

New Total TV codes available to select in Channel selection

The BRC is releasing new Channel codes to the industry to allow for a better understanding of total viewing and share of viewing for all content flighted on TV sets.

Currently we have access to **Broadcast TV Total** only. This code includes total viewing of any content viewed on broadcast channels and excludes any viewing via streaming or other devices on a TV set. Therefore share of viewing has only been based on the broadcast channels.

Over the last couple of years there has been exponential growth in viewing content via streaming or other devices connected to the TV. In light of this, a decision has been taken to release data for **Total TV** viewing on the TV set.

There will now be two choices when running viewing or share of viewing:

1. Broadcast TV
2. Total TV

Broadcast TV Total

- Includes all **Broadcast** channels that are **measured** in TAMS.
- This comprises the broadcast channels that the BRC has instructed Nielsen to measure in TAMS.
- Any broadcast channel for which no instruction has been received from the BRC to measure the channel, is **not included** in Broadcast Total, even if they are flighting content.
- Therefore, not all channels that are broadcasting are measured.

Total TV (new)

- This code includes **ALL** content viewed on a TV set.
- This contains **ALL CONTENT** viewing via various sources including, Broadcast TV, any streaming, viewing via an external device and any channels that are broadcast but are not measured by the BRC.
- NB: It is important to note that it is still viewing on a TV set only. This does not measure streaming or other viewing on any other devices such as smartphones, tablets, and so on.

Apart from having access to Total TV you will now have access to two more new codes that differentiate between non-referenced viewing and non-broadcast device viewing. These two codes, combined with the Broadcast TV Total make up Total TV viewing.

Non-referenced viewing

- Any content that is flighted/streamed directly onto a TV set. This includes:
 - Content viewed on Netflix, Showmax, Youtube and any other source streamed or viewed directly onto the TV set.
 - All the broadcast channels that are not measure in TAMS.
 - Any time-shifted viewing beyond the past 7 days of live broadcast, even if on a measured channel.

Non-broadcast devices viewing

- Any activity that is viewed on the TV set via an external device such as Xbox, a computer, a smartphone, a USB stick and so on.

Note: The content measured within these two codes CANNOT be broken out. There is no way of knowing what people are watching nor the platform on which they are viewing. It is only possible to report on the fact that there was viewing on the TV set that was not from the measured broadcast channels. We have no knowledge or reference of what this viewing is.