

TV advertising is accountable

- Nielsen, overseen by TAM Ireland, provide a gold standard measurement service.
- It delivers minute by minute viewing data by 9am the day after broadcast.
- It reports the performance of a particular programme as well as the viewers to each individual commercial.
- It establishes if a commercial has been viewed or not and if it was viewed at normal speed or fast forwarded.
- TAM Ireland is guided and ratified by all sides – advertisers, agencies and TV companies and agreed to be fair, impartial and robust
- It is precisely because of the need to meet TAM's high standards that reporting non-TV set viewing has taken some time. Our A/V Data Solution is the first step towards this.

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High completion rates



Robust measurement



Full Screen



Brand safe



Sound on



Shared viewing



Viewed by humans



Broadcasters spent over €80million on high quality TV programming in 2017