

OzTAM extends long-term agreement with Nielsen

10 September, 2012

OzTAM today announced the extension of its contract with global information and insights company Nielsen for the supply of television audience measurement (TAM) services in the five Australian metropolitan markets.

The new agreement takes effect on 1 January, 2015 and continues through 2017.

OzTAM CEO Doug Peiffer said: "This new agreement leverages OzTAM's substantial investments including the introduction of its Time Shift Viewing service, upgrading all panel homes to the state-of-the-art UNITAM metering system and decisions this year to increase the size of the OzTAM panels.

"This contract extension also provides continuity as Nielsen and OzTAM work together to enhance the service to include the measurement of viewing on other screens.

"We are also pleased to announce that over the course of 2012 the OzTAM panel size will increase from 3,035 homes to 3,500 homes, ensuring OzTAM's continued world's-best positioning compared to any TAM panel in any market."

By market, this will take the number of panel homes to 950 in Sydney; 900 in Melbourne; 650 in Brisbane; 500 in Adelaide; 500 in Perth.

In addition, ten per cent of OzTAM's 3,500 panel homes will have both their TV sets and their PCs metered for viewing of broadcast TV content.

"We are currently working with Nielsen to develop the options for reporting viewing across multiple screens and to provide initial top line insights to the marketplace later this year," Mr Peiffer added.

David Ellem, CEO of Nielsen's Television Audience Measurement business in Australia, said: "Television viewing habits are evolving as new technologies create additional opportunities to view and we look forward to working with OzTAM to help Australian media owners, agencies and advertisers understand and leverage these developments in the coming years."

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Background

- OzTAM first awarded the contract to supply television audience measurement services in Australia to the AGB Group (now Nielsen) in 2000. The ensuing ATR Australia TV ratings panel (now Nielsen), based on 3,000+ homes in metropolitan areas, began supplying data to OzTAM on 1 January 2001.
- That contract was extended for in 2007 for the period 2008-14.
- In April 2003, OzTAM contracted ATR Australia (now Nielsen) to provide television audience measurement services for the National Subscription TV service. That agreement was extended in 2007 for the period 2008-2014.
- Households are recruited to OzTAM's panel via a large-scale Establishment Survey, which defines and accurately represents the population and its characteristics for which OzTAM provides data. In terms of panel size relative to the population represented, OzTAM's panel is among the world's largest.
- From the start of the 2010 ratings year, OzTAM's service expanded from live-only ratings to include Time Shift viewing up to seven days after the original broadcast.
- The next service enhancement will be measuring and reporting viewing of internet-delivered broadcast TV content. By the end of 2012, 10 per cent of panel households will have both their TVs and PCs metered. OzTAM is consulting clients to develop initial reporting options with a view to releasing some data in late 2012. As detailed in the [Australian Multi-Screen Report](#), viewing via new devices remains small and the initial data is not expected to show a significant impact on overall viewing.

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

About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit www.nielsen.com