

Update: OzTAM panel expansion

We're pleased to report Nielsen TAM is making steady progress installing additional panel homes in OzTAM's metropolitan and national subscription TV panel expansion program.

As of the start of calendar 2017 our panels are 26 per cent larger than previously, and the target 50 per cent expansion will be completed by April 30th, 2017.

Already we are seeing the benefit of the increased sample size, and the accompanying lower weights for panel homes and individuals within them. (By weights we mean the average number of people a home - or the individuals within it - counts for).

In addition to further refining OzTAM ratings estimates, lower weights help reduce the volatility we occasionally see with narrower demographic segments within individual markets, and programs that attract smaller audiences.

Finalising appropriate weights for OzTAM's capital city markets has been a focus for us over the past several months. Australia's east coast markets had carried relatively higher weights in the previous sample relative to Adelaide and Perth. For this reason we are increasing the number of panel homes in Sydney, Melbourne and Brisbane by more than 50 per cent, with Adelaide and Perth to grow by 30 per cent each.

When complete, this will take OzTAM's metropolitan panel to 5,250 homes (previously 3,500) with the breakdown as follows:

Sydney	1,475	(+525 homes, or 55%)
Melbourne	1,475	(+575 homes, or 64%)
Brisbane	1,000	(+350 homes, or 54%)
Adelaide	650	(+150 homes, or 30%)
Perth	650	(+150 homes, or 30%)
Total	5,250	(+1750 homes, or 50%)

The national subscription TV panel will also grow by 50 per cent, to 2,120 homes from the previous 1,413.

We have aligned OzTAM's expansion program with Regional TAM's to allow us

to move in tandem, given our overlap markets and the national STV panel homes within Regional TAM coverage areas.

50 per cent more homes will bring an additional 3,500 people in OzTAM's daily sample, and we'll be sampling more than 10,000 people each day. This will make OzTAM ratings estimates even more robust and reliable as Australia's population grows and people spread their viewing over many new channels.

OzTAM's existing panel is already one of the world's largest relative to the overall population. With OzTAM and Regional TAM's respective increases, Australia will become the world's largest per capita people metered market.

We will share further updates as our panel expansion program continues.

In the meantime if you have any questions or comments please get in touch: info@oztam.com.au; 02 9929 7210

Happy New Year,
The OzTAM team