

# VOZ IN THE CAMPAIGN PROCESS

## Broadcast TV-buying process

VOZ Total TV delivers a step change in the way Australian television is measured, traded and evaluated; providing a true, national view of how network content (TV programs) is consumed over all premium video screens, over time and showing the accurate incremental reach that BVOD delivers to broadcast TV.

With VOZ accessible in TPSS (Third Party Software Suppliers) planning and analysis tools, the ability to plan, buy and post analyse cross screen campaigns has become a reality.

Some key planning functions include:

- Planning, optimising and reporting on incremental reach
- Optimal budget allocation between TV & BVOD platforms
- R&F optimisation across total broadcaster screen ecosystems
- Content or genre optimisation across TV & BVOD platforms
- Total TV R&F via an industry standard system and dataset
- Sponsorship analysis for properties across TV & BVOD platforms
- Audience cross screen behaviours as they move between screens

The VOZ de-duplicated Total TV dataset will provide data and insights for clients to ultimately help drive greater effectiveness in video-based campaigns.

Whilst VOZ is a different source of audience measurement data, the **broadcaster TV buying process** remains as is. This process is detailed below, separated by the Agency and the Broadcaster lens.

#	Agency Process	#	Broadcaster Process
1	Secure MBA (Media Buying Authorisation) / Client Approval	1	Agency to send broadcast TV spot booking to the network sales team
2	Develop pre-buy report, source important information e.g. market conditions	2	Network sales team to book into inventory system
3	Set up the schedule in buying software (e.g. Mediaocean SpectraMD)  Determine format of buying 1. Buy on screen 2. Brief networks for a proposal 3. Brief and book a dynamic buy	3	NA's highlighted – spots that are Not Available
4	Evaluate the buy against campaign goals, replace NA's (airtime that is Not Available) and finalise buy with the broadcaster	4	Network and agency to negotiate NA replacements
5	Do a final check that holdings (electronic confirmation of airtime) matches the buy	5	Network to book and confirm activity

<b>6</b>	Track, make adjustments and optimise the buy as required	<b>6</b>	Sales team to manage campaign changes / spot moves / optimisation as requested by the agency
<b>7</b>	Post analysis and track (checking the airtime went to air as booked) each week	<b>7</b>	Traffic department to manage placement and material
<b>8</b>	Negotiate makegoods if required	<b>8</b>	Networks to confirm any additional added value
<b>9</b>	Final post campaign reports for the client.	<b>9</b>	Makegood airtime if relevant

The VOZ R&F Portal has been built to assist agencies and clients to evaluate both broadcast TV + BVOD together (i.e Total TV Measurement) by creating a unified reach & frequency platform that integrates into current implementation and post analysis processes.

For example, agencies can set up campaign reporting, upload broadcast TV spots and BVOD impression files, or create a request for broadcasters to upload the BVOD impressions for the selected cross-screen campaign within the VOZ R&F Portal.

More information on the VOZ R&F Portal is available in the 'VOZ R&F Portal' document in 'User Guides' at [virtualoz.com.au/resources](http://virtualoz.com.au/resources).