MEDIA RELEASE

OzTAM and Netflix strike ground-breaking agreement to integrate Netflix Ad Tier Census data into VOZ

Multi-year agreement advances innovation in TV measurement, with Netflix Ad Tier viewing data rolling out in stages

Monday, 2 November 2026

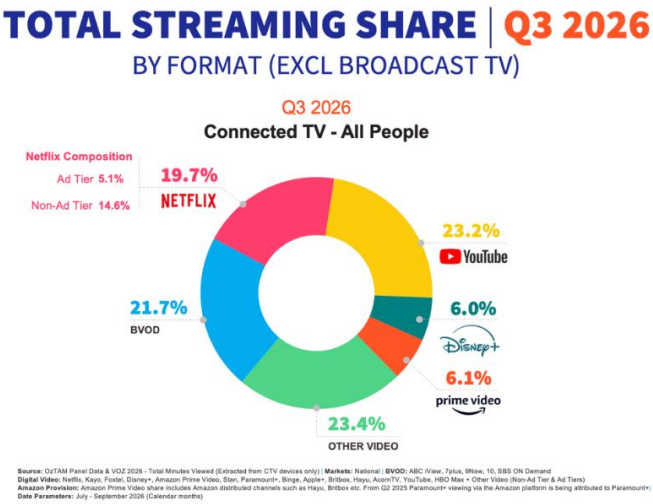
OzTAM and Netflix will bring Netflix Ad Tier census-level viewing into Australia's industry currency, VOZ. The capability, developed in collaboration with Nielsen, will enable the industry to plan and report across broadcast TV, BVOD and Netflix Ad Tier in a single, unified currency database within the existing industry ecosystem.

The first stage of the integration is reflected in OzTAM's enhanced Q3 2026 Streamscape reporting, available today to subscribers via OzTAM's interactive dashboard. For the first time, Streamscape separates Netflix Ad Tier and non-Ad Tier viewing on connected TVs, with other devices expected to follow at a later stage.

The new breakdown shows how Netflix Ad Tier viewing compares with other streaming services and provides the industry with its first view of Netflix Ad Tier's contribution to Total Video viewing.

Streamscape measures Total Video share of viewing across broadcast TV, BVOD and all other streaming services, including all SVOD and social video platforms. The Q3 data covers July to September 2026.

The Streamscape Q3 2026 data shows that Netflix accounted for 19.7% of Total Streaming Share on connected TVs. Netflix Ad Tier accounted for 5.1% of Total Streaming while non-Ad Tier contributed the remaining 14.6%. Netflix Ad Tier share alone was comparable with the total viewing shares of Prime Video (6.1%) and Disney (6.0%); offering deeper insight into how Netflix Ad Tier viewing compares with other major streaming platforms.



The second stage of the Netflix VOZ integration will go live on 1 February 2027, with the industry able to analyse Netflix Ad Tier content-level viewing alongside existing VOZ Total TV data through accredited third-party software tools, using the same metrics and breakdowns by market, device and demographics available for current VOZ reporting.

Existing VOZ currency data for broadcast TV and BVOD will continue to be released daily, with daily Netflix Ad Tier census-level viewing delivered monthly, for the preceding month. The first release, in February 2027, will cover January 2027 viewing.

“Bringing this data into Australia’s industry currency is a significant step towards a more complete view of how Australians watch video. We’re proud to be working so closely with Netflix on this innovation, bringing more granular insights into streaming audiences, said Karen Halligan, CEO of OzTAM.

“Independent, people-based audience measurement provides an objective view of actual viewing behaviour. By bringing Netflix Ad Tier viewing into the same measurement framework as broadcast TV and BVOD, we’re giving the industry a more consistent and comparable understanding of audiences across platforms, supporting better-informed planning and investment decisions.”

“The methodology underpinning this integration also lays the groundwork for other SVOD platforms to be represented individually in OzTAM’s reporting in the future.”

OzTAM will provide industry education and support throughout 2027 to help data subscribers understand and incorporate the new data into planning and analysis.

About OzTAM

OzTAM is Australia’s official source of video measurement and the provider of **VOZ**, the industry’s currency data. VOZ integrates broadcast viewing on TV sets with granular BVOD viewing on connected devices to provide a national, de-duplicated, all-screen view of audiences, supporting planning, trading, and reporting across Australia’s media industry. From February 2027, VOZ will expand to include Netflix Ad Tier viewing, with the first release covering January 2027.

As a trusted, independent measurement provider, OzTAM also delivers innovative data solutions, including **Streamscape**, which provides an independent, unified view of Total Video viewing share across broadcast, BVOD, and streaming platforms, and **VOZ Streaming**, which enables enhanced programmatic BVOD trading.

Working collaboratively with media organisations, OzTAM combines technical expertise and industry insight to help the industry understand Australia’s evolving viewing landscape and make more informed decisions.

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