OzTAM to report ONE audience data

19 March 2009

OzTAM – Australia's official television audience measurement source – today announced it would report viewing to Network Ten's (TEN) new ONE channels from 12 April.

From this date , OzTAM will separately report audience data to ONE's high definition (HD) and standard definition (SD) services when they transmit unique content (i.e., do not simulcast with the main TEN channel). Viewing to simulcast broadcast of TEN's main channel and ONE HD will continue to be reported back to TEN's main channel.

OzTAM's chief executive officer, Kate Inglis-Clark, said: "We are pleased to offer this enhancement to OzTAM's service and provide a detailed picture of viewing to ONE.

"Throughout this process, OzTAM has worked closely with TEN and our service provider AGB Nielsen Media Research and kept the industry informed to ensure we meet our subscribers' needs and accurately reflect actual viewing."

Ms Inglis-Clark added OzTAM continued to invest in technology to enable the ongoing improvement of the OzTAM service.

For example, she noted OzTAM is making good progress towards reporting time-shift viewing of free-to-air and subscription television channels at the start of 2010.

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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 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 only system measuring and reporting demographics for all free-to-air metropolitan and subscription television channels across TV households in those markets.