

FAQ

nielsen

Television • Audience • Measurement

PLEASE EMAIL [PANELSUPPORT@NIELSENTAM.COM.AU](mailto:panelsupport@nielsentam.com.au) OR CALL 1800 502 206 IF YOU HAVE ANY QUESTIONS

- Nielsen Television Audience Measurement (Nielsen TAM) is the sole provider of television ratings in Australia.
- You are now one of over 8,000 households in Australia who get to influence the programming decisions of Australian television.
- The ratings are generated every day, 365 days a year, which means that all of your viewing counts.
- Your anonymity is guaranteed. All your information is completely de-identified and can only be used for the sake of the television ratings. You will never be asked to change your viewing habits by anyone.

FREQUENTLY ASKED QUESTIONS

WHY WAS MY HOUSEHOLD CHOSEN TO BE A PART OF THE NIELSEN TAM PANEL?

Over 65,000 households are randomly interviewed per year and we then select households like yours to represent the diversity and demographics of the Australian population.

WHAT WILL MY PARTICIPATION INVOLVE?

Participation involves having a box, known as a 'Peoplemeter,' next to each TV in your home to capture your TV viewing. A handset is provided with every Peoplemeter. It allows each member of the household to log in by pressing their individually assigned button, so we can allocate viewing to the right demographic. You may also receive maintenance calls and routine surveys to ensure data accuracy.

DO I GET ANYTHING IN EXCHANGE FOR MY PARTICIPATION?

Apart from the chance to have a say about what you like to watch, we also have a gift programme in which you accumulate points every day you're on the panel, regardless of how much you watch. These points can be used to redeem vouchers to selected vendors, which is our way of thanking you. For more information please log into www.nielsentam.com.au

WHAT HAPPENS IF I FORGET TO LOGIN?

If the TV is left on for too long without anyone logged into the 'Peoplemeter,' there is a chance that the day's viewing data may not be able to be used for the ratings.

WHAT INFORMATION IS COLLECTED?

- The time and date of the viewing
- Whether the TV is on or not
- Who is watching and
- What is being watched

DO I REALLY HAVE TO MONITOR ALL MY TVs?

Yes. To make sure we get the most accurate picture of a household's viewing data, all working TVs in a household have to be monitored. This includes TVs only used for games, listening to music, watching DVDs or other recorded shows.

CAN I TELL MY FRIENDS?

When friends are over you can explain to them how to log on and how it works. However, it is important that you don't reveal your involvement to any TV, radio and newspaper media outlets or advertising agencies. Participants are chosen randomly and cannot be referred.

PRIVACY AND CONFIDENTIALITY

The protection and privacy of our panel members is extremely important. Our privacy statement outlines how we collect, store and use personal information. You are specially chosen to participate on the Panel via a statistical methodology. To view the Nielsen TAM Privacy Statement in full, either visit our website or refer to the statement contained in your household pack.

HOW DO YOU GET MY VIEWING INFORMATION?

Every day, we download your viewing data via a 'polling process' that normally works through your telephone line. It is a silent, cost-free process, and it won't interrupt any of your telephone calls, should you choose to make any at the time. If you don't have a telephone line, we can provide equipment that allows us to collect the data without one.

EQUIPMENT AND HOUSEHOLD

MY PEOPLEMETER IS INSTALLED, NOW WHAT DO I DO?

As soon as you turn the TV on, your Peoplemeter will ask 'Who Is Present?' All you have to do is press your assigned button on the handset given by the technician and you will be logged in.

WHAT IF I CHANGE ADDRESS?

We will need to check that you are eligible to participate in your new area. If so, we will arrange for our technician to collect the equipment from your old home and install the equipment at your new home. Please contact us as soon as possible to let us know if you are moving.

MY PEOPLEMETER ISN'T WORKING, HOW CAN I FIX THIS?

Do not attempt to fix any issue or unplug the equipment yourself. Please contact us and we will either assist you over the phone or organise for a technician to come and visit you.

CAN I UNPLUG THE PEOPLEMETER?

Please do not unplug the Peoplemeter equipment as this may prevent us from "polling" or downloading the TV information from your system to our central office.

WILL THE PEOPLEMETER USE EXTRA ENERGY?

The meters consume a very minimal amount of electricity. Our tests show that the Peoplemeter uses the same amount of electricity as a basic digital alarm clock.

WHAT HAPPENS IF I GET ANY NEW TV EQUIPMENT (GAMES MACHINES, SET TOP BOXES, NEW TVS OR ANY DEVICE YOU CAN VIEW MEDIA ON) ?

Please contact us to report any new equipment. We may require our Peoplemeter to be adjusted to ensure that your TV viewing is accurately reflected in the ratings.

A NEW PERSON IS LIVING IN, OR HAS LEFT THE HOUSE. DO I NEED TO DO ANYTHING?

Yes, every member of your household counts. Contact us so we can add/remove household members.

MY HOUSEHOLD IS GOING AWAY, WHAT SHOULD I DO?

If you are leaving the power on, press the 'holiday button' on the handset.

If you are turning the power off, please contact us via 1800 502 206 or panelsupport@nielsentam.com.au with the dates of your trip.



WWW.NIELSENTAM.COM.AU



PANELSUPPORT@NIELSENTAM.COM.AU

CONTACT US

1800 502 206

OFFICE HOURS (EST)

MON-THURS: 9am-10pm
FRIDAY: 9am-8pm
SATURDAY: 12pm-5pm
SUNDAY: 1pm-5pm