



REGIONAL TAM NNSW 1ST SEPTEMBER 2017 BROADCAST CHANGE

Impact on the Regional TAM ratings data

As at 27th August 2017 Channel Breakout



BROADCAST CHANGE 1ST SEPTEMBER 2017



















- WIN Corporation purchased NRN, the SCA owned TEN affiliate network in NNSW on the 31st May 2017.
- SCA TEN NNSW continued operations of playout and transmission up to the 31st August 2017.
- The technical broadcast switchover from SCA TEN NNSW to WIN, including the introduction of WIN branding, occurs Friday 1st September 2017 for all TEN affiliated channels (WIN, One and Eleven).
- The new broadcaster status will be reflected in the Regional TAM ratings data from 2am Fri 1st September, the start of the Nielsen TAM research day.
- This change means that the SCA TEN NNSW channel ceases to be reported and a new WIN channel will replace it from this date.
- Prime7 and NBN will continue broadcasting Seven and Nine content respectively.

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

Regional TAM ratings continue to be produced and released as normal across this changeover



REPRESENTATION BY MARKET AS AT 1ST SEPT

MARKET	LOGO	CHANNEL	METRO AFFILIATE	SALES REPRESENTATION	OWNERSHIP
QUEENSLAND	  	7QLD, 7TWO, 7mate, 7flix*	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	  	Prime7, 7TWO, 7mate, 7flix	Seven	Seven Affiliate Sales	Prime Media Group
		SCA Nine NBN, GO!, Gem, 9Life	Nine	Southern Cross Austereo	Nine Entertainment Group
		WIN, ONE, ELEVEN	TEN	WIN Sales	WIN Corporation
SOUTHERN NSW	  	Prime7, 7TWO, 7mate, 7flix	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	  	Prime7, 7TWO, 7mate, 7flix	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	  	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	  	GWN7, 7TWO, 7mate	Seven	Seven Affiliate Sales	Prime Media Group
		WDT, GO!, Gem	Nine	WIN Sales	WIN Corp / Prime Media
		WIN, ONE, ELEVEN	TEN	WIN Sales	WIN Corporation

- 7flix launching and broken out in the ratings as at Sunday 3 Sept 2017 (markets include NNSW, SNSW, VIC)
- *7flix QLD launched and reported since Sunday 28th February 2016

CHANGES REQUIRED IN THE RATINGS DATA

- Within the ratings data NEW channel codes have been assigned to all new WIN channels in NNSW and its Sub Markets.
- OLD SCA Ten NNSW channels have been renamed where needed to differentiate the channels and allow for retrospective analysis.
- ZERO ratings have been applied to all OLD affiliation channels on Thursday 31st August from midnight to 1.59am for the broadcast license changeover period on the affected networks.
- NEW WIN NNSW channels commence reporting ratings results as of 2am on Friday 1st September from when the channel went live.
- N/As apply to NEW channels prior to 1st September from Sunday 27th August (channel breakout date) and N/As apply to OLD channels post 1st September.
- These broadcast changes occur within trading Survey period 7 2017 and should be taken into consideration before use.



DAILY RATINGS DATA

Regional TAM elemental (minute by minute) daily file:

- ZERO ratings applied from midnight to 1.59am on Thursday 31st August to all OLD SCA TEN NNSW affiliation channels.
- NEW WIN TEN NNSW affiliated channels reporting ratings results from 2.00am on Friday 1st September.
- OLD and NEW channels effectively switched overnight.
- N/As applied to NEW channels prior to 1st September from 27th August and N/As applied to OLD channels post 1st September.
- 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 31st August to all OLD SCA TEN NNSW affiliation channels.
- NEW WIN TEN affiliated channels reporting ratings results from 2.00am on Friday 1st September.
- OLD and NEW channels effectively switched overnight.



TRADING 1/4HR DATA

Sub Market 4 weekly Quarter Hour Averaged Files:

- Fixed file format containing 7 days of data averaged across 4 weeks.
- With the change of broadcast occurring on day 20 of the Survey 7 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 7 period, the data pertaining to the channels involved in the broadcast change of TEN content within NNSW should be treated with caution and judgement applied to its use.
- Note, the Survey period 7 data for the Seven Affiliates , NBN and SBS data will not be affected in NNSW.
- The Survey 8 period will contain only NEW codes and channels and will report the complete 4 weekly averaged results against the NEW channels.



2017 Regional Survey Calendar

SURVEY 7, 4 WEEKLY

QUARTER HOUR TRADING

FILE CAUTION:

Regional TAM advises all data subscribers that within the Survey 7 period, the data pertaining to the channels involved in the affiliation changes should be treated with caution and judgement applied to its use in NNSW.

The Survey period 7 data for the Seven Affiliates, NBN and SBS NNSW data is not affected.

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



CONTACT THE REGIONAL TAM TEAM ON:



REGIONALINFO.TAM.AU@NIELSEN.COM



FREECALL: 1800 555 026



DATA SALES: 02 9490 6500 (Tania Boswell)