



VOZ

**SEE THE BIGGER
PICTURE WITH VOZ**



Virtual Australia, or 'VOZ', is the foundation of Australia's 'Total TV' measurement standard and signals a new era in audience measurement.

THE WHAT

VOZ delivers a significant step change in the way Australian television is measured and evaluated and will become Australia's trading currency from 29th December 2024.

This milestone in audience measurement enables trading on truly national, all-screen, de-duplicated Total TV audiences for the first time and brings a number of benefits to the industry:

- Produces a national picture of viewing, bringing together OzTAM Metropolitan and Regional TAM TV ratings data with a new 'Rest Of Australia' market into one database, as a single source of truth.
- Introduces a currency for BVOD viewing, including co-viewing on connected TVs based on OzTAM's Video Player Measurement (VPM) data.
- Delivers de-duplicated audience estimates across all broadcast TV and BVOD viewing live, on-demand, by device, de-duplicated.
- Provides the ability to extend broadcast TV reach to find younger and hard-to-find audiences via incremental BVOD reach.
- Enables de-duplicated cross-platform planning, trading and reporting on all viewing to all network content across all screens.
- Supports continuity of current business practices, with a future-facing design constructed to evolve with industry wants and needs.
- An open market of VOZ Gold Standard Accredited Third Party Software Suppliers to power analytics for Total TV.
- Independently produced and delivered by Nielsen, VOZ measures Total TV across networks, screens and platforms.

VOZ measures all broadcaster content

ALL SCREENS



ALL CITIES & STATES



ALL BROADCAST CHANNELS & PLAYERS



VOZ brings all viewing together



METROPOLITAN TV
Overnight / Time Shift



REGIONAL TV
Overnight / Time Shift



BVOD
Live Stream / On Demand



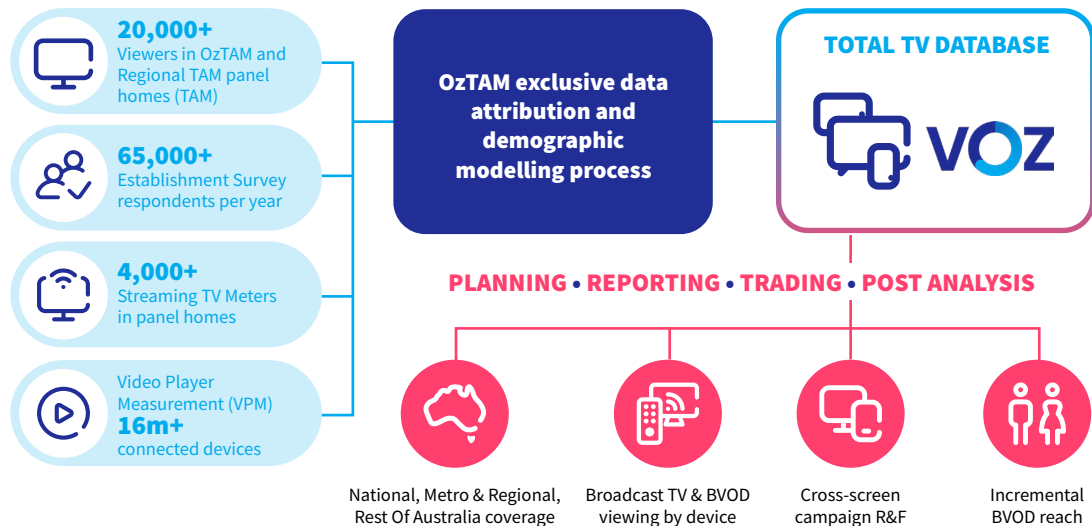
VOZ TOTAL TV
(De-Duplicated)

THE HOW

VOZ data is a robust, more complete measurement currency combining:

- 1 OzTAM and Regional TAM's TV ratings data plus Rest of Australia**
 - 20,000 individuals across 8,300 Television Audience Measurement (TAM) panel homes, 16,000 TV sets and 4,000+ Streaming TV meter (STVM) data.
- 2 OzTAM's Video Player Measurement (VPM) Broadcaster Video On Demand (BVOD) data**
 - 16+ million internet-enabled devices, wherever they are located in Australia: connected TVs, computers, tablets and smartphones.
 - Granular data that identifies and reports on every viewing session and impression in BVOD.
- 3 Establishment Survey (ES)**
 - 65,000+ respondents per year.
 - Defines the population representation and characteristics that reflect the overall Australian population.

The Establishment Survey is the foundation to creating the virtual population of approximately 27 million individuals across Australia. The broadcast TV viewing from the TV ratings (TAM) panel and BVOD viewing from VPM is integrated into the virtual population using common demographic and geographic attributes. Exclusive data attribution and modelling processes link the data to deliver the VOZ national, de-duplicated, all screen Total TV database.



THE OUTPUT

VOZ supports current business operations and workflows with two datasets continuing to be delivered to the market:

Respondent Level Data (RLD)

- Detailed viewing information of content viewed by individual people, for the specific times they were watching, on both broadcast and BVOD across all screens/devices.
- RLD is also referred to as Minute x Minute (MxM) or Elemental datasets in some industry tools and systems.
- Used to calculate the Reach & Frequency result.

Quarter Hour Files (QHF)

- For broadcast TV only.
- 15-minute audience estimates by channel, for each trading demographic.
- The currency used for planning and trading of broadcast TV advertising spots.



THE TOTAL TV EVOLUTION

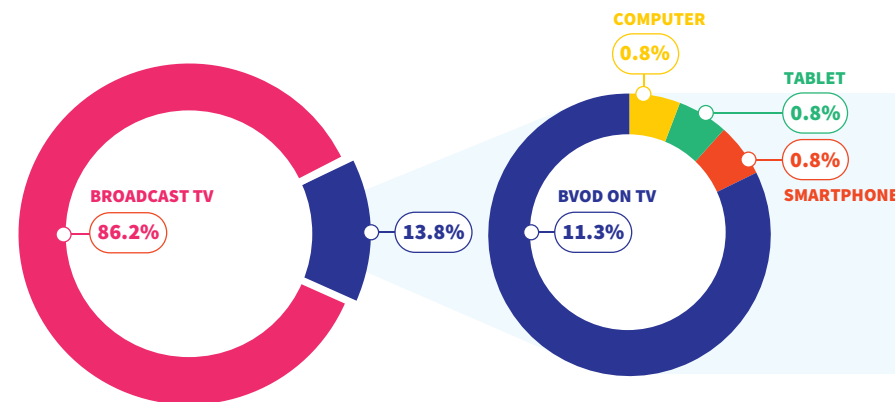
Television is no longer the box in the corner of your living room – it’s an experience. Content is consumed anywhere, anytime and the huge growth of BVOD is just one part of the story.

VOZ Total TV revolutionises the way Australian television is measured and evaluated. It provides a national view of network content (TV programs) consumption and campaign performance across all premium video screens over time, delivering an accurate representation of BVOD incremental reach to broadcast TV.

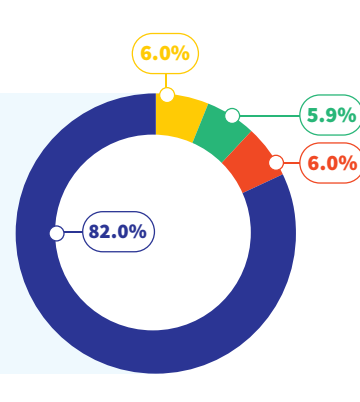
HOW WE WATCH TOTAL TV

BVOD viewing accounts for almost 14% of all network minutes viewed

TOTAL MINUTES SHARE



BVOD MINUTES SHARE



Average weekly all device minutes viewed: **18.737 billion**

● BROADCAST TV ● BVOD ON TV ● COMPUTER ● TABLET ● SMARTPHONE

Source: OzTAM VOZ v5.0 National Total TV, Weeks 1-26 2024, When Watched, 0200-2600, Average Weekly Share of Total Minutes viewed across all platforms including broadcast TV

WHAT'S NEXT?

VOZ Streaming is the next step in the VOZ data journey in Australia. It is a new, innovative data enablement service for the transaction of multi-broadcaster programmatic BVOD, which will be launched by OzTAM in Q4 2024.

By employing a single, consistent anonymised identifier across participating BVOD broadcasters, VOZ Streaming enables the activation of co-viewing, cross-broadcaster frequency capping, de-duplicated reach & frequency management, and advertiser first-party data matching.

VOZ Streaming helps unlock the full potential of BVOD data, delivering scalability and workflow efficiencies in a premium streaming environment, building on existing broadcaster, Sell Side Platform (SSP) & Demand Side Platform (DSP) processes.



EXPLORE MORE ABOUT VOZ AT:
www.virtualoz.com.au

What is VOZ
FAQ's
Demographics
Coverage Maps

Glossary
Market Reports
Universe Estimates
Guides & Explainers

The logo for VOZ, featuring the letters 'VOZ' in a bold, white, sans-serif font. The letter 'O' is stylized as a blue circle with a white segment on its left side, creating a sense of motion or a partial circle.

VOZ

CONTACT OZTAM FOR MORE INFORMATION

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The OZTAM logo, consisting of the word 'OZTAM' in a bold, white, sans-serif font. To the right of the text is a blue rounded rectangle containing the words 'INTELLIGENT MEASUREMENT' in white, uppercase, sans-serif font.

OZTAM INTELLIGENT
MEASUREMENT