



MEDIA RELEASE

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OzTAM and AGB Nielsen Media Research renew long-term agreement

The OzTAM board of directors today announced the reappointment of AGB Nielsen Media Research as the supplier of television audience measurement (TAM) services for the Australian metropolitan markets.

The new seven-year agreement takes effect on 1 January 2008, providing a seamless transition from the current contract.

OzTAM chairman, Doug Peiffer, said: "This is a great outcome for our industry; it delivers consistency in the ratings service and allows us to build on the strengths established over the past six years."

Kate Inglis-Clark, CEO, OzTAM, said: "This is an important time for TAM services in Australia, where there is a challenge to meet the evolving demands in measuring 3000+ homes while maintaining a world-class, quality and innovation-driven service.

"Our new agreement with AGB Nielsen provides the best foundation to achieve those aims while we look to extend our service to include new features such as measurement of time-shifted viewing."

Toni Petra, CEO AGB Nielsen Media Research Australia, said: "Our re-appointment in Australia is a great endorsement from OzTAM and their stakeholders.

"Our team is committed to meet the continuing needs of OzTAM and their clients and to provide the highest levels of technological development and service."

Rolando Stalli, CEO AGB Nielsen Media Research, said "The AGBNMR Group appreciates OzTAM's confidence and conviction that our Group is best equipped to meet the challenges of measuring TV audiences in a fast evolving broadcasting environment."

Background

- OzTAM is Australia's official source for metropolitan television ratings data, covering the five mainland capital cities and nationally for subscription TV.
- OzTAM television ratings information is the currency by which television is bought, sold and evaluated in metropolitan markets. The media industry uses OzTAM data to assist in program development, advertising planning and to show how television programs and networks perform.
- OzTAM awarded the current seven-year contract to supply television audience measurement services in Australia to the AGB Group in 2000. The ensuing ATR Australia TV ratings panel, based on 3,000+ homes in metropolitan areas, began supplying data to OzTAM on 1 January 2001.
- Households are recruited to OzTAM's panel via a large-scale Establishment Survey. The Establishment Survey defines and accurately represents the population and its characteristics for which OzTAM provides data.
- In terms of panel size relative to the population measured, the OzTAM panel is among the world's most robust.
- In January 2002, ATR Australia was awarded the tender by the regional television broadcasters to provide Television Audience Measurement services for the regional free-to-air television markets of Queensland, Northern NSW, Southern NSW (including ACT), Victoria and Tasmania. The service launched in February 2003.
- In April 2003, ATR Australia was contracted by OzTAM to provide TAM services for the National Subscription TV service, making it the sole provider of peplemeter TV ratings in Australia.

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