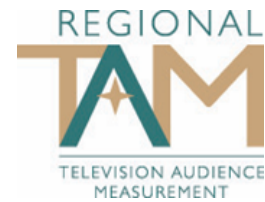


Non-Survey Periods – Sub Market Trading



Non-Survey Periods impacting trading files in Sub markets

There are two non-survey periods each year where quarter hour data files are not released for trading in Regional TAM sub markets. However, elemental minute by minute files are produced and released daily as usual across these periods allowing analysis to be undertaken.

The non-survey periods (Weeks 1 & 2 and the two Easter weeks) are always highlighted within the annual Regional TAM Trading Survey Calendar published on www.regionaltam.com.au

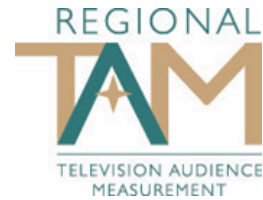
2018 Regional TAM Trading Survey Calendar

Survey	Week No.	Sunday to Saturday		Overnight Data Released...	Consolidated Data Released...
Summer	1	31 Dec	06 Jan	WEEK 1 & 2 EXCLUDED	
	2	07 Jan	13 Jan		
	3	14 Jan	20 Jan	Tue, 13 Feb	Tue, 20 Feb
	4	21 Jan	27 Jan		
	5	28 Jan	03 Feb		
	6	04 Feb	10 Feb		
1	7	11 Feb	17 Feb	Tue, 13 Mar	Tue, 20 Mar
	8	18 Feb	24 Feb		
	9	25 Feb	03 Mar		
	10	04 Mar	10 Mar		
2	11	11 Mar	17 Mar		
	12	18 Mar	24 Mar		
EASTER	13	25 Mar	31 Mar	EASTER DATA EXCLUDED	
	14	01 Apr	07 Apr		
2	15	08 Apr	14 Apr	Tue, 24 Apr	Tue, 1 May
	16	15 Apr	21 Apr		

*Please note that the Easter weeks change each year.

When planning campaigns during these sub market non-survey periods in trading software users may choose to apply quarter hour sub market trading data from other historical Survey date periods deemed suitable.

Non-Survey Periods – Sub Market Trading



It should be noted that there may be changes to the programming schedule by the Networks during these non-survey periods and variations to viewing behaviours due to holidays and weather, for example, may impact on the ratings results.

Variations in viewing behaviour can lead to differing ratings results when comparing non-survey weeks to survey weeks. If post campaign analysis is being undertaken these variations should be taken into consideration.

Please also note that planned campaign ratings deliveries may vary to the planned ratings estimates due to the survey periods that have been applied. Post analysis based on the elemental daily ratings may also vary from the quarter hour survey or non-survey period used for planning.

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



www.regionaltam.com.au



regionalinfo.tam.au@nielsen.com



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