2.1 Data description**

The purpose of the statistics is to provide access to basic facts and answers to questions about people's media habits.

The tables in the statistics 'Radio and TV: advertising' shows the extent of and revenue from television spots in Denmark and ad revenue divided by both print and electronic media.

## **2.2 Classification system**

Not relevant for these statistics.

## **2.3 Sector coverage**

Not relevant for these statistics.

## **2.4 Statistical concepts and definitions**

Industry: Grouping of industries where sales of TV spots occur.

Inventory: The calculation of the number of TV spots, the amount of time that occurs commercial spots, as well as the so-called coverage measured in percent respectively average daily coverage and average weekly coverage.

Media: The types of media where turnover occurs.

TV Channel: Grouping of commercial TV channels where commercials occur.

## **2.5 Statistical unit**

Revenue is measured in DKK.

## **2.6 Statistical population**

Data are collected from TNS Gallup TV Meter annual report and TNS Gallup Media Intelligence/Gallup AdFacts and Danish Audit Bureau of Circulation, Advertising Expenditure Survey in Denmark.

## **2.7 Reference area**

Not relevant for these statistics.

## **2.8 Time coverage**

Not relevant for these statistics.

## **2.9 Base period**

Not relevant for these statistics.

## **2.10 Unit of measure**

Revenue is measured in DKK.

## **2.11 Reference period**

All tables refer to the calendar year.

## **2.12 Frequency of dissemination**

Annual.

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

Data collection is not based on any EU regulation.

## **2.14 Cost and burden**

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

## **2.15 Comment**

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.

## **3 Statistical processing**

Data are collected from TNS Gallup TV Meter annual report and TNS Gallup Media Intelligence/Gallup AdFacts (VIR317, FOR4216) and Danish Audit Bureau of Circulation, Advertising Expenditure Survey in Denmark (VIR316).

### **3.1 Source data**

- TNS Gallup TV Meter annual report and TNS Gallup Media Intelligence/Gallup AdFacts (VIR317, FOR4216)
- Danish Audit Bureau of Circulation, Advertising Expenditure Survey in Denmark (VIR316)

### **3.2 Frequency of data collection**

Not relevant for these statistics.

### **3.3 Data collection**

Not relevant for these statistics.

### **3.4 Data validation**

Not relevant for these statistics.

### **3.5 Data compilation**

Not relevant for these statistics.

### **3.6 Adjustment**

Not relevant for these statistics.

## **4 Relevance**

The statistics are relevant for all.

### **4.1 User Needs**

The statistics are available to everyone.

### **4.2 User Satisfaction**

No survey on user satisfaction has been conducted for this statistics.

### **4.3 Data completeness rate**

Not relevant for these statistics.

## **5 Accuracy and reliability**

- Coverage: 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 advertising are based on sources which cover a large part of the advertising market supplemented by estimates from industry associations and expert panels.
- Collection: The statistics are 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 direct from the data suppliers.
- Processing: Data already in the public domain is transferred for all relevant tables. The data supplied is subject to a quality check, which includes comparison with the preceding time series, and calculation of control totals where they are included in the data submitted. In some cases, subtotals, totals and shares are also calculated based on the data submitted.

### **5.1 Overall accuracy**

Overall reliability is basically satisfactory. Statistics Denmark believes that where data is based on random sampling, the size of random samples taken is satisfactory. Please refer directly to the sources for further details concerning overall reliability.

### **5.2 Sampling error**

Not relevant for these statistics.

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

Not relevant for these statistics.

### **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**

Not relevant for these statistics.

### **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**

The results of the statistics are identical with the figures published which serve as sources for Statistic Denmark's figures.

## **6 Timeliness and punctuality**

Not relevant for these statistics.

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

VIR316 is updated annually, and is available in the StatBank in the last week of May. New figures are released by Statistics Denmark when VIR317 and FOR4216 are published, which also include several other tables for radio and TV. 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**

Not relevant for these statistics.

### **7.1 Comparability - geographical**

Not relevant for these statistics.

### **7.2 Comparability over time**

Data compilation methods etc. are not changed significantly over time, and the figures are therefore comparable over time.

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

The results of the statistics are identical with the figures published which serve as sources for Statistic Denmark's figures.

### **7.4 Coherence - internal**

Not relevant for these statistics.

## **8 Accessibility and clarity**

Regular publication: News from Statistics Denmark (annually, when tables VIR317 and FOR4216 are updated).

Publication in the StatBank: VIR316, VIR317, VIR331 and FOR4216.

### **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**

[www.dst.dk/pukora/epub/Nyt/2014/NR206\\_1.pdf](http://www.dst.dk/pukora/epub/Nyt/2014/NR206_1.pdf)

### **8.5 Publications**

Not relevant for these statistics.

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

[www.statbank.dk/vir316](http://www.statbank.dk/vir316)

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

Statistics Denmark stores finalized data electronically.

### **8.8 Other**

Not relevant for these statistics.

### **8.9 Confidentiality - policy**

The statistics follow Statistics Denmark's common practice for confidentiality.

### **8.10 Confidentiality - data treatment**

Not relevant for these statistics.

### **8.11 Documentation on methodology**

There is no other additional documentation, but we do 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 are in the division of Business Structures. The person responsible is Thomas Lauterbach, tel. +45 39 17 30 56, e-mail: tce@dst.dk

### **9.1 Contact organisation**

Statistics Denmark

### **9.2 Contact organisation unit**

Business structures, Business Statistics

### **9.3 Contact name**

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