MEDIA RELEASE

OzTAM enables advertiser first-party data matching in VOZ Streaming with Snowflake Data Clean Rooms

VOZ Streaming, Australia's first solution for multi-broadcaster deduplicated programmatic Broadcast Video on Demand (BVOD) trading

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 Snowflake, the AI Data Cloud company, today announced OzTAM, Australia's official source of television audience measurement, will leverage Snowflake Data Clean Rooms for its VOZ Streaming data enablement solution.

VOZ Streaming, Australia's first solution for multi-broadcaster programmatic Broadcast Video on Demand (BVOD) trading, will make advertising in the BVOD era more personalised than ever before, combining anonymised viewer data from the major commercial networks' BVOD offerings (7plus, 9Now, 10 play and SBS On Demand) into one common OzTAM dataset within a cross-cloud environment.

Data clean rooms allow organisations to unlock the value of sensitive data by anonymising, processing, and securely storing personally identifiable information (PII) which enables joint data analytics, machine learning, and AI. In Australia, this means helping organisations maintain compliance with the Privacy Act, which aims to protect the data of Australians while providing transparency as to how that data is collected, stored and used. Snowflake's Data Clean Rooms is a controlled environment that allows multiple companies to securely collaborate on sensitive or regulated data, while preserving the privacy of the enterprise data.

Snowflake was selected by OzTAM to hash and anonymise the data of users from each participating BVOD provider within the VOZ Streaming data enablement service. From there, advertisers can target precise personas – specific demographics based on age, gender, and viewing behaviours – to more accurately place advertisements in front of viewers regardless of the BVOD channel they are watching, when they are watching it, or the device they are using.

"A data clean room was essential to protect the privacy of viewers, help the networks ensure data security and enable a brand safe, privacy preserving environment for advertisers," said

Karen Halligan, CEO, OzTAM. "Snowflake Data Clean Rooms' easy integration with our groundbreaking premium data enablement service for BVOD programmatic ad trading is another milestone in the progression of VOZ. Data governance was non-negotiable, and following a thorough tender process, Snowflake demonstrated the best approach."

More accurate and collaborative advertising model enabled by Snowflake Data Clean Rooms

VOZ Streaming leverages the same programmatic auction model in which advertisers bid on advertising spots through a third party. However, for the first time in Australia, advertisers can now precisely target BVOD viewers across different broadcasters.

Snowflake Data Clean Rooms will allow for personal data to be shared across broadcasters and between agencies without sharing names, ages, email addresses, or any other PII. The clean room provider has full control over the environment, while approved partners can get a feed with anonymised data.

"OzTAM's VOZ Streaming service will help broadcasters and advertisers unlock the full potential of streaming via BVOD, enabling advertisers to engage with the right audience at the exact time they're viewing," said **Theo Hourmouzis**, Vice President for Australia and New Zealand, Snowflake. "This complete reimagining of BVOD advertising is made possible through Snowflake Data Clean Rooms as they protect viewer privacy while enabling personalisation on a scale previously thought impossible."

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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); subscription television nationally; 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.

About Snowflake

Snowflake makes enterprise AI easy, efficient, and trusted. Thousands of companies around the globe, including hundreds of the world's largest, use Snowflake's Data Cloud to share data, build AI and machine learning applications, and power their business. The era of enterprise AI is here. Learn more at snowflake.com (NYSE: SNOW).

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