

# VOZ FAQs v2.3

## Quick answers to commonly asked questions about VOZ.

### What is VOZ?

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

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. Conceived and developed by OzTAM, Regional TAM and Nielsen, VOZ provides all-screen, cross-platform planning and reporting for Australia's television industry.

### Why is it called 'Virtual Australia'?

OzTAM, Regional TAM and Nielsen have designed a database to represent the entire Australian population, a 'Virtual Australia'.

The Television Audience Measurement (TAM) service uses a robust and large-scale national Establishment Survey that collects data from 65,000+ interviews each year about respondents' homes, TV viewing technologies in the home, and the demographics of their household members. The VOZ database is constructed to contain approximately 27 million synthesised 'individuals' to represent the profile of all Australians.

### Why is VOZ needed?

Australian TV viewing patterns are changing, thanks to the explosion in content, platform and device choice. The average Australian home now has 1.8 TV sets but 6.6 screens in total, and people are using all of them to watch television throughout the day – inside and outside the home. A small but growing number of people do not have access to a TV set, yet they stream broadcast content online. OzTAM, Regional TAM and Nielsen have built VOZ to capture the TV viewing that takes place on all screens.

### What does VOZ comprise?

VOZ captures 'Total TV', that is: viewing of metropolitan, regional and subscription TV broadcasters' (linear) TV content (whether viewed live or played back through the TV set up to 28 days of original broadcast) and also internet-delivered broadcaster video on demand (BVOD) services. Participating BVOD broadcasters: ABC, Seven Network, Nine Network, Network 10, SBS and Foxtel.

### What does VOZ offer?

VOZ delivers Australia's first:

1. Truly national database of Total TV viewing.
2. De-duplicated audience estimates of all the broadcaster content available via broadcast TV or streamed via a connected phone, tablet, computer or TV set ('Total TV').
3. Total TV audience metrics, including the amount of time people spend watching broadcaster content, the profile of the audience watching, and the time they spend with various platforms and screen types.

### What benefits does VOZ bring?

VOZ crystallises Australia's Total TV picture:

- **Advertisers and media agencies** can create and post-evaluate media plans encompassing TV inventory across all broadcast channels and devices and manage cross-screen campaigns – including de-duplicated cross-device audience reach goals right up to a national level.
- **TV networks** can get a complete picture of the audience consuming their content over time and across screens, determine BVOD incremental reach, and optimise their offer across all channels, markets, platforms and devices.



- **The media industry** gains an objective and transparent Total TV picture of broadcast consumption and campaign performance across all screens in one dataset, nationally.

### How does VOZ work?

1. VOZ brings broadcast TV ratings estimates derived from 20,000+ viewers in OzTAM, Regional TAM and Rest of Australia panel homes, and 16+ million devices streaming TV content (broadcaster video on demand, or 'BVOD'), together in a single, detailed database.
2. The VOZ database is constructed to contain approximately 27 million synthesised 'individuals' to represent the profile of all Australians using:
  - National Establishment Survey data (65,000+ surveys per year);
  - Gold Standard TV ratings calculations based on the actual viewing behaviour of 20,000+ individuals in OzTAM, Regional TAM and Rest of Australia panel homes;
  - Information from streaming TV meters (STVMs) installed in 2,500+ TV panel homes; and,
  - Census level OzTAM VPM (Video Player Measurement) data on 16+ million connected devices playing TV content.

### How can VOZ data be accessed?

Various analysis, planning and evaluation tools enable data subscribers to access VOZ data, including the VOZ reach & frequency (R&F) Portal and third-party software suppliers (TPSS). In addition, top line VOZ reports are available via the VOZ website.

### What markets does VOZ cover?

VOZ provides full national coverage which includes free-to-air and subscription television channels viewed in metropolitan and regional TV markets (including overlap areas) as well as 'Rest of Australia' aggregate market. Rest of Australia refers to all other regions of Australia outside of the existing OzTAM and Regional TAM markets, including the combined TV markets of Darwin, Remote Central + Mt Isa, Griffith, Mildura, Spencer Gulf (Port Pirie/Broken Hill) and Riverland/Mt Gambier.

### Which demographics are available in VOZ?

As part of the construction of VOZ, OzTAM's VPM census level data is enhanced via BVOD demographic modelling to deliver person-based estimates of viewing to live and video on-demand streaming broadcaster content.

The demographics available in VOZ (shown in blue below) reflect the demographics currently in the BVOD demographic model and will evolve over time. Additional demographics (35-54, 35-64 and Grocery Shoppers) are included in the VOZ Quarter Hour files and VOZ R&F Portal for broadcast TV but are not available for BVOD results in the VOZ Total TV database.

	Children	People	Females	Males	Grocery Shoppers
00+					
00-17					
00-04					
05-12					
13-17					
00-39					
13+					
13-24					
13-39					
13-54					
16-39					
18+					
18-24					
18-39					
18-49					
18-54					
25+					
25-39					
25-54					
35-54					
35-64					
40+					
40-54					
55+					
55-64					
65+					
Plus Children					

### When will VOZ become currency?

The target date for VOZ to become currency is calendar year 2024 with VOZ-based trading through VOZ-derived TAM Quarter Hour files after agencies and broadcasters have had time to systematically work towards this transition. TAM Quarter Hour audience files derived from VOZ will be identical in structure and frequency but with a reduced set of demographics. OzTAM, Regional TAM and the broadcasters aim for minimal disruption in order to preserve business continuity.



## Does broadcast TV and BVOD viewing continue to be reported separately?

Through 2024, broadcast TV and BVOD will continue to be reported separately (in OzTAM and Regional TAM TV ratings, and OzTAM's Video Player Measurement (VPM) service, respectively) allowing a period of transition for the industry.

## Is VOZ reporting available on an Overnight and Consolidated 7 basis?

VOZ delivers Overnight and Consolidated 7-day data reporting (traditional 'What Watched' reporting), although the VOZ database also provides the capability to deliver 'When Watched' reporting.

The TAM (OzTAM and Regional TAM TV ratings) databases are produced, and reporting is delivered, on a 'What Watched' basis. That means viewing, whenever it takes place during the seven days following original broadcast (such as time-shifted a few days later), is attributed back to the time that the program first went to air. In other words, viewing is consolidated to the broadcast TV event.

VOZ databases are produced on a 'When Watched' basis, and offer both 'What Watched' and 'When Watched' reporting capabilities.

In 'When Watched' reporting, viewing is attributed to the time that the content was actually viewed. This is an important new perspective that VOZ offers on how broadcaster content is consumed over time, because a 'When Watched' database is able to show when that program was actually viewed, thereby revealing the 'long tail' of audience behaviour. Because the viewer determines the time at which they watch the content, BVOD viewing is, by definition, 'When Watched'.

As VOZ is created as a 'When Watched' database, it is possible to accumulate up to 28 days (current operational parameters of the TAM service) of time-shifted viewing. However, the core service delivery for VOZ of Overnight and Consolidated 7 data aligns with the current commercial trading framework. With respect to program rankings and audience thousands, VOZ is able to report on the same Consolidated 7 (i.e., 'What Watched') basis as the TV ratings service, to facilitate user analysis.

## When is VOZ data delivered?

VOZ data is delivered overnight for the previous day at 11:30am\* based on preliminary program log information. Overnight data based on confirmed program log information is released the following day (Saturday, Sunday, Monday data delivered on Tuesdays) at 11:30am. \*Further optimisation of delivery time is included in the VOZ 2024 roadmap.

## When is VOZ data available from?

VOZ 5.0 data VOZ was released 1<sup>st</sup> May 2023 for research day Sunday 30<sup>th</sup> April with back data available from the start of the 2022 research year (26<sup>th</sup> December 2021).

## Should viewers be concerned for their privacy?

User data that contributes to VOZ is fully anonymised. All OzTAM and Regional TAM TV audience measurement panel households opt-in with full consent. OzTAM and Regional TAM collect no information that can identify the person(s) that owns or uses individual devices. With respect to viewing on connected devices, users have given their consent to the broadcasters to use broadcasters' websites and/or apps. The streaming TV meters only look for broadcast viewing activity and platform level IP addresses for over-the-top and subscription video-on-demand (SVOD) services. VOZ and the elements needed to deliver it meet Australian privacy standards.

## Does VOZ capture subscription video-on-demand (SVOD) services or video watched on YouTube or Facebook?

While VOZ is technically capable of reporting SVOD and other video providers, current specifications of the VOZ service covers television broadcast content only.

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

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