

# SBS On Demand joins VOZ Streaming

## Australia's first solution for enhanced, multi-broadcaster programmatic BVOD trading

- **Creates access to all Australian free-to-air broadcasters' commercial BVOD inventory**
- **Enables de-duplicated reach and frequency management and capping across participating broadcasters**
- **Aggregates scalable reach within Australia's growing BVOD audience, which now accounts for 10% of Total TV minutes viewed weekly**

**30 May 2024**

**OzTAM** today welcomes **SBS On Demand** into **VOZ Streaming** – Australia's first solution for enhanced multi-broadcaster programmatic BVOD trading.

VOZ Streaming will deliver advertisers full access to Australia's free-to-air commercial BVOD inventory, now including SBS On Demand, enabling demographically focused trading using a common OzTAM dataset, and making it easier than ever before to transact BVOD in a privacy-first way.

With BVOD now accounting for approximately 10% of Total TV minutes viewed weekly, programmatic trading across 7plus, 9Now, 10play and SBS On Demand will enable advertisers to aggregate the scale of BVOD services while managing de-duplicated reach and frequency, and frequency capping.

**SBS Director of Media Sales, Adam Sadler, said:** "Over many years SBS On Demand has built an important position in the premium video market with a deep library focused on building audience and scale through BVOD-led shows like *Alone Australia*. SBS has always maintained a collaborative position in the market. We are very pleased to bring SBS On Demand into VOZ Streaming giving marketers access to the diverse audiences who regularly come to our platform."

**OzTAM CEO, Karen Halligan, said:** "Media agencies and advertisers have asked for an easier way to transact BVOD across broadcasters, and SBS On Demand's inclusion in VOZ Streaming delivers that."

"Aggregating the scale of broadcasters' BVOD inventory is more important than ever as we work towards Total TV trading via VOZ. BVOD viewing delivers significant reach in all demographics, particularly, younger audiences with 24% of 18 to 24 year-olds' weekly broadcaster viewing exclusively on BVOD\*. We welcome SBS On Demand into this important OzTAM innovation for the industry, which enables transacting on BVOD alongside the broadcasters' own BVOD trading models."

“As more services are measured with VOZ, OzTAM is looking forward to welcoming and onboarding further streaming services in VOZ Streaming.”

Paramount Australia General Manager Data Insights & Analytics, Gareth Tomlin, said: "Welcoming SBS On Demand to VOZ Streaming demonstrates how effective the service is for the entire industry. Their decision also reflects OzTAM's extensive industry consultation and collaboration with our clients and agency partners as they have built this solution to meet their needs. VOZ Streaming will allow advertisers to control the reach and frequency of their programmatic campaigns across multiple platforms, backed up by the robust and independent VOZ data set."

OzTAM is working with broadcasters, media agencies, third party software suppliers and leading ad tech providers towards the launch of VOZ Streaming, with further updates to be announced.

Source: OzTAM VOZ National Total TV, Weeks 1-52 2023

### About VOZ Streaming

VOZ Streaming will introduce an industry-wide solution to enhance programmatic BVOD trading via a common set of OzTAM demographics, while managing reach and frequency across participating broadcasters' advertising inventory, using a consistent anonymised identifier for advertising that incorporates co-viewing and creates Total TV measurement capabilities.

### Benefits of VOZ Streaming



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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 audience estimates 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) and [virtualoz.com.au](http://virtualoz.com.au).