



Australian Television Audience Measurement

FOR IMMEDIATE RELEASE

OzTAM to report 7TWO

26 October 2009

OzTAM today announced that from 1 November 2009 (week 45), data for the Seven Network's new digital channel, 7TWO, will be available in OzTAM's television ratings service.

OzTAM CEO Kate Inglis-Clark said: "OzTAM's service continues to expand to capture viewing to new digital channels and we are pleased to include 7TWO in the OzTAM offering."

Ms Inglis-Clark added that 7TWO brings to 10 the number of free-to-air digital channels OzTAM reports.

OzTAM also reports 64 subscription television channels.

Data for 7TWO will appear in the weekly OzTAM viewing reports, published on the OzTAM website, from Tuesday 10 November.

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About OzTAM

OzTAM is Australia's official source of television audience measurement (TAM) covering the five metropolitan markets (Sydney, Melbourne, Brisbane, Adelaide and Perth) and nationally for subscription television. OzTAM remains the only system measuring and reporting demographics for all free-to-air metropolitan and subscription television channels across TV households in those markets. OzTAM television ratings information is the currency by which television is bought, sold and evaluated. The media industry uses OzTAM data to assist in program development, advertising planning and to gauge the performance of television programs and networks.