



## **TAM UPDATE FOR 2009**

### **A) TAM - TELEVISION UNIVERSE UPDATE IN WEEK 1, 2009**

**Question 1 : When is this happening?**

*Answer : The TAM Universe will be updated from Week 1 of 2009*

**Question 2 : Why is this necessary?**

*Answer : The population represented in each market reported by TAM, organically will change either in size or structure. This change needs to be accounted for. This is why the 'Universe Update' becomes critical*

**Question 3 : How will this affect my work?**

*Answer : If you are a..*

**(a) Media Planner –**

- (i) The TRPs & GRPs will not be exactly comparable over 2008 & 2009, since TRPs/GRPs are %age values & the base (universe) is being updated in January 2009.
- (ii) Share Of Voice Analysis will however be unaffected over the two universe periods.
- (iii) If you have plan with a burst crossing over the universe change weeks, you will need to split the burst & evaluate the plans over two different universe periods

(e.g. If your campaign is scheduled to air between 15<sup>th</sup> Dec 2008 to 15<sup>th</sup> Jan 2009, you will need to generate R&F for the period 15<sup>th</sup> -27<sup>th</sup> Dec 2008 (upto week 52, the last week of 2008) & 28<sup>th</sup> Dec 2008 (from week 1, the first week of 2009) – 15<sup>th</sup> Jan 2009 individually)

**(b) Broadcaster -**

- (i) The TRPs & GRPs will not be exactly comparable over 2008 & 2009, since TRPs/GRPs are %age values & the base (universe) is being updated in January 2009.
- (ii) As universes across markets are getting updated, depending upon your channels' reliance on markets, the aggregate TVR/Share at a group market level might change.
- (iii) If you have promo plan with a burst crossing over the universe change weeks, you will need to split the burst & evaluate the plans over two different universe periods (e.g. If your campaign is scheduled to air between 15<sup>th</sup> Dec 2008 to 15<sup>th</sup> Jan 2009, you will need to gather R&F for the period 15<sup>th</sup> – 27<sup>th</sup> Dec 2008 (upto week 52, the last week of 2008) & 28<sup>th</sup> Dec 2008 (from week 1, the first week of 2009) – 15<sup>th</sup> Jan 2009 individually)

**B) NEW MARKETS – REPORTING BY TAM**

**Question 4 : Are any New Markets on the anvil in 2009?**

***Answer : Absolutely. New markets will be provided in two phases –***

- (a) **Phase I** – From Week 1, 2009. Reported Markets will be split finer to enable you to enhance your business planning and implementation.
  - (i) The following markets will be split as follows –
    - 1) *Current MAH 1Mn+ will allow for **Pune** to be analyzed individually. MAH1Mn+ will also be retained (including Pune)*
    - 2) *Current GUJ 1Mn+ will allow for **Ahmedabad** to be analyzed individually. GUJ 1Mn+ will also be retained (including Ahmedabad)*
    - 3) *Current PHCHP 1Mn+ will allow for **P (Punjab)**1Mn+ to be analyzed individually but will also retain the market of PHCHP 1Mn+*
    - 4) *Current PHCHP 0.1-1Mn will allow for **PCHP 0.1-1Mn** to be analyzed individually and will also retain the market of PHCHP 0.1-1Mn*

5) *The Current MP 0.1-1Mn will split into **MP 0.1-1Mn & Chattisgarh 0.1-1Mn**. To get a market equivalent to MP 0.1-1Mn in the years 2007-08, you will need to combine MP 0.1-1Mn & Chattisgarh 0.1-1Mn in the year 2009.*

(b) **Phase II** – From Week 6, 2009. New Markets will be added.

(i) When these markets will report (Week 6 onwards), 4 weeks of back data will be provided as well for the following new markets -

1) *BIHAR 1Mn+*

2) *ASSAM 0.5Mn+*

3) *MAH LCI (Lower than Class 1)*

**Question 5 :**      **If I have more questions pertaining to the Universe update & its impact, what should I do?**

*Answer :*    *We have also enclosed The India Peplemeter Update VI for your ready reference. It is also available on our website [www.tamindia.com](http://www.tamindia.com) The document should satisfy a whole host of your information needs but if you do need more information, please feel free to contact your point-person at TAM. We'll be more than glad to be of assistance.*