

Events that moved the (TV)-world

Every day an innumerable amount of events happen with various implications and of different medial interest. Some of these events even have the magnitude to touch upon the whole world, which has an immense impact on the TV coverage. A special analysis of TV usage during broadcasting of such events shows that TV usage differs significantly to the average usage.

On a daily basis sad and wonderful events occur across the world that move individuals, groups of people, residents of cities or whole nations and usually also have an impact on the TV coverage and reception. The following report analyzes the TV reception in Switzerland during some major events. For the analysis, events from different areas were chosen but all were of national significance and were covered in the media accordingly.

The analyzed data come from the Mediapulse panel in Switzerland, which was raised with GfK Telecontrol products. All events were evaluated and analyzed with the GfK Telecontrol Media Reporter software. For comparison, the data of an average weekday is shown; like this the impressive differences in TV usage become visible.

The following two events were chosen for this report:

- Sports event – the Wimbledon final 2009: On Sunday, 5th July 2009, Roger Federer beat the American Andy Roddick in an epic four hour match, winning his 15th Major title. The match was broadcasted on three different channels (x1, 2, 3) from 14.45 h until 19.55 h. For this analysis all three channels were combined and evaluated. For comparison, an average Sunday was also analyzed.
- Social event – the funeral of Michael Jackson: On Tuesday, 7th July 2009, the funeral of the „King of Pop“ took place in Los Angeles. Only one Swiss channel (x4) broadcasted the event from 18.45 h until 22.30 h. For comparison, an average Tuesday was also analyzed.

Wimbledon final

As a first example we look at the Wimbledon final on 5th July 2009 (Roger Federer – Andy Roddick) (see fig. 1). Up until the start of the game at 15.00 h, the TV usage was below average, probably due to the sunny summer weather. With the beginning of the game the TV usage increased significantly and continued to rise throughout the match. After the four hour game not only the players were exhausted, also the audience was tired of watching and averted from the TVs. The difference of TV usage on 5th July 2009 to an average Sunday was rather large: on an average Sunday the maximum reach is 5% and during the gripping tennis final the reach rose to a maximum of 23%.

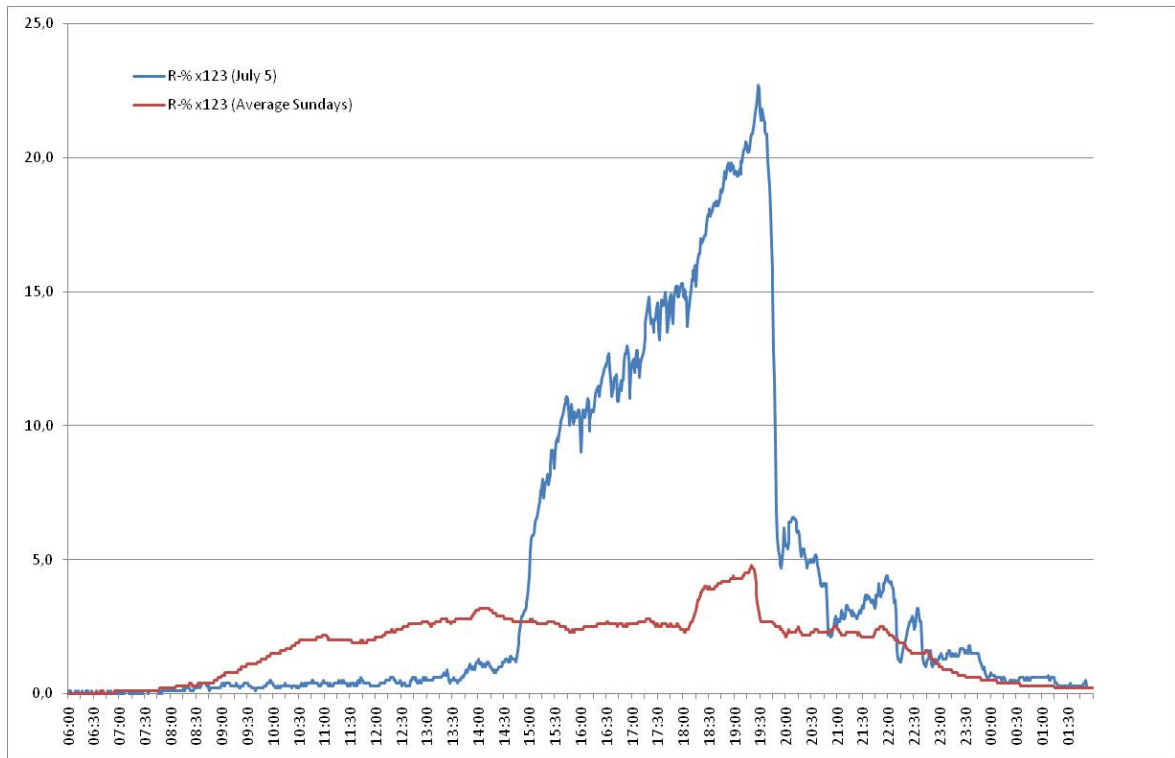


Fig. 1: Wimbledon final Roger Federer - Andy Roddick. Source: Mediapulse AG

Funeral of Michael Jackson

Another example of a live broadcast is the funeral of Michael Jackson (see fig. 2). This event was broadcasted across the world on 7th July and was shown in Switzerland on channel x4. The reach increased from 0.5% on an average Tuesday to a maximum of 5%. The programme “The Michael Jackson Story”, which was shown straight afterwards, again attracted more than the average amount of viewers.

The analysis of data measured with Telecontrol products shows, that extraordinary events can attract a multiple of the average TV audience. For broadcasters it is therefore worthwhile to buy the sometimes enormously expensive broadcasting rights. This sort of events is also of great interest to advertisers, as they reach a bigger than normal audience.

These complex analyses are possible thanks to the precise GfK Telecontrol fixmeters, which are installed in 1’870 Swiss households to measure TV consumption. With the analyzing software GfK Telecontrol Media Reporter, the data of a set time period can be evaluated and reported.

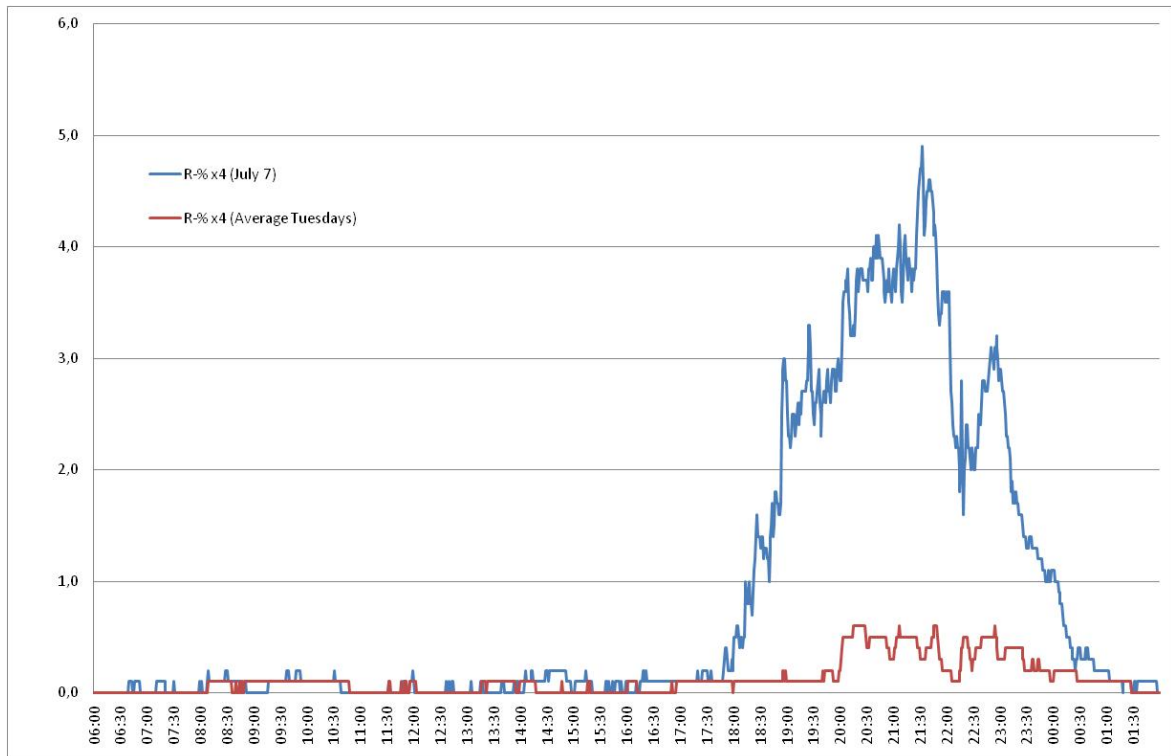


Fig. 2: Funeral of Michael Jackson. Source: Mediapulse AG

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The GfK Telecontrol AG

The GfK Telecontrol AG is a wholly-owned subsidiary of GfK AG in Nuremberg, Germany – the fifth-largest market research company in the world. Located in Switzerland, the GfK Telecontrol AG is a good example of “Swiss Quality”: its products GfK Telecontrol and GfK Mediawatch – both of which are in-house GfK Telecontrol AG developments – have been in use in a total of 28 countries worldwide for 22 years. The Swiss Broadcasting Company, in particular, has been using Telecontrol since 1985 to survey TV viewing habits and Radiocontrol or the Mediawatch since 2001 to survey radio listening habits. However, Telecontrol or the Mediawatch are also used worldwide to survey TV and radio consumption in Germany, Austria, Cyprus, Greece, many Eastern European and Asian

countries like Romania, Bulgaria, Armenia, Ukraine, Georgia and India and other countries.

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