

13 October, 2022

Update on misallocation of 'spill' viewing in overlap markets

Over the past several weeks OzTAM has been working closely with Nielsen TAM while Nielsen investigated their misallocation of spill viewing in certain overlap areas between metro and regional markets.

As OzTAM advised clients in early September, the anomaly began in early June and spanned approximately three months.

The error only affected Seven and Nine content in particular markets, which are outlined below, along with an explanation from Nielsen of what happened.

OzTAM shares your concern that such errors occurred, the great inconvenience this has caused, and that nothing similar should happen again.

We thank you for your patience as the investigation ran its course, the data was thoroughly reviewed and verified - including by independent, external auditors - and Nielsen committed to rigorous additional protocols to ensure that this does not recur.

As always, the team and I are here for your questions or comments. Please reach out to us at any time.

Regards,

Doug Peiffer
CEO, OzTAM

Statement from Nielsen TAM Australia Managing Director Alicia Olson-Keating:

Internal Nielsen investigations have identified two separate issues from 8 June, 2022 to 9 September, 2022, which resulted in the misallocation of spill viewing in Metro and Regional.

The first issue was the result of manual errors during routine risk mitigation work in early June, and the second was due to an inconsistent network audio feed.

As soon as these issues were identified, our team took immediate action to minimise recurrence and implement a resolution. Consequently, we are reprocessing data from **8 June, 2022 to 9 September, 2022 for OzTAM Metropolitan TTV, National STV, Regional TAM FTA and Regional TAM STV**, as below:

Data re-release schedule for Metropolitan, Regional & National STV databases

- Network 7 and Network 7 spill, all markets where spill occurs (Research dates 8 June - 29 August)
- Network Nine Sydney and Network WIN 9 spill, Wollongong (Research dates 14 July - 9 September)
 - Research from 8 June - 2 July **delivered** Monday, 24 October
 - Research from 3 July - 30 July **delivered** Monday, 7 November
 - Research from 31st July - 9 September **delivered** Monday, 21 November

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Until this data is reprocessed, we are unable to fully quantify the impact of the spill issues. We are working with third party software providers (TPSS) on the data re-release process. If you have any questions, please reach out to your TPSS regarding the re-issue.

Nielsen appreciates that the misallocation of spill viewing in certain markets has caused inconvenience and disruption to all OzTAM and Regional TAM clients, and I unreservedly apologise for the service to have fallen short, in this regard.

We have committed to an independent audit of our processes and protocols by external auditors and we are working tirelessly to permanently resolve this issue.

We are sincerely grateful to our data users for their patience during this time.

Thank you,

Alicia Olson-Keating

Managing Director, Nielsen TAM Australia