



1 November 2018

In early September Nielsen and ThinkTV confirmed the completion of the expansion of the Nielsen TAM Panel from 600 households to 900 households, a 50% increase.

The larger panel – now with 2,250 individuals, up from 1,500 - has been in place since 26<sup>th</sup> August and we are pleased to confirm all data reporting is performing as expected.

The panel expansion improves the ratio of individuals on the panel to population, from 3,000 to 2,000 New Zealanders per person on the panel. This means that out of 15 global markets, New Zealand is ranked third for how it represents the population, only behind Australia Metro and Australia Regional. These markets include a range of Asian countries as well as USA, South Africa and Finland.

We can confirm, as mentioned in our earlier announcement, a significant increase in ratings stability. There is noticeable improvement for the commercially important 25- 54 peak zone, and an overall 18% reduction in margin of error.

The expanded panel is now delivering more robust measurement to the NZ market and sets the foundation for a future-proofed total video audience measurement solution, across all screens and devices.

Should you require any more information please feel free to contact your Nielsen representative, or, ThinkTV.

Kind regards

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