

PRESS RELEASE

REGIONAL TAM 50% PANEL EXPANSION COMPLETE

- *Significant project improving 20 regional markets across the East Coast and Western Australia*
- *Regional TV measurement panel hits 3,198 home target*

Sydney, Australia – 16th June 2017: This Sunday, 18th June the Australian Regional television audience measurement (TAM) service will ‘go live’ with the final installment of its 50% panel expansion.

This final expansion phase takes the Regional TAM panel to 3,198 homes from 2,135 homes and represents a significant investment by Regional TAM broadcasters, ensuring robust metrics continue to be available to the industry.

Distribution of the panel expansion homes has been 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: “Regional TAM is delighted that the panel expansion process is now complete, and that through this service enhancement it will continue to deliver accurate and transparent ratings results to advertisers and their agencies.”

“At a time when digital media and their self-reported metrics and measurement are being questioned, the Regional broadcasters’ commitment and investment to improve what is already a quality measurement service, demonstrates how serious we are about providing accountable industry leading data”, said Hogarth.

The Regional TAM service provides detailed, daily viewing data of the highest integrity and is subject to stringent review, with the data independently audited by The Callaghan Institute.



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 are now at the 50% increased panel size:

Queensland	812 homes (+277 homes)
Northern NSW	700 homes (+225 homes)
Southern NSW	570 homes (+190 homes)
Victoria	651 homes (+216 homes)
Tasmania	285 homes (+95 homes)
Western Australia	180 homes (+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.
- 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.