

2021-2022 VAM Monthly Release Schedule



We have prepared additional material to assist you and your teams:

Feel free to watch our "**How to read VAM Data: Video**" or read our "**How to Read VAM Data: Reference Guide**" document for additional information in our **VAM Resources** (<https://numeris.ca/vam/resources/>).

You can also refer to our "**Glossary of Terms**" (<https://numeris.ca/glossary/>) should you need any help around frequently used terms about Cross-Platform, Cross-Media audience measurement solutions.

If you have any questions, please visit our **website** (<https://numeris.ca/>) or contact your **Client Services Executive** (csrequests@numeris.ca).

| BROADCAST WEEKS | BROADCAST MONTH | MEASUREMENT WEEKS | DATE OF VAM MONTHLY RELEASE* |
|------------------------|------------------------|---------------------------------------|-------------------------------------|
| 1 - 4 | September | August 30, 2021 - September 26, 2021 | November 24, 2021 |
| 5 - 9 | October | September 27, 2021 - October 31, 2021 | December 15, 2021 |
| 10 - 13 | November | November 01, 2021 - November 28, 2021 | December 22, 2021 |
| 14 - 17 | December | November 29, 2021 - December 26, 2021 | January 19, 2022 |
| 18 - 22 | January | December 27, 2021 - January 30, 2022 | February 28, 2022 |
| 23 - 26 | February | January 31, 2022 - February 27, 2022 | March 23, 2022 |
| 27 - 30 | March | February 28, 2022 - March 27, 2022 | April 20, 2022 |
| 31 - 34 | April | March 28, 2021 - April 24, 2022 | May 18, 2022 |
| 35 - 39 | May | April 25, 2022 - May 29, 2022 | June 23, 2022 |
| 40 - 43 | June | May 30, 2022 - June 26, 2022 | July 21, 2022 |
| 44 - 48 | July | June 27, 2022 - July 31, 2022 | August 25, 2022 |
| 49 - 52 | August | August 01, 2022 - August 28, 2022 | September 22, 2022 |

*Subject to change

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| 44 - 48 | July | June 26, 2023 - July 30, 2023 | August 24, 2023 |
| 49 - 52 | August | July 31, 2023 - August 27, 2023 | September 21, 2023 |

*Delivery moved by 1 day due to statutory holiday

**Subject to change

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