



MEDIA RELEASE

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OzTAM adds Education Qualification

At the beginning of 2006 (w/c 01/01/06), OzTAM will introduce a Highest Education Qualification element which will assist the media and advertising industry to better analyse TV viewing patterns.

The new element provides the market with enhanced ways of getting further value from the OzTAM data by providing additional information about viewers to advertisers and broadcasters.

OzTAM CEO, Kate Inglis-Clark said, "The introduction of a Highest Education Qualification element is the next stage in OzTAM's broader Socio-Economic Project which has been developed in consultation with the OzTAM Technical Advisory Committee. It builds on OzTAM's release 12 months ago of a Household Lifecycle variable and revised Occupation category names. "

"With the introduction of a Highest Education Qualification, users of OzTAM data can draw on key socio-economic indicators and tailor socio-economic analysis specific to their needs."

"This development is part of OzTAM's commitment to implementing service enhancements that deliver significant industry benefits and add value to Australian Television Audience Measurement," said Ms Inglis-Clark.

The Highest Education Qualification Variable will be available to the market for analysis in both the Metropolitan TV Elemental Database and National Subscription TV Elemental Database, via industry software packages that comply with OzTAM's Gold Standard.

OzTAM has constructed six mutually exclusive Highest Education Qualification categories that will form part of the standard demographic list available for analysis.

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For further information, interviews from OzTAM please contact:

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About OzTAM

OzTAM manages and markets television ratings data covering all channels for the five city metropolitan areas and nationally for Subscription television. As an independent source of reliable and accurate TV ratings data, OzTAM reports minute-by-minute data for all TV homes in the five mainland state capital cities and, nationally, for homes that receive Subscription TV. OzTAM's metropolitan panel comprises 3035 homes (Sydney 765, Melbourne 705, Brisbane 615, Adelaide 475 and Perth 475) and the national subscription television panel comprises 1100 subscription television homes. www.oztam.com.au, Ph: (02) 9929 7210.