

VIRTUAL AUSTRALIA (VOZ)

The foundation of Australia's Total TV measurement standard

What is VOZ

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.

Why VOZ Matters

1. Produces a national picture of viewing, bringing together OzTAM metro and Regional TAM TV ratings data with a new 'Rest of Australia' market into one database
2. Introduces a currency for BVOD viewing including co-viewing on connected TVs
3. Delivers de-duplicated audience measurement across all broadcast (linear) TV and BVOD viewing
4. Enables de-duplicated trading on all viewing to all broadcaster content across all screens

The VOZ Total TV database provides a representative, modelled population of approximately 27 million Australians.

VOZ draws upon the currency broadcast TV ratings estimates derived from 20,000+ viewers in OzTAM and Regional TAM panel homes plus Rest of Australia, and 16+ million devices streaming TV content every month (broadcaster video on demand, or 'BVOD'), to deliver a single, detailed database.

VOZ Provides

A national view

VOZ offers a truly national, de-duplicated picture of content consumption and campaign performance across all screens.

It enables networks, advertisers and markets to plan, trade and post-analyse campaigns by individual metropolitan and regional market(s), and nationally.

Total TV reporting

Australia's first Total TV all-screen audience database reveals who is watching, what they're watching, how long they spend watching and the screens they're watching on.

VOZ Total TV

is objective, robust, granular, transparent. The single source of all-screen truth, aligning broadcast TV (TAM) and BVOD (VPM) measurement.

VOZ Dimensions

Participating Networks/Players

- ABC / ABC iView
- Seven / 7Plus
- Nine / 9Now
- 10 / 10 play
- SBS / SBS On Demand

Frequency

Daily next day data, delivered at 11.30am

Coverage

National (including 'Rest of Australia'), metro and regional: five mainland capital cities and individual aggregated regional markets

Viewing Type

Overnight and Consolidated 7 'What Watched' reporting, and the capability to deliver 'When Watched' reporting

Demographics

A core subset of age/gender and grocery shopper demographics will be expanded over time

Screen Types

TV set, computer, smartphone, tablet

Metrics

Existing TAM (TV ratings) metrics: audience, TARP, reach, share etc.

New Total TV metrics: audience, time spent viewing, only-only-both reach, BVOD incremental reach etc.

Using VOZ

Various analysis, planning and evaluation tools enable access to VOZ data, such as:

- VOZ reach & frequency (R&F) portal & API
- VOZ Gold Standard accredited third party software suppliers (TPSS): Nielsen Landsberry & James, Broadcast MAP, Day8 and Tech Edge.
- VOZ website reports and insights

VOZ Delivers

Cross-screen campaign planning, trading & evaluation

All broadcast TV and BVOD viewing: live, on-demand, by device, de-duplicated.

Person-level exposure to broadcaster content across all screens, allowing unique viewers to be counted. That means people who have been exposed many times across screens can be counted as just one viewer reached in VOZ Total TV reach estimates.

Incremental BVOD reach determines total broadcast TV reach, capturing younger and hard-to-find audiences.

Plan and evaluate delivery across broadcasters, screens and devices over time.

Re-define metro and regional broadcast TV only campaign reach objectives to a single national cross-screen campaign performance measure.

Supports continuity of current business practices, with future-facing design to evolve with industry wants and needs.