

Subscription TV Events Time Offset Map

Following consultation with ASTRA (Australian Subscription TV and Radio Association), OzTAM introduced a Subscription TV Events Time Offset Map (ETOM) system, beginning Week 1 of 2006 (w/c 01/01/06).

Digital and satellite Subscription TV broadcasts at Sydney time. This means the same content is viewed at different local times in different time zones. ETOM enables Subscription TV channel program logs supplied by the channels (based on Sydney time), to be mapped back to their local broadcast times by time zone.

Time zone categories are as follows:-

TIME ZONES FOR SUBSCRIPTION TV EVENTS	
Time zone 1	NSW/Victoria
Time zone 2	Queensland
Time zone 3	South Australia
Time zone 4	Western Australia
Time zone 5	Tasmania

ETOM applies to Subscription Television events within both the National Subscription TV and Metropolitan Total TV environments and facilitates the calculation of both time-based and program based ratings for Subscription TV channels.

OzTAM Gold Standard Third Party Software Suppliers now employ the ETOM system in their calculation of Subscription TV program based audience estimates.

ETOM does not affect any Free To Air TV analyses in either the Metropolitan Market databases or the National Subscription TV database.