



# REGIONAL TAM AFFILIATION CHANGES

Impact on the Regional TAM ratings data

As at 28<sup>st</sup> August 2016









# AFFILIATION CHANGES 1<sup>ST</sup> JULY 2016

- Affiliation changes between WIN Corporation (WIN) and Southern Cross Austereo (SCA) occurred at midnight 1<sup>st</sup> July with the new affiliations reflected in the data from 2am Fri 1<sup>st</sup> July, the start of the Nielsen TAM research day.
- Working within a very tight 8 week time frame, a key objective of all parties has been to allow and prepare for the continuous flow of ratings data and trading capability.
- These affiliation changes have lead to a disruption in the data trend.

Note: Nielsen TAM research day is 02:00 to 26:00



















# REPRESENTATION BY MARKET UP TO 30<sup>TH</sup> JUNE

| MARKET            | LOGO  | CHANNEL                         | METRO AFFILIATE | SALES REPRESENTATION    | OWNERSHIP                |
|-------------------|---|---------------------------------|-----------------|-------------------------|--------------------------|
| QUEENSLAND        |    | 7QLD, 7TWO, 7mate, 7flix        | Seven           | Seven Affiliate Sales   | Seven West Media         |
|                   |   | WIN, GO!, Gem, 9Life            | Nine            | WINNBN                  | WIN Corporation          |
|                   |   | Southern Cross TEN, ONE, ELEVEN | TEN             | Southern Cross Austereo | Southern Cross Austereo  |
| NORTHERN NSW      |    | Prime7, 7TWO, 7mate             | Seven           | Seven Affiliate Sales   | Prime Media Group        |
|                   |   | NBN, GO!, Gem, 9Life            | Nine            | WINNBN                  | Nine Entertainment Group |
|                   |   | Southern Cross TEN, ONE, ELEVEN | TEN             | Southern Cross Austereo | Southern Cross Austereo  |
| SOUTHERN NSW      |    | Prime7, 7TWO, 7mate             | Seven           | Seven Affiliate Sales   | Prime Media Group        |
|                   |   | WIN, GO!, Gem, 9Life            | Nine            | WINNBN                  | WIN Corporation          |
|                   |   | Southern Cross TEN, ONE, ELEVEN | TEN             | Southern Cross Austereo | Southern Cross Austereo  |
| VICTORIA          |    | Prime7, 7TWO, 7mate             | Seven           | Seven Affiliate Sales   | Prime Media Group        |
|                   |   | WIN, GO!, Gem, 9Life            | Nine            | WINNBN                  | WIN Corporation          |
|                   |   | Southern Cross TEN, ONE, ELEVEN | TEN             | Southern Cross Austereo | Southern Cross Austereo  |
| TASMANIA          |   | Southern Cross TAS, 7TWO, 7mate | Seven           | Southern Cross Austereo | Southern Cross Austereo  |
|                   |   | WIN, GO!, Gem, 9Life            | Nine            | WINNBN                  | WIN Corporation          |
|                   |   | TDT TAS, ELEVEN, ONE            | TEN             | WINNBN                  | WIN Corp / SCA           |
| WESTERN AUSTRALIA |  | GWN7, 7TWO, 7mate               | Seven           | Seven Affiliate Sales   | Prime Media Group        |
|                   |   | WIN, GO!, Gem, 9Life            | Nine            | WINNBN                  | WIN Corporation          |
|                   |   | TEN West, ELEVEN, ONE           | TEN             | WINNBN                  | WIN Corp / Prime Media   |



# REPRESENTATION BY MARKET AS AT 1<sup>ST</sup> JULY

| MARKET            | LOGO  | CHANNEL                         | METRO AFFILIATE | SALES REPRESENTATION    | OWNERSHIP                |
|-------------------|---|---------------------------------|-----------------|-------------------------|--------------------------|
| QUEENSLAND        | <br><br>       | 7QLD, 7TWO, 7mate, <b>7flix</b> | Seven           | Seven Affiliate Sales   | Seven West Media         |
|                   |   | SCA Nine, GO!, Gem, 9Life       | Nine            | Southern Cross Austereo | Southern Cross Austereo  |
|                   |   | WIN, ONE, ELEVEN                | TEN             | WIN Sales               | WIN Corporation          |
| NORTHERN NSW      | <br><br>       | Prime7, 7TWO, 7mate             | Seven           | Seven Affiliate Sales   | Prime Media Group        |
|                   |   | SCA Nine NBN, GO!, Gem, 9Life   | Nine            | Southern Cross Austereo | Nine Entertainment Group |
|                   |   | Southern Cross TEN, ONE, ELEVEN | TEN             | Southern Cross Austereo | Southern Cross Austereo  |
| SOUTHERN NSW      | <br><br>       | Prime7, 7TWO, 7mate             | Seven           | Seven Affiliate Sales   | Prime Media Group        |
|                   |   | SCA Nine, GO!, Gem, 9Life       | Nine            | Southern Cross Austereo | Southern Cross Austereo  |
|                   |   | WIN, ONE, ELEVEN                | TEN             | WIN Sales               | WIN Corporation          |
| VICTORIA          | <br><br>       | Prime7, 7TWO, 7mate             | Seven           | Seven Affiliate Sales   | Prime Media Group        |
|                   |   | SCA Nine, GO!, Gem, 9Life       | Nine            | Southern Cross Austereo | Southern Cross Austereo  |
|                   |   | WIN, ONE, ELEVEN                | TEN             | WIN Sales               | WIN Corporation          |
| TASMANIA          | <br><br>     | Southern Cross TAS, 7TWO, 7mate | Seven           | Southern Cross Austereo | Southern Cross Austereo  |
|                   |   | TDT, GO!, Gem*                  | Nine            | WIN Sales               | WIN Corp / SCA           |
|                   |   | WIN, ONE, ELEVEN                | TEN             | WIN Sales               | WIN Corporation          |
| WESTERN AUSTRALIA | <br><br> | GWN7, 7TWO, 7mate               | Seven           | Seven Affiliate Sales   | Prime Media Group        |
|                   |   | WDT9, GO!, Gem*                 | Nine            | WIN Sales               | WIN Corp / Prime Media   |
|                   |   | WIN, ONE, ELEVEN                | TEN             | WIN Sales               | WIN Corporation          |

- Interim names finalised and released in the data as of the 28 August 2016 breakout,
- 9Life (QLD, SNSW, VIC) broken out in the ratings as of the 28<sup>th</sup> August 2016



# WHAT HAS CHANGED?

- **SCA** are now broadcasting Nine content (Nine, GO! and Gem) in QLD, SNSW and VIC, 9Life ceased and was not reported within the ratings from the 1 July 2016 up to and including the 27<sup>th</sup> August 2016.
- **SCA** now represent and sell airtime for the Nine NBN Network (Nine NBN, GO!, Gem and 9Life) in NNSW. Note that all channels continue to broadcast including 9Life with no break in the ratings data.
- **SCA** also continue to represent and broadcast SCA TEN in NNSW.
- **WIN** have now moved to broadcast TEN content (WIN, ONE and ELEVEN) in QLD, SNSW, VIC, TAS and Regional WA.
- In Tasmania, **TDT** the previous TEN affiliate network confirmed and is now carrying Nine content, this was finalised late on the 30<sup>th</sup> June and commenced on the 1st July.
- In Regional WA, **WDT 9 (formally Ten West)** was the previous TEN affiliate network confirmed a new agreement switching to carry Nine content. This commenced in the evening on Saturday 2<sup>nd</sup> July (approx 7.30pm EST). Please note the station was closed from midnight on the 30<sup>th</sup> June up to this point.



# WHAT HAS NOT CHANGED?

- The Regional TAM ratings continue to be produced and released in the same format and frequency across the Regional TAM markets.
- All Seven Affiliate Networks - **7QLD**, **Prime7** and **GWN7** continue to broadcast, trade and be reported in the ratings as usual.
- **SBS**, the **ABC** and **STV** channels also continue unaffected.



# CHANGES REQUIRED IN THE RATINGS DATA

- Within the ratings data NEW channel codes have been assigned to all new affiliate channels.
- OLD channels have been renamed where needed so as to differentiate the channels and allow for retrospective analysis.
- Due to very late confirmation of the TDT Tasmania and Ten West Regional WA new Nine affiliation agreements finalised names were applied as at 28<sup>th</sup> August 2016: TDT , GO! and Gem (no 9Life)  

WDT9, GO! and Gem (no 9Life)
- Thursday 30<sup>th</sup> June ZERO ratings were applied to all OLD affiliation channels from midnight to 1.59am for the affiliation changeover on the affected networks.
- The NEW affiliation channels commenced reporting ratings results as of 2am on the Friday 1<sup>st</sup> July from such a time as the channel went live.
- N/As were applied to NEW channels prior to 1<sup>st</sup> July from Sunday 26<sup>th</sup> June (channel breakout date) and N/As were applied to OLD channels post 1<sup>st</sup> July.



# DAILY RATINGS DATA

## Regional TAM elemental (minute by minute) daily file:

- ZERO ratings applied from midnight to 1.59am on Thursday 30<sup>th</sup> June to all OLD affiliation channels.
- NEW channels reporting ratings results from 2.00am on Friday 1<sup>st</sup> July.
- OLD and NEW channels effectively switched overnight.
- TDT and WDT9 (formally Ten West Regional WA) have confirmed names as of 28 August 2016.
- N/As applied to NEW channels prior to 1<sup>st</sup> July from 26<sup>th</sup> June and N/As applied to OLD channels post 1<sup>st</sup> July.
- Network groupings including 'Content based' and 'OLD/NEW affiliation' configurations to be determined and provided by individual TPSS providers.





# TRADING 1/4HR DATA

## Aggregate Market Quarter Hour Averaged Daily File:

- Fixed file format containing 15 minute averaged data across one day.
- ZERO ratings applied from midnight to 1.59am on Thursday 30<sup>th</sup> June to all OLD affiliation channels.
- NEW channels reporting ratings results from 2.00am on Friday 1<sup>st</sup> July.
- OLD and NEW channels effectively switched overnight.
- TDT and WDT9 (formally Ten West Regional WA) have confirmed names as of 28<sup>th</sup> August 2016.



# TRADING 1/4HR DATA

## Sub Market 4 weekly Quarter Hour Averaged and Regional WA 4 weekly Quarter Hour Averaged Files:

- Fixed file format containing 7 days of data averaged across 4 weeks.
- With the change of affiliation occurring on day 20 of the Survey 5 period this file will contain data for both the OLD and NEW channels (OLD channels 19 days of data averaged across 4 weeks and the NEW channels 9 days of data averaged across 4 weeks).
- Regional TAM advises all data subscribers that within the Survey 5 period, the data pertaining to the channels involved in the affiliation changes should be treated with caution and judgement applied to its use.
- Note, the Survey period 5 data for the Seven Affiliates , SBS and SCA TEN NNSW data will not be affected.
- The Survey 6 period will contain only NEW codes and channels and will report the complete 4 weekly averaged results against the NEW channels.
- TDT and WDT9 (formally Ten West Regional WA) have confirmed names as of 28 August 2016.



# 2016 Regional Survey Calendar

| Survey | Week No. | Sunday to Saturday |        | Period |
|--------|----------|--------------------|--------|--------|
| Summer | 1        | 27 Dec             | 02 Jan | 1      |
|        | 2        | 03 Jan             | 09 Jan |        |
|        | 3        | 10 Jan             | 16 Jan |        |
|        | 4        | 17 Jan             | 23 Jan |        |
|        | 5        | 24 Jan             | 30 Jan |        |
|        | 6        | 31 Jan             | 06 Feb |        |
| 1      | 7        | 07 Feb             | 13 Feb | 2      |
|        | 8        | 14 Feb             | 20 Feb |        |
|        | 9        | 21 Feb             | 27 Feb |        |
|        | 10       | 28 Feb             | 05 Mar |        |
| 2      | 11       | 06 Mar             | 12 Mar | 3      |
|        | 12       | 13 Mar             | 19 Mar |        |
| EASTER | 13       | 20 Mar             | 26 Mar | 4      |
|        | 14       | 27 Mar             | 02 Apr |        |
| 2      | 15       | 03 Apr             | 09 Apr | 5      |
|        | 16       | 10 Apr             | 16 Apr |        |
| 3      | 17       | 17 Apr             | 23 Apr | 6      |
|        | 18       | 24 Apr             | 30 Apr |        |
|        | 19       | 01 May             | 07 May |        |
| 4      | 20       | 08 May             | 14 May | 7      |
|        | 21       | 15 May             | 21 May |        |
|        | 22       | 22 May             | 28 May |        |
| 5      | 23       | 29 May             | 04 Jun | 8      |
|        | 24       | 05 Jun             | 11 Jun |        |
|        | 25       | 12 Jun             | 18 Jun |        |
| 6      | 26       | 19 Jun             | 25 Jun | 9      |
|        | 27       | 26 Jun             | 02 Jul |        |
|        | 28       | 03 Jul             | 09 Jul |        |
| 7      | 29       | 10 Jul             | 16 Jul | 10     |
|        | 30       | 17 Jul             | 23 Jul |        |
|        | 31       | 24 Jul             | 30 Jul |        |
| 8      | 32       | 31 Jul             | 06 Aug | 11     |
|        | 33       | 07 Aug             | 13 Aug |        |
|        | 34       | 14 Aug             | 20 Aug |        |
| 9      | 35       | 21 Aug             | 27 Aug | 12     |
|        | 36       | 28 Aug             | 03 Sep |        |
|        | 37       | 04 Sep             | 10 Sep |        |
| 10     | 38       | 11 Sep             | 17 Sep | 13     |
|        | 39       | 18 Sep             | 24 Sep |        |
|        | 40       | 25 Sep             | 01 Oct |        |
| 9      | 41       | 02 Oct             | 08 Oct | 1      |
|        | 42       | 09 Oct             | 15 Oct |        |
|        | 43       | 16 Oct             | 22 Oct |        |
|        | 44       | 23 Oct             | 29 Oct |        |
| 10     | 45       | 30 Oct             | 05 Nov | 2      |
|        | 46       | 06 Nov             | 12 Nov |        |
|        | 47       | 13 Nov             | 19 Nov |        |
|        | 48       | 20 Nov             | 26 Nov |        |
| Summer | 49       | 27 Nov             | 03 Dec | 3      |
|        | 50       | 04 Dec             | 10 Dec |        |
|        | 51       | 11 Dec             | 17 Dec |        |
|        | 52       | 18 Dec             | 24 Dec |        |
|        | 53       | 25 Dec             | 31 Dec |        |

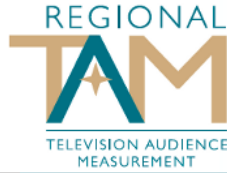
**SURVEY 5, 4 WEEKLY**

**QUARTER HOUR TRADING**

**FILE CAUTION:**

Regional TAM advises all data subscribers that within the Survey 5 period, the data pertaining to the channels involved in the affiliation changes should be treated with caution and judgement applied to its use. The Survey period 5 data for the Seven Affiliates , SBS and SCA TEN NNSW data is not affected.

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## Affiliation Changeover

Download the detailed overview of the ratings implications



“Regional TAM television ratings information is designed to be an independent, reliable and transparent audience measurement system that provides the currency by which television is bought, sold, and evaluated. Regional television is broadcast to more than 7.7 million people in regional Australia.”

**94:53**  
Q1 2016

Regional viewers watch an average 94 hours and 53 minutes (94:53) of broadcast television each month – almost 9.5 hours more than the national average.

For more information about Australian viewer behaviour, [click here for the Q1 2016 Australian Multi-Screen Report.](#)

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