

VOZ Total TV Data Gains Momentum

-Major Update to Include Kayo Sports-

27 May 2024

VOZ has reached a new milestone in its journey towards delivering the most complete picture of TV viewing with the latest version update including Kayo Sports within the measurement of Subscription TV.

This latest VOZ release also incorporates a reviewed co-viewing model for Connected TV viewing, underscoring OzTAM's commitment to accurately representing Australia's changing viewing patterns. It also reaffirms OzTAM's role as the only source of true national, de-duplicated audience estimates with co-viewing and demographics across all broadcast (linear) TV and full BVOD coverage.

VOZ was first made available to the market in May 2023, with OzTAM moving to the delivery of Total TV reports as the public source of audiences consuming broadcaster content across all platform and devices from January 2024.

OzTAM continues to work closely with the industry and Third Party Software Suppliers to incorporate media agency and broadcaster needs in the construction and utilisation of VOZ, ensuring a smooth transition to the industry's adoption of VOZ.

About VOZ

Virtual Australia ('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 minute-by-minute database. Developed by OzTAM, Regional TAM and Nielsen, VOZ provides all-screen, cross-platform planning, reporting and post-analysis for Australia's television industry. More at virtualoz.com.au

About OzTAM

OzTAM is Australia's official source of television audience measurement, covering broadcast free-to-air television in the five mainland metropolitan markets (Sydney, Melbourne, Brisbane, Adelaide and Perth); subscription television nationally; and BVOD viewing on connected devices throughout Australia. OzTAM audience estimates for broadcast TV ([TAM](#)), BVOD ([VPM](#)) and Total TV ([VOZ](#)) are the accepted metric by which Australian television is evaluated. The media industry uses OzTAM data to understand viewer behaviour, assist in program development and advertising planning, and to gauge the performance of television programs, broadcasters and advertising campaigns. OzTAM strives to deliver a world class all-screen audience measurement service and develop new tools and data that allow broadcasters to maximise their audiences, and advertisers to reach them. More information at oztam.com.au and virtualoz.com.au.