

## New Reporting Variables

Commencing Week 1 of the 2010 Ratings Survey Year (w/c 27/12/09), OzTAM introduced new reporting variables to assist the media and advertising industry to better analyse Time Shift Viewing (TSV).

The new reporting variables are available to the market for analysis in both the Metropolitan TV Elemental Database and National Subscription TV Elemental Database, via industry software applications that meet OzTAM's Gold Standard.

These variables can be used for analysis in isolation or even used in conjunction with other OzTAM analysis variables.

In consultation with the OzTAM Technical Advisory Committee, as part of the broader consultative process in relation to measurement of Time Shift Viewing, the following new variables were constructed:

- Viewing Session Type
- Time from Broadcast
- Presence of PVR in Households

VIEWING SESSION TYPE	
Category Description	Category Definition
<b>Live</b>	Viewing of television broadcast content as it is broadcast live (OzTAM service until 26/12/2009)
<b>As Live</b>	Viewing of recorded television broadcast content that occurs within the same research day (2am to 2am), but is actually viewed at a different time to the original, live broadcast time
<b>Time Shift</b>	Viewing of recorded television broadcast content up to 7 days after the live broadcast time
<b>Overnight</b>	Live + As Live viewing
<b>Consolidated</b>	Live + As Live + Time Shift viewing
<b>Playback</b>	As Live + Time Shift viewing

### TIME FROM BROADCAST

In the elemental data, it is possible to analyse the viewing to a broadcast whether that viewing is 'Live' or whether that viewing is sometime after the broadcast, in the following increments of time:

Category Description	Category Definition
0<30 minutes	Includes viewing to a broadcast that is viewed up to 30 minutes after the broadcast
30 minutes < 1 Hour	
1-<2 Hours	
2-<4 Hours	
4-<6 Hours	Includes viewing to a broadcast that is viewed 4-6 hours after the broadcast
6-<8 Hours	
8-<10 Hours	
10-<12 Hours	
12-<14 Hours	
14-<18 Hours	
18-<24 Hours	
24-<36 Hours	Includes viewing to a broadcast that is viewed 24-36 hours after the broadcast
36-<48 Hours	
48-<72 Hours	
72-<96 Hours	
96-<120 Hours	
120-<144 Hours	
144-≤168 Hours	Includes viewing to a broadcast that is viewed more than 6 days and up to 7 days after the broadcast

### PRESENCE OF PVR IN HOUSEHOLDS

Category Description	Category Definition
<b>PVR Household</b>	Households that have access to a PVR (Personal Video Recorder)
<b>Non-PVR Household</b>	Households that do not have access to a PVR (Personal Video Recorder)

It is important to note that As Live and Time Shift viewing can occur in both PVR and Non-PVR households, due to presence of non-PVR recording and playback devices, such as VCRs and DVD-Rs.