
Time Shift Viewing

Introduction

From 27 December 2009, OzTAM and Regional TAM began measuring and reporting Time Shift Viewing (TSV) in Australian households.

In addition to “live” minute-by-minute viewing data, advertisers now have access to viewing data for those who watch programs within seven days of initial broadcast.

What is Time Shift Viewing?

Time Shift Viewing is any viewing of a television program that occurs after the initial broadcast time. It also includes any program paused and then watched in playback mode.

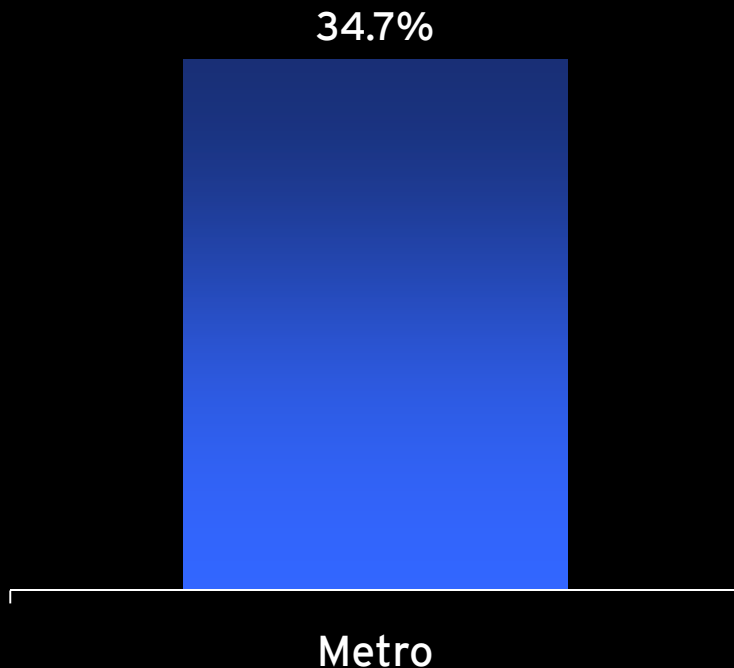
Time Shift Viewing is captured from a range of different devices within Australian homes including:

- i) VCRs (video cassette recorders)
- ii) DVRs (digital video recorders); and
- iii) PVRs (personal video recorders).

How many homes have PVRs?

According to OzTAM, more than a third of Australian households have a personal video recording device.

PVR Penetration in Metro Homes



Source: OzTAM universe estimate, Q4 2010

What is being measured?

In addition to “live” ratings, viewing of programs that are played back any time within seven days of the initial live broadcast will be measured.

Free TV reports the “Consolidated” ratings as well as preliminary “Overnight” ratings.

What are Consolidated ratings?

Consolidated ratings combine live viewing with any viewing that has occurred within seven days of the initial broadcast.

Consolidated TV Ratings

“Live”

Watched at time
of broadcast

+

“Playback”

Anything watched
within 7 days of
initial broadcast
(includes “as live”)

=

**Consolidated
Ratings**

What are preliminary Overnight ratings?

Preliminary Overnight ratings are a combination of live viewing and any viewing that occurs up until 2am the day after initial broadcast (OzTAM measures viewing data from 2am to 2am each 'research day').

Overnight TV Ratings

"Live"

Watched at time
of broadcast

+

"As Live"

Watched anytime
up to 2am the day of
initial broadcast

=

**Preliminary
Overnight Ratings**

Where can I get more information?

OzTAM and Regional TAM have a rich resource of information about Time Shift Viewing on their websites.

For more information, simply click on the links below:

[OzTAM - Time Shift Viewing](#)

[Regional TAM - Time Shift Viewing](#)