

## 2024-2025 VAM Monthly Release Schedule

We have prepared additional material to assist you:

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 the **Client Solutions Group** ([csrequests@numeris.ca](mailto:csrequests@numeris.ca)).



BROADCAST WEEKS	BROADCAST MONTH	MEASUREMENT WEEKS	DATE OF VAM MONTHLY RELEASE
Weeks 1 - 5	September	August 26, 2024 - September 29, 2024	October 25, 2024*
Weeks 6 - 9	October	September 30, 2024 - October 27, 2024	November 21, 2024
Weeks 10 - 13	November	October 28, 2024 - November 24, 2024	December 19, 2024
Weeks 14 - 18	December	November 25, 2024 - December 29, 2024	January 23, 2025
Weeks 19 - 22	January	December 30, 2024 - January 26, 2025	February 21, 2025*
Weeks 23 - 26	February	January 27, 2025 - February 23, 2025	March 20, 2025
Weeks 27 - 31	March	February 24, 2025 - March 30, 2025	April 24, 2025
Weeks 32 - 35	April	March 31, 2025 - April 27, 2025	May 23, 2025*
Weeks 36 - 39	May	April 28, 2025 - May 25, 2025	June 19, 2025
Weeks 40 - 44	June	May 26, 2025 - June 29, 2025	July 24, 2025
Weeks 45 - 48	July	June 30, 2025 - July 27, 2025	August 21, 2025
Weeks 49 - 53	August	July 28, 2025 - August 31, 2025	September 25, 2025

Subject to change

\*Delivery moved by 1 day due to statutory holiday

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