

MEDIA RELEASE

OzTAM LAUNCHES STREAMSCAPE™: THE FIRST INDEPENDENT VIEW OF TOTAL VIDEO CONSUMPTION IN AUSTRALIA

The next step towards a unified Total Video measurement landscape

OzTAM has launched Streamscape - a new quarterly report that, for the first time, delivers a unified, independent view of Total Video consumption in Australia.

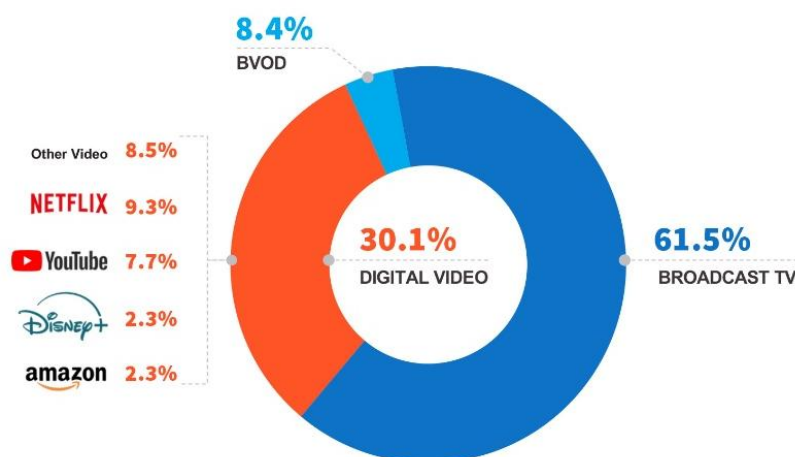
Streamscape provides a singular view of how Australians consume video across platforms and demographics, empowering agencies and marketers to plan with greater confidence, precision, and accountability.

The first Streamscape report, covering the quarter January to March 2025, reveals that Broadcast TV (free-to-air television) accounts for the majority of viewing among Total People, with 61.5% share. BVOD services (ABC iView, 7plus, 9Now, 10 and SBS On Demand) represent 8.4% of Total Video, while Digital Video (which includes Streaming services* such as Netflix, Disney+, Amazon Prime Video and Youtube etc) makes up the remaining 30.1%.

TOTAL VIDEO SHARE | Q1 2025

BY FORMAT

All TV Set Viewing - All People



Source: OzTAM Panel Data & VOZ 2025 - Total Minutes Viewed | Markets: National | Broadcast TV: ABC, Seven, Nine, Ten, SBS | BVOD: ABC iView, 7plus, 9now, 10 Play, SBS ON Demand | Digital Video: Netflix, Kayo, Foxtel, Disney+, Prime Video, Stan, Paramount+, Binge, Apple+, Britbox, Optus Sport, Hayu, AcomTV, Youtube + Other Video (Non Ad-Tier & Ad Tiers) | Amazon Provision: Amazon share consumption includes Amazon distributed channels such as Paramount+, Hayu, Britbox etc | Date Parameters: January - March 2025 (Calendar month)

Available quarterly to paid subscribers, at launch Streamscope provides a monthly snapshot of video viewing to TV sets, across key demographics. Reporting will continue to evolve, with future updates set to further expand demographic granularity and incorporate viewing on additional connected devices such as smartphones, tablets, and computers.

OzTAM CEO, Karen Halligan, said: “Streamscope is a game-changer for the industry. For the first time, agencies, marketers and media owners can access consistent, comparable data across platforms in a credible format. It’s a critical step toward more effective planning and provides a deeper understanding of how Australians engage with video. And this is just the beginning - Streamscope will continue to evolve to further meet the needs of our rapidly changing media landscape.”

Streamscope is intended to transition from its initial document format to a digital, interactive dashboard in the first half of 2026, enabling deeper drilldowns and cross-referencing functionality.

*Streaming services logos and brand names (including but not limited to Netflix, Disney+, Prime Video, YouTube and Amazon) used within, or in relation to, the OzTAM Streamscope report are the property of their respective owners and are used in the Report for identification and reporting purposes only. OzTAM makes no claim of endorsement from or affiliation with these services, and their inclusion does not imply any commercial relationship.

About OzTAM

OzTAM is Australia’s official source of television audience measurement intelligence.

OzTAM measures broadcast free-to-air (FTA) viewing on TV sets (TAM) in the five mainland metropolitan markets and BVOD viewing nationally (VPM).

OzTAM and Regional TAM’s broadcast TV ([TAM](#)) and OzTAM’s BVOD ([VPM](#)) services are core components of Australia’s integrated Total TV measurement service, Virtual Australia (VOZ).

VOZ is the foundation of Australia’s ‘Total TV’ measurement standard. It brings 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, and became Australia’s official trading currency on December 29, 2024. More at virtualoz.com.au

VOZ Streaming is OzTAM’s data enablement service that delivers enhanced programmatic BVOD trading via a common OzTAM dataset while improving the viewer experience by capping the frequency across participating broadcasters’ advertising inventory utilising a consistent anonymised identifier (BVOD ID). 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

Streamscope is a new quarterly report that provides a unified, independent view of Total Video consumption in Australia, across platforms and demographics. Streamscope empowers agencies and marketers to plan with greater confidence, precision, and accountability, combining SVOD viewing with broadcast TV and BVOD viewing for a Total Video picture. Contact info@oztam.com.au for more information.

Contact

Rochelle Burbury | Third Avenue Consulting
0408 774 577 | rochelle@thirdavenue.com.au