

VOZ R&F PORTAL

Report cross platform campaign reach & frequency across broadcast TV and BVOD

The VOZ R&F Portal is a web tool developed for media agencies to run post-campaign reach and frequency analysis using the Virtual Australia (VOZ) integrated Total TV database.

Agencies can set up campaign reporting, upload broadcast TV spots and BVOD Impression files, or create a request for broadcasters to upload the BVOD impressions for the selected cross-screen campaign within the VOZ R&F Portal. The VOZ R&F Portal follows industry best practices. It is built to ensure each campaign report is secure and protects unauthorised users from accessing information.

The screenshot shows the VOZ R&F Portal interface. At the top, there are tabs for 'Files (1)', 'Total TV', and 'Broadcast TV Only'. Below this, there are dropdown menus for 'National Total TV', 'Total TV', 'Total People', 'Grocery Shoppers Only', and 'By week'. A 'Run Query' button is visible. Below the filters, there are options for 'Report View' and 'Effective Reach'. The main table displays data for two weeks: 202436 and 202437. The columns include UE, Audience, and reach metrics from R1+ to R15+.

Week	UE	Audience	R1+	R2+	R3+	R4+	R5+	R6+	R7+	R8+	R9+	R10+	R11+	R12+	R13+	R14+	R15+
202436	16,367,087	207,522	61,182	43,632	30,558	21,132	14,690	10,218	7,152	5,004	3,589	2,586	1,884	1,361	1,065	816	612
202437	16,367,087	158,168	66,429	40,795	23,187	12,403	6,662	3,580	2,040	1,141	688	431	286	184	127	80	50

Please note:

- VOZ R&F Portal aggregates Consolidated 7 days for TV Spots
- VOZ R&F Portal returns progressive result for TV Spots not within Consolidated 7 day period
- TV Spot Date from 09/09/2024 will not be fully Consolidated 7
- UE output against Broadcast TV only demo is for people with one or more TVs (exclude people with zero TV homes)
- The returned results exclude spills for Broadcast Spots

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 Ver: 0.14.13-Rev0560 (api 0.28.0)
 VOZ Database Version v6.3

Once broadcast TV spots or BVOD impressions (or both) are processed, agencies can choose to view the report, either online or offline, using the following parameters:

- Markets including National Total TV, metropolitan and regional totals; individual metropolitan cities (including overlap); individual regional aggregate markets (including overlap)
- A core subset of age/gender demographics
- Platforms including All Broadcast TV, Only Broadcast TV, All BVOD, Only BVOD, Total TV or Both TV & BVOD
- Report results in weekly or cumulative reach totals
- Results for Total Effective or Total Exact reach

Notes

- Viewing aggregation uses Consolidated-7 viewing data for broadcast TV spot(s) and BVOD impression(s) date and time, subject to VOZ consolidated data at time of report
- A core subset of age/gender demographics will evolve to include all standard TAM demographics
- STV is not currently supported

How to get started

- Available to subscribers of both OzTAM & Regional TAM MxM / elemental data
- Login credentials are needed to access via web portal & API
- For additional information, refer to [Data Sets & Delivery Explained](#) or contact info@oztam.com.au