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

please click here to view the PAMCo FAQ's.

For any questions you may have.

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 i Cilou	neicuse date	Linda Soca and
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)

plan Introduction to PAMCo data To learn about the brand new PAMCo currency,

Training & Education

training sessions for all subscribers.

Date

24th

25th

April

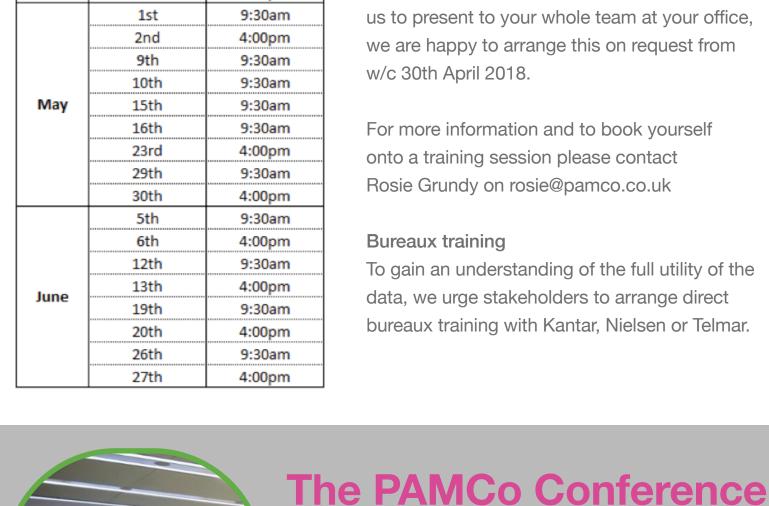
These sessions will be held twice weekly from week commencing 23rd April 2018 at the PAMCo office and are open to all.

Time

9:30am

4:00pm

we will be holding 'Introduction to PAMCo data'





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

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,

bureaux training with Kantar, Nielsen or Telmar.

Bureaux training

To gain an understanding of the full utility of the

data, we urge stakeholders to arrange direct



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