

## MEDIA RELEASE

# OZTAM ANNOUNCES NEXXEN AS LATEST VOZ STREAMING PARTNER

## Continuing to Drive BVOD Programmatic Trading Efficiencies for the Industry

Monday March 31, 2025

OzTAM today announced Nexxen DSP – the demand-side platform (DSP) within Nexxen’s unified tech stack – as the latest DSP partner for VOZ Streaming, enhancing its industry-leading capabilities in streamlining programmatic trading across Australia’s free-to-air (FTA) BVOD inventory. This collaboration strengthens VOZ Streaming’s position as the ultimate solution for efficient and effective programmatic BVOD trading.

Following a successful trial, Nexxen DSP is now ready for trading on VOZ Streaming, joining existing partners Xandr and The Trade Desk. Together, these ad tech partnerships cover the majority of programmatic trading in Australian agencies, making VOZ Streaming an essential service for advertisers looking to maximise their BVOD campaigns.

Since its launch in November 2024, VOZ Streaming has been transforming BVOD programmatic trading by offering a seamless, multi-broadcaster solution that aggregates inventory across Australia’s FTA broadcasters. It provides advertisers with the ability to de-duplicate BVOD reach & frequency measurement and allows advertisers to find new audiences by revealing incremental BVOD audiences to broadcast TV for the first time.

This innovation reveals untapped BVOD audiences that were previously unavailable, giving advertisers the ability to expand their reach and connect with viewers who were outside their traditional broadcast strategies. VOZ Streaming also enables advertisers to optimise frequency while delivering a superior viewing experience for audiences through frequency capping, limiting how often a viewer sees the same ad when watching content.

Following the launch of VOZ Streaming, several key advancements have already been delivered – minimising waste and driving greater efficiencies in trading. The upcoming additional integration of DSP Google DV360 will further expand VOZ Streaming’s reach, making seamless programmatic trading even more accessible.

OzTAM CEO, **Karen Halligan**, said "We are excited to welcome Nexxen to VOZ Streaming, marking a key milestone in VOZ Streaming’s expansion as we continue to deliver on our roadmap, gain market adoption and implement new advancements in the programmatic BVOD landscape. Nexxen’s

significant reach, particularly with independent media agencies, combined with our existing partnerships, continues to solidify VOZ Streaming as the go-to service for programmatic BVOD trading.”

“We look forward to bringing more scalable and precision-driven solutions to advertisers across Australia through our partnership with OzTAM,” said **Janice Chan**, VP, Platform & Client Services, APAC at Nexxen. “We’ve long been committed to providing advertisers with the tools they need to seamlessly plan, activate and measure TV across channels, and our integration with VOZ Streaming marks a significant step in enhancing our flexible TV solutions – empowering our clients and partners to drive results in the fast-converging TV landscape.”

Nexxen’s involvement in VOZ Streaming signals continued momentum towards market adoption, with the integration of Google DV360 as an additional DSP platform, first-party data matching through OzTAM’s privacy-first data clean rooms in partnership with Snowflake, and the addition of SBS On Demand all coming soon.

#### About OzTAM

OzTAM is Australia’s official source of television audience measurement, covering broadcast free-to-air television in the five mainland metropolitan markets (Sydney, Melbourne, Brisbane, Adelaide and Perth); and granular BVOD viewing on connected devices throughout Australia.

OzTAM’s Broadcast TV ([TAM](#)) and BVOD ([VPM](#)) services are key inputs into VOZ, the Total TV currency by which Australian television is evaluated.

The media industry uses OzTAM data to understand viewer behaviour, assist in program development and advertising planning, and to gauge the performance of broadcasters, broadcaster content and advertising campaigns. OzTAM strives to deliver a world class all-screen audience measurement service and develop new tools and data that allow broadcasters to maximise their audiences, and advertisers to reach them. More information at [oztam.com.au](#) and [virtualoz.com.au](#).

#### About VOZ Streaming

VOZ Streaming is OzTAM’s programmatic BVOD trading service, delivering cross-broadcaster efficiencies through the deduplication of audiences via a consistent anonymised identifier (BVOD ID), and improving the viewer experience by capping ad frequency across participating broadcasters.

Additionally, VOZ Streaming enables the activation of co-viewers to connected TV sets and brings BVOD programmatic into the Total TV campaign R&F reporting capabilities of the VOZ data base.

More information at [vozstreaming.com.au](#)

#### About VOZ

Virtual Australia, or ‘VOZ’, is the foundation of Australia’s ‘Total TV’ measurement standard. VOZ brings together broadcast viewing on TV sets and granular BVOD viewing on connected devices to provide truly national, de-duplicated, all-screen, cross-platform planning, trading and reporting for Australia’s media industry. VOZ delivers a significant step change in the way Australian television is measured and evaluated, and will become Australia’s trading currency from December 29th 2024.

More information at [virtualoz.com.au](#)

#### About Nexxen

Nexxen empowers advertisers, agencies, publishers and broadcasters around the world to utilize data and advanced TV in the ways that are most meaningful to them. Our flexible and unified technology stack comprises a demand-side platform (“DSP”) and supply-side platform (“SSP”), with the Nexxen Data Platform at its core. With streaming in our DNA, Nexxen’s robust capabilities span discovery, planning, activation, monetization, measurement and optimization – available individually or in

combination – all designed to enable our partners to achieve their goals, no matter how far-reaching or hyper niche they may be.

Nexxen is headquartered in Israel and maintains offices throughout the United States, Canada, Europe and Asia-Pacific, and is traded on the Nasdaq (NEXN). For more information, visit [www.nexxen.com](http://www.nexxen.com).

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