

**Documentation of statistics for  
Radio and TV Statistics, Equipment Statistics, Appliances and  
Distribution 2015**

## **1 Introduction**

These statistics are meant to provide easy, simple access to basic facts on the reception of electronic media in Denmark. For example, they show how many households receive TV via cable, satellite dish or aerial, and the proportion with special reception appliances.

## **2 Statistical presentation**

Distribution shows statistics for different types of media appliances within the population.

### **2.1 Data description**

Equipment statistics: Appliances and distribution shows statistics for different types of media appliances within the population. Data is also shown on the broadcasting and reception of electronic media. 'Distribution' collects statistics on communal aerials and the fibre and broadband networks. The aim is to track trends for cable TV and the spread of other forms of distribution for radio and TV: The sources of such data are Gallup Annual Survey and statistics from the Danish Business Authority. A group of tables describes the trend within access to the internet based on Danish Business Authority's statistics:

### **2.2 Classification system**

Not relevant for these statistics.

### **2.3 Sector coverage**

Not relevant for these statistics.

### **2.4 Statistical concepts and definitions**

Internet access: Internet access

A cable modem connected to a cable TV network or communal aerial system can be used to connect to the internet. If the aerial system can handle two-way communications, it can also send data to the internet. Using a cable modem, a user can be on the internet and receive radio and TV programmes simultaneously. The maximum speed achievable using cable modems varies according to the system. For example: it can be set to 512 kbits for download from the internet ('downstream capacity') and 128 kbits upload.

### **2.5 Statistical unit**

Persons or households.

### **2.6 Statistical population**

The population's households and broadband providers.

## 2.7 Reference area

Denmark.

## 2.8 Time coverage

- DIS131, DIS133, from 2002
- DIS111 from 1998-
- DIS122 from 2000
- DIS129 from 2002
- DIS136 from 2009-

## 2.9 Base period

Not relevant for these statistics

## 2.10 Unit of measure

Statistics Bank tables have the following units:

- APP212, DIS124 Share in percent
- DIS111, DIS122, Number
- DIS131, DIS133, Number in 1.000
- DIS136 Number and share in percent

## 2.11 Reference period

The various tables of the statistics have different reference times.

The following tables refer to calendar year: DIS111 and DIS136.

The following tables refer to a six-month period of a calendar year: DIS122, and DIS129.

Some tables have a special reference period: 1. period covers weeks 1-12/13 (January-March), 2nd period covers weeks 13/14-25/26 (April-June) and the 3rd period covers weeks 26/27-47/48 (July-November). The following tables are included: DIS131 and DIS133.

## 2.12 Frequency of dissemination

Six-monthly, annual and periodically.

## 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 via registers or from sources in the public domain.

## **2.15 Comment**

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.

## **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 Annual Report, Annual Survey, Quarterly Reports and Gallup Radio Index ( DIS131-DIS135).
- CopyDan (DIS111).
- Danish Energy Agency (formerly, the Danish National IT and Telecom Agency) bi-annual statistics.

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

Annual, six-monthly and periodically.

### **3.3 Data collection**

Information from TNS Gallup and the Danish Energy Agency (formerly, the Danish National IT and Telecom Agency) bi-annual statistics.

### **3.4 Data validation**

The material from TNS Gallup and Danish Energy Agency are compared with material from previous periods. If large deviations are found, the relevant data providers are contacted.

### **3.5 Data compilation**

As data is collected and processed in the institutions that collects data, Statistics Denmark no actual data processing is done.

### **3.6 Adjustment**

Not relevant for these statistics

## **4 Relevance**

The user satisfaction is not examined. These statistics are used by ministries, students and the press.

#### **4.1 User Needs**

These statistics are used by ministries, students and the press.

#### **4.2 User Satisfaction**

The user satisfaction is not examined.

#### **4.3 Data completeness rate**

Not relevant for these statistics.

### **5 Accuracy and reliability**

Overall reliability is basically satisfactory. Several equipment statistics tables are based on sources which cover 95-100 pct. of the population. These are the tables based on figures from the Danish energy Agency. Please refer directly to the source for further details concerning overall reliability.

#### **5.1 Overall accuracy**

Statistics Denmark believes that the size of random samples taken from source is satisfactory for instances of data based on random samples. No random sample uncertainties are calculated, which means there is no precise indication of any uncertainty for them. Please refer directly to the source for further details concerning overall reliability.

#### **5.2 Sampling error**

Report on sampling errors from Gallup [Report in Danish](#)

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

Please look at 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 tables are based on either the Danish Business Authority which examines a very large part of the market or TNS Gallup, Annunal Survey, which is a sample studies conducted three times a year with a sample of about 3000 households each year.

For further considerations regarding overall reliability refers directly to the sources.

## **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 publishes updated and corrected data.

## **6 Timeliness and punctuality**

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

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

Only final figures are published.

### **6.2 Punctuality**

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

## **7 Comparability**

As the media industry undergoes rapid development, changes can sometimes occur which affect comparability over time. More modern media appliances are included in the statistics, whilst others are withdrawn. Rapid developments can also take place in internet media, e.g. speeds and connection types.

### **7.1 Comparability - geographical**

There has been no comparison of these statistics with similar international surveys.

### **7.2 Comparability over time**

As the media industry undergoes rapid development, changes can sometimes occur which affect comparability over time. More modern media appliances are included in the statistics, whilst others are withdrawn. Rapid developments can also take place in internet media, e.g. speeds and connection types. A major development in the usual number of channels individual consumers can access on their TV has also given rise to changing groupings, which gives a data blip. This is clearly indicated in the relevant tables. New forms of data collection can also give problems with comparability over time.

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

The figures from Radio and TV Statistics Appliances and Distribution 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**

There are no press releases in connection with this statistic.

There are statBank tables with figures [StatBank](#).

### **8.1 Release calendar**

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

### **8.2 Release calendar access**

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

### **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.

### **8.4 News release**

There are no press releases in connection with this statistic.

### **8.5 Publications**

None.

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

There are in total 6 StatBank tables with figures from the statistics.

[StatBank](#).

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

There is no micro-data.

### **8.8 Other**

Not relevant for these statistics.

### **8.9 Confidentiality - policy**

Not relevant for these statistics.

### **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 Dynamics. The person responsible is Berit Taul, tel. 45 39 17 38 81, e-mail: [bpd@dst.dk](mailto:bpd@dst.dk)

### **9.1 Contact organisation**

Statistics Denmark



## **9.2 Contact organisation unit**

Business Dynamics, Business Statistics

## **9.3 Contact name**

Berit Taul

## **9.4 Contact person function**

Responsible for the statistics

## **9.5 Contact mail address**

Sejrøgade 11, 2100 Copenhagen

## **9.6 Contact email address**

bpd@dst.dk

## **9.7 Contact phone number**

- 45 39 17 38 81

## **9.8 Contact fax number**

+45 39 17 39 99