Welcome to the August 2018 Panel News Brief! In this issue we cast a spotlight on how to access information online via our Panel Members’ Website, give you a glimpse of the new Streaming Meter we’re rolling out and highlight events that shape Australian viewership.

**SPOTLIGHT: PASSWORD**

Navigating new web spaces can seem daunting at first, so we’re hoping to make it a bit easier for first time users of the Panel Members’ Website. The easiest method for logging into the website is to locate and enter your panel number.

Your panel number can be found in several places: on the fridge magnet that the technician left with you during installation; or on the Household Update Survey correspondence or a points statement. Once you have entered your panel number you will need to create a password.

**STREAMING METER**

Over recent years Australia has witnessed a shift in the way that online media is accessed. Online viewing is increasingly popular and the average Australian home has a number of internet enabled screens including their TVs. Nielsen has worked to keep up with the diversifying audiences across Australia and has recently introduced the Streaming Meter.

The Streaming Meter provides Nielsen with a complete picture of how households watch TV. The Streaming Meter simply collects the time when high bandwidth activity starts and stops, but cannot see web pages or web content. This data is enough to have ratings count across the board for all devices.

If you would like to find out more about the Streaming Meter and how you can get involved, download the pamphlet from www.nielsentam.com.au or click on “Join Streaming” to have our support staff contact you.

**WORLD CUP SOCCER**

The 21st FIFA World Cup was held in Russia on 14th June-15th July 2018. This year will be Australia’s fourth consecutive World Cup. The popularity of soccer in Australia, and the viewership of Socceroo’s matches has grown. The most recent World Cup Qualifiers (WCQ) (Australia v. Honduras) was the most watched program in Metro and ranked #2 in Regional. This was the 2nd highest viewership since the 2006 FIFA WCQ (Australia V Uruguay) and it remains the only FIFA WCQ in which a country has qualified on a penalty shootout.

**ROYAL WEDDING**

Overall figures suggest that viewership of Harry & Meghan’s wedding was nearly halved compared with William & Kate’s. Nevertheless, royal weddings are still a major drawcard for Australian viewers.

**DID YOU KNOW?**

If you leave your TV on for security reasons or to keep your pets company, we have a way to make sure that whatever airs while you’re away does not get counted toward your ratings.

On every remote there is a “no viewer” button. This button only works when no one is logged on. For some this will be a green ‘pram’ or a blue button with a crossed-out square.
BAKED PUMPKIN, LEEK & CHICKEN RISOTTO

INGREDIENTS
1/2 (about 800g) butternut pumpkin, peeled, deseeded, cut into 2cm pieces.
2 tablespoons olive oil.
1 leek, pale section only, washed, dried, thinly sliced.
2 garlic cloves, crushed.
3 (about 500g) single chicken breast fillets, coarsely chopped.
2 cups arborio rice.
2 - 3 Massel chicken stock cubes.
1 tablespoon finely grated lemon rind.
1 cup shredded parmesan
Boiling water (several cups from the kettle).

METHOD
Preheat oven to 180°C. Place oil in a flameproof ovenproof dish over a medium heat on stovetop. Add the leek & garlic, & cook stirring for 5 mins or until soft. Add the chicken and stock cubes and cook stirring for 5 mins or until chicken is browned slightly. Add the rice & stir to combine. Add boiling water to cover & bring to the boil. Season with salt & pepper. Add the pumpkin cubes & stir to combine. Ensure liquid is about 1 inches above the rice.
Cover the dish & place in oven & bake for 30 minutes or until the rice is tender. Remove the risotto from the oven. Add the lemon rind & 60g (3/4 cup) of the parmesan, stir to combine. Divide among serving plates, sprinkle with the remaining parmesan. Serve immediately.

CONGRATULATIONS
Panel Home
1412809
for this issue’s recipe
We hope everybody enjoys!

PET PICTURE

CONGRATULATIONS
Phoenix from Panel Home
1413149
for sending in a photo

A quote from David Attenborough about TV. Can you figure out what it is?

BE IN IT TO WIN IT!
Send in your Recipes/Pet Pictures by October 19th for the November issue.
All entries will receive 300 bonus points and must be emailed to panelcompetition@nielsentam.com.au with your panel number.
Winners receive 500 bonus points and a $50 eGift Voucher.

HOUSEHOLD BONUS POINTS
Each issue, we draw ten households at random to receive 500 bonus points!
The winners for this issue are:
1006520 Russell Lea, NSW
1203561 Chermside, QLD
1403898 Middle Park, VIC
1603232 Eden Valley, SA
1813144 Scarborough, WA
2012419 Coffs Harbour, NSW
2221505 Gulliver, QLD
2421188 Tongala, VIC
2921207 Queenstown, TAS
3840092 Narembeen, WA

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SECRET CODE BREAKER

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

OFFICE HOURS (EST)
MON-THURS: 9am-10pm
FRIDAY: 9am-8pm
SATURDAY:12pm-5pm
SUNDAY:12pm-5pm

CONTACT US
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