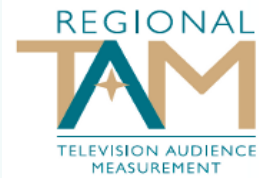


Non-Survey Periods – Sub Market Trading



Non-Survey Periods impacting trading files in Sub Markets

There are two non-Survey periods each year where Quarter Hour Factored data files are not released for trading in Regional TAM Sub Markets.

The non-Survey periods (Weeks 1 & 2 and the two Easter weeks) are always highlighted within the annual Regional TAM Trading Survey Calendar published on www.regionaltam.com.au.

Please note that the Easter weeks change each year.

When planning campaigns during these Sub Market non-Survey periods in trading software, users can choose to apply Quarter Hour Factored Sub Market trading data from other historical Survey date periods deemed suitable.

It should be noted that there may be changes to the programming schedule by Networks during these non-Survey periods and variations to viewing behaviours (e.g. holidays, weather etc), may impact on the ratings results.

Variations in viewing behaviour can lead to differing ratings results when comparing non-Survey weeks to Survey weeks. If post campaign analysis is being undertaken, these variations should be taken into consideration.

Please also note that planned campaign ratings deliveries may vary to the planned ratings estimates due to the Survey periods that have been applied.

If you have any questions, please contact Regional TAM on:



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