

DUPLICATION EXPLAINED

VOZ provides national, de-duplicated audience and reach & frequency estimates of all-screen broadcast TV and BVOD viewing.

There are three types of duplication addressed in VOZ methodology:

- **National view of market areas**

VOZ consolidates metropolitan and regional viewing into a national picture, accommodating viewing by people within areas that overlap between the metropolitan and regional markets. The people in overlap areas can contribute to two markets. This is sometimes referred to as 'Spill' viewing.

- **Service measurement duplication**

VOZ deploys a model to remove the duplication of viewing that can arise from bringing together two measurement services to a TV set i.e. TAM (broadcast TV) and VPM (BVOD).

It is possible for current TAM measurement devices in TAM panel homes to pick-up BVOD streaming viewing on connected TV sets that corresponds to broadcast TV references. The same BVOD viewing is also being measured in VPM.

VOZ introduces a modelled approach to identify and remove matched viewing sessions from broadcast TV estimates and preserve them in BVOD estimates – creating a de-duplicated measurement for Total TV dayparts and programs.

- **Person level duplication**

VOZ supplies person-level exposure to broadcaster content (TV programs) and advertising across all screens (TV sets, computers, tablets and smartphones), allowing unique viewers to be counted. This means that people who have been exposed many times across multiple screens can be counted as just one viewer in VOZ Total TV reach measurement.

OzTAM is deploying Streaming TV Meter (STVM) technology into panel homes which will allow for the introduction of an enhanced technical solution to address service measurement duplication for future VOZ updates.