

# CO-VIEWING EXPLAINED

## What is co-viewing?

Co-viewing occurs when multiple individuals watch television or streaming content together on a single screen. OzTAM measures co-viewing across all services.

## OzTAM's co-viewing measurement

### 1. Broadcast TV (TAM measurement)

OzTAM uses an advanced metering system that captures viewing to all broadcast television channels on all TV sets and by all individuals in panel homes.

All household residents, and any guests, register their presence using a remote control. Data retrieved from the meter details who was watching, what they were watching, when they were watching and to what TV set, allowing co-viewing to a TV set to be determined.

### 2. BVOD (VPM - connected TV measurement)

OzTAM measures BVOD content streamed live or on-demand through its Video Player Measurement (VPM) service as an integral part of delivering the VOZ Total TV dataset.

VPM measures minute-by-minute census-level device data. This census level data is enhanced via demographic modelling to deliver person-based measurement of viewing, including co-viewing on connected TVs (CTV).

The VPM demographic model is an overnight process which creates a digital identifier (OzTAM ID), and an associated demo profile (i.e., Female 25-39) based on viewing behaviour drawn from data sources including first-party registration data (where available), OzTAM's metropolitan and Regional TAM's regional TV audience measurement panels (TAM) and enhanced with insights from data produced from OzTAM's Streaming TV Meter's (STVM) installed in panel homes.

As part of the VPM demographic model, OzTAM measures co-viewing on CTVs using a combination of these inputs to replicate co-viewing behaviour across the TAM panels.

Co-viewing is defined as up to three additional viewers simultaneously watching BVOD on a CTV alongside the primary viewer. Only one viewer is accounted for on mobiles, tablets or laptops.

### 3. Total TV (VOZ measurement)

The measured co-viewing activity to broadcaster content on TV sets from both the TAM panel measurement and BVOD CTV measurement is included in the VOZ database and used to derive audience estimates for programs and campaign post-evaluation Reach & Frequency (R&F).

There is, however, no linkage between individuals doing the co-viewing activity to content on TV sets, therefore it is not possible to create co-viewing demographics for broadcast TV analysis.

The co-viewing component of the BVOD viewing data also cannot be analysed separately.