

VOZ STREAMING FACT SHEET

Australia’s revolutionary cross-broadcaster, programmatic BVOD data enablement service

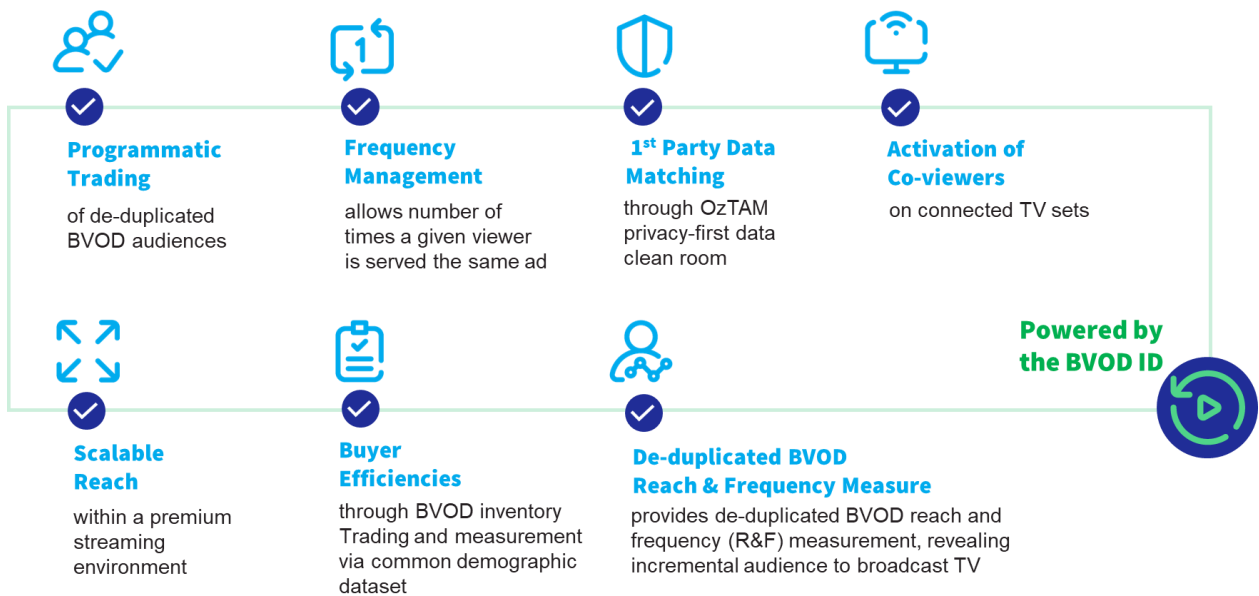
What is VOZ Streaming?

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 the 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.

Key benefits



How it works

Central to VOZ Streaming is the BVOD ID, 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.
- DSPs report 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

Coming in 2025

- **First-party data matching through OzTAM privacy-first data clean room**

VOZ Streaming provides the ability to combine anonymised viewer data from the participating networks' BVOD offerings into one common OzTAM dataset within a cross-cloud environment.

Data from each participating BVOD provider is hashed and anonymised with advertisers able to precisely target 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, or the device they are using.

- **Activation of co-viewers on connected TV sets**

The Real Time Demo Service uses a combination of real-time data points to create real-time co-viewers with different BVOD IDs and demographics.

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 DSPs to provide the ability to bid on different Demos identified and activated through the bid stream.

Reach & Frequency reporting

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 on R&F reporting, including details on the workflow, please refer to the VOZ Streaming R&F Reporting Guide.

Participating networks

Available 25th November 2024

- Seven (7Plus)
- Nine (9Now)
- Paramount (10 Play)

Available early 2025

- SBS (SBS On Demand)

Participating SSP and DSP partners

The industry's leading SSPs (Supply 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 with additional platforms set to onboard from 2025.