



OzTAM confirms TSV playback period

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OzTAM today confirmed that its Time Shift Viewing (TSV) service will include playback of television broadcast content up to seven days from actual transmission time.

From the start of the 2010 ratings year, OzTAM television ratings will include TSV data, reflecting the increasing use of Personal Video Recorders in Australian households*.

OzTAM CEO Kate Inglis-Clark said: "The inclusion of up to seven days playback has been established through extensive stakeholder consultation over many months to ensure OzTAM's Time Shift Viewing service best meets the needs of industry.

"Seven days is consistent with international best practice and will provide flexible and comprehensive TSV data to our clients."

OzTAM will report viewing of recorded television content that is actually played back (not what is recorded) within seven days of the original broadcast time. Only recorded material played back at standard speed will be included in the OzTAM service.

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***Notes to editors:** Background on the OzTAM TSV service (FAQs) accompanies this release.

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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.