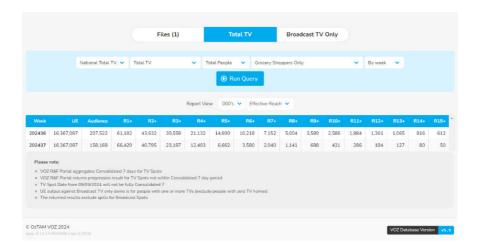


## **VOZ R&F PORTAL**

## Report cross platform campaign reach & frequency across broadcast TV and BVOD

The VOZ R&F Portal is a web tool developed for media agencies to run post-campaign reach and frequency analysis using the Virtual Australia (VOZ) integrated Total TV database.

Agencies can set up campaign reporting, upload broadcast TV spots and BVOD Impression files, or create a request for broadcasters to upload the BVOD impressions for the selected cross-screen campaign within the VOZ R&F Portal. The VOZ R&F Portal follows industry best practices. It is built to ensure each campaign report is secure and protects unauthorised users from accessing information.



Once broadcast TV spots or BVOD impressions (or both) are processed, agencies can choose to view the report, either online or offline, using the following parameters:

- Markets including National Total TV, metropolitan and regional totals; individual metropolitan cities (including overlap); individual regional aggregate markets (including overlap)
- A core subset of age/gender demographics
- Platforms including All Broadcast TV, Only Broadcast TV, All BVOD, Only BVOD, Total TV or Both TV & BVOD
- Report results in weekly or cumulative reach totals
- Results for Total Effective or Total Exact reach

## **Notes**

- Viewing aggregation uses Consolidated-7 viewing data for broadcast TV spot(s) and BVOD impression(s) date and time, subject to VOZ consolidated data at time of report
- A core subset of age/gender demographics will evolve to include all standard TAM demographics
- STV is not currently supported

## How to get started

- Available to subscribers of both OzTAM & Regional TAM MxM / elemental data
- Login credentials are needed to access via web portal & API
- For additional information, refer to <u>Data Sets & Delivery Explained</u> or contact <u>info@oztam.com.au</u>