

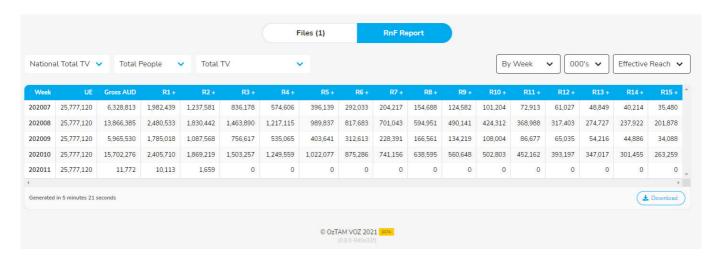
VOZ R&F PORTAL

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.



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

