

Time Shift Viewing

OzTAM adopts international best practice in TAM research and adheres to the Global Guidelines Television Audience Measurement, GGTAM.

- OzTAM's current service is a live in home television viewing ratings service
- Moving to a service where live, as live and time shift viewing will be measured and reported.
- The growth in the consumer use of PVRs is the key driver to this service enhancement importantly, a PVR allows for 'shifting' viewing using the pause functionality.
- OzTAM has been working in partnership with its research provider, AGB Nielsen Media Research, to deliver these service enhancements

Q: When will time shift viewing of television be measured and reported?

A: OzTAM has undertaken to measure and report the playback of recorded television broadcast content (time shift viewing) from week 1, 2010 of the ratings calendar which is w/c 27th December 2009.

Q: What is time shift viewing of television?

A:

- The viewing of television broadcast programming at a later time than the live broadcast time.
- the viewing of a recorded program at a later time
- the pausing of a program as it is broadcast live and then continuing to watch it in play back

**OzTAM data will report time shift viewing by channel and by program.*

Q: What devices can capture TSV of television broadcast programming?

A:

- Any device connected to a television set which allows the consumer to record and playback television broadcasts
- VCR recording on to a tape and playing back
- DVD-R recording on to a disc and playing back
- PVR recording on to a hard drive and playing back
- Branded examples of PVRs are; Foxtel IQ, Austar's My Star and TiVo.

**So, As Live and Time Shift Viewing can occur in both PVR and non-PVR homes*

Time Shift Viewing

Q: What do the definitions 'Live', 'As Live', 'Time Shift' and 'Playback' mean?

A:

- 'Live' – viewing of television broadcast content as it is broadcast live (OzTAM's current service).
- 'As Live' – viewing of recorded television broadcast content that occurs within the same research day however, is viewed at a different 'view time' to the original, live broadcast time (a research day is 2am to 2am).
- 'Time Shift' – viewing of recorded television broadcast content viewed up to 'x' days after the live broadcast time
- Playback - 'As Live' and 'Time shift'

Q: What will be measured?

A:

- Live, As Live and Time Shift Viewing in all homes in the five metropolitan markets
- Live, As Live and Time Shift Viewing in STV homes nationally.
- Only standard (normal) playback will be included in total viewing ('no trick mode'/fast forward)
- The ratings service, OzTAM, does not measure the % of commercials skipped during playback
- The ratings service will measure the viewing of recorded television content, not what is being recorded or what has been recorded.

Q: How will time shift of television programming be measured?

A: OzTAM is deploying a new generation of metering solution called UNITAM. UNITAM uses sophisticated content matching technologies to measure both TSV and live in home viewing.

Content matching means the same program, same station promotions and same advertisements.

Q: Will it be possible to measure the % of commercials being 'skipped' during playback?

A: OzTAM will measure and report the viewing of time shift television content in standard (normal) speed playback only. OzTAM has always measured and reported minute by minute viewing.

Q: If a programme is being recorded and another one watched, which one is being measured?

A: OzTAM will measure the viewing of recorded television content, not what is being recorded or what has been recorded.

Time Shift Viewing

Q: Will time shift reporting and measurement provide the number of people and their demographic playing back recorded television broadcast content?

A: Yes.

Q: How will subscribers to OzTAM data be able to analyse the time shift data?

A: Time shift data can be analysed by reported channel using the current demographics plus PVR and Non-PVR households, Live, As-Live and Playback and Time from Broadcast.

OzTAM is working with 13 Third Party Software Suppliers (TPSS) to ensure that the necessary enhancements are made to their software packages, so that in January 2010 they will all be ready to handle the calculations required for the analysis of time shift viewing data

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