

# 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)

OzTAM continues to foster an open software market for its data, which provides subscribing clients a choice of software suppliers that operate within the OzTAM Gold Standard accreditation process. The following TPSS are actively investing to develop and supply software solutions for the processing of OzTAM's VOZ data. All four TPSS have accredited modules in market as listed below:

VOZ Gold Standard Accredited Third Party Software Modules to Date		
Company	Software	Modules
Broadcast Map	TVmap	TVmap VOZ Reach & Frequency TVmap VOZ Reach Curves TVmap VOZ Ranking Report TVmap VOZ Analyzer
Landsberry & James – A Nielsen Company	eTAM VOZ	Visual Schedule Builder (metro spot schedule R&F)
Day 8 Technology	Rf8 Technology	<b>RF8</b> Technology Dashboard: Top Programs by Audience Excelr8
TechEdge	AdvantEdge	Time Module

## 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 11.30am 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 11.30am. Note: further optimisation of delivery time is included in the VOZ 2024 roadmap.



VOZ reporting and data insights is freely available on the Virtual Australia website.

## VOZ Market Reports

A fixed set of reports are available on the VOZ website [virtualoz.com.au/market-reports/](https://virtualoz.com.au/market-reports/)

These reports include:

- 1) **Daily Total TV Overnight Top 30 programs**
  - Free-to-Air programs ranked on National Total TV reach.
  - Total TV National and BVOD audience thousands for the top 30 programs
  - Overnight National cumulative reach of Total TV, Broadcast TV and BVOD is broken out at the top of the report.
  - Demographics: Total Ppl, Ppl 25-54, Ppl 16-39, Grocery Shoppers (18+)
- 2) **Daily Total TV Consolidated 7 Top 30 programs**
  - Free-to Air programs ranked on National Total TV reach for the most recent Consolidated 7-day.
  - Total TV National and BVOD audience thousands for the top 30 programs over the most recent Consolidated 7-day period
  - 7-day National cumulative reach of Total TV, Broadcast TV and BVOD is broken out at the top of the report.
  - Demographics: Total Ppl, Ppl 25-54, Ppl 16-39, Grocery Shoppers (18+)
- 3) Weekly Total TV 'When Watched' Reach: All day, Cumulative Reach, broadcast TV and BVOD by demographic.

## VOZ Insights

VOZ insights are also available on the website [virtualoz.com.au/insights/](https://virtualoz.com.au/insights/)

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

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