



Australian Television Audience Measurement

FOR IMMEDIATE RELEASE

## ACCC Undertaking

13 September 2010

The shareholders of OzTAM – Seven Network (Operations) Limited, Nine Network Australia Pty Limited and Network Ten Pty Limited – along with the operating entity, OzTAM Pty Limited, announced today that, following an investigation into the operations of OzTAM generally and in particular, the circumstances surrounding the request by Ten for the separate reporting of ratings data with respect to ONE, the parties have given an Undertaking to the Australian Competition and Consumer Commission (**ACCC**) which has been accepted by the ACCC.

The Undertaking aims to prevent any competition concerns arising from OzTAM's processes to separately provide ratings for new digital channels, given the structure and operation of OzTAM as a joint venture between the three main free-to-air networks.

As part of the Undertaking, the shareholders will appoint an independent chairman of OzTAM who will be selected following a comprehensive search process.

Current OzTAM chairman, Steve Weaver, said: "This Undertaking strengthens OzTAM's corporate governance, enhances shareholder and client confidentiality, and gives OzTAM management additional authority and flexibility to service client needs."

Mr Weaver added that OzTAM's shareholders and management remained absolutely committed to preserving television's position as Australia's most accountable media. OzTAM delivers robust minute-by-minute audience data, 365 days per year, for nearly 100 channels.

The new chairman will bring to four the number of directors on the OzTAM Board. The ABC and SBS television networks, Media Federation of Australia (**MFA**), Australian Association of National Advertisers (**AANA**) and Australian Subscription Television & Radio Association (**ASTRA**) will continue to have observer status at quarterly OzTAM Board meetings.

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### 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 is 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.