



Australian Television Audience Measurement

FOR IMMEDIATE RELEASE

OzTAM releases TSV symbols and reporting guidelines

2 December 2009

OzTAM today unveiled symbols that will accompany reporting of Time Shift Viewing (TSV) data from the start of the 2010 ratings year.

These two distinct marques have been created to assist users in quickly recognising whether the data is 'Overnight' or 'Consolidated':



indicates the data is for 'Overnight' viewing [i.e., 'live' + 'as-live']



indicates the data is for 'Consolidated' viewing [i.e., 'live' + 'as-live' + 'Time Shift']

OzTAM is working with television networks and subscribers to ensure reports that use OzTAM TSV data contain these symbols.

OzTAM has also issued concise media guidelines for reporting OzTAM TSV data; these, along with Frequently Asked Questions on TSV, are attached to this release.

OzTAM CEO Kate Inglis-Clark said: "The introduction of Time Shift Viewing data to the OzTAM ratings service will be the biggest change to Australian television audience measurement since People Meters were introduced in 1991.

"OzTAM is introducing these symbols, and updating guidelines for reporting our data, in our ongoing efforts to assist everyone who works with OzTAM ratings to understand the changes ahead and how to clearly and accurately report the data."

From the week commencing 27 December, 2009 (week 1 of the 2010 ratings year), OzTAM television ratings will include TSV data, reflecting the increasing use of Personal Video Recorders in Australian households.

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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.