

# VOZ SUBSCRIBER & DATA ACCESS GUIDE v1.1

## How to access and interact with the VOZ database

### Introduction

This document details the eligibility criteria for receiving the VOZ elemental database and outlines various options for access.

### What is VOZ?

VOZ brings together broadcaster content viewed on TV sets (OzTAM and Regional TAM TV ratings) and connected devices (OzTAM's VPM service which captures online-delivered TV content, or 'BVOD') in a single detailed database. Developed by OzTAM, Regional TAM and Nielsen, VOZ provides all-screen, cross-platform planning and reporting for Australia's television industry.

### What does VOZ deliver?

The VOZ database delivers the complete picture of the Total TV audience, including:

- linear TV & BVOD audiences, and all standard TAM metrics.
- BVOD viewing by device type.
- National Total TV (free-to-air only as well as subscription TV homes across existing TV markets in metropolitan and regional coverage areas including Rest of Australia\*. State-based metropolitan and regional combinations are also available along with a National STV market representation.
- a core subset of age/gender demographics at launch will evolve to include all standard television audience measurement demographics.

\*combined TV markets of Darwin, Remote Central + Mt Isa, Griffith, Mildura, Spencer Gulf (Port Pirie/ Broken Hill) & Riverland/Mt Gambier

### Who is eligible to receive VOZ data?

VOZ data will be made available to current subscribers of both OzTAM and Regional TAM elemental data, with an additional requirement for Regional TAM licensees to subscribe to daily Regional TAM data including Regional WA.

Access to VOZ data is based on the lowest level of subscription e.g., if the subscription to OzTAM is weekly, VOZ data will be delivered weekly.

### What will VOZ data cost?

At present there is no additional charge for VOZ data over and above the existing fees currently payable for OzTAM and Regional TAM elemental data.

### What does the VOZ database comprise?

There are three core components used to construct the VOZ database:

- **VOZ Population (POP)**  
modelled data of approximately 26 million records which represent all Australian 'individuals' and their attributes.
- **Respondent Level Data (RLD)**  
capturing all content-level viewing for each of the ~26 million 'individuals' in the POP.
- **Content Identification Master File (CIMF)**  
containing the metadata for all content event items, including program names, across linear TV channels and BVOD platforms.



# ACCESSING THE VOZ DATABASE

VOZ subscribers have a choice of data access options.

## Third Party Software Suppliers (TPSS)

VOZ elemental data can only be accessed using Gold Standard accredited third party software. The OzTAM Gold Standard ensures the consistent calculation of audience estimates within various software applications. The current OzTAM Gold Standard TAM accredited suppliers listed below have developed their systems and enhanced their analysis tools to integrate the new VOZ database and are working with OzTAM to gain Gold Standard accreditation for VOZ.

| Company          | Software  | Version          |
|------------------|-----------|------------------|
| Broadcast Map    | TV Map    | 3.0.0 accredited |
| Nielsen (L&J)    | eTAM VOZ  | TBA              |
| Day 8 Technology | MediaWise | TBA              |

## VOZ Reach & Frequency Portal

An OzTAM-developed web access portal enables agencies and broadcasters to upload cross-screen campaigns and evaluate R&F results. The portal processes an individual campaign at a time with sourcing and creating the campaign the responsibility of the user. The portal can be accessed via a web-based UI or via an API.

The VOZ R&F Portal facilitates:

1. The submission of input files for linear TV spots and BVOD impressions from agencies and broadcasters
2. Execution of reach & frequency calculations
3. Delivery of campaign reach & frequency reports to agencies and broadcasters

## VOZ Dashboard

An interactive program-based reporting dashboard developed by Nielsen and accessed via Tableau software can be accessed using individual user login credentials. The VOZ dashboard is based on weekly Consolidated 7 'What Watched' data – for linear TV and BVOD – nationally and by market and is updated each Thursday for the most recent Consolidated week. Reporting includes:

- Average Audience, Cumulative Audience and Cumulative Reach program rankings
- Proportion of audience by screen type
- Average Time Spent Viewing by program
- Program Audience Profile and Indexes



## VOZ data delivery schedule

VOZ elemental data is delivered daily, two days after the research day according to the following schedule:

| VOZ research day | Delivery day | Delivery time |
|------------------|--------------|---------------|
| Saturday         | Wednesday    | 11am          |
| Sunday           | Wednesday    | 11am          |
| Monday           | Wednesday    | 3.30pm        |
| Tuesday          | Thursday     | 3.30pm        |
| Wednesday        | Friday       | 3.30pm        |
| Thursday         | Monday       | 11am          |
| Friday           | Tuesday      | 3.30pm        |

## VOZ reporting and data insights will be freely available on the Virtual Australia website

### VOZ Market Reports

A fixed set of weekly reports based on Consolidated 7 'What Watched' data are available on the VOZ website and updated each Friday. These reports include:

- Total TV Top 20 Programs: Consolidated 7 linear TV and BVOD Audience
- BVOD Top 20 Programs: Consolidated 7 BVOD Audience
- Total TV Reach: All day, Consolidated 7 Weekly Cumulative 1 Minute Reach linear TV and BVOD

### VOZ Insights

Insights gleaned from VOZ Total TV data will also be available on the website.

## Fee-based bespoke reporting service

### VOZ ad hoc and custom reports

OzTAM provides a reporting service for TAM linear TV data to companies not subscribing to daily elemental data and is planning on providing a similar service for VOZ data in due course.

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For more information go to [virtualoz.com.au](http://virtualoz.com.au)

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