

PRESS RELEASE

REGIONAL TAM PANEL EXPANSION ON TARGET

- *Number of panel homes to increase by 50%*
- *Regional TV measurement panel to total 3,200 homes by mid-2017*

Sydney, Australia – 2 February 2017: Australian Regional television audience measurement (TAM) is well on the way to becoming the largest per capita people metered market in the world - hitting the scheduled mid-point rollout target of the 50% panel expansion.

The first half of the additional panel homes (1,065 homes) will be live from 12 February in line with the start of the ratings survey year, with the full rollout due to be finalised by mid-2017. When complete, the Regional TAM panel will consist of 3,200 homes.

Distribution of the panel expansion homes will be spread evenly across all Regional TAM markets, including the East Coast and regional Western Australia.

Tony Hogarth, Regional TAM Chair said increasing the core measurement service has been a priority for the Board: “This increase in panel size further demonstrates Regional TAM’s ongoing commitment to quality measurement. The measurement system is naturally evolving with the expansive free-to-air viewing options available.”

The Regional TAM service provides detailed, daily viewing data of the highest integrity and is subject to high levels of review with the data independently audited by The Callaghan Institute. The TV audience measurement services in Australia’s aggregated regional television markets and sub-markets will be supplied by Nielsen for a further three years until 2020. Nielsen is also managing the panel expansion.

“The TAM service continues to deliver the most consistent and transparent ratings metrics that advertisers can rely upon. Regional television advertisers and their agencies can be assured of the accuracy of the metrics supplied by Regional TAM for their television campaigns,” Hogarth added.

Background and evolution of Regional TAM's TV ratings service

- Nielsen is Regional TAM's audience research supplier, recruiting, operating and maintaining the in-home panels, and producing the TV ratings data. Regional TAM owns the copyright to and Nielsen markets the data on behalf of Regional TAM.
- Households are recruited to Regional TAM's panel via a large-scale Establishment Survey, which defines and accurately represents the population and its characteristics.
- All Regional TAM aggregate and their respective sub markets will increase by 50%:

Queensland	812 (+277 homes)
Northern NSW	700 (+225 homes)
Southern NSW	570 (+190 homes)
Victoria	651 (+216 homes)
Tasmania	285 (+95 homes)
Western Australia	180 (+60 homes)
- Regional TAM first awarded the contract to supply television audience measurement services in Australia to the Italy-based AGB Group (now Nielsen) in 2003. Nielsen will continue as the service provider until 2020.
- Investment in Unitam meters allowed Regional TAM to add 7-day Time Shift Viewing data to its ratings service from the start of the 2010 ratings year. In 2016 Time Shift Viewing up to 28 days after the original broadcast was introduced.
- The TAM service has been enhanced across the period, including the introduction of 'beep' into Regional TAM people-meters, extension of the coverage of the Establishment Survey to include mobile phone-only homes, use of IP polling, use of IP referencing, and dual-metering of PC and TVs in a sub-sample of Regional TAM homes.

Further detail on Regional TAM's TV panel can be found at www.regionaltam.com.au

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ABOUT REGIONAL TAM

Regional TAM Pty Limited is a joint venture comprising the 5 FTA regional commercial networks – NBN Limited, Prime Television Pty Ltd, Seven Queensland, Southern Cross Austereo, and WIN Corporation Pty Ltd. Collected and marketed by Nielsen Television Audience Measurement, Regional TAM data is the official television audience measurement (TAM) of Free-to-Air and Subscription Television viewing in the five east coast aggregated regional markets including its 19 component sub-markets, and the Regional West Australian market. 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. The audience data is used by a range of parties such as television networks, advertisers, media buyers and programme suppliers to aid them to understand viewer behaviour, and in assessing programme or network performance.

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90 percent of the world's population. For more information, visit www.nielsen.com.