



# Measuring on-demand viewing

How GfK capture programs streamed  
on Smart TVs



Growth  
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Knowledge

# HOW GfK CAPTURE PROGRAMS STREAMED ON SMART TVS

When looking at our recent data on how people view television shows and films, there is clear evidence of a gradual shift away from linear viewing (watching shows live as they are broadcast) towards on-demand streaming on different platforms and screens. How do GfK measure the shift and step up to the challenge of capturing this new way of viewing?

GfK's solution, which has been implemented and used as part of the viewing measurement in Germany and in a pilot phase in other countries, is to place a 'stream capturing' measurement GfK Router 2.0 into the households of the panelists.

GfK has a long history of measuring viewing consumption via surveys and working with panels who install advanced technologies such as a TV Logger, which captures and matches linear broadcast programs consumed on Television sets. The TV Logger not only captures what is being consumed but also who is consuming it. However, if the panel respondent is consuming a streamed program or film, it's on-demand nature makes 'matching' difficult, and an alternative solution is required – one that can capture the streams.

GfK's innovative smart measurement router closes this gap. The panelists simply connect the GfK Router 2.0 to their main router and then choose which devices on their network are to be measured. With for example the Smart TV selected for measurement, streamed viewing data is collected – providing metrics such as average daily viewing time of video platforms including Netflix and Amazon Prime. Individual panel members are also encouraged to log in, providing profile data for the streamed consumption.

For markets that are looking to identify streamed viewing consumption on Smart TVs and other devices GfK's measurement router provides a strong solution which can also be expanded to capture consumption across multiple devices and go beyond viewing to include all in-home internet traffic.

For more information: [GfK Viewing Measurement Solutions | GfK](#)