



Press Release

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New currency for the TV market

GfK Fernsehforschung (GfK TV research) is using the new TC score measuring system to report on TV consumption in Germany

Nuremberg, July 3, 2009 – TC score, the new system developed by GfK Fernsehforschung for measuring TV consumption in Germany, is replacing the previously used TC XL device after more than a decade. The first 1,500 households in the AGF/GfK TV panel switched over to the new technology on July 1, 2009, and GfK Fernsehforschung will equip all of the panel's 5,640 households with TC score by the end of the year. This means that as of now, GfK Fernsehforschung can also survey time-delayed and time-shift TV viewing, as well as out-of-home TV consumption. After some start-up problems with data production, the data for the TV day yesterday were available again around 9 a.m., as the German TV market is used to for many years.

GfK Fernsehforschung in Nuremberg was commissioned to develop the new TC score measurement device by the Arbeitsgemeinschaft Fernsehforschung (TV audience research cooperative, AGF), in view of the fact that ongoing market developments – in particular the increasing digitalization of TV technology in Germany – had rendered change necessary. The technical design of the tool is intended to ensure the highest possible amount of flexibility and future reliability. A specification for the new measuring technology was produced under the management of GfK Fernsehforschung in close cooperation with AGF. GfK Telecontrol AG in Kriegstetten, Switzerland, was then commissioned to implement this concept. GfK Telecontrol AG is a leading global producer of measuring technology in the area of media research, and a subsidiary of the GfK Group.

Like the preceding model, the TC score system comprises three components: the measuring device, a display and its own remote control. It can monitor all the TV receiving devices within a household, thereby enabling a comprehensive survey of that household's TV consumption.

The device monitors and records to the precise second every time the TV set is turned on or off or the channel is changed, and any other types of

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use, such as teletext including page recognition, TOP-text, games consoles and Electronic Program Guides. For video cassettes, the channel and time of recording can be identified.

A special feature of TC score is the recording of time-shift viewing. Whereas this was limited to the video recorder for the preceding TC XL model, TC score also enables the collection of data for time-shift viewing on digital recording devices, such as hard drive receivers or DVD recorders. Time-delayed or time-shift viewing refers to viewing that occurs up to three days after the day on which a program is broadcast. This type of TV consumption is being included in survey results as of July 1, 2009, and is therefore now an inherent part of the currency for the German TV market.

TC score records to the exact second the TV consumption of individual household members. For this, it is simply necessary for everyone living in the household to "log on" and "log off". This is done with the help of the TC score remote control, which has an individual button for each member of the household.

In addition, from now on every guest who watches TV in a panel household will be logged on and off by entering his or her age and gender. Using a special fusion procedure, the TV consumption of guests is transferred to comparable panel members who were not watching TV at home during the period of time in question. This fusion procedure, which was developed by GfK Fernsehforschung, allows valuable additional information regarding out-of-home TV consumption to be generated in the new system. This procedure, which was commissioned by AGF, is already being successfully implemented in a similar form by Intomart GfK in the Netherlands.

GfK Fernsehforschung, on behalf of AGF, is providing the German television market with a highly developed measuring solution that is exactly tailored to its needs. TC score is flexible as regards upgrading, thereby guaranteeing that a precise and comprehensive picture of TV consumption can continue to be produced in the future.

AGF

Since 1988, the Arbeitsgemeinschaft Fernsehforschung (German TV audience research cooperative, AGF) has been the contracting authority for continuous TV research in Germany, which is carried out through the panel of GfK Fernsehforschung. In addition to the clients ARD, ProSiebenSat.1 Media AG, RTL and ZDF, licensed transmitting stations, advertisers and advertising agencies participate actively in organizing TV research in the cooperative. The broadcasters affiliated in AGF have invested more than EUR 100 million in implementing and further developing the system for TV audience research in Germany. With annual investment of around EUR 20 million, AGF will continue to guarantee the highest quality of TV audience research in future.



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