

VOZ R&F PORTAL

Report cross platform campaign reach & frequency across linear TV and BVOD

The VOZ R&F Portal is a web tool developed for media agencies to run post-campaign reach and frequency analysis using the Virtual Australia (VOZ) integrated Total TV database.

Agencies can set up campaigns, upload linear TV spots and ask broadcasters to upload BVOD impressions within the VOZ R&F Portal.

The VOZ R&F Portal follows industry best practices, it is built to ensure each campaign is secure, and protects unauthorised users from accessing information.

Files (1) **RnF Report**

National Total TV ▼ Total People ▼ Total TV ▼

By Week ▼ 000's ▼ Effective Reach ▼

Week	UE	Gross AUD	R1 +	R2 +	R3 +	R4 +	R5 +	R6 +	R7 +	R8 +	R9 +	R10 +	R11 +	R12 +	R13 +	R14 +	R15 +
202007	25,777,120	6,328,813	1,982,439	1,237,581	836,178	574,606	396,139	292,033	204,217	154,688	124,582	101,204	72,913	61,027	48,849	40,214	35,480
202008	25,777,120	13,866,385	2,480,533	1,830,442	1,463,890	1,217,115	989,837	817,683	701,043	594,951	490,141	424,312	368,988	317,403	274,727	237,922	201,878
202009	25,777,120	5,965,530	1,785,018	1,087,568	756,617	535,065	403,641	312,613	228,391	166,561	134,219	108,004	86,677	65,035	54,216	44,886	34,088
202010	25,777,120	15,702,276	2,405,710	1,869,219	1,503,257	1,249,559	1,022,077	875,286	741,156	638,595	560,648	502,803	452,162	393,197	347,017	301,455	263,259
202011	25,777,120	11,772	10,113	1,659	0	0	0	0	0	0	0	0	0	0	0	0	0

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Once linear TV spots or BVOD impressions (or both) are processed, agencies can choose to view the report – either online or offline – using the following parameters:

- Markets including national Total TV, metro and regional totals; individual metropolitan cities (including overlap); individual regional aggregate markets (including overlap)
- A core subset of age/gender demographics
- Platforms including linear TV, BVOD, or both
- Report results in weekly or cumulative reach totals
- Results in Total Effective or Total Exact reach

Notes

- Viewing aggregation uses Consolidated 7 viewing data for linear TV spot(s) and BVOD impression(s) date and time, subject to VOZ consolidated data at time of report
- A core subset of age/gender demographics will evolve to include all standard TAM demographics
- STV is not currently supported

How to get started

- Available to subscribers of both OzTAM & Regional TAM elemental data
- Login credentials needed to access via web portal & API

Speak to an OzTAM representative to find out more

