

21st November, 2022

Nielsen TAM Release of Reprocessed Viewing Data

Nielsen TAM is reissuing data for the period 8th June – 9th September 2022, to correct Nielsen's misallocation of spill viewing in certain overlap areas between metro and regional markets.

This meant that viewing to Network 7 (all markets where spill occurs) and to 9 Network Sydney/WIN 9 (Wollongong) was allocated to spill – and therefore not included in ratings estimates – whereas that viewing should have been allocated to Network 7 or, in the case of 9 programming, WIN.

The final of three batches of Nielsen's reprocessed, corrected data (covering 31st July – 9th September) is being released to Third Party Software Suppliers (TPSS) for provision to data users today.

OzTAM data subscribers should reach out to their TPSS for advice on when they expect the reprocessed data will be available in their software.

Top line results for the period follow.

Channels and markets affected by the re-issue date range (31st July – 9th September)

- **9 Network** channels in Sydney and spill-in 9 Network channels from Wollongong.

Channels and markets affected by part of the re-issue date range (31st July – 29th August)

- **7 Network** channels in Sydney, Melbourne, Brisbane and Perth, and spill-in Seven Network channels from Wollongong, Newcastle, Gippsland, Northern Rivers and WA.
- **Note:** this period includes 10 days of the Birmingham Commonwealth Games (31st July – 9th August) and 11 days of no change (30th August – 9th September).

Impact on 7 Network, 9 Network Sydney/WIN (Wollongong) and 5 City Metro Total TV Top Line Results, Data Reprocess

Metropolitan Total TV viewing, 31st July – 9th September ('Period 3'), Consolidated 7 for Total Individuals incl. Guests

Overall

- **Total TV Audience:** static at 2.56m viewers in prime time
- **Spill Audiences** of 11,000 across the day (2am-2am), or 27,000 (6pm-midnight), have been re-allocated to metro channels, representing **1.0% of all viewing** in Period 3.

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Average Audience '000s | Change in Period 3

- 7 Network 5 City Metro (5CM) rose
 - +9,000 (3.3%) all day (2am-2am)
 - +23,000 (3.5%) 6pm-midnight
- 7 Network Sydney increased
 - +7,000 (12.1%) all day
 - +17,000 (12.9%) 6pm-midnight
- 7 Network Primary Channel audience in Sydney increased
 - +5,000 (11.1%) all day
 - +11,000 (11.2%) 6pm-midnight
- 9 Network 5 City Metro (5CM) rose
 - +2,000 (0.8%) all day (2am-2am)
 - +5,000 (0.9%) 6pm-midnight
- 9 Network Sydney increased
 - +2,000 (2.7%) all day
 - +5,000 (2.9%) 6pm-midnight

Average Audience '000s | Survey Year to Date (YTD) through Period 3*

- 7 Network rose
 - +4,000 (0.6%) 5CM 6pm-midnight:
 - +3,000 in Sydney; +1,000 in Brisbane
- 9 Network 5CM rose +1,000 (0.2%); change due to Sydney +0.5%

Total TV Share | Change in Period 3

- 7 Network 5CM rose
 - +0.8 Total TV (TTL TV) Share Points all day
 - +0.9 TTL TV Share Points 6pm-midnight
- 7 Network Sydney increased
 - + 2.2 Share Points all day
 - + 2.4 Share Points 6pm-midnight
- 7 Sydney Primary Channel share increased
 - +1.5 Share Points all day
 - +1.5 Share Points 6pm-midnight
- 7 Network Brisbane share rose +0.5 points 6pm-midnight
- 7 Network Melbourne share rose +0.2 points 6pm-midnight
- 7 Network Perth share rose +0.1 points 6pm-midnight
- No change for 7 Network Adelaide
- 9 Network increased
 - +0.7 Share Points in Sydney 6pm-midnight
 - +0.2 Share Points 5CM 6pm-midnight
- No change for all 10, ABC, SBS and STV channels/networks in all markets

Total TV Share | Survey Year to Date (YTD) Through Period 3* | 6pm-Midnight

- 7 Network 5CM increased 0.2 Share Points
 - +0.5 in Sydney
 - +0.1 in Brisbane
- 9 Network 5CM increased 0.1 Share Points, change due to Sydney +0.1 Share Points
- No change to all 10, ABC, SBS and STV networks and channels

Programming | Change in Period 3

- 97% of all FTA program results remain unchanged
- 0.1% (or 1,772 programs from around 30,400 per market; 150,000+ in total) increased by >10,000:
 - The peak lift was approx. 45,000 (Seven Sydney Birmingham Commonwealth Games Day 3 Evening)

**06/02/2022 – 09/09/2022, Excluding Easter (weeks 16 & 17)*