



# VOZ DATA USE GUIDE

This document provides a guide to working with the latest VOZ data.

## What is VOZ?

VOZ is the foundation of Australia's new Total TV reporting standard, enabling all-screen, cross-platform planning and reporting.

VOZ brings together broadcaster content viewed on:

- a) TV sets: 'broadcast TV', which is measured by OzTAM and Regional TAM's TV ratings services, plus;
- b) Connected devices: 'BVOD', or broadcaster video on demand, which is measured by OzTAM's VPM reporting service.

VOZ is a minute-by-minute viewing database created using 'When Watched' data, although it offers both 'What Watched' and 'When Watched' reporting capabilities.

## Treatment of Spill

'Free-to-Air (FTA) Broadcast TV 'Spill' relates to viewing to broadcast channels transmitted from a market that is outside of the market being analysed.

There are some metropolitan and regional markets that overlap (Sydney/Newcastle, Melbourne/Gippsland, Brisbane/Northern Rivers and Brisbane/Maryborough).

The viewing by people in an overlap area will contribute to the market that the broadcast originates from. The viewing in a non-overlap area to a broadcast from an adjacent market ('spill viewing') is excluded.

For example, the viewing to a broadcast that originates from Sydney by a viewer in regional Wollongong is excluded. The viewing to a broadcast that originates from NNSW Northern Rivers by a person in Brisbane, outside the overlap area, is excluded. The viewing to a broadcast that originated from the Northern Rivers by a person in Brisbane/NNSW Northern Rivers overlap area is included into the NNSW Northern Rivers result.

## De-duplication

VOZ provides true national, de-duplicated audience and reach & frequency estimates of all-screen broadcast TV and BVOD viewing. There are three types of duplication addressed in VOZ methodology:

### 1) National view

- VOZ unifies metropolitan and regional viewing to a national picture, accommodating viewing in overlap market areas ('spill' viewing) and including a new regional market, Rest of Australia, which is not included in TAM.

### 2) Service Measurement Duplication

- The VOZ database is produced to remove duplication of viewing that can arise by bringing together two measurement services to a TV set i.e., TAM (broadcast TV) and VPM (BVOD).
- It is possible that current TAM measurement devices in TAM panel homes are picking up BVOD streaming viewing on connected TV sets that correspond to broadcast TV references.
- The same BVOD viewing is then being measured in VPM through SDKs.

Current approach to resolving duplication:

- VOZ 5.0 introduces a modelled approach to treat duplication via a post-production process to identify and remove matched viewing sessions from broadcast TV estimates and preserve them in BVOD estimates – creating a de-duplicated estimate for Total TV dayparts and program estimates.
- On average across the day this modelled approach removes approximately 2% of broadcast TV viewing sessions. Note that the level of duplication can vary by channel, daypart and program.

### 3) Person level

VOZ derives person-level exposure to broadcaster content and advertising across all screens (TV sets, tablets, PCs and smartphones), 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.

## Available markets for analysis

National Total TV (free-to-air only as well as subscription TV homes across existing TV markets in Metropolitan, Regional and Rest of Australia).

5 City Metro and individual metropolitan cities, including overlap:

- Sydney
- Melbourne
- Brisbane
- Adelaide
- Perth

Regional (including Rest of Australia) and individual Aggregate Markets (Sub Market level information will be available in quarter hour trading files only), including overlap:

- Queensland (QLD)
- Northern NSW (NNSW)
- Southern NSW (SNSW)

- Victoria (VIC)
- Tasmania (TAS)
- Regional WA (RegWA)
- Rest of Australia (RoA) - includes the combined 'solus' TV markets of Darwin, Remote Central + Mt Isa, Griffith, Mildura, Spencer Gulf (Port Pirie/Broken Hill) and Riverland/Mt Gambier. Due to sample size constraints, reporting is only available at the Rest of Australia aggregate level.

Market combinations include

- Combined SYD / NNSW / SNSW
- Combined MEL /VIC
- Combined BRI / QLD
- Combined PER / RWA

## 'When Watched' vs 'What Watched' viewing data

### 'What Watched'

- Measurement and reporting of viewing to broadcast TV content, whether live or in playback, attributed to the time of original broadcast.
- BVOD reporting of viewing to live and on-demand streamed content up to seven days from broadcast.
- Broadcast TV playback and VOD can only be accumulated from one reference week of content, i.e.,
  - Broadcast live on broadcast TV and played back through the TV set up to 28 days later
  - Content posted to stream from BVOD platforms

### 'When Watched'

- Measurement and reporting of viewing to broadcaster content at the time it was viewed.
- Viewing to broadcast TV playback and VOD can be accumulated from content broadcast or posted to stream multiple weeks prior to the reference week.

To understand the difference between 'What Watched' and 'When Watched', take the example of Program X which airs on Sundays at 20:30. A viewer watches this program on Tuesday, two days later at midday. In 'What Watched' data the playback viewing on the Tuesday would be attributed back to 20:30 on Sunday. In 'When Watched' data the viewing would be attributed to when it was viewed i.e., Tuesday at midday.

## Guests

The VOZ database attributes viewing by guests to distinct synthetic individuals. Guest status is therefore not available as an analysis characteristic.

In TAM, guests have attributes of gender and age group, whereas in VOZ they will have the attributes available to all persons in the VOZ database.

## Households

VOZ has initially been constructed to the population of individuals. The definition of a household in VOZ will be part of future VOZ development.

## Co-viewing

Co-viewing activity to broadcaster content on TV sets is included in the VOZ database. There is however no linkage between the individuals doing the co-viewing, therefore it is not possible to create co-viewing demographics for analysis.

Co-viewing activity to broadcaster content via BVOD (live and on-demand) is also included in the VOZ database. Co-viewing is defined as up to three additional viewers watching BVOD on a connected TV (CTV)

alongside the primary viewer. The co-viewing component of the BVOD viewing data cannot be analysed separately.

## STV in VOZ

In VOZ data from the start of 2023, viewing to broadcast TV\* for STV channels reflects viewing from people within Foxtel set-top box homes only (consistent with measurement in the TAM service).

Viewing to Foxtel internet-delivered services (IDS), as measured by OzTAM's VPM service, is reported as BVOD in the VOZ Total TV database.

Note that only Foxtel channels reported in the Regional STV TAM service are included in regional markets within VOZ.

\*Broadcast TV comprises the Metro and Regional East Coast markets excluding Regional WA and Rest of Australia.

## People who live in homes without TV sets

The VOZ population reflects the total Australian population whether people live in homes with or without TV sets. This contrasts with the TAM service which is defined to report broadcast TV viewing by people in homes with at least one TV set.

This means the VOZ database includes viewing to BVOD content (both live and on-demand) by people across all homes including those people in homes without a TV set.

## Universe Estimates

VOZ Total TV universe estimates (UEs) also reflect the total Australian population including people in zero TV homes. This differs to TAM service UEs which are based on 1+ TV households.

## Incremental BVOD reach

BVOD delivers additional reach to people who did not watch the content on broadcast TV (in other words, among those people who only watched the content via BVOD).

The VOZ database allows reach analysis based on Only-Only-Both, i.e., content viewed exclusively on broadcast TV; content viewed on both broadcast TV and BVOD; and content viewed exclusively on BVOD.

BVOD Only represents incremental reach to broadcast TV.

## Demographics

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 on-demand streaming broadcast content. The demographics available in VOZ largely reflect the demographics currently in the BVOD demographic model and will evolve over time.

Additional demographics (35-54, 35-64 and Grocery Shoppers with Children) have been included in the Quarter Hour Files and VOZ R&F Portal for broadcast TV but are not available for BVOD results in the VOZ Total TV database.

For further information and the full list of demographics refer to 'VOZ Demographics' reference document on [virtualoz.com.au](http://virtualoz.com.au).

## Data delivery

### Elemental data

VOZ data is delivered overnight for the previous day at 11:30am based on preliminary (pre) program log



information. Overnight data based on confirmed (post) program log information is released the following day at 11:30am (Note: Saturday, Sunday, Monday data is delivered on Tuesdays).

A third release, 'post revised', is delivered three days after the broadcast day to complete the last 2-3 hours of viewing missed in the production window for Foxtel in Perth. This only effects Foxtel due to their national log information.

'Post revised' will not always be supplied as it is not provided for all days when multiple days of VOZ data are produced at the same time i.e., after weekends or public holidays.

Pre (Day -1)

Post (Day -2)

Post revised (Day -3)

Note that additional broadcaster edits to naming conventions – which occur for the TAM broadcast TV service several times a year through the 're-release' process – are not reflected in VOZ.

### Quarter Hour data

VOZ quarter hour files for broadcast TV are delivered to the same frequency and in the same format as the current TAM service i.e.,

- Overnight and Consolidated-7 files
- 2am to 2am
- Metro and Regional Aggregate markets (incl. Tasmania) delivered daily
- Regional WA delivered 4-weekly
- Regional Sub Markets will be available 4-weekly
- TARPs are calculated against 1+TV homes universe estimates for each available demographic

### Sourcing VOZ data

The sourcing of VOZ data should include all relevant information that would allow the analysis/report to be replicated. This information should include;

- Dates and dayparts
- 'When Watched' or consolidated 'What Watched'
- Broadcast TV, BVOD or Total TV,
- Metro, Regional or National VOZ data or individual markets

Whenever VOZ data is cited or published OzTAM must be credited as the source. For example:

Source: VOZ © OzTAM 2024 [reporting details as above]