

GUIDELINES REGARDING USE OF OZTAM DATA

OzTAM wishes to provide guidelines to assist all of our Data Subscribers regarding combining OzTAM Data with other research data.

Combining OzTAM Data with other research data

It has come to the attention of OzTAM that some subscribers are using or attempting to use OzTAM Elemental Data to create reports and / or new products which combine OzTAM Data with other research data sets.

This practice is not permitted under the terms of OzTAM's Licence Agreements.

In this regard:

- OzTAM Licence Agreements are limited licenses, which permit the use of OzTAM's Elemental Data solely for the purpose of calculation and reporting on:
 - television ratings,
 - television reach and frequency, and
 - other approved television related statistics,

using an approved Gold Standard software;

- Any other use of OzTAM Data is a breach of agreement.

Following the above:

- Combining or importing outside data (other than OzTAM supplied program logs) into OzTAM Elemental Data, or any use of OzTAM Elemental Data outside of the above permitted use, MUST not occur without the express written authorization of OzTAM;
- Subscribers are not permitted to pass or supply copyright protected OzTAM Data or the Elemental Database to third parties, other than to clients following processing in the form of reports.

For clarity:

OzTAM Elemental Data may be processed within accredited Third Party Software according to the OzTAM Gold Standard to calculate audience estimates to specified time periods and segmented by variables supplied with the OzTAM Elemental Data only. Only the OzTAM supplied broadcaster program log files are to be used to calculate program audience estimates.

Separately, OzTAM Data Subscribers may use time band specifications (i.e. start times and end times) inputted into the software manually or as an imported file that are described as, for example, ad breaks or promotions. These descriptions may be used within software alongside the specified time bands and the calculated audience estimates for those specified time bands.

OzTAM takes no responsibility for the correctness of the descriptions used for specified time bands.

OzTAM restates in this regard relevant data policies in respect of OzTAM Licence Agreements: to preserve the correctness and integrity of use and reporting of results derived from OzTAM Data, to ensure consistent calculation of TV ratings using standard industry terms, language and calculation methods, and to avoid potentially misleading usages of OzTAM Data.