Switching during commercial breaks
van Meurs, A

Citation for published version (APA):
van Meurs, A. (1999). Switching during commercial breaks

General rights
It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

Disclaimer/Complaints regulations
If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please Ask the Library: http://uba.uva.nl/en/contact, or a letter to: Library of the University of Amsterdam, Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.
List of tables
Table 1 Number of switches in the Netherlands 39
Table 2 Average net fraction by length of broadcast 42
Table 3 Net fraction regression model 43
Table 4 Block factor Dutch channels 45
Table 5 Attitude towards and reaction to television advertising 69
Table 6 Overview of the hypotheses 84
Table 7 The effect of switching behaviour: registered and potential GRPs 99
Table 8 Summarisation of the models 104
Table 9 Unique explained variance (adjusted R²) per variable group 105
Table 10 Explanatory model “decrease in ratings” 106
Table 11 Explanatory model “increase in ratings” 113
Table 12 Overview of the hypotheses accepted (wholly or in part) 118
Table 13 Unexpected effects (b) without hypotheses 122
Table 14 Relation of variables concerning children and youth with switching 123
Table 15 Alternative models increase of ratings 199
Table 16 Testing of the hypotheses 201
Table 17 Testing of the hypotheses for all explanatory variables 204
Table 18 Average level of the effects on switching 223

List of figures
Figure 1 Daily viewing time and television offered (index 1988 = 100) 21
Figure 2 Development of television advertising (index 1988 = 100) 23
Figure 3 Explanatory model 27
Figure 4 Calculation of a two-sided block facto for a commercial break with three different ratings 44
Figure 5 Possession of a remote control (persons 13+) 71
Figure 6 Proportional distribution of the decrease in ratings 96
Figure 7 Proportional distribution of the rate of decrease 97
Figure 8 Proportional distribution of the increase in ratings 98
Figure 9 Effects of switching on GRPs 101
Figure 10 Explanatory model “decrease in ratings” 108
Figure 11 Decrease in ratings for breaks with different market shares 111
Figure 12 Decrease and increase in ratings for breaks with different ratings of the other channels 111
Figure 13 Explanatory model “increase in ratings” 114
Figure 14 Decrease and increase in ratings for centre and end breaks 115
Figure 15 Decrease and increase in ratings for breaks with a different length 116
Figure 16 Decrease in ratings for breaks with a different audience composition 124
Figure 17 Switching away 155
Figure 18 Influx of viewers 157
Switching during commercial breaks

1. Introduction

1.1 Literature review

2. Methodology

3. Results and Discussion

4. Conclusion

Appendix 1: Overview of switching studies

Appendix 2: Weekly averages in terms of viewing time

Appendix 3: Comparisons of individual switching behavior

Appendix 4: Descriptive statistics

Appendix 5: Comparison of individual switching behavior

Appendix 6: Conditional probabilities

Appendix 7: Switching of the respondents

Appendix 8: Distribution of the audience

Appendix 9: Analysis of the data

Appendix 10: Conclusion

Appendix 11: Bibliography