

Time Shift Viewing Reporting Variables

From Week 1 of the 2010 Ratings Survey Year (w/c 27/12/09), OzTAM introduced new reporting variables to assist the media and advertising industry to better analyse Time Shift Viewing (TSV) data for up to seven days after the original broadcast. In April 2016 OzTAM expanded its TSV data to include playback viewing up to 28 days.

The reporting variables are available for analysis in both the Metropolitan TV Elemental Database and National Subscription TV Elemental Database via industry software applications that meet OzTAM's Gold Standard.

These variables can be used for analysis in isolation or in conjunction with other OzTAM analysis variables.

In consultation with the OzTAM Technical Advisory Committee, as part of the broader consultative process in relation to measurement of Time Shift Viewing, the following variables were constructed:

- Viewing Session Type
- Time from Broadcast
- Presence of PVR in Households

VIEWING SESSION TYPE	
Category Description	Category Definition
Live	Viewing of television broadcast content as it is broadcast live (OzTAM service until 26/12/09)
As Live	Viewing of recorded television broadcast content that occurs within the same research day (2am to 2am) but actually viewed at a different time to the original, live broadcast time
Overnight	Live + As Live viewing
Time Shift to 7	Viewing of recorded television broadcast content after the research day of broadcast and up to seven days from the original broadcast
Time Shift 8-28	Viewing of recorded television broadcast content from eight to 28 days after the original broadcast
Playback to 7	As Live + Time Shift to 7
Playback to 28	As Live + Time Shift to 7 + Time Shift 8-28
Consolidated 7	Live + As Live + Time Shift to 7
Consolidated 28	Live + As Live + Time Shift to 7 + Time Shift 8-28

TIME FROM BROADCAST

In the elemental data, it is possible to analyse viewing to a broadcast, whether that viewing is 'Live' or whether that viewing is sometime in the seven days after the broadcast, in the following increments of time:

Category Description	Category Definition
0 < 30 minutes	Includes viewing to a broadcast that is viewed up to 30 minutes after the broadcast
30 minutes < 1 Hour	
1- < 2 Hours	
2- < 4 Hours	
4- < 6 Hours	Includes viewing to a broadcast that is viewed 4 – 6 hours after the broadcast
6- < 8 Hours	
8- < 10 Hours	
10- < 12 Hours	
12- < 14 Hours	
14- < 18 Hours	
18- < 24 Hours	
24- < 36 Hours	Includes viewing to a broadcast that is viewed 24 – 36 hours after the broadcast
36- < 48 Hours	
48- < 72 Hours	
72- < 96 Hours	
96- < 120 Hours	
120- < 144 Hours	
144- < 168 Hours	Includes viewing to a broadcast that is viewed more than 6 days and up to 7 days after the broadcast
168- < 336 Hours	
336- < 504 Hours	
504- ≤ 672 Hours	Includes viewing to a broadcast that is viewed more than 7 days and up to 28 days after the broadcast

PRESENCE OF PVR IN HOUSEHOLDS

Category Description	Category Definition
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PRESENCE OF PVR IN HOUSEHOLDS

Category Description

Category Definition

PVR Household

Households that have access to a PVR (Personal Video Recorder)

Non-PVR Household

Households that do not have access to a PVR (Personal Video Recorder)

It is important to note that As Live and Time Shift viewing can occur in both PVR and Non-PVR households, due to presence of non-PVR recording and playback devices, such as VCRs and DVD-Rs.