



Australian Television Audience Measurement

FOR IMMEDIATE RELEASE

OzTAM to report GO!

17 August 2009

OzTAM announces that from 23rd August 2009 (week 35) data for GO! will be available in OzTAM's television ratings service.

OzTAM CEO Kate Inglis-Clark said: "OzTAM is pleased to report viewing to GO!, reflecting our continual efforts to provide the most comprehensive and accurate picture of Australian television viewing."

Data for GO! will appear in the weekly OzTAM viewing reports, published on the OzTAM website, from Tuesday 1st September.

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Contact:

Margaret Fearn
Fearnace Media for OzTAM
Mobile: 0402 259 064

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 remains the only system measuring and reporting demographics for all free-to-air metropolitan and subscription television channels across TV households in those markets. OzTAM television ratings information is the currency by which television is bought, sold and evaluated. The media industry uses OzTAM data to assist in program development, advertising planning and to gauge the performance of television programs and networks.