

VOZ STREAMING FAQs

Quick answers to commonly asked questions about VOZ Streaming

What is VOZ Streaming?

VOZ Streaming is a data enablement service that facilitates the trading of multi-broadcaster programmatic BVOD (Broadcaster Video on Demand).

Powered by the BVOD ID (a consistent anonymised identifier) VOZ Streaming delivers enhanced programmatic BVOD trading via a common OzTAM dataset while improving the viewer experience by capping frequency across participating broadcasters' advertising inventory.

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 database.

When will VOZ Streaming be available?

The VOZ Streaming programmatic BVOD data enablement service launched on November 25, 2024.

VOZ Total TV Currency is the official trading currency across broadcast TV and BVOD for the Australian television industry and launches December 29, 2024.

What are the benefits of VOZ Streaming?

- **Programmatic trading** of de-duplicated BVOD audiences
- **Frequency management** allowing capping of the number of times a viewer is served the same ad
- **Scalable reach** in a premium streaming environment
- **Buyer efficiencies** from standardised BVOD inventory trading and measurement via a common demographic data set
- **Brings BVOD programmatic into VOZ Total TV campaign R&F** using existing TPSS tools, revealing the incremental BVOD audience to broadcast TV
- **First-Party Data matching** through OzTAM privacy-first data clean room (coming 2025)
- **Activation of co-viewers** on connected TV sets (coming 2025)

How does VOZ Streaming work?

Central to VOZ Streaming is the BVOD ID, a unique, consistent identifier generated by OzTAM's Real Time Demo service when a viewing session begins (captured in the Session ID).

- The BVOD ID provides the ability to identify the same viewer across networks, enabling frequency

capping across participating broadcasters (7plus, 9Now, 10play, with SBS On Demand in 2025).

- Networks pass the BVOD ID via Supply Side Platforms (SSPs) to Demand Side Platforms (DSPs) for agencies to bid on the opportunity to advertise to their target demographic.
- The DSP reports the BVOD impression file, including the Session ID and viewing time, enabling agencies to post-analyse their campaign via Gold Standard accredited software to reveal the incremental BVOD reach to broadcast TV.

VOZ Streaming will co-exist alongside existing direct & programmatic BVOD trading models and workflows, as currently supported by each broadcaster.

Which networks participate in VOZ Streaming?

Participating networks, available from the November 25, 2024 launch, are Seven (7Plus), Nine (9Now) and Paramount (10 Play).

SBS (SBS On Demand) will deploy VOZ Streaming in early 2025.

Which SSPs and DSPs are supporting VOZ Streaming?

The industry's leading SSPs (sell side platforms) and DSPs (demand side platforms) have been involved in the development and integration of VOZ Streaming.

Initial technical integration has been facilitated with Magnite, Microsoft Advertising and The Trade Desk.

OzTAM is in conversation with a variety of additional SSPs and DSPs who are scheduled to be onboarded in 2025.

As an agency or advertiser, what are the costs associated with VOZ Streaming?

Access to VOZ Streaming is available to VOZ Total TV subscribers at no additional charge.

OzTAM also offers a BVOD-only licence subscription for non-VOZ subscribers who wish to trade BVOD programmatic inventory through VOZ Streaming. Usage charges may apply however these should be discussed directly with the participating networks.

Contact info@oztam.com.au for more information.

Will VOZ Streaming be the only way to buy BVOD inventory programmatically?

Buyers have flexibility and freedom of choice. VOZ Streaming introduces a new way to trade de-duplicated inventory across participating networks, while continuing to support existing workflows.

What is OzTAM's demo modelling process determining who is viewing (age/gender) and assigning OzTAM IDs to each viewer?

The OzTAM/VPM model is an overnight process based on viewing behaviour drawn from data sources including OzTAM's metropolitan and Regional TAM's regional TV audience measurement panels, first-party registration data (where available), and enhanced with insights from OzTAM's Streaming TV Meter (STVM) data.

The source audience data is subject to daily and weekly quality control checks for general consistency e.g., average viewers per program on connected television and overall. The tracking data also looks at significant special events (such as State of Origin, Olympics and football Grand Finals) known to have viewing levels which may differ from long term averages.

How is the encrypted BVOD ID created?

The encrypted BVOD ID is derived from the corresponding OzTAM ID that has been converted to an IFA format and hashed every 90 days to prevent data leakage. The OzTAM ID is created in OzTAM's proprietary demo modelling process, which underpins the VPM and VOZ data sets.

How does the Real-Time Demo Service assign OzTAM Demos?

The Real-time Demo service provides a BVOD ID and OzTAM Demo for each VOZ Streaming call based on the previously existing information for all devices present in the overnight demo process or using a combination of real-time data points to create the BVOD ID and OzTAM Demos for all new devices.

As an integral part of this process, the RTDS creates BVOD IDs and OzTAM Demos for all identified co-viewers.

How does co-viewer activation work?

For every co-viewer identified (on connected TV's only), a bid request will be duplicated, passing BVOD ID's and demographics for each (co-)viewer. This enables DSP's to provide the ability to bid on additional OzTAM Demos identified and activated through the bid stream.

Is there a plan for SVOD players to join OzTAM and VOZ Total TV universe?

OzTAM is open to streaming players joining VOZ and VOZ Streaming and is transparent in sharing key principles and requirements to participate.

What demographics can I trade on in VOZ Streaming?

A key benefit of VOZ Streaming is the ability to trade on a standardised demographic data set (detailed below), established by OzTAM and consistent across participating networks.

	Children	Males	Females	People
00-04	High	Low	Low	Low
05-12	High	Low	Low	Low
13-17	High	Low	Low	Low
18-24	Low	High	High	High
25-39	Low	High	High	High
40-54	Low	High	High	High
55+	Low	High	High	High
55-64	Low	High	High	High
65+	Low	High	High	High

How does Reach & Frequency reporting work with VOZ Streaming?

The VOZ service enables Total TV currency R&F campaign analysis for VOZ Streaming clients.

BVOD impression files can be combined with broadcast TV spots and any IO-based BVOD to determine a Total TV R&F campaign result and reveal the incremental BVOD reach to broadcast TV.

All VOZ Total TV subscribers can access:

1. VOZ R&F Portal

Refer to this [link](#) for more detail on VOZ R&F Portal.

2. Preferred Third Party Software Suppliers

Refer to this [link](#) for more detail on TPSS's.

BVOD-only VOZ Streaming users can access:

3. VOZ Streaming API

OzTAM provides an API that returns BVOD-only results. This API, and the results generated, are aligned with other Gold Standard certified solutions for consistent results.

For more information refer to the VOZ Streaming R&F Reporting Guide.

Where can I find more information on VOZ Streaming?

VOZ Streaming resources are available at vozstreaming.com.au. Participating networks can also provide information tailored to their own processes.