

## Data Availability Calendar - when is the data available ?

- For example, let's track viewing that occurs to broadcasts on Sunday, 27th Dec 09.
- **On Monday 28th Dec**, Live + As Live viewing from Sunday 27th Dec is available in the morning of 28th Dec - 'Overnight' data.
- 7 days later, **on Monday 4th Jan**, viewing to broadcasts on Sunday, 27th Dec, that were viewed in time shift during 28th Dec - 3rd Jan, is now available
- Live + As Live + Time Shift viewing = 'Consolidated' data.

Date on Calendar	Overnight Data Live + As Live	Consolidated Data Live + As Live + Time Shift (up to 7 days)
Sun 27 Dec 09		
Mon 28 Dec 09	Sun 27 Dec 09	
Tues 29 Dec 09	Mon 28 Dec 09	
Wed 30 Dec 09	Tues 29 Dec 09	
Thu 31 Dec 09	Wed 30 Dec 09	
Fri 01 Jan 10	Thu 31 Dec 09	
Sat 02 Jan 10	Fri 01 Jan 10	
Sun 03 Jan 10	Sat 02 Jan 10	
Mon 04 Jan 10	Sun 03 Jan 10	Sun 27 Dec 09