

## Regional TAM Communication | Sub Market Data Changes in VOZ

April 2024


Following a comprehensive evaluation and review of **Sub Market** TAM data outputs, (due to rapidly changing viewing behaviours and the increasing pressure on sample sizes), Regional TAM have announced changes to future Sub Market data sets when VOZ becomes industry currency.

Based on feedback received to date, we wish to reiterate and confirm:

- There will be **no change** to **Aggregate Market (Queensland, Northern NSW, Southern NSW, Victoria and Tasmania)** and **Regional WA** data outputs.
- Quarter Hour data files will still be available for both Aggregate and Sub Markets (with Sub markets utilising a new methodology aimed at reducing the variability in audience estimates and the number of zero rating cells).
- With the new methodology being applied to the Sub Market Quarter Hour data, and the transition to VOZ as industry currency, minute-by-minute **Sub Market Elemental data** will **no longer be available**. This will impact the ability to perform Reach and Frequency analyses at the Sub Market level. Sub Market post analysis (Audience estimates/TARPS) will be available at a Quarter Hour level using AdIntel, Third party software tools, and internal trading systems.
- There will be **no change** to existing **Quarter Hour data file formats** ingested into Third party software systems.

The below table outlines the existing and new delivery schedule for Regional TAM data files:

### REGIONAL TAM DATA DELIVERY



TAM Currency

DATA TYPE

USE

Quarter Hour

Trading Files

Campaign Pre/Post Analysis

Elemental Minute by Minute

Analysis Data in TPSS\*

Campaign Reach & Frequency

TAM outputs into VOZ Currency

Quarter Hour

Trading Files

Campaign Pre/Post Analysis

Elemental Minute by Minute

Analysis Data in TPSS\*

Campaign Reach & Frequency

Aggregate Markets

Queensland

Northern NSW

Southern NSW

Victoria

Tasmania

FREQUENCY

Daily

Daily

Daily

Daily

Daily

Daily

Daily

Daily

Daily

Sub Markets

Cairns, Townsville, Mackay,

Rockhampton, Maryborough,

Toowoomba, Northern Rivers,

Tamworth Taree, Newcastle,

Canberra, Wollongong, Orange

Dubbo Wagga, Albury,

Shepparton, Bendigo, Ballarat,

Gippsland, Hobart, Launceston

FREQUENCY

4 Weekly

4 Weekly

Daily

Daily

4 Weekly

4 Weekly

N/A

N/A

Regional WA

FREQUENCY

4 Weekly

4 Weekly

Daily

Daily

4 Weekly

4 Weekly

Daily

Daily

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\*Gold Standard TPSS (Third Party Software Suppliers) : TV MAP, eTAM VOZ, Day8, TechEdge

Please contact Donna Lennox (Regional TAM Chair) - [donna.lennox@sca.com.au](mailto:donna.lennox@sca.com.au) or Regional TAM Info [regionalinfo.tam.au@nielsen.com](mailto:regionalinfo.tam.au@nielsen.com) with any questions or feedback.