



MiQ announces data partnership with OzTAM to ingest VOZ data into Sigma's TVi product

Significantly enhancing media planning and optimisation

SYDNEY, AUSTRALIA – AUGUST 5, 2025 – Global programmatic media partner [MiQ](#) and [OzTAM](#), the industry's provider of VOZ Total TV currency, today announced a data partnership which will see OzTAM's [VOZ](#) currency data ingested into MiQ's cross platform tool, TVi.

MiQ announced the agreement today alongside OzTAM, as the company launched its "Behind the Screens" roadshow series in Sydney.

MiQ recently launched its Sigma technology, the world's first AI platform that unifies the programmatic ecosystem, and the new partnership enables MiQ to ingest VOZ currency data for linear and BVOD into its TVi product, housed within Sigma. This will significantly refine Sigma's ability to forecast audience behaviour, optimise budget allocation, and provide VOZ and Sigma subscribers with a planning tool that seamlessly aligns with established media planning methodologies.

Sigma unites more than 300 diverse data feeds, spanning 700 trillion consumer signals across what consumers are watching on TV, browsing on the web, and buying in stores. Sophisticated AI is used across the platform to improve planning, audience development, and activation, allowing traders to drive market-leading outcomes for brands and agencies. Having championed an agnostic and unbiased approach to programmatic buying since inception, MiQ Sigma is now the only advertising tool that connects the entire programmatic ecosystem in one place.

VOZ is the foundation of Australia's Total TV measurement standard, bringing together broadcast viewing on TV sets and granular BVOD viewing on connected devices to provide national, de-duplicated, all-screen, cross platform data for planning, trading and reporting. VOZ became Australia's official trading currency in December 2024 and is used by the media industry to understand viewer behaviour, assist in program development and advertising planning, and to gauge the performance of television programs, broadcasters and advertising campaigns.

MiQ Managing Director ANZ, **Fiona Roberts**, said "When we were looking to launch Sigma into Australia, it was a must to pursue a partnership with OzTAM, given that VOZ Total TV data is the gold standard, industry trading currency.

"Through this partnership, MiQ will be able to provide planning and measurement along with a single platform perspective of viewership across linear, BVOD, streaming and YouTube, for marketers own brands and their competitors, all driving through to activation in multiple DSPs via MiQ's Sigma platform."



OzTAM CEO, **Karen Halligan**, said: “VOZ Total TV data is the trading currency for our industry, so ensuring it's widely accessible across Australian tools and platforms is simply good practice. This local integration with MiQ's global Sigma tool is another step towards ensuring agencies and advertisers can work as efficiently as possible, with consistent, independent audience data. It aligns with our mission of collaborating with industry partners, and follows our recent innovations including a partnership with Netflix, the launch of VOZ Streaming, expanding streaming TV meters in homes, and several big data opportunities.”

VOZ data is currently being ingested into Sigma and will be ready for clients to view during Q4 2025.

About MiQ

We're not your average programmatic media partner. Since 2010, we've been on a journey to make advertising better, and help brands and agencies achieve their best outcomes. That's why we created MiQ Sigma, our AI-powered advertising technology that connects the ecosystem together, revealing what audiences everywhere are watching, browsing and buying. Enabled by these insights, our traders make custom, unbiased decisions that deliver faster, smarter and more effective results. With MiQ, programmatic always goes beyond expectations.

Headquartered in London, MiQ operates globally from 21 offices across North America, Europe, APAC, and Latin America. The company has been recognized as one of Insider's Hottest AdTech Companies, earned Ad Age's Best Places to Work Award, made the Inc. Power Partners list, and has been named to AdExchanger's Programmatic Power Players every year since its inception in 2020.

About OzTAM

OzTAM is Australia's official source of television audience measurement, covering broadcast TV (TAM) in metro markets and BVOD (VPM) viewing nationally.

Together with Regional TAM, OzTAM underpins **Virtual Australia (VOZ)** - Australia's integrated, all-screen Total TV measurement service and official trading currency.

OzTAM also supports data solutions like **VOZ Streaming** for programmatic BVOD trading and **Streamscape™**, a quarterly report offering a unified view of Total Video consumption across broadcast, BVOD, and streaming platforms.

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