

# VOZ FAQs

Quick answers to commonly asked questions about VOZ

## 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 December 29th 2024.

## Why is it called 'Virtual Australia'?

OzTAM, Regional TAM and Nielsen have designed a database to represent the entire Australian population, a 'Virtual Australia'.

The Television Audience Measurement (TAM) service uses a robust and large-scale national Establishment Survey that collects data from 65,000+ interviews each year about respondents' homes, TV viewing technologies in the home, and the demographics of their household members. The VOZ database is constructed to contain approximately 27 million synthesised (or virtual) 'individuals' to represent the profile of all Australians.

## Why is VOZ needed?

Australian TV viewing patterns are changing, thanks to the explosion in content, platform and device choice. The average Australian home now has 1.9 TV sets but 6.7 screens in total, and people are using all of them to watch television throughout the day – inside and outside the home. A small but growing number of people do not have access to a TV set, yet they stream broadcast content online. OzTAM, Regional TAM and Nielsen have built VOZ to capture the TV viewing that takes place on all screens.

## What does VOZ comprise?

VOZ captures 'Total TV', which includes viewing of metropolitan and regional broadcast TV content - including the new market of Rest of Australia - whether viewed live or played back through the TV set up to 28

days after the original broadcast. It also includes internet-delivered broadcaster video on demand (BVOD) services. Participating networks\* are ABC, Seven Network, Nine Network, Network 10 and SBS.

\* Foxtel is included in the VOZ dataset between 2022 and 2024 only.

## What does VOZ offer?

VOZ delivers Australia's first:

1. National picture of viewing for the first time, bringing together OzTAM metro and Regional TAM TV ratings data with a new 'Rest of Australia' market into one database
2. Introduces a currency for BVOD viewing, including co-viewing, on connected TVs
3. Delivers de-duplicated audience measurement across all broadcast TV and BVOD viewing
4. Enables de-duplicated trading on all viewing to all broadcaster content across all screens

## What benefits does VOZ bring?

VOZ crystallises Australia's Total TV picture:

- **Advertisers and media agencies** can plan, trade and post-evaluate media plans encompassing network inventory across all broadcast channels and devices and manage cross-screen campaigns – including de-duplicated cross-device audience reach goals right up to a national level.
- **TV networks** can get a complete picture of the audience consuming their content over time and across screens, determine BVOD incremental reach, and optimise their offer across all channels, markets, platforms and devices.
- **The media industry** gains an objective and transparent Total TV picture of broadcast consumption and campaign performance across all screens in one dataset, nationally.

## What does the new era of VOZ data bring to network audience measurement?

The move from the existing TAM TV ratings service to the VOZ Total TV ratings service brings a number of firsts to the industry:

- All metropolitan and regional markets brought together into a single, truly-national database view
  - Also now including the Rest of Australia coverage area
- Broadcast TV viewing and BVOD viewing together for all connected devices (TVs, Computers, Tablets, Phones)
  - Incorporating methodology for broadcast TV viewing deduplication at Connected TV sets
- A currency for BVOD viewing
  - Including co-viewing at Connected TV sets
- Development and implementation of a new measurement methodology
  - A migration from a broadcast TV only sample projected database to a complete fully granular broadcast TV and BVOD national Australia synthetic population
  - The granularity of the census measured BVOD viewing is retained
  - New longitudinal reach methodology (deduplicated across screens) for incremental audience estimates of viewing via BVOD only.
- When Watched (and What Watched) viewing available the next day

**These unique benefits of VOZ need to be taken into account when making direct comparisons for broadcast TV results from TAM.**

## How does VOZ work?

1. VOZ brings broadcast TV ratings estimates, derived from 20,000+ viewers in OzTAM, Regional TAM and Rest of Australia panel homes, and 16+ million devices streaming TV content (broadcaster video on demand, or 'BVOD'), together in a single, detailed database.
2. The VOZ database is constructed to contain approximately 27 million synthesised 'individuals' to represent the profile of all Australians using:
  - National Establishment Survey data (65,000+ respondents per year)
  - Actual viewing behaviour of 20,000+ individuals in OzTAM, Regional TAM and Rest of Australia panel homes
  - Information from streaming TV meters (STVMs) installed in 4,000+ panel homes; and
  - Census level OzTAM VPM (Video Player Measurement) data on 16+ million connected devices playing network content, granular to every viewing session

## How can VOZ data be accessed?

Various Gold Standard analysis, planning, trading and evaluation tools enable data subscribers to access VOZ data, including the VOZ reach & frequency (R&F) Portal & API and third-party software suppliers (TPSS). In addition, top line VOZ reports and insights are available via the VOZ website. Contact us at [info@oztam.com.au](mailto:info@oztam.com.au) for more information on subscribing to VOZ data.

## What markets does VOZ cover?

VOZ provides full national coverage which includes free-to-air broadcast content viewed in metropolitan and regional TV markets (including overlap areas) as well as the 'Rest of Australia' aggregate market. Rest of Australia refers to all other regions of Australia outside of the existing OzTAM and Regional TAM markets, including the combined TV markets of Darwin, Remote Central + Mt Isa, Griffith, Mildura, Spencer Gulf (Port Pirie/Broken Hill) and Riverland/Mt Gambier.

## What demographics are available in VOZ?

As part of the construction of VOZ, OzTAM's VPM census level data is enhanced via BVOD demographic modelling to deliver person-based estimates of viewing to live and video on-demand streaming broadcaster content.

The available demographics in VOZ include the following standard age, gender and Grocery Shopper groups and are the building blocks to create any customised demographics.

	Children	People	Females	Males	Grocery Shoppers
00+					
00-17					
00-04					
05-12					
13-17					
00-39					
13+					
13-24					
13-39					
13-54					
16-39					
18+					
18-24					
18-39					
18-49					
18-54					
25+					
25-39					
25-54					
35-54**					
35-64**					
40+					
40-54					
55+					
55-64					
65+					
Plus Children*					

\*Grocery Shoppers plus Children is only available for analysis of broadcast TV.

\*\*From research day Sunday 27th October 2024, and going forward, demographic groups People/Men/Women 35-54 and 35-64 will be available to analyse and report on Total TV and BVOD, as well as broadcast TV. Prior to this date analysis is only possible for broadcast TV.

Demographics no longer available with the change to VOZ include Total Households, Age-groups of 16-24, 18-29, 25-44, 30-49, All Grocery Buyer (GB) related demographics and all Occupational Group related demographics.

There will be in most cases demographics that closely align to any unavailable demographics in VOZ, and it is suggested that you speak with your planning team to help guide alternative options.

The removal of the GB demographics is in line with the introduction of Grocery Shopper (GS) demographics. This newer GS demographic was introduced to reflect the change in the grocery shopping role within the home as it includes the main grocery buyers as well as alternate grocery shoppers within the home.

### **When will VOZ become currency?**

VOZ will become Australia's trading currency from December 29th 2024.

This significant milestone enables trading on truly national, all-screen Total TV audiences for the first time. TV network annual rate negotiations for calendar year 2025, which start from the fourth quarter of 2024, will be based on VOZ Total TV data.

### **Will TAM TV ratings (broadcast TV) and VPM (BVOD) viewing continue to be reported separately?**

From December 29th 2024, the industry will move to accessing broadcast TV and BVOD data solely from the VOZ dataset.

### **Is VOZ reporting available on an Overnight and Consolidated-7 basis?**

VOZ delivers Overnight and Consolidated 7-day data reporting (traditional 'What Watched' reporting), although the VOZ database also provides the capability to deliver 'When Watched' reporting.

The TAM (OzTAM and Regional TAM TV ratings) databases are produced, and reporting is delivered, on a 'What Watched' basis. That means viewing, whenever it takes place during the seven days following original broadcast (such as time-shifted a few days later), is attributed back to the time that the program first went to air. In other words, viewing is consolidated to the broadcast TV event.

VOZ databases are produced on a 'When Watched' basis and offer both 'What Watched' and 'When

Watched' reporting capabilities.

In 'When Watched' reporting, viewing is attributed to the time that the content was actually viewed. This is an important new perspective that VOZ offers on how broadcaster content is consumed over time, because a 'When Watched' database is able to show when that program was actually viewed, thereby revealing the 'long tail' of audience behaviour. Because the viewer determines the time at which they watch the content, BVOD viewing is, by definition, 'When Watched'.

As VOZ is created as a 'When Watched' database, it is possible to accumulate up to 28 days (current operational parameters of the TAM service) of time-shifted viewing. However, the core service delivery for VOZ of Overnight and Consolidated-7 data aligns with the current commercial trading framework.

With respect to program rankings and audience thousands, VOZ is able to report on the same Consolidated-7 (i.e., 'What Watched') basis as the TV ratings service, to facilitate user analysis.

### **When is VOZ data delivered?**

VOZ is delivered for the previous day at 11:30am based on preliminary program log information. Overnight data based on confirmed program log information (post-log) is released the following day, also at 11.30am (Saturday, Sunday, Monday data delivered on Tuesdays).

Consolidated-7 data is available 8 days after the research day. Consolidated-28 data is available 29 days after the research day.

### **When is VOZ data available from?**

VOZ data is available from the start of the 2022 research year (December 26th 2021).

### **Should viewers be concerned for their privacy?**

User data that contributes to VOZ is fully anonymised. All OzTAM and Regional TAM TV audience measurement panel households opt-in with full consent. OzTAM and Regional TAM do not collect any information that can identify the person(s) that owns or uses individual devices. With respect to viewing on connected devices, users have given their consent to the broadcasters to use broadcasters' websites and/or apps. The streaming TV meters only look for broadcast viewing activity and platform-level IP addresses for over-the-top and subscription video-on-demand (SVOD) services. VOZ, and the elements needed to deliver it, meet Australian privacy standards.

## **Does VOZ capture subscription video-on-demand (SVOD) services or videos watched on YouTube or Facebook?**

While VOZ is technically capable of reporting SVOD and other video providers, current specifications of the VOZ service covers television broadcast content only.

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For more information go to [virtualoz.com.au](https://virtualoz.com.au)

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