

Virtual Australia (VOZ)

VOZ is the foundation of Australia's new
Total TV reporting standard.

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

Why VOZ matters

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

What VOZ means for the media industry

VOZ is Australia's all-screen, cross-platform planning and reporting television industry standard,

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

VOZ draws upon the currency broadcast TV ratings estimates derived from 20,000+ viewers in OzTAM and Regional TAM panel homes plus Rest of Australia, and 16+ million devices streaming TV content every month (broadcaster video on demand, or 'BVOD'), to deliver a single, detailed database.

VOZ PROVIDES

A NATIONAL VIEW

VOZ offers a truly national picture of content consumption and campaign performance across all screens.

It enables broadcasters, advertisers and marketers to plan and post-analyse campaigns by individual metropolitan and regional market(s), and nationally.

TOTAL TV REPORTING

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

VOZ TOTAL TV IS

an objective and transparent single source of all-screen truth, aligning broadcast TV (TAM) and BVOD (VPM) measurement.



VOZ Dimensions



Frequency

Daily next day data delivered as per current TAM service using pre and post logs.



Coverage

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



Viewing Type

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



Demographics

A core subset of age/gender and grocery shopper demographics will be expanded over time.



Screen Types

TV set, computer, smartphone, tablet



Metrics

Existing TAM metrics: audience, TARP, reach, share etc. **New Total TV** metrics: audience, time spent viewing, only-only-both reach, BVOD incremental reach etc

Using VOZ

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

- VOZ reach & frequency (R&F) portal
- VOZ Gold Standard accredited third party software suppliers (TPSS): Nielsen L&J, Broadcast Map, Day8 and Tech Edge.
- VOZ website reports and insights

VOZ DELIVERS

CROSS-SCREEN CAMPAIGN PLANNING AND EVALUATION

- All broadcast TV and BVOD viewing: live, on-demand, by device, de-duplicated.
- Person-level exposure to broadcaster content across all screens, allowing unique viewers to be counted. That means people who have been exposed many times across screens can be counted as just one viewer reached in VOZ Total TV reach estimates.
- Incremental BVOD reach determines total broadcast TV reach, capturing younger and hard-to-find audiences.
- Plan and evaluate delivery across broadcasters, screens and devices over time.
- Re-define metro and regional broadcast TV only campaign reach objectives to a single national cross-screen campaign performance measure.
- Supports continuity of current business practices, with future-facing design to evolve with industry wants and needs.

