VOZ TREND BREAKS EXPLAINED

Any significant change to data can result in a 'trend break', which marks the point where the underlying pattern in a data series shifts.

Recognising what these changes entail and when they occur is crucial for any analysis involving TAM (TV ratings) & VOZ datasets.

Within VOZ, there are two key datasets:

- Respondent Level Data (RLD) for broadcast TV and BVOD viewing (also known as MxM or Minute x Minute)
- Quarter Hour, or ¼ Hour, Files (QHF) for broadcast TV viewing only

These datasets can be accessed via Mediaocean SpectraMD and your preferred Third Party Software Suppliers (TPSS). For more information on RLD and QHF's refer to Data Sets & Delivery Explained.

Competitive data will also be impacted with this currency change, where VOZ data will become the source of TARP's/000's.

While the change of media currency to VOZ occurred on 29 December 2024, agencies and clients can access VOZ data for the full years of 2022, 2023 and 2024. Across this time there have been several methodology enhancements in the VOZ dataset. Key trend breaks and milestones include:

- **26th December 2022:** Viewing to all Free-to-Air and Subscription TV networks (excluding Kayo Sports) is reported in VOZ
- **1st January 2023:** Viewing to Foxtel internet-delivered services (i.e. homes that receive Foxtel services only via the internet) is reported exclusively in BVOD results
- **30th July 2023:** Kayo Sports included in VOZ data
- **28th January 2024:** Enhanced co-viewing model for connected TV viewing
- **29th December 2024:** Foxtel, Foxtel Now/GO and Kayo Sports cease to be measured and reported in VOZ going forward

Saturday 28th December 2024 was the last reporting day for TAM TV ratings data, with Sunday 29th December 2024 the first official trading currency day for VOZ data as currency.