

VOZ TPSS EXPLAINED

Third Party Software Suppliers (TPSS) are companies that have access to VOZ data and provide various analysis, planning, evaluation and optimisation tools. They access and process VOZ data on behalf of subscribers.

OzTAM fosters an open software market for its data, providing subscribing clients a choice of TPSS suppliers that operate within the OzTAM Gold Standard software accreditation process. Gold Standard (GS) accreditation ensures the consistent calculation of audience estimates. i.e. VOZ data will deliver the same results in any GS accredited software.

The following TPSS develop and supply software solutions to access OzTAM's VOZ data:

- Broadcast MAP
- Day8
- Nielsen Landsberry & James
- TechEdge

Further information on specific Gold Standard modules is available [here](#).

Your agency will have a preferred TPSS, with each providing unique functionality and capabilities.

The VOZ service delivers two datasets to the market, accessed via TPSS's:

- Respondent Level Data (RLD) for broadcast TV and BVOD viewing. This is also referred to as Minute x Minute (MxM) or Elemental datasets in some industry tools and systems
- Quarter Hour, or ¼ Hour, Files (QHF) for broadcast TV viewing only

Further information on these datasets is available in [Data Sets & Delivery Explained](#).

There are industry TPSS's that also offer capabilities to optimise campaigns for advertisers using VOZ data. These include, but are not limited to, Genesis (Nielsen L&J) and Optim8 (Day 8). Your agency may also have a proprietary, in-house tool or system for optimising client campaigns.

Mediaocean SpectraMD is a TPSS for Quarter Hour File data and their role with TAM/VOZ data is more complex. Please refer to [Mediaocean Explained](#) for more information or go to www.mediaocean.com.