VOZ TREND BREAKS EXPLAINED

With any significant change to data, it is important to remember that this will result in a 'trend break'. This refers to the point at which the underlying pattern of a data series changes.

Understanding what and when these changes relate to will make a significant difference to any analysis that involves TAM (TV ratings) & VOZ datasets.

Within VOZ, there are two key datasets:
- Respondent Level Data (RLD) for broadcast TV and BVOD viewing (also known as MxM or Minute x Minute)
- Quarter Hour, or ¼ Hour, Files (QHF) for broadcast TV viewing only

These datasets can be accessed via Mediaocean SpectraMD and your preferred Third Party Software Suppliers (TPSS). For more information on RLD and QHF's refer to Data Sets & Delivery Explained.

Competitive data will also be impacted with this currency change, where VOZ data will become the source of TARP's/000's.

Whilst the change of media currency to VOZ will occur on 29 December 2024, agencies and clients can access VOZ data for the full years of 2022, 2023 and 2024. Across this time there has been several methodology enhancements in the VOZ dataset. Key trend breaks and milestones include:

- **1st January 2023:** Viewing to Foxtel internet-delivered services (i.e. homes that receive Foxtel services only via the internet) is reported exclusively in BVOD results
- **30th July 2023:** Kayo Sports included in VOZ data
- **28th January 2024:** Enhanced co-viewing model for connected TV viewing

Saturday 28th December 2024 will be the last reporting day for TAM TV ratings data, with Sunday 29th December 2024 the first official trading currency day for VOZ data as currency.