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NIELSEN TAM DATA

Ratings agency Nielsen has alerted the market to a data issue with Television Audience Measurement (TAM). Affecting TVNZ, Warner Bros. Discovery and Sky, some digital streaming activity on connected TVs is being incorrectly attributed to linear television audiences.

Nielsen has informed the affected broadcasters, including TVNZ, that it is continuing to investigate this. Nielsen's early assessments indicate that the estimated impact on overall consolidated audiences and campaigns is less than 3%, which may vary across some content. Nielsen will share further detail once it has completed its investigation.

Nielsen advise that this became apparent with the introduction of streaming meters in 55% of the households that make up Nielsen's Television Audience Measurement (TAM) panel. It occurs in instances where panellists using connected TVs catch up on content that has previously aired on linear television in the previous eight days (broadcast day plus seven days time-shifted viewing).

TVNZ Head of Marketing and Insights Jonathan Symons says, "Nielsen has alerted us to a data issue that affects audience ratings for TVNZ, Warner Bros. Discovery and Sky TV. We at TVNZ recognise that Nielsen is a global leader in audience insights. However, as there is a known discrepancy, we feel it is important that our commercial partners and other relevant stakeholders are aware of it. We look forward to Nielsen's clarification of the overall scope of the issue, and how Nielsen will address it."

In the meantime, TVNZ will continue to trade based on the data supplied by Nielsen, as the industry's measure of television audiences.

For more information about Nielsen's data and measurement systems, please contact Nielsen.

For more information from TVNZ, please contact your TVNZ business manager.