

**Documentation of statistics for  
Radio and TV Statistics, Equipment Statistics, Appliances and  
Distribution 2013**

## 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. The statistics have previously been published in the now defunct MedieStatistikBanken, which was started in 2006. MedieStatistikBanken was set up by the former Media Secretariat (now Danish Agency for Culture) in collaboration with the media industry and Statistics Denmark. The statistics were transferred to the Denmark Statistics-owned StatBank in 2012.

## 2 Statistical presentation

Equipment statistics: Appliances and distribution shows statistics for different types of media appliances within the population. 'Appliances' covers the number of receiver appliances such as TV and radio appliances, and other types such as digital radio receivers or set-top boxes for digital TV. All types of appliances able to broadcast media content are included.

### 2.1 Data description

Equipment statistics: Appliances and distribution shows statistics for different types of media appliances within the population. 'Appliances' covers the number of receiver appliances such as TV and radio appliances, and other types such as digital radio receivers or set-top boxes for digital TV. All types of appliances able to broadcast media content are included. The central sources for this data are Gallup's TV Meter survey and Gallup's Radio Index. 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 CopyDan and Danish Business Authority (formerly, the Danish National IT and Telecom Agency). 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 this statistics.

### 2.3 Sector coverage

Not relevant for this 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.

## 2.6 Statistical population

The statistics gathers information from the following sources: - Yearbook from The Danish Agency for Digitisation - TNS Gallup - CopyDan

## 2.7 Reference area

Denmark.

## 2.8 Time coverage

- APP212, DIS131, DIS132, DIS133, DIS134 2002U31 -
- DIS111 1998-
- DIS122 2000
- DIS123 og DIS124 2004
- DIS129 2002
- DIS135 1999-

## 2.9 Base period

Not relevant for this statistics.

## 2.10 Unit of measure

Statistics Bank tables have the following units:

- APP212, DIS124 Share in percent
- DIS111, DIS122, DIS123, Number
- DIS131, DIS132, DIS133, DIS134, Number in 1.000
- DIS135 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 DIS135.

The following tables refer to a six-month period of a calendar year: DIS115, DIS122, DIS123, DIS125 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: APP212, DIS131, DIS132, DIS133 and DIS134.

## **2.12 Frequency of dissemination**

Six-monthly, annual and periodically.

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

Not relevant for this statistics.

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. There are process papers and other documentation that belong to this product declaration from the now defunct MedieStatistikBanken.

[Link to documentation in Danish.](#)

## **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 (APP212, DIS131-DIS135).
- CopyDan (DIS111).
- Danish Business Authority's (formerly, the Danish National IT and Telecom Agency) bi-annual statistics and Teleårbogen (DIS114-DIS129).

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

Annual, six-monthly and periodically.

### **3.3 Data collection**

Informations from TNS Gallup and The Danish Agency for Digitization

### **3.4 Data validation**

The material from TNS Gallup and The Danish Agency for Digitization 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 collect data, Statistics Denmark no actual data processing is done.

### **3.6 Adjustment**

Not relevant for this statistics.

## **4 Relevance**

The real needs are not examined.

### **4.1 User Needs**

The statistics are available to everyone.

### **4.2 User Satisfaction**

The user satisfaction is not examined.

### **4.3 Data completeness rate**

Not relevant for this statistics.

## **5 Accuracy and reliability**

Overall reliability is basically satisfactory. Several equipment statistics tables are based on sources which cover 95-100% of the population. These are the tables based on the Danish Business Authority's (the former Danish National IT and Telecom Agency) figures. For the other tables where the figures are based on random samples, Statistics Denmark believes that the size of random sampling is satisfactory. Please refer directly to the source for further details concerning overall reliability.

There are no calculations of uncertainty, although see item 3.1, Overall accuracy.

### **5.1 Overall accuracy**

Overall reliability is basically satisfactory. 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**

Not relevant for this statistics.

## **5.3 Non-sampling error**

Not relevant for this 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**

Overall reliability is basically satisfactory.

## **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**

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

## 6.1 Timeliness and time lag - final results

The statistics are published regularly in the StatBank:

- DIS111 is published in week 22.
- DIS115, DIS122, DIS123 and DIS129 are published in weeks 3 and 33.
- APP212, DIS131, DIS132, DIS133 and DIS134 are published in weeks 3, 21 and 33.
- DIS135 is published in week 12.

## 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. 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.

### 7.1 Comparability - geographical

Not relevant for this statistics.

### 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 this statistics.

## **8 Accessibility and clarity**

Regular publication: News from Statistics Denmark (annually in week 12, coinciding with updating of radio and TV statistics consumer tables).

StatBank Denmark\Culture and National Church\Libraries, movies and media\Radio and TV

### **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**

[Link to News release in Danish](#).

### **8.5 Publications**

None.

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

There are in total 11 StatBank labels with figures from the statistics.

[Link to the StatBank](#).

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

Statistics Denmark stores data electronically.

### **8.8 Other**

None.

### **8.9 Confidentiality - policy**

None.

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

Not relevant for this 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 this statistics is in the division of Business Dynamics. The person responsible is Berit Taul, tel.+ 45 3917 3881, 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](mailto:bpd@dst.dk)

### **9.7 Contact phone number**

- 45 3917 3881

## **9.8 Contact fax number**

+45 39 17 39 99