



Guidelines to working with OzTAM 8-28 Day Time Shift Data

From April 2016 OzTAM introduces **8-28 Day Time Shift** viewing into the elemental database.

A natural extension of OzTAM's 7-Day Time Shift service, the industry will now be able to track viewing of broadcast television content played back at normal speed through the television set up to 28 days after the original broadcast went to air.

While Overnight and 7-Day Consolidated ('Consolidated 7') data remain the trading currency, 28-Day Time Shift viewing allows users to evaluate the longer-tail audience to television programs.

To promote clear and accurate reporting using OzTAM's 28-Day Time Shift Viewing service, here's a guide to working with it.

First of all, what hasn't changed:

- **Live** = viewing at the time of broadcast (live-to-air)
- **As Live** = playback viewing on the same research day as the broadcast (i.e., before 2am that day)
- **Overnight** = Live + As Live viewing

The **Overnight** symbol remains the same:



Terms and symbols – **UPDATED**:

- **Time Shift to 7** = playback viewing after the research day of broadcast and up to 7 days from broadcast (updated from the previous term, 'Time Shift')
- **Playback to 7** = As Live + Time Shift to 7 (updated from 'Playback')
- **Consolidated 7** = Live + As Live + Time Shift to 7 (updated from 'Consolidated')

The **Consolidated** symbol now becomes **Consolidated 7**:



Please note the original Consolidated symbol is being phased out though may still be found in historic reports or systems yet to be fully updated. When the original Consolidated symbol appears it will be taken to represent Consolidated 7.

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Terms and symbols – NEW:

- **Time Shift 8-28** = playback viewing from 8 days up to 28 days after the research day of broadcast
- **Time Shift to 28** = Time Shift to 7 + Time Shift 8-28
- **Playback to 28** = As Live + Time Shift to 7 + Time Shift 8-28
- **Consolidated 28** = Live + As Live + Time Shift to 7 + Time Shift 8-28

Please use the **new Consolidated 28** symbol to represent Consolidated viewing to 28 days:



Please specify '7' or '28' when working with and reporting OzTAM Consolidated data. When 'Time Shift,' 'Playback' or 'Consolidated' are used without qualification – i.e., no indication of '7' or '28' is given – it will be taken to mean 7 days. Kindly note however this reflects legacy use of unqualified terms and reporting rather than encouragement to continue doing so!

FAQs**How far back is 28-Day data available in the OzTAM database?**

28-Day data is available from the start of the 2016 ratings year (i.e., week 1, commencing Sunday, 27 December 2015). This means that programs broadcast on Sunday, 27 December 2015 onwards can be analysed for viewing up to 28 Days afterward ('Consolidated 28').

Is 28-Day data included in trading database?

No. Quarter Hour audience estimates for Overnight and Consolidated 7 remain the currency.

If Quarter Hour Consolidated 28 audience files aren't being delivered why is 28-Day data of analytical value?

Consolidated 28 data allows data users to track 'longer-tail' viewing to a piece of television content. This can be particularly illustrative for certain programs and genres, for example, dramas and movies.

How do I tell when 28-Day data is available for a certain research day?

Add 29 days to the day of broadcast. Or, if you're reluctant to do the math, consult OzTAM's [data availability calendar](#).