



MEDIA RELEASE

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Regional TAM to release Digital TV Viewing Data for Tasmania from November 30th, 2008

Regional TAM, the owners of television audience measurement (TAM) services for Australian Regional Aggregated markets, today announced the release date and revised specifications for the Tasmanian market.

As from November 30th, 2008 viewing data for the new Digital channels TDT and ABC2 will become available to the market in addition to TVT and TNT digital data.

“After extensive field tests conducted by the survey contractor AGBNMR we are looking forward to the imminent switch-on to measure all digital terrestrial TV channels as well as the existing analogue stations.” said Regional TAM Chairman, Bruce Abraham.

“Tasmania is the leading Australian regional market in the take up of digital services and the expansion of the survey to provide users of television audience data is part of our ongoing commitment to provide an accurate, high quality audited television audience rating service.”

For further information or comment, please contact Mark Newstead, Chair of the Regional Technical Group, on 0408 770266.