

DATASETS & DELIVERY

EXPLAINED

Datasets

The VOZ service delivers two datasets to the market:

- Respondent Level Data (RLD) for broadcast TV and BVOD viewing (or MxM)
- Quarter Hour, or ¼ Hour, Files (QHF) for broadcast TV viewing only

Respondent Level Data (RLD) is the viewing information to content by individual people for the specific times they were viewing, for both broadcast TV and BVOD across all screens/devices. The RLD can be processed via Third Party Software Suppliers to calculate the audience of broadcast TV spots and BVOD impressions, as well as driving audience measurement for programs and dayparts. The RLD is also referred to as Minute x Minute (MxM) or Elemental datasets in some industry tools and systems.

Quarter Hour Files (QHF) for broadcast TV only are produced by processing the RLD into 15-minute audience measurement by channel for each trading demographic. The QHF dataset is the currency used for planning and trading of broadcast TV advertising spots. VOZ QHF are delivered to the same frequency and in the same format as the current TAM TV ratings service i.e.

- Overnight and Consolidated-7 files
- 2am to 2am
- Metro and Regional Aggregate markets (incl. Tasmania) delivered daily
- Regional WA delivered 4-weekly
- Regional Submarkets will be available 4-weekly

TARPs are calculated against 1+TV homes universe estimates for each available demographic.

Note: Rest of Australia is a research area, not a trading territory and therefore not included as a market in the Quarter Hour files.

Delivery

The VOZ datasets are delivered each day at 11:30am as follows:

- Yesterday's viewing using the preliminary program (pre) log information (Day -1)
- The day before yesterday's viewing updated to reflect confirmed (post) program log information (Note: Saturday and Sunday data is delivered on Tuesdays at the same time as the Monday data) (Day -2)

VOZ Consolidated 'What Watched' & 'When Watched' data is available at 11.30am each day:

- Overnight for the previous day
- Consolidated 7 for the corresponding research day, 8 days earlier
- Consolidated 28 for the corresponding research day, 29 days earlier