

MEDIA RELEASE

OzTAM unveils refreshed brand identity; reflecting significant momentum and business evolution

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Australian television measurement body, OzTAM, has unveiled refreshed branding for the organisation and its groundbreaking Total TV audience measurement solution, Virtual Australia (VOZ). The updated visual identity marks a period of significant momentum and continued evolution across the business.

The new branding includes an evolution of the OzTAM logo and imagery, along with updates to key products, resources, and assets across the VOZ website, as OzTAM readies for the launch of VOZ as trading currency on 29th December 2024.

The brand refresh is part of OzTAM's long-term strategic roadmap, which includes significant investments the organisation has made into leading technology and data partnerships. As well as VOZ becoming the primary measurement currency, OzTAM is also preparing to launch VOZ Streaming, Australia's first solution for enhanced, multi-broadcaster programmatic BVOD trading. OzTAM is also exploring further big data opportunities that will continue to enhance the connection between content, audiences and advertisers.

The new branding, fresh imagery and colour palette, as well as VOZ updated website functionality and resource enhancements, are rolling out across virtualoz.com.au, the go to destination for VOZ resources and information to ensure a smooth transition to the launch of VOZ as currency.

OzTAM CEO, Karen Halligan, said: "OzTAM's continuous evolution reflects the changing needs of audiences and advertisers in the modern media landscape. This brand and identity refresh marks the strong momentum across the organisation, particularly our investment into leading technology and the much-anticipated launch of VOZ as currency.

"The wealth of additional resources that are now available on our website will ensure the industry is armed with all the information they need for a seamless transition to VOZ as currency on December 29th. It's an exciting time for OzTAM, and our laser focus on industry consultation,

collaboration and continuous innovation ensures that we will continue to deliver Australia’s best independently audited audience measurement solution for the industry.”

The refreshed brand identity is now rolling out across OzTAM and VOZ assets.

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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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