

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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