



NIELSEN TAM PANEL EXPANSION

6 September 2018

Last year, it was announced that the Television Audience Measurement (TAM) PeopleMeter panel will be increasing by 50%, following the extension of Nielsen's contract to supply ratings to the New Zealand market to 2022.

Nielsen and ThinkTV are excited to confirm that the expansion of the Nielsen TAM Panel from 600 households to 900 households is now complete.

Caroline Atford, Nielsen's Executive Director:

"This panel expansion is key to delivering more robust measurement to the NZ market and we're delighted to report there's been a significant reduction in data volatility as we've expanded the panel sample size".

Glen Kyne, Chairman, ThinkTV:

"The panel expansion sets the foundations for a future-proofed total video audience measurement solution, across all screens and devices, and will enable agencies and advertisers to plan their television media placement with more confidence. I'd like to thank both the Nielsen team and members of the Broadcasters Group who have worked hard to ensure the timely rollout of this significant initiative".

We look forward to sharing more information with you in due course.

Kind regards

Caroline Atford

Executive Director, Media, New Zealand

Glen Kyne

Chairman, ThinkTV