

VOZ SUBSCRIBER & DATA ACCESS

How to access and interact with the VOZ database

This document details the eligibility criteria for receiving the VOZ database and outlines various options for access.

What is VOZ?

Virtual Australia, or 'VOZ', is the foundation of Australia's 'Total TV' measurement standard. 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 29th December 2024.

What does VOZ deliver?

The VOZ database delivers the complete picture of Total TV audience, including:

- Broadcast TV & BVOD audiences.
- VOD viewing by device type.
- National Total TV viewing measurement (free-to-air only as well as subscription TV homes across existing TV markets in metropolitan and regional coverage areas, including the new aggregate Rest of Australia* market. State-based metropolitan and regional combinations are also available.
- A core subset of age/gender and grocery shopper demographics will evolve over time.

*combined TV markets of Darwin, Remote Central + Mt Isa, Griffith, Mildura, Spencer Gulf (Port Pirie/ Broken Hill) & Riverland/Mt Gambier.

Who is eligible to receive VOZ data?

VOZ data will be made available to current subscribers to both OzTAM (Metropolitan Total TV & National Subscription TV) and Regional TAM (including Regional WA) elemental data.

Access to VOZ data is based on the lowest level of subscription e.g., if the subscription to OzTAM is weekly, VOZ data will be delivered weekly.

What will VOZ data cost?

At present there is no additional charge for VOZ data over and above the existing fees currently payable for OzTAM and Regional TAM elemental data.

ACCESSING THE VOZ DATABASE

VOZ subscribers have a choice of data access options.

Third Party Software Suppliers (TPSS)

OzTAM fosters an open software market for its data, providing subscribing clients a choice of TPSS suppliers that operate within the OzTAM Gold Standard software accreditation process. Gold Standard (GS) accreditation ensures the consistent calculation of audience estimates. i.e VOZ data will deliver the same results in any GS accredited software.

Broadcast Map, Landsberry & James/Nielsen, Day 8 Technology and TechEdge are actively investing to develop and supply software solutions for the processing of OzTAM's VOZ data.

Further information on specific Gold Standard modules is available [here](#).

VOZ Reach & Frequency Portal

An OzTAM-developed web access portal enables agencies and broadcasters to upload cross-screen campaigns and evaluate R&F results. The portal processes one individual campaign at a time with sourcing; creating the campaign is the user's responsibility. The portal can be accessed via a web-based UI or via an API. Contact OzTAM via info@oztam.com.au for access credentials.

The VOZ R&F Portal facilitates:

1. The submission of input files for broadcast TV spots and BVOD impressions from agencies and broadcasters
2. Execution of R&F calculations
3. Delivery of campaign R&F reports to agencies and broadcasters

VOZ data delivery schedule

The VOZ datasets are delivered each day at 11:30am as follows:

- Yesterday's viewing using the preliminary program (pre) log information (Day -1)
- The day before yesterday's viewing updated to reflect confirmed (post) program log information (Note: Saturday, Sunday, Monday data is delivered on Tuesdays) (Day -2)
- A third release, 'post revised', is delivered three days after the broadcast day to complete the remainder of Foxtel audience data from the Western Australia time zone (Day -3)

VOZ Consolidated ('What Watched') data is available at 11.30am each day:

- Overnight for the previous day
- Consolidated 7 for the corresponding research day, 8 days earlier
- Consolidated 28 for the corresponding research day, 29 days earlier

VOZ reporting and data insights are freely available on the virtualoz.com.au website
