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OzTAM introduces 8-28 Day Time Shift Viewing data

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OzTAM today announces that **8-28 Day Time Shift Viewing** will be available in its television ratings database from Sunday, 3 April.

This means the media industry will now be able to track viewing of television programs played back through the TV set up to 28 days after the original broadcast.

OzTAM's CEO Doug Peiffer said: "While the majority of playback activity happens within the first day or two, it's not uncommon for people to 'binge view' a few weeks out – particularly with less time-sensitive genres such as dramas and movies.

"The introduction of 8-28 Day Time Shift data allows our clients to evaluate the longer-tail audience to television programs, providing a natural extension to OzTAM's 7-Day Time Shift service."

Mr Peiffer added Quarter Hour audience files for 'Overnight' and 'Consolidated 7' (which between them capture broadcast television watched live or played back through the TV set within seven days) would remain the trading currency.

Overview: OzTAM 8-28 Day Time Shift Viewing data

- Consolidated 28 data will be available in the OzTAM elemental database for each day from the start of the 2016 ratings year (i.e., Week 1, commencing Sunday, 27 December 2015).

This means programs broadcast from Sunday, 27 December 2015 onwards can be analysed for viewing up to 28 days later. For example on Sunday, 3 April Consolidated 28 data will be available for Saturday, 5 March.

Please see OzTAM's [data availability calendar](#) to determine when Consolidated 28 data is available for specific research days.

- More than 80 per cent of playback activity takes place within the first seven days.
- Between 15 and 20 per cent of playback happens in the 8-28 day period following the original broadcast*.
- As a percentage of all broadcast TV content watched on in-home TV sets, 8-28 day viewing accounts for approximately 1.8 per cent*.

- The top genres^Δ for 8-28 Day viewing are mini series, drama and feature films. The least-viewed 8-28 days after broadcast are sports, news and current affairs*.

*based on playback activity in Weeks 45-48 (1-28 November) 2015. ^ΔGenres for free-to-air channels only.

'**Playback**' is broadcast television content played back at normal speed through the television set within 28 days of the original broadcast.

Guidelines to working with OzTAM 8-28 Day data

- To promote clear and accurate reporting using OzTAM's 28-Day Time Shift Viewing service, please see the [guidelines](#) posted to the [Time Shift Viewing section](#) of OzTAM's website.
- OzTAM encourages use of the updated '**Consolidated 7**' and new '**Consolidated 28**' symbols:



There is no change to the existing **Overnight** symbol:



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 TV 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. OzTAM's Video Player Measurement (VPM) reporting service provides Australia's first official figures for viewing of internet-delivered TV content. More at: www.oztam.com.au