



MEDIA RELEASE

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OzTAM introduces enhanced data analysis elements

At the beginning of the 2005 ratings year (w/c 26/12/04), OzTAM will introduce elements which will assist the media and advertising industry in better analysing TV viewing patterns, and provide more information about viewers to advertisers and broadcasters.

To provide the market with enhanced ways of getting further value from the data, OzTAM will introduce a new Household Lifecycle Variable and revised Occupation category names.

OzTAM CEO, Kate Inglis-Clark said, "These elements are the first stage in a broader ongoing Socio-Economic Project which has been developed in consultation with the OzTAM Technical Advisory Committee."

"Household life stage is seen as a key influence on viewing and purchase behaviour. These elements will assist networks and agencies to better analyse TV viewing, plus advertisers to target TV viewers, according to certain household life stages," said Ms Inglis-Clark.

The Household Lifecycle Variable will be available to the market for analysis in both the Metropolitan and National Subscription TV Databases, via industry software packages that comply with OzTAM's Gold Standard.

OzTAM has constructed eight mutually exclusive Household Lifecycle categories that will form part of the standard demographic list available for analysis. Additionally OzTAM clients will also be able to create their own lifecycle categories, tailored to their specific needs.

OzTAM will also introduce revised Occupation category names within the Metropolitan and National Subscription TV Elemental Databases to reflect consistency with other forms of socio economic analysis.

These renamed categories will also form part of the standard demographic list available within industry software packages that meet OzTAM's Gold Standard.
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For further information, interviews from OzTAM or the Occupation descriptions and OzTAM Lifecycle definitions, please contact:

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About OzTAM

OzTAM is the official source for television ratings for all metropolitan TV and nationally for Subscription TV. As an independent source of reliable and accurate TV ratings data, OzTAM reports minute-by-minute data for all TV homes in the five mainland state capital cities and, nationally, for homes that receive Subscription TV. OzTAM's metropolitan panel comprises 3035 homes (Sydney 765, Melbourne 705, Brisbane 615, Adelaide 475 and Perth 475) and the national subscription television panel comprises 1000 subscription television homes. www.oztam.com.au, Ph: (02) 9929 7210