VOZ METHODOLOGY EXPLAINED

Virtual Australia, or 'VOZ', is the foundation of Australia's 'Total TV' measurement standard. It 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.

VOZ is comprised of:

1. OzTAM and Regional TAM's TV ratings (TAM) panel data plus Rest of Australia

- Broadcast TV measurement data
- 20,000 individuals across 8,300 TAM panel homes, 16,000 TV sets and streaming TV meter (STVM) data

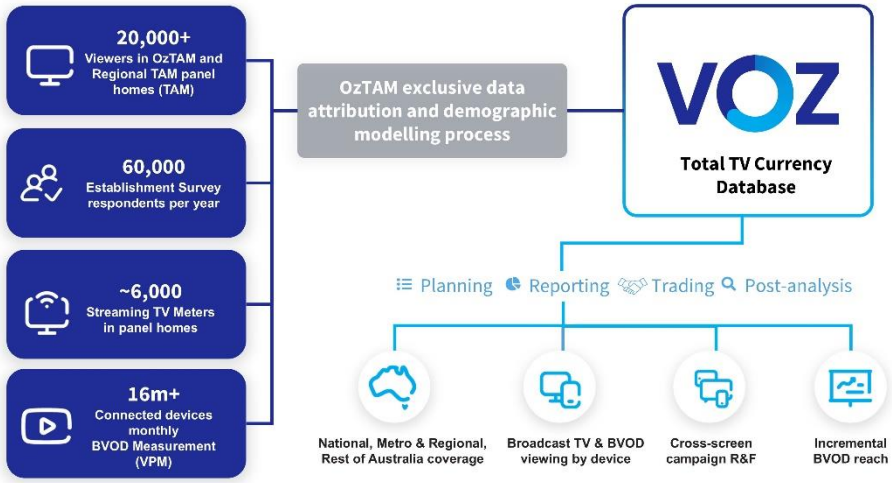
2. OzTAM's Video Player Measurement (VPM) broadcaster video on demand (BVOD) data

- BVOD measurement data
- 16+ million internet-enabled devices monthly, wherever they are located in Australia: connected TVs, computers, tablets and smartphones

3. Establishment Survey (ES)

- Ensures the measurement data is representative of the Australian population of approximately 28 million Australians
- 60,000 respondents interviewed per year
- Defines the population representation and characteristics that reflect the overall Australian population

The broadcast TV viewing from the TV ratings (TAM) panel and BVOD viewing from VPM is integrated into the Establishment Survey's virtual population, using common demographic and geographic attributes to deliver the VOZ national, de-duplicated, all screen Total TV database.



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