



Australian Television Audience Measurement

FOR IMMEDIATE RELEASE

## OzTAM and the ABC announce reporting of ABC2

26 May 2008

Audiences to digital channel ABC2 will be reported from 1 June, OzTAM and the Australian Broadcasting Corporation announced today.

While OzTAM has been measuring ABC2 – and other digital terrestrial channels – since August 2005, until now viewing to ABC2 has been reported under “other free-to-air”. From next week, OzTAM will report ABC2 as a stand-alone channel.

OzTAM’s chief executive officer, Kate Inglis-Clark, said: “OzTAM continues to adapt its ratings service to report digital channels.

“The OzTAM service will keep on changing in response to the dynamics of the television market to deliver clients highly accurate and accountable audience measurement.”

Kim Dalton, director of ABC TV said: “ABC TV is committed to leading the way on digital multi channelling in Australia. Comprehensive audience data for ABC2 will assist us in designing an attractive service for Australian audiences that complements ABC1.”

Today’s announcement comes just weeks after OzTAM announced it would report viewing to the free-to-air, high definition (HD) channels from late November, 2008.

Ms Inglis-Clark added: “We are pleased to be able to further service the ABC’s needs by reporting ABC2, having just renewed a further seven year contract with them at the start of this year.”

OzTAM remains the television industry currency and is the only system measuring and reporting demographics for all free-to-air metropolitan and subscription television channels across TV households.

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#### About OzTAM

OzTAM is Australia's official source of television audience measurement (TAM) covering the five mainland capital city metropolitan areas and nationally for Subscription TV.

The media industry uses OzTAM data to assist in program development, advertising planning and to gauge the performance of television programs and networks.

OzTAM television ratings information is the currency by which television is bought, sold and evaluated.

OzTAM remains the television industry currency and is the only system measuring and reporting demographics for all free-to-air metropolitan and subscription television channels across TV households.

#### About ABC2

ABC2 is the ABC's free-to-air digital TV channel. It offers an exciting alternative - innovative, fun programming of the quality you expect from ABC. It will also screen some of your favourites from ABC1 at different times. You can watch ABC2 in all homes equipped with free-to-air digital set-top-boxes (tune into channel 22) and on all the major subscription TV platforms.

ABC2 has been on air since March 2005 and features programs you won't see anywhere else on television, as well as some of your ABC TV favourites. That means that you have more choice of ABC viewing - whether it's to catch shows like Gardening Australia, At the Movies or Four Corners at a time that suits you or to access the quality ABC Kids programs that families love or to find something new. The choice is yours! For more information check out [www.abc.net.au/tv/abc2/](http://www.abc.net.au/tv/abc2/)

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