

COMBINING RATINGS ESTIMATES FROM THE OZTAM METROPOLITAN SERVICE AND THE REGIONAL TAM REGIONAL SERVICE

Users of OzTAM data increasingly wish to combine ratings estimates from the OzTAM metropolitan service and Regional TAM regional service to derive total program audience estimates across all major television markets.

OzTAM has also directly received inquiries about combining estimates and accordingly has discussed the practice at the July OzTAM Technical Advisory Committee meeting, and raised the practice with Regional TAM.

As a result, OzTAM has compiled the following guidelines and directions for OzTAM Data Subscribers. This information will also be posted to the OzTAM website and communicated to Third Party Software Suppliers (TPSSs).

In tandem, Regional TAM has advised that they will be communicating their requirements to their Data Subscribers and TPSSs.

TAM Services and Elemental Data

OzTAM and Regional TAM are separate commercial services.

The elemental data for OzTAM and Regional TAM are to be processed separately to derive audience estimates.

They *may not* be processed together.

This means:

- OzTAM metropolitan elemental data must be processed by TPSS software according to the OzTAM Gold Standard to produce ratings results distinctly relating to the metropolitan markets.
- Regional TAM regional elemental data must be processed by TPSS software according to the Regional TAM Gold Standard to produce ratings results distinctly relating to the regional markets.

Combining Processed Program Audience Estimates

After being produced by Gold Standard software, the resulting OzTAM metropolitan program audience estimates can be used to populate a report, a spread sheet, or another on-screen reporting tool or dashboard, and those processed results may be displayed alongside other information, such as regional television ratings results in a manner that ensures clarity, accurate reporting and integrity of OzTAM Data.

Users may combine OzTAM metropolitan and Regional TAM regional program audience estimates produced by third party software to create a combined program audience estimate across all Australian television markets.

To ensure clarity and to encourage accurate reporting, the following procedures must be followed at all times by OzTAM data subscribers:

- Only Overnight and Consolidated program estimates may be used.
- Only estimates based on confirmed program logs may be used.

- The program audience estimate total must be labelled using the term "Combined" such as "Combined Metro & Reg". The term "National" must not be used.
- Where data subscribers use reports for internal purposes only, before confirmed program logs are available, the report must contain a statement such as the following:

"Program performance and ranking information is subject to change as this report is produced on unconfirmed program logs."

- Program audience estimates are to be quoted in 000's only, being in the format: XXX,XXX,000.
- Reports must include copyright notices that reference each owner of copyrighted data, separately. For OzTAM, the following must be included:

"Metropolitan market Data is copyright OzTAM. The Data may not be reproduced, published or communicated (electronically or in hard copy) in whole or part without the prior written consent of OzTAM."

- Only programs on the same Network and Affiliate group may be added.
- The report must provide clear indication against each program that does not appear in all markets within the Metropolitan and Regional services, based upon the supplied primary description within the program log files.
- The report must provide clear details of the markets and channels.
- A program must have *exactly the same primary description* (i.e. program name) within each market that is used to calculate a combined program audience estimate.
- The program audience estimates for OzTAM's metropolitan five city total must also be supplied within the report.

The procedures above are to be followed whenever combined program audience estimates are used - whether for internal or external purposes: post-analysis and forecasting, PR and publicity, marketing and promotional materials, sales documents, and any other communications.

Combining Other Audience Estimates, Including Reach and Frequency

This notification relates to the guidelines and requirements for combining the processed 000's program audience estimates from the two TAM services, OzTAM and Regional TAM.

No other audience estimates are to be combined.

OzTAM reminds all Data Subscribers that OzTAM Elemental Data is only permitted to be used within Gold Standard accredited software and processed distinctly and not in combination with other research data, including Regional TAM Elemental Data.

In particular, combined metropolitan and regional service reach and frequency estimates are not permitted.

If you have any questions, please contact OzTAM on (02) 9929-7210 or info@oztam.com.au.

For Regional TAM queries, please contact regionalinfo@agbnielsen.com.au.