

MEDIA RELEASE

OzTAM WELCOMES PUBMATIC AS NEXT SSP SET TO JOIN VOZ STREAMING

Strengthening programmatic pathways to Australia's premium BVOD content

25 September 2025

OzTAM today announced that PubMatic, (Nasdaq: PUBM), an independent technology company providing programmatic solutions for the digital advertising ecosystem, has entered final testing for its integration with VOZ Streaming - the last step before deployment.

VOZ Streaming is OzTAM's data enablement service designed to enhance programmatic broadcast video-on-demand (BVOD) trading. It empowers agencies and advertisers to buy programmatic BVOD across participating broadcasters through a centralised solution and improves campaign efficiency, streamlines workflows, extends reach, and improves the viewing experience by managing ad frequency. PubMatic's integration with VOZ Streaming marks another step forward in expanding programmatic access to premium BVOD inventory.

PubMatic empowers premium broadcasters and CTV publishers with programmatic tools that enhance monetisation, improve viewer experiences, and provide buyers with a cleaner, more effective supply path, with transparency and control at the core.

OzTAM CEO, **Karen Halligan**, said: "We're delighted to welcome PubMatic as it enters the final phase of joining VOZ Streaming. Every new integration expands programmatic access to broadcaster inventory, builds further momentum in the evolution of Australia's television trading ecosystem, and supports OzTAM's ongoing focus on creating efficiencies that benefit the entire market."

PubMatic Senior Director - CTV/OTT & Online Video, APAC, **Luke Smith**, said: "We're proud to be joining VOZ Streaming, a milestone that reflects PubMatic's continued investment in supporting the growth and innovation of Australia's premium broadcaster ecosystem. As CTV becomes a cornerstone of digital advertising, our focus is on delivering transparent, efficient, and future-ready infrastructure that empowers broadcasters and enhances outcomes for advertisers. We believe programmatic can elevate the total TV experience, and our integration with VOZ Streaming brings us one step closer to that vision."

Seven Network National Digital Sales Director, **Jordan King**, said: "We're delighted to see PubMatic rolling out VOZ Streaming across its platform, enabling programmatic activation of best-in-class, cross-screen measurement. PubMatic has established itself as an innovative SSP, and the integration of VOZ Streaming further reinforces this reputation while delivering greater value to broadcasters, advertisers, and audiences alike."

Paramount ANZ National Digital Sales Director, **Diane Ho**, said: "As broadcasters, our priority is to deliver the best possible experience for both viewers and advertisers. PubMatic's integration with VOZ Streaming will enable brands to reach audiences across our premium BVOD inventory through programmatic pathways, with greater efficiency, transparency, and scale. This is an important advancement in making Australia's TV ecosystem more accessible and future-ready, while maintaining the premium environment that audiences and advertisers expect and value."

Head of Digital at media agency Stratosphere, **Arthur Hascoet**, said: "Programmatic access to BVOD through VOZ Streaming is a real innovation for brands. Having PubMatic as part of this ecosystem gives us greater confidence in the transparency and efficiency of our campaigns, while ensuring we reach audiences in premium, trusted environments. It's a big step forward in simplifying how we plan and buy Total TV."

Testing will continue across September, with deployment anticipated from October this year.

BVOD continues to grow in importance within Australia's television ecosystem, with commercial BVOD reaching an average of six million people weekly in 2025*.

Additional VOZ Streaming partners include supply side platforms (SSPs) Magnite and Xandr, and demand-side platforms (DSPs) The Trade Desk, Nexxen, Google DV360, and Microsoft Advertising (Xandr). Additional developments, including first-party data matching through OzTAM's data clean rooms in partnership with Snowflake, and the addition of SBS On Demand, are coming soon.

**Source: OzTAM VOZ | National BVOD (7Plus, 9Now, 10 Play, SBS On Demand) | Total People | When Watched | Average Weekly Reach | Viewing Threshold > 15 seconds | Weeks 1-38 2025 | All Day*

About OzTAM

OzTAM is Australia's official source of television audience measurement and the supplier of **VOZ**, the industry's Total TV currency data.

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.

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.

About PubMatic

PubMatic (Nasdaq: PUBM) is an independent technology company maximizing customer value by delivering digital advertising's supply chain of the future. PubMatic's sell-side platform empowers the world's leading digital content creators across the open internet to control access to their inventory and increase monetization by enabling marketers to drive return on investment and reach addressable audiences across ad formats and devices. Since 2006, our infrastructure-driven approach has allowed for the efficient processing and utilization of data in real time. By delivering scalable and flexible programmatic innovation, we improve outcomes for our customers while championing a vibrant and transparent digital advertising supply chain.

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