

## **MEDIA RELEASE**

# **OzTAM announces VOZ Streaming: a collaborative revolution in BVOD trading**

## **Set to transform Australia's multi-broadcaster programmatic BVOD trading, VOZ Streaming launches on 25 November 2024**

**18 November 2024**

OzTAM, Australia's television measurement body, has announced the launch of VOZ Streaming on 25 November, 2024. This groundbreaking service provides an enhanced multi-broadcaster programmatic BVOD (broadcaster video on demand) trading solution tailored to meet the evolving needs of advertisers and media agencies.

Developed through extensive industry collaboration, VOZ Streaming provides full access to Australia's free-to-air commercial BVOD inventory and transforms the way BVOD advertising is transacted. VOZ Streaming will enable targeted trading using a common OzTAM demographic dataset with a privacy-first approach.

With BVOD viewing now typically reaching around 11 million people each month\* VOZ Streaming empowers advertisers to programmatically trade across 7plus, 9Now, 10 play and SBS On Demand\*\*, aggregating the scale of BVOD services while enhancing the viewer experience through frequency capping, and gaining the ability to activate co-viewers to connected TV sets.

VOZ Streaming will also support the post-analysis of programmatically traded inventory using the VOZ Total TV database to reveal the incremental reach BVOD delivers to broadcast television campaigns. Furthermore, the service introduces a new transactional method for BVOD, while complementing existing direct and programmatic BVOD trading models provided by broadcasters and enhancing marketplace choice.

VOZ Streaming will be available in-market from 25 November 2024, with further enhancements introduced in 2025 including advertiser first-party data matching via VOZ Streaming's

partnership with Snowflake's Data Clean Rooms environment; activation of co-viewers; and the onboarding of additional SSPs (supply side platforms) and DSPs (demand side platforms).

OzTAM CEO, **Karen Halligan**, said: "Our extensive industry consultations have been instrumental in shaping VOZ Streaming, responding to the call for a streamlined, universal approach to programmatic BVOD trading across the networks.

"This launch sees BVOD inventory aggregated at scale, representing a significant innovation for the industry as we continue to prepare for the launch of VOZ as trading currency on 29 December, 2024.

"VOZ Streaming is a testament to OzTAM's commitment to developing new tools and data that empower broadcasters to maximise their audiences and enabling advertisers to effectively reach them. We look forward to welcoming additional streaming services into the VOZ Streaming ecosystem in the future."

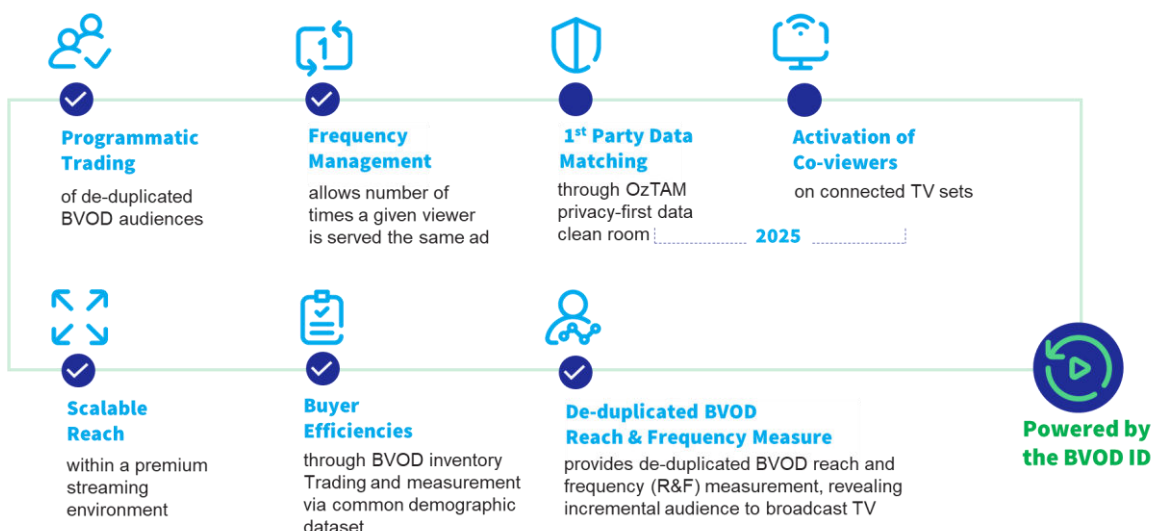
MFA CEO, **Sophie Madden**, said: "VOZ Streaming marks an important milestone in the VOZ rollout and is a significant step forward in cross-platform trading. By enabling unified metrics for demographics, this OzTAM led initiative introduces a new level of rigour in demographic measurement for advertisers. In an environment where media fragmentation continues to increase, initiatives where we come together to innovate and create unified industry solutions are critical."

The industry's leading SSPs and DSPs have been involved in the development and integration of VOZ Streaming, including Magnite, Microsoft Advertising and The Trade Desk, with additional platforms set to onboard from 2025.

Magnite Managing Director ANZ, **Yael Milbank**, said: "It's great to see such fierce competitors collaborate to create VOZ Streaming, producing a revolutionary development in the way that BVOD is traded programmatically in Australia. From our perspective as an SSP, we continue to see large BVOD volumes moving through our pipes and once implemented, we expect VOZ Streaming will provide a great opportunity to grow BVOD investment programmatically, particularly with the ability to account for co-viewing."

The Trade Desk ANZ General Manager, **James Bayes**, said: "We believe in the power of television and premium, professionally produced content to drive superior outcomes for our advertiser partners. Managing campaigns effectively across multiple screens and formats, from broadcast to BVOD, is increasingly difficult for marketers. At The Trade Desk, we build tools and work with leading industry partners to make planning, activating, and measuring TV easier across all its incarnations. And now, we're enhancing our market-leading solutions by introducing technical support for VOZ Streaming."

Microsoft Advertising Commercial Director, Media and AdTech Solutions ANZ, **Mark Serhan**, said: "Microsoft Advertising is committed to enhancing the value we deliver to our clients and the industry at large through innovative and privacy-first solutions like VOZ Streaming. As an end-to-end technology platform, we recognise the transformative impact of VOZ Streaming on the Australian advertising ecosystem. The standardisation of BVOD inventory trading and measurement through a common demographic data set streamlines the buying process and is a much-needed step towards a total TV measurement solution."



Source: \* OzTAM VOZ | National BVOD (7plus, 9Now, 10play and SBS On Demand) | When Watched | Avg May, June & Sep 2024 | BVOD reach viewing threshold > 15 sec

\*\* SBS On Demand from early 2025

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### About OzTAM

OzTAM is Australia’s official source of television audience measurement, covering broadcast free-to-air television in the five mainland metropolitan markets (Sydney, Melbourne, Brisbane, Adelaide and Perth); and BVOD viewing on connected devices throughout Australia. OzTAM audiences for broadcast TV ([TAM](#)), BVOD ([VPM](#)) and Total TV ([VOZ](#)) are the accepted metric by which Australian television is evaluated. The media industry uses OzTAM data to understand viewer behaviour, assist in program development and advertising planning, and to gauge the performance of television programs, broadcasters and advertising campaigns. OzTAM strives to deliver a world class all-screen audience measurement service and develop new tools and data that allow broadcasters to maximise their audiences, and advertisers to reach them. More information at [oztam.com.au](http://oztam.com.au).

### About VOZ Streaming

VOZ Streaming is a data enablement service that delivers enhanced programmatic BVOD trading via a common OzTAM dataset while improving the viewer experience by capping the frequency across participating broadcasters’ advertising inventory utilising a consistent anonymised identifier (BVOD ID).

Additionally, VOZ Streaming enables the activation of co-viewers to connected TV sets and brings BVOD Programmatic into the Total TV campaign R&F reporting capabilities of the VOZ data base. More information at [vozstreaming.com.au](http://vozstreaming.com.au)

### About 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. More information at [virtualoz.com.au](http://virtualoz.com.au)

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