

## The 11 points of the source citation

**Anyone who uses scientific data always adds a source citation. This enables any recipient to reproduce the data. The source shows which data was used and which conditions were specified for the analysis. The source citation has thus also become established among users of Mediapulse TV Data. Below you will find the correct instructions for citing sources when using Mediapulse data.**



### The correct source citation

To ensure replicability, each source must contain the following elements:

1. The data basis (Mediapulse TV Data)
2. The evaluation system (e.g. TV Analytics)
3. The geographical area (e.g. German-speaking Switzerland)
4. The target group (e.g. individuals aged 15-49 including guests)
5. The channels analysed (e.g. RTL CH or SRF1)
6. The time period of the evaluation (e.g. 1st semester 2025)
7. The time slot (e.g. Mon-Sun, 24h)
8. The statistical parameter (e.g. Rt-T)
9. The platforms included (e.g. all platforms)
10. Time-shifted usage (e.g. overnight +7)
11. The possible provisional nature of the data

### Example of a source citation

Source: Mediapulse TV Data (TV Analytics), DS, individuals aged 15-49 incl. guests, RTL CH, 1st semester 2025, Mon-Sun 24h, Rt-T, all platforms, overnight +7

## Explanations of the individual elements

1. "MediapulseTV Data" is the correct source for the **data basis** as of January 2019. Designations such as "Kantar data" or "KantarTV panel" are not correct. "MediapulseTV Data" replaces the term "MediapulseTV Panel", which was used until December 2018.
2. The name of the **evaluation system** must be stated so that confusion with evaluations from third-party tools or with your own calculations can be ruled out.
3. The **geographical area** must clearly indicate the region (language region, licence area, WEMF area, etc.) to which the information relates.
4. All person or household criteria used and their combination, with or without guests, must be indicated in the **target group**. If a reference target group is also used, this should also be clearly labelled.
5. The channel name (e.g. RTL CH or RTL Total) must be clearly stated, especially for foreign **channels** with a programme or advertising window.
6. The **time period** must indicate which period is being analysed (e.g. Ø 2025 or 1 July - 31 August 2025). If reference is made to a different time period, this must also be specified.
7. The hourly range and the days of the week taken into account must be specified for the **timeline** (e.g. Ø 24 hours Mon-Sun or Ø 18.00-20.00 Mon-Fri).
8. It must be clear which **fact (statistical parameter)** is being presented (e.g. MA, Rt-T). In the case of publications, the full name of the measure must be given (e.g. market share in %, rating in thousands).
9. It must be clear which **platform** the information relates to (e.g. all platforms or all TV platforms).
10. **Time-shifted usage** must be labelled accordingly (e.g. overnight or overnight +7).
11. The **provisional nature** of the data must be clearly recognisable if you want to publish provisional data\*.

\* The switch to the hybridTV measurement system changes the data delivery model. As before, TV usage data based on the TV measurement panel will be released the day after broadcast. However, this data is considered "provisional", in contrast to the "final" data based on the hybridTV measurement panel, which is provided a maximum of three working days after the broadcast and then replaces the provisional data. For the source citation, this means that analyses based on provisional TV usage data must always be labelled as such with the addition "provisional". Final TV usage data, on the other hand, does not have to be labelled separately, but also requires the specification of the time-shifted usage that was taken into account in the analysis (see point 10).

If you wish to publish provisional data, it must always be labelled "**provisional**". This labelling requirement applies, for example, to:

- Live analyses, i.e. data from the previous day, e.g. live sporting events,
- Overnight+7 analyses, i.e. data in the first seven (7) days after broadcast,
- Cross-period analyses, provided the analysis period contains one or more days with "provisional data".

It should also be noted: Once final data is available for provisional analyses, the final data must always be used in the event of a new publication. **Final data does not have to be labelled accordingly.**



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