

VOZ STREAMING GLOSSARY

Quick definitions for common VOZ Streaming terminology

Audience

Impressions seen. i.e. the total number of times the impressions have been seen by the target demographic.

BVOD (Broadcaster Video on Demand)

Broadcaster content delivered online and watched on an internet-enabled device such as connected TV, computer, tablet or smartphone. BVOD includes viewing watched Live ('live streaming') or at a time the consumer chooses ('on-demand' or 'VOD').

OzTAM ID

A digital identifier created in OzTAM's proprietary demographic modelling solution-that is an integral part of the VPM demographic profile and underpins VOZ and the VOZ data sets. The OzTAM ID is then encrypted to become a BVOD ID.

BVOD ID

An encrypted version of the OzTAM ID that is generated by or on behalf of OzTAM as an output of the Real Time Demo Service and that is capable of being employed across the digital advertising inventory to enable advertisers to manage campaign reach and frequency.

Salted BVOD ID

An anonymous token assigned to the single sign-on account holder of a network's BVOD platform. This is an extension of the BVOD ID, applying an additional level of encryption (a salt) for advertiser first-party data matching.

Co-viewer activation

The ability to duplicate bid requests by passing separate BVOD ID's and OzTAM Demos for each identified (co-) viewer.

DSP (Demand Side Platform)

A Demand Side Platform is a buy-side technology designed to reach the publisher's target audience that allows advertisers to buy digital advertising space in an automated way.

First-party data

Broadcaster first-party data is defined as any data sets residing in an individual broadcaster's supply side platform (SSP) that may be used for targeting, including registration data. Advertiser first-party data is defined as any data sets owned by an advertiser that can be used for targeting, including registration data.

Privacy-first consent management

Ability for a BVOD user / viewer to share their preferences for personalised marketing, via the network's apps by opting in or out of interest-based advertising.

Impression files

Files generated by the DSP (Demand Side Platform) containing Session ID's, timestamps and publisher names for a specific campaign, enabling the agency / advertiser (or buyer) to generate campaign reach & frequency reports.

Impressions served

The total number of times a digital ad is delivered and displayed to a user on a screen.

Impressions seen

Impressions seen. i.e. the total number of times the impressions have been seen by the target demographic
Also refer to Audience.

OzTAM Demo

An age and gender demographic assigned by OzTAM to each viewer as part of the OzTAM demographic profile process

Real Time Demo Service

Real Time Demo Service (RTDS) is an OzTAM developed and maintained API which will be called by participating networks to return the required digital identifiers (including BVOD ID, Salted BVOD ID and OzTAM Demo for primary viewer and co-viewers) for the participating networks to deliver to the scope of VOZ Streaming.

Respondent Level Data

The VOZ Respondent Level Data (RLD) dataset provides the viewing information to content by individual people for the specific times they are viewing, for both broadcast TV and BVOD across all screens/devices. The RLD can be processed via Third Party Software Suppliers to calculate the audience of broadcast TV spots and BVOD impressions, as well as driving audience measurement for programs and dayparts. RLD is also referred to as Minute x Minute (MxM) or Elemental datasets in some industry tools and systems.

The RLD underpins all VOZ Reach & Frequency tools, including the VOZ Streaming BVOD R&F API (Application Programming Interface).

SDK

A Software Development Kit (SDK) is a collection of tools, libraries, documentation, and code samples used to provide a “plug-in” between the broadcaster’s players, and the VPM/VOZ Streaming services.

Session ID

A digital identifier associated with the viewing session of a viewer, or one or more co-viewers. The Session ID is passed in the VOZ Streaming bid stream and used for reach and frequency reporting purposes.

SSP (Supply Side Platform)

A Supply Side Platform is a sell-side technology that helps publishers manage and sell their advertising space more efficiently.

Video Player Measurement Services (VPM)

OzTAM’s Video Player Measurement (VPM) service measures and reports all BVOD viewing played to connected devices, wherever those devices are located in Australia. VPM is a data input into VOZ.

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 will become Australia’s trading currency from December 29th, 2024.

VOZ Gold Standard

OzTAM’s software accreditation system ensures all clients using VOZ data achieve consistent results. The Gold Standard specifies the arithmetical procedures to deliver uniform calculations as well as standard industry terms and language. Only Gold Standard accredited software may be used to analyse VOZ data.

VOZ Streaming BVOD R&F (Reach and Frequency) API

An OzTAM-developed service providing access to the VOZ BVOD dataset through the API (Application Programming Interface), specifically tailored to BVOD viewership metrics, excluding any broadcast TV data. It leverages digital advertisement impression metrics to query and extract pertinent BVOD records. Each record’s demographic data is then mapped to corresponding advertisement impressions. By compiling all impressions associated with a particular advertisement or campaign, the VOZ Streaming BVOD R&F API generates a detailed demographic profile and produces an R&F report.