

# VOZ IN MEDIAOCEAN EXPLAINED

SpectraMD by Mediaocean is a foundational record for media transactions that serves as a centralised place to manage billing and payments across vendor relationships.

The core VOZ data integrated into SpectraMD is Quarter Hour File (QHF) data for broadcast TV, the data type that is transactionally the standard in Australia for TV trading.

There are several areas impacted by the change to VOZ as currency within the SpectraMD environment including the Schedule Plus, Post Analysis and Planning sections.

The core change is that VOZ will become the source of the measurement data (via QHF data) and will replace TAM TV ratings for TARP/thousands tracking.

SpectraMD facilitates access to a Reach & Frequency (R&F) engine for advertisers, where the SpectraMD Reach Bridge is an open API, and thereby your agency's preferred TPSS will facilitate reach & frequency tracking. R&F calculation utilises Respondent Level Data (RLD) which is also referred to as Minute x Minute (MxM) in SpectraMD.

Below is a list of common processes that are integrated with VOZ currency data:

SpectraMD Process	Description
<b>Proposals</b>	A Proposal file (e-Prop's or e-proposal's) are sent from the broadcasters to an agency to be uploaded into SpectraMD
<b>Bookings</b>	A Booking file (e-booking) is sent from the agency to a broadcaster to be uploaded into the network's inventory system
<b>Holdings</b>	A daily Holdings file is uploaded into SpectraMD. This is considered to be a confirmation for television airtime bookings
<b>Campaign Tracking</b>	Campaign Tracking involves tasks such as updating survey periods and reviewing current program formats to ensure that if programming has changed, it is still relevant to your target audience
<b>Post Analysis</b>	Post (or Post Analysis) is the reviewing of the actual time the advertising spot/s were telecast
<b>Reach &amp; Frequency (R&amp;F)</b>	<p>Reach is the sum of individuals (target audience) reached by an event (advertisement) if they satisfy the minimum viewing criteria. The event's reach corresponds to the total number of distinct individuals who meet this requirement.</p> <p>Minimum viewing criteria:</p> <ul style="list-style-type: none"> <li>- Broadcast TV is 60 sec</li> <li>- BVOD is 15 sec</li> </ul> <p>Usually expressed as a percentage of the universe for the target demographic e.g. 40% 3+ Reach P25-54</p>

For a more detailed overview of Mediaocean go to <https://www.mediaocean.com/> or contact [apacmd@mediaocean.com](mailto:apacmd@mediaocean.com) for support.