

Virtual Australia (VOZ)

The foundation of Australia's new
Total TV reporting standard.

VOZ brings together broadcast viewing on TV sets and connected devices (connected TVs, desktop/laptop computers, tablets and smartphones) to provide all-screen, cross-platform planning and reporting for Australia's television industry. It will deliver step change in the way Australian television is measured and evaluated.

Why VOZ matters

The Total TV database will deliver a much clearer picture of viewing on all screen types, inside and outside homes.

What VOZ means for the media industry

VOZ will be the all-screen, cross-platform planning and reporting standard for Australia's television industry.

The VOZ Total TV database provides a representative, modelled population of approximately 26 million Australians.

VOZ draws upon the currency linear TV ratings estimates derived from 20,000+ viewers in OzTAM and Regional TAM panel homes, and 14 million devices streaming TV content (broadcaster video on demand, or 'BVOD'), to deliver a single, detailed database.

VOZ PROVIDES

A NATIONAL VIEW

VOZ offers Australia's first truly national picture of Total Television viewing, bringing together metro and regional viewing of linear TV as well as broadcast viewing on connected devices. It enables broadcasters, advertisers and marketers to plan and post-analyse campaigns by individual market(s) and nationally.

TOTAL TV REPORTING

Australia's first Total TV all-screen audience report reveals who is watching, what they're watching, how long they spend watching and the screens they're watching on.

TOTAL TV IS

an objective, transparent and standard metric to evaluate TV performance across all screens and platforms.



VOZ Dimensions



Frequency

Daily (delivered Day +2)



Coverage

National (including 'Rest of Australia'), Metro and Regional: five mainland capital cities and individual aggregated regional markets



Viewing Type

Overnight & Consolidated 7, 'What Watched' reporting and the capability to deliver 'When Watched' reporting



Demographics

A core subset of age/gender demographics will evolve to include all standard television audience measurement (TAM) demographics



Screen Types

TV set, desktop/laptop computer, smartphone, tablet



Metrics

BVOD incremental reach, audience, cumulative reach, time spent viewing (and other standard TAM metrics)

Using VOZ

Various analysis, planning and evaluation tools will enable access to VOZ data, such as:

- VOZ all-screen reporting dashboard
- VOZ reach & frequency (R&F) portal
- Third party software suppliers (TPSS: L&J eVOZ, Broadcast Map's TV Map)
- Weekly market reports and insights available on the VOZ website

VOZ PROVIDES

CROSS-SCREEN CAMPAIGN PLANNING AND EVALUATION

Australia's first de-duplicated broadcast TV audience estimates, revealing:

- Combined reach of TV and BVOD
- Optimal TV and BVOD allocation for target audience(s)
- Optimal cross-screen mix

Plan and evaluate delivery across broadcasters, screens and devices over time.

Evaluate cost efficiencies and campaign spend, informing:

- Budget allocation across TV and BVOD
 - BVOD incremental reach
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ADVANCED AUDIENCE SEGMENTATION

VOZ has been built to allow for the future development of a common set of audience groups or segments to be created to reflect buying behaviour and support planning and post-analysis beyond standard age/gender demographics.

