



MEDIA RELEASE

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OzTAM accredits Gold Standard software suppliers

OzTAM today announced the next stage in the Gold Standard enhancements with the accreditation of six software suppliers that have achieved the new Gold Standard level.

In an open market for the supply of media analysis and Television Audience Measurement (TAM) tools, OzTAM manages a Gold Standard Accreditation Process to enable consistent calculation of television ratings within industry software packages.

In recent months, in response to industry needs, OzTAM has developed additions and enhancements to the existing Gold Standard. During this period all software suppliers who process OzTAM Elemental Data have been required to undertake additional testing to achieve 're-accreditation'.

OzTAM CEO, Kate Inglis-Clark said, "We are pleased to advise that there are now six software suppliers that produce results consistent with the enhanced OzTAM Gold Standard."

"Congratulations to the software suppliers who achieved accreditation. It was great to see the industry working together to achieve an outcome that will benefit the industry as a whole."

The enhanced standard has been developed with the assistance of international experts, RSMB Television Research in the UK, and University of Adelaide based expert statistical consultant Dr Cam Rungie.

The suppliers who have achieved accreditation are AGB Nielsen Media Research, Broadcast MAP, Day 8 Technology, Landsberry & James, Starcom MediaVest Group and TNS. To view the relevant software version details go to the Gold Standard page at www.oztam.com.au.

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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.