

# VOZ SUBSCRIBER & DATA ACCESS GUIDE

## 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 Total TV audience, including:

- Broadcast TV & BVOD audiences, and all standard TAM metrics.
- BVOD viewing by device type.
- National Total TV viewing estimates (free-to-air only as well as subscription TV homes across existing TV markets in metropolitan and regional coverage areas, including the new aggregate Rest of Australia\* market. State-based metropolitan and regional combinations are also available.
- A core subset of age/gender and grocery shopper demographics will evolve over time.

### Who is eligible to receive VOZ data?

VOZ data will be made available to current subscribers to both OzTAM (Metropolitan Total TV & National Subscription TV) and Regional TAM (including Regional WA) elemental data.

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.

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



# 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	TBA
Nielsen (L&J)	eTAM VOZ	TBA
Day 8 Technology	MediaWise	TBA
TechEdge	AdvantEdge	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 one individual campaign at a time with sourcing; creating the campaign is the user's responsibility. 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 broadcast TV spots and BVOD impressions from agencies and broadcasters
2. Execution of R&F calculations
3. Delivery of campaign R&F reports to agencies and broadcasters

## VOZ data delivery schedule

VOZ data is delivered overnight for the previous day at 1.00pm based on preliminary log information. Overnight data based on confirmed log information is released the following day (Saturday, Sunday, Monday data delivered on Tuesdays) at 1.00pm. Note: further optimisation of delivery time is included in the VOZ 2023 roadmap.



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

## VOZ Market Reports

A fixed set of reports are available on the VOZ website. These reports include:

### Daily

- Total TV Overnight Top 30 Programs: broadcast TV and BVOD Audience
- Total TV Consolidated 7 Top 30 Programs: broadcast TV, BVOD Audience and % lift on Overnight

### Weekly

- Total TV Consolidated 7 Top 20 Programs: Consolidated 7 broadcast TV and BVOD Audience
- Total TV 'When Watched' Reach: All day, Cumulative Reach, broadcast TV and BVOD by demographic

## VOZ Insights

VOZ insights are available on the website.

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

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