



# VOZ TOTAL TV WEBSITE REPORT GUIDELINES

## Guidelines to using the VOZ National Total TV website reports

### Introduction

This document provides a quick guide to the Virtual Australia ('VOZ') reports that are posted at [virtualoz.com.au](http://virtualoz.com.au)

### 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 broadcast content viewed on TV sets (OzTAM and Regional TAM TV ratings) and connected devices (online-delivered content, or BVOD captured by OzTAM's Video Player Measurement service) to deliver a national de-duplicated database.

### What are the VOZ National Total TV reports?

The VOZ website reports are a fixed set of predefined daily reports and a weekly report that provide a top line snapshot of national Total TV viewing for the following demographics:

- Total People
- People 25-54
- People 16-39
- Grocery Shoppers (18+)

**Total TV** includes National Broadcast TV (including 'spill\*') and National BVOD.

**National** combines the Metro 5 mainland capital cities and Regional aggregated markets plus 'Rest of Australia'\*\*\*

**Broadcast TV** includes both Live and Playback viewing.

**BVOD** includes viewing to live streaming plus on-demand incl. co-viewing on connected TVs.

### VOZ de-duplicated data

VOZ uses a distinct design and methodology to provide true national, de-duplicated audience and reach estimates of all-screen broadcast TV and BVOD viewing. Some differences exist between VOZ and the existing OzTAM Metro & Regional TAM ratings services for reasons including:

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

- 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).
- The produced VOZ database also allows for the de-duplicated count of unique viewers, meaning a person exposed many times to broadcaster content and advertising across all screens is counted as just one viewer reached in the VOZ Total TV reach estimates.

## Available reports on the VOZ website

### Daily

**Cumulative reach totals** in the daily reports are based on 'When Watched'\*\*\* 1 minute reach (broadcast TV) and 15 secs (BVOD) for all networks (FTA + STV including Kayo Sports from Sun 26<sup>th</sup> May going forward), 2am to 2am.

Broadcast TV reach includes viewers who may have also watched BVOD. BVOD reach includes viewers who may have also watched broadcast TV therefore broadcast TV reach and BVOD reach will not add up to Total TV reach within the program ranking reports.

**Program ranking results** are based on 'What Watched'\*\*\* reach and audience data for programs 10 minutes in length or longer for Free-to-Air broadcasters only.

For each day across the calendar year two reports are made available:

#### 1. Total TV Overnight Top 30 Programs

**Cumulative Reach totals** for the report date

- National Total TV reach
- National Broadcast TV reach
- National BVOD reach

National (by program based on preliminary program log information for Free-to-Air broadcasters) ranked on Total TV reach, detailing:

- National Total TV Audience
- National BVOD Audience

**Delivered:** Daily, day after research day. Available for the current 7 days. For program results 7 days post broadcast access the Top 30 Consolidated 7 Top 30 Program ranking.

#### 2. Total TV Consolidated 7 Top 30 Programs

**Cumulative reach** totals for the 7-days from, and including, the report date:

- National Total TV reach
- National Broadcast TV reach
- National BVOD reach

National (by program for Free-to-Air broadcasters) ranked on Total TV Consolidated 7 reach, detailing:

- National Total TV Audience
- National BVOD Audience,

**Delivered:** Daily, for most recent consolidated date i.e., 8 days prior. Reports are available from Sunday 31<sup>st</sup> December 2023.

### Weekly

For each survey week (Sunday to Saturday) across the calendar year one report is available:

#### 1. Total TV 'When Watched' Reach by Demographic

National by week (2am to 2am) for all participating broadcasters including STV channels (and Kayo Sports from Sunday 26<sup>th</sup> May going forward). for select demographics, detailing National, Metro and Regional weekly cumulative 'When Watched' reach '000s and % ('Only', 'Only', 'Both');

- **Broadcast TV Only** includes people viewing content exclusively via broadcast TV (i.e., no BVOD viewing).
- **BVOD Only** includes people viewing content exclusively via BVOD (i.e., no broadcast TV viewing).
- **BOTH** includes people viewing content via both broadcast TV and BVOD.

**Delivered:** Tuesdays following the most recent complete week i.e., week ending 3 days prior. Reports are available from Sunday 30<sup>th</sup> April 2023.

More extensive and granular VOZ data is available to eligible OzTAM and Regional TAM elemental data subscribers, which they can use in their respective reporting.

### Sourcing VOZ data

To ensure clarity of reporting please clearly source the VOZ data being used including date, daypart, demographic, market, data type (Overnight, Consolidated 7 or 'When Watched') and metrics. Also indicate whether you are citing broadcast TV, BVOD and/or Total TV.

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

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

- \* **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. 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 from that market. The National Total TV results in the VOZ reports includes the 'spill' viewing that was otherwise excluded from the local markets.
- \*\* **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) & Riverland/Mt Gambier.
- \*\*\* **'What Watched'** relates to measurement and reporting of viewing to broadcast TV content, whether live or in playback, attributed to the time of original broadcast (e.g., OzTAM and Regional TAM Consolidated 7 ratings). **'When Watched'** refers to measurement and reporting of viewing to broadcaster content at the time it was viewed. Broadcast TV playback and VOD can be accumulated from content broadcast multiple weeks prior to the reference week.

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

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