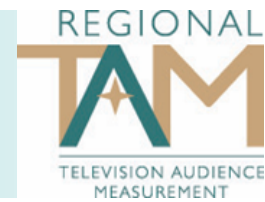


Permitted data use



Regional TAM data subscribers agree to the following in relation to the permitted use of its data:

- Data subscribers may use the the Regional TAM ratings data internally and disclose 'limited excerpts' of the data to its clients for the purpose of providing media planning and/or media buying services or any other service or type of report to those clients.
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- Care is to be taken to ensure clear labelling is placed on any Regional TAM data produced including but not limited to the Market, Demographic, Date Range, Time of Day and Metrics.

Please note, if there is a requirement for data access to be made to an affiliated or new agency Regional TAM approval must be obtained prior.

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



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