

OzTAM UPDATES BRAND IDENTITY

17 October, 2011

OzTAM – Australia's official source of television audience measurement – today reveals a new logo and refreshed brand identity.

The update reflects OzTAM's evolution since 2001, when it reported five channels, to more than 100 channels today.

At the start of the 2010 ratings year, OzTAM further expanded its service from live-only measurement to include play-back (time-shifted) viewing.

Looking ahead, OzTAM is investigating the potential to measure broadcast video content across a range of devices. Accordingly, the organisation's tagline is changing to 'measuring audiences'.

The initial stages of the logo redesign and new tagline were developed in-house by the OzTAM team. The logo concept was progressed to the final stage with the assistance of the Seven Network's Seven Design team.

Key design elements of OzTAM's new logo include:

- A strong, unique-to-OzTAM font, underscoring the industry-accepted performance metric ('currency') that OzTAM ratings provide
- 'OzTAM' has been removed from a solid background, reflecting OzTAM's moves toward reporting viewing 'outside the box'
- Continued use of OzTAM's well-recognised brand colour blue, demonstrating continuity and the enduring relevance of OzTAM data

OzTAM CEO Doug Peiffer said: "No sector of the media is more dynamic than television and our clients rightly expect OzTAM to change with it.

"Our brand refresh reflects the evolution of OzTAM's service over the past decade and our intentions to move beyond the traditional TV screen and measure viewing of TV content on new devices and platforms.

"It is appropriate that our new branding was initiated by the OzTAM team, who best understand the OzTAM service and its value to clients.

"I also extend our thanks to the Seven Design team for turning our initial concepts into a polished and professional final result."

When OzTAM ratings began on 1 January, 2001, OzTAM provided viewing estimates for five free-to-air channels in Australia's five mainland capital cities.

Today, OzTAM reports audience data for more than 100 FTA and subscription television channels, including live, 'as-live' and play-back viewing within one week of the original broadcast.

24 hours a day, 365 days a year, OzTAM provides minute-by-minute viewing figures for each of those 100+ channels across dozens of demographic groups.

In terms of panel size relative to the overall population, OzTAM is among the world's most representative, with 3,035 metropolitan panel homes and 1,200 national STV panel homes.

Note to editors: A high resolution file of the new OzTAM logo is available upon request.

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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 ratings are the accepted metric by which Australian television is evaluated. The media industry uses OzTAM data to assist in program development, advertising planning and to gauge the performance of television programs, networks and advertising campaigns. More at: www.oztam.com.au