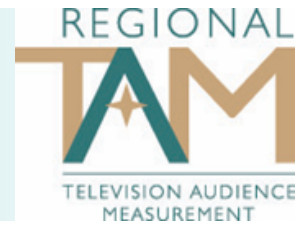


# 8-28 Day Time Shift Viewing



From Sunday 3<sup>rd</sup> April, Regional TAM will introduce 8-28 Day Time Shift viewing into the elemental databases for Regional FTA, Regional WA and Regional STV. This will include back data to the start of the 2016 ratings year (27<sup>th</sup> December 2015 onwards).

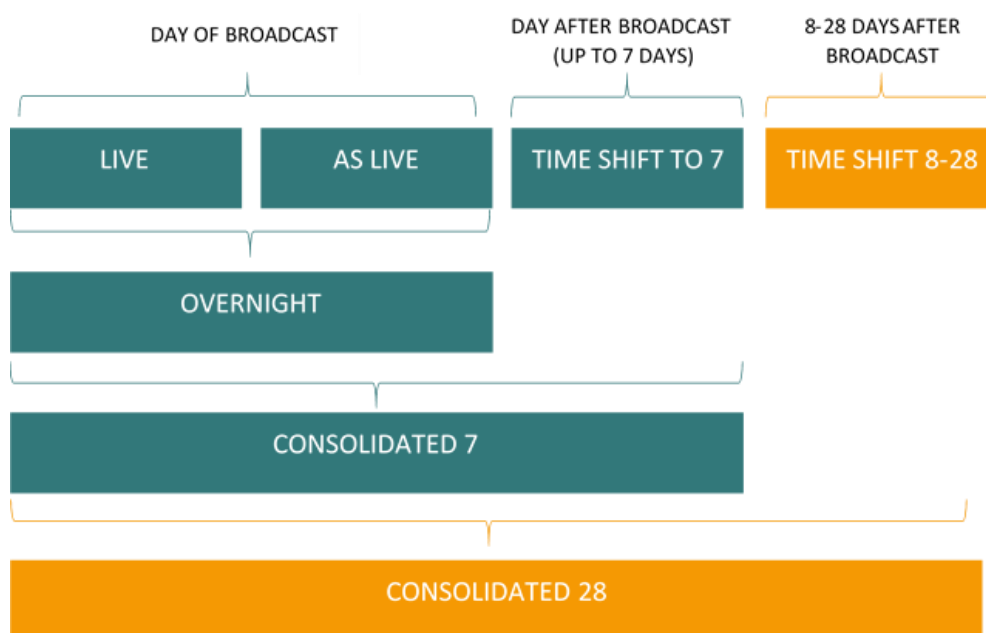
This enhancement to the Regional TAM service means that the industry will now be able to track viewing of broadcast television content played back at normal speed through the television set up to 28 days after the original broadcast went to air.

The Quarter Hour trading currency will not include 28 day TSV and remains as 'Overnight' and 'Consolidated 7'.

## What is 8-28 Day Time Shift Viewing?

8-28 Day Time Shift Viewing refers to any Time Shift viewing that occurs beyond the currently measured 7 day window.

This has meant some current viewing session titles have changed, with new ones being added to clearly indicate what period of time is being measured.



## Reporting

It is important Regional TAM data is clearly sourced and specifies whether 7 or 28 day Time Shift is being reported.

### Correct Sourcing:

SOURCE REGIONAL TAM | SURVEY 1-8 2015 | **CONSOLIDATED 28** | 0600 – 2400 SMTWTFS | COMBINED AGG | AUD

### Incorrect Sourcing:

SOURCE REGIONAL TAM | SURVEY 1-8 2015 | **CONSOLIDATED** | 0600 – 2400 SMTWTFS | COMBINED AGG | AUD

When Time Shift, Playback or Consolidated are used without qualification as in the incorrect example above (i.e. no indication for 7 or 28), it will be taken to mean 7 Days.

Use of the unqualified terms & reporting is not encouraged moving forward.

## What about analysis of other years?

8-28 Day Time Shift Viewing data is only available from the start of the 2016 ratings year (27<sup>th</sup> December, 2015).

Variable		AUD		
Target		Total Individuals		
Market		Combined Agg. Mkts		
Year		2009	2011	2016
Ch.	Activity			
TTL TV	Live	910,036	1,060,276	1,011,993
	Consolidated 7	910,036	1,095,499	1,067,256
	Consolidated 28	910,036	1,095,499	1,080,812

Prior to 2010 (launch of 7 day TSV), Consolidated 28 will report Live numbers.

Prior to 2016 (launch of 28 day TSV), Consolidated 28 will report Consolidated 7

Please contact your software supplier for more information.

## If you have any questions, please contact Regional TAM on:



[www.regionaltam.com.au](http://www.regionaltam.com.au)



[regionalinfo.tam.au@nielsen.com](mailto:regionalinfo.tam.au@nielsen.com)



Freecall: 1800 555 026