

Regional WA Data Provision Guidelines

The following guidelines should be observed when considering the amount and type of data being released into the market.

The litmus test should be that the amount, and type, of information should not allow a non-subscribing agency, or any other body, to be able to undertake qualitative planning and buying without some form of paid data access. These businesses could be building a database of these reports to map trends and avoid subscribing.

It should be reaffirmed with all Network Sales Teams that these guidelines are not being implemented for any other reason than to maximise return on investment in the TV ratings service.

Official sourcing of data releases

We would ask that care be taken to ensure clear labelling is placed on each report released to the market.

All data releases must carry the identification
"Source: AGB Nielsen Media Research"

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Take care about what type of data you are releasing.

Draw attention to the issue of small sample sizes when dissecting audience data and recommend the use of longer periods in assessments.

The supply of data in support of a proposal

Data may be supplied to clients and agencies on the following basis:

- Data, in as detailed form as necessary, can be provided only to specifically support a briefed proposal.
- Reach and frequency reports related to a schedule being offered are permitted.
- 'Favours', such as ranking reports for a range of demographics for clients or agencies, are not allowed.

The supply of data to non-subscribing media agencies and other outlets, such as newspapers

Data will be made available weekly to non-subscribing media outlets within the guidelines of:

- Weekly, no individual days
- 6:00pm – midnight only
- All FTA shares, not just commercial share
- Top 20 rating programmes (all people) for the market, not for individual channels
- Special events are allowed (all people)
- No 'dailies' to be issued

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The supply of data within promotional boundaries

Consideration should be given to the amount of information given in the name of Network, or individual Channel promotion.

As an example, regular reports, such as ranking top 50 reports across a broad range of demographics for each survey period, should not be provided.

Should there be any queries about the interpretation of these guidelines, please do not hesitate to contact your Client Service Manager

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