



PAMCo Newsbites

April 2018

PAMCo Update Countdown to Launch! Introduction

Welcome to the second issue of the PAMCo newsletter in 2018. With each issue, we aim to keep you informed about PAMCo and any related news.

Next week we will be launching the new PAMCo data. It will be available to all subscribers via the bureaux on the 9th April, and will be embargoed until 8:59am on the 19th April. For the first time users will be able to plan de-duplicated reach and frequency campaigns across all platforms unlocking significant untapped audiences.

Please keep reading for a full update.



FAQs

For any questions you may have, please [click here](#) to view the PAMCo FAQ's.

New PAMCo website - Subscribers section

As part of the new PAMCo website, we have completely redesigned the subscribers section. Whilst you will be able to access topline data results on the open access part our new website from the 19th April, the subscriber section will go live on 9th April and will allow you more detailed analysis including an increased number of demographics to review. If you'd like to access the PAMCo subscribers section on the website once it has launched, you will need to register for a new log in.

Please contact Roke (roke@pamco.co.uk) who will arrange for this.

2018 Data release dates

	Data Period	Release date	Embargoed until
PAMCo 1 2018	Jan '17 – Dec '17 (Nov comScore data)	9th April 2018	08:59am 19th April 2018
PAMCo 2 2018	Apr '17 – Mar '18 (Feb comScore data)	11th June 2018	08:59am 18th June 2018 (tbc)
PAMCo 3 2018	Jul '17 – June '18 (May comScore data)	10th September 2018 (tbc)	08:59am 17th September 2018 (tbc)
PAMCo 4 2018	Oct '17 – Sep '18 (Sep comScore data)	10th December 2018 (tbc)	08:59am 12th December 2018 (tbc)

Training & Education plan

Introduction to PAMCo data
To learn about the brand new PAMCo currency, we will be holding 'Introduction to PAMCo data' training sessions for all subscribers. These sessions will be held twice weekly from week commencing 23rd April 2018 at the PAMCo office and are open to all.



	Date	Time
April	24th	9:30am
	25th	4:00pm
May	1st	9:30am
	2nd	4:00pm
	9th	9:30am
	10th	9:30am
	15th	9:30am
	16th	9:30am
	23rd	4:00pm
	29th	9:30am
	30th	4:00pm
June	5th	9:30am
	6th	4:00pm
	12th	9:30am
	13th	4:00pm
	19th	9:30am
	20th	4:00pm
	26th	9:30am
	27th	4:00pm

If you are unable to attend any of the dates listed above at our offices or if you would like us to present to your whole team at your office, we are happy to arrange this on request from w/c 30th April 2018.

For more information and to book yourself onto a training session please contact Rosie Grundy on rosie@pamco.co.uk

Bureaux training
To gain an understanding of the full utility of the data, we urge stakeholders to arrange direct bureaux training with Kantar, Nielsen or Telmar.



The PAMCo Conference

PAMCo will be hosting a conference on the 22nd May celebrating the new published media currency. Following the launch of PAMCo data, we would like to take the opportunity to explore with subscribers what the new data has to offer and hear from a selection of industry thought leaders on how they are using it. As part of this conference, we will also be hosting separate bureau presentations run by IMS Clear Decisions, Kantar and Telmar who will take their users through the utility of the data within their systems.

Invites will be sent out shortly.

Connect with us!

Please follow us on Twitter and connect with us on Linkedin! We promise to keep you up-to-date with the latest industry news, insights and announcements...

