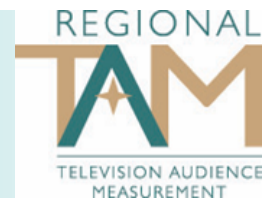


Understanding Sales and Ratings Windows



Some Regional TAM sub-markets include micro 'sales windows' and different broadcast signals. While different towns and regions within sub-markets may receive different signals (and commercials), it is only possible to analyse ratings data against the Regional TAM sub-market 'ratings window' that the 'sales windows' falls into.

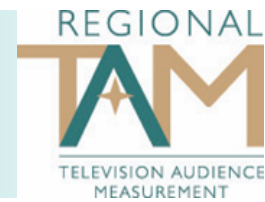
Why is this?

Regional TAM has specified that the sub market areas are the smallest areas that can be used for the Regional TAM ratings data. The reason for this is to ensure the sample sizes for each market are statistically robust.

Some sub-markets with sales window splits include:

- NSW Tamworth/Taree
- NSW Northern Rivers (Coffs Harbour, Lismore, Gold Coast)
- SNSW Orange/Dubbo/Wagga
- QLD Maryborough (Hervey Bay/Bundaberg/Sunshine Coast)
- Regional WA (North/South West/South East)

Understanding Sales and Ratings Windows



For example:

ORANGE DUBBO WAGGA
SUBMARKET



*estimated sales windows

Spot airs in Dubbo Sales Window Only

$$\begin{aligned} &\text{Ratings Data for that spot} \\ &= \\ &\text{Dubbo} + \text{Orange} + \text{Wagga Wagga} \\ &\text{Ratings Data} \end{aligned}$$

You cannot break down a submarket any further

This ensures the sample size remains statistically robust

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



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