

# Regional TAM COVID-19 Panel Integrity Update



**As at 8 April 2020**

In light of the Covid-19 pandemic, Regional TAM's overwhelming priority is the safety of TV panel household members and the field technicians who install, remove and service metering equipment.

Understandably, access to panel homes has been impacted by Covid-19, and it's not clear how long the public health crisis will persist. Accordingly, Regional TAM and Nielsen are directing energies towards continued daily TV audience delivery with minimal disruption, while keeping the people behind that service safe.

The 50% increase in the number of TV panel homes in 2016-17 puts Regional TAM in a very strong position, with the robust sample size in all markets assisting greatly at this time. We are also undertaking maintenance of TV meters by remote access wherever possible, and the resolution rate in such instances is high.

We remain focused on panel management and rigorous monitoring of daily viewing with our supplier Nielsen, key Regional TAM broadcast stakeholders and the Regional TAM independent auditor, to ensure our TV ratings data remains top quality.

We understand our clients rely on the continued release of the Regional TAM data and assure you that Regional TAM and its research supplier Nielsen have the infrastructure, technology and resources to deliver the service expected during this time.

For more information please contact us on [regionalinfo.tam.au@nielsen.com](mailto:regionalinfo.tam.au@nielsen.com)

Kind regards  
Dave Walker  
Regional TAM Chairperson /  
Group General Manager Sales and Marketing Prime Media Group