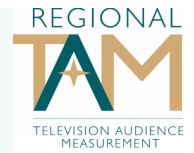


## Combining ratings estimates from the Regional TAM regional service & the OzTAM metropolitan service



Users of Regional TAM data at times wish to combine ratings estimates from the Regional TAM regional service and OzTAM metropolitan service to derive total program audience estimates across all major television markets.

As a result, Regional TAM has compiled the following guidelines and directions for Regional TAM Data Subscribers. This information will also be posted to the Regional TAM website and communicated to Third Party Software Suppliers (TPSS).

In addition, OzTAM have advised that they have also communicated their requirements to their Data Subscribers and TPSSs.

### TAM SERVICES AND ELEMENTAL DATA

Regional TAM and OzTAM are separate commercial services.

The elemental data for Regional TAM and OzTAM are to be processed separately to derive audience estimates.

They *may not* be processed together.

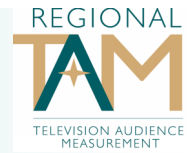
This means:

- Regional TAM regional elemental data must be processed by TPSS software according to the Regional TAM Gold Standard to produce ratings results distinctly relating to the Regional TAM measured markets.
- OzTAM metropolitan elemental data must be processed by TPSS software according to the OzTAM Gold Standard to produce ratings results distinctly relating to the metropolitan markets.

### COMBINING PROCESSED PROGRAM AUDIENCE ESTIMATES

After being produced by Gold Standard software, the resulting Regional TAM regional program audience estimates can be used to populate a report, a spread sheet, or another on-screen reporting tool or dashboard, and those processed results may be displayed alongside other information, such as metropolitan television ratings results in a manner that ensures clarity, accurate reporting and integrity of Regional TAM Data.

## Combining ratings estimates from the Regional TAM regional service & the OzTAM metropolitan service



Users may combine Regional TAM regional and OzTAM metropolitan program audience estimates produced by third party software to create a combined program audience estimate across all Australian television markets.

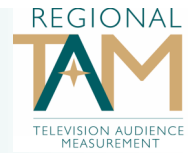
Regional TAM data can only be run against the total “**Combined Aggregate Markets**”, not individual aggregate or sub markets.

To ensure clarity and to encourage accurate reporting, the following procedures must be followed at all times by Regional TAM data subscribers:

- Only Overnight and Consolidated program estimates may be used.
- Only estimates based on confirmed program logs may be used.
- The program audience estimate total must be labelled using the term “Combined” such as “Combined Metro & Regional”. The term “National” must not be used.
- Where data subscribers use reports for internal purposes only, before confirmed program logs are available, the report must contain a statement such as the following:

*“Program performance and ranking information is subject to change as this report is produced on unconfirmed program logs.”*
- Program audience estimates are to be quoted in 000's only, being in the format: XXX,XXX,000.
- Regional TAM data used in any such reports must be referenced as “Regional TAM” and also include a separate notation as to the relevant copyright notices and reference for OzTAM data. Only programs on the same Network and Affiliate group may be added.
- The report must provide clear indication against each program that does not appear in all markets within the Regional and Metropolitan services, based upon the supplied primary description within the program log files.
- The report must provide clear details of the markets and channels.
- A program must have **exactly the same primary description** (i.e. program name) within each market that is used to calculate a combined program audience estimate.
- The program audience estimates for Regional TAMs total “Combined Aggregate Markets” must also be supplied within the report.

## Combining ratings estimates from the Regional TAM regional service & the OzTAM metropolitan service



The procedures above are to be followed whenever combined program audience estimates are used – whether for internal or external purposes: post-analysis and forecasting, PR and publicity, marketing and promotional materials, sales documents, and any other communications.

### COMBINING OTHER AUDIENCE ESTIMATES, INCLUDING REACH & FREQUENCY

This notification relates to the guidelines and requirements for combining the processed 000's program audience estimates from the two TAM services, Regional TAM and OzTAM.

*No other audience estimates are to be combined.*

Regional TAM reminds all Data Subscribers that Regional TAM Elemental Data is only permitted to be used within Gold Standard accredited software and processed distinctly and not in combination with other research data, including OzTAM Elemental Data.

*In particular, combined regional and metropolitan service reach and frequency estimates are not permitted.*

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

**1800 555 026** or [regionalinfo.tam.au@nielsen.com](mailto:regionalinfo.tam.au@nielsen.com)

For OzTAM queries, please contact (02) 9929-7210 or [info@oztam.com.au](mailto:info@oztam.com.au)