

MEDIA RELEASE

OzTAM confirms departure of Foxtel from official TV audience measurement as VOZ launch powers ahead

25 September 2024

Australia's official television measurement body, OzTAM, today confirmed that Foxtel will no longer be reported in OzTAM datasets, including VOZ for Total TV and VPM (video player measurement), from 31st December 2024.

“OzTAM in conjunction with Seven, Nine, Paramount 10, ABC and SBS, remain committed to VOZ as a currency which has also been supported and celebrated by the industry. Free-to-air TV negotiations will be based on VOZ data, commencing from September and OzTAM is also currently evaluating big data opportunities and how this could integrate with VOZ in the future.”

OzTAM is disappointed by Foxtel's decision, particularly given the industry's calls for a collaborative approach and the need for a unified TV audience measurement system. OzTAM remains hopeful, however, that future collaborations may involve Foxtel in some capacity.

OzTAM CEO, Karen Halligan, said: “Despite OzTAM's best efforts, including presenting Foxtel with several options, it is unfortunate that Foxtel has decided to leave the primary measurement system in favour of exploring an alternative approach.

“We believe the industry as a whole is taking a step backward by not working together as a total video industry. OzTAM has made significant investments in VOZ and other leading technology to measure Total Television including streaming, to support this we have implemented a comprehensive and collaborative industry change management program and we are very pleased it will be the official media currency from 29th December 2024,” she said.

“It is regrettable that Australia will not have a single, universal and independent body able to oversee and process both free-to-air and subscription TV measurement. Additionally, it is regrettable that agencies will no longer have access to a unified data source for evaluating advertising and content performance, despite the industry's calls for a united, cohesive and comprehensive currency.”

OzTAM has invested considerably into delivering best practice cross screen measurement, experiencing significant business momentum as a result. It will continue the progression of several key initiatives, as well as the much-anticipated launch of VOZ as trading currency, the launch of Australia's first solution for enhanced, multi-broadcaster – including SBS On Demand - programmatic BVOD trading in VOZ Streaming, and the progression of data partnerships and technology investments.

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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 audiences 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.

About VOZ

Virtual Australia, or 'VOZ', is the foundation of Australia's 'Total TV' measurement standard. VOZ brings together broadcast viewing on TV sets and granular BVOD viewing on connected devices to provide truly national, de-duplicated, all-screen, cross-platform planning, trading and reporting for Australia's media industry. VOZ delivers a significant step change in the way Australian television is measured and evaluated and will become Australia's trading currency from December 29th 2024. More information at virtualoz.com.au

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