

The Regional TAM Panel



Surveying the population

15,400 Australian homes are randomly telephoned each year via land-line and mobile and they tell us:

- How many working TVs they have
- Do they have Subscription TV (STV)
- Who is the Main Grocery Buyer (MGB)
- Other information about the home and its people

We call this **The Establishment Survey**

Over 65,000 interviews are conducted per year across Australia

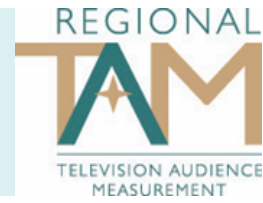
This survey describes the population we are measuring

Recruiting the panel

Using the information collected from the Establishment Survey as well as ABS Data, we can ensure that our Panel accurately reflects the population for TV measurement via what are known as Primary Categories

| HOUSEHOLD STRUCTURE | NUMBER OF WORKING TV'S | PRESENCE OF SUBSCRIPTION TV |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|----------------------------------|
| Young Singles Older Singles Young Couples Middle-aged Couples Older Couples Group Households Under 55 Group Households 55+ Young Families Pre-teen Families Teen Families | 1 TV 2 TV's 3+ TV's | Free-to-air only Gets STV |

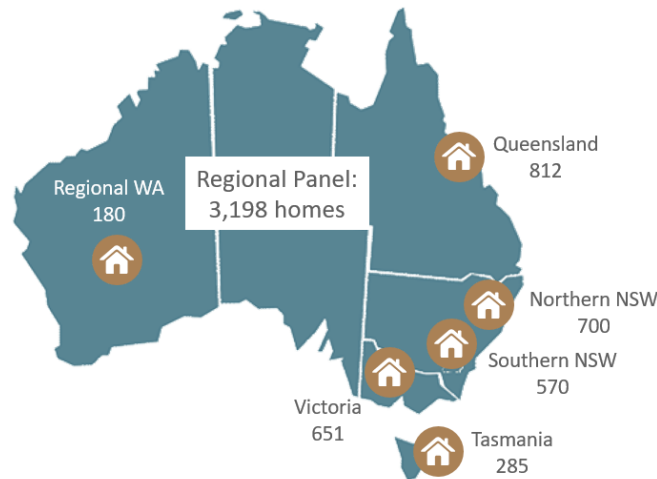
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3,198 Panel homes will be recruited from the respondents. Panel households are all randomly selected during this process, individuals cannot apply to be a part of the survey.

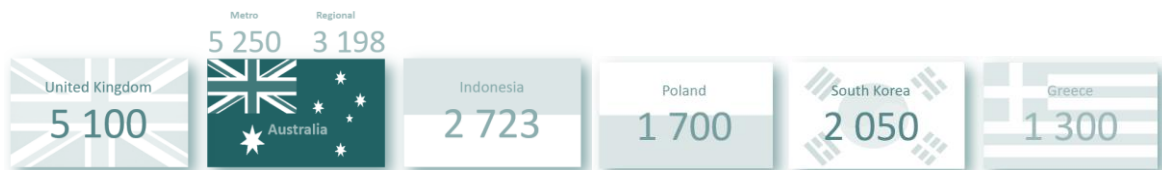
Where do we measure?

The regional panel consists of 3,198 homes across regional Australia. The locations and number of households measured is dictated by the networks that consist of Regional TAM and their needs.

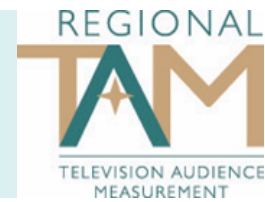


How does this compare globally?

TV measurement panels differ all around the world. Australia has a relatively larger population to panel homes ratio compared to other markets.



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Who are the panel members? Can we find out?

The panel member identities are kept anonymous to maintain their privacy as individuals as well as to prevent any changes to viewing behaviour that could skew the ratings data.

Are the panel members paid?

The households participating in the Regional TAM panel are not paid for their viewing data, however they are rewarded for their compliance in collecting the ratings data. These rewards are designed to not impact viewing behaviour in any way.

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



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