

What is VOZ?

Virtual Australia, or 'VOZ', is the foundation of Australia's new Total TV reporting standard. Conceived and developed by OzTAM, Regional TAM and Nielsen, VOZ will bring together broadcast⁺ viewing on TV sets (OzTAM and Regional TAM TV ratings) and connected devices (OzTAM's VPM Report) to provide all-screen, cross-platform planning and reporting for Australia's television industry.

What will VOZ deliver?

- 1) Australia's first truly national picture of total television viewing.
- 2) Australia's first de-duplicated audience estimates of the broadcast content Australians are watching, who is watching, the amount of time they spend watching, and the devices they're using to watch ('Total TV').
- 3) A virtual profile of Australian households and individuals.

What benefits will VOZ bring?

VOZ will crystallise Australia's Total TV picture:

- **Advertisers and media agencies** can create and post-evaluate media plans encompassing TV inventory across all broadcast channels and devices, and manage cross-screen campaigns – including de-duplicated cross-device audience reach goals right up to a national level. VOZ has been built to allow the industry to agree a common set of advanced targets (audience segments) to support planning and post-analysis beyond standard age/sex demographics in future.
- **TV networks** can get a complete picture of the audience consuming their content over time and across screens, determine BVOD incremental reach, and optimise their offer across all channels, markets, platforms and devices.
- **The media industry** gains an objective, independent, transparent and standard metric by which to evaluate the performance of TV content across all screens and platforms, and is consistent with the established TAM and VPM currencies.

Why is VOZ needed?

Australian TV viewing patterns are changing, thanks to the explosion in content, platform and device choice. The average Australian home now has 1.8 TV sets but 6.6 screens in total, and people are using all of them to watch television throughout the day – inside and outside the home. OzTAM, Regional TAM and Nielsen are building VOZ to capture the TV viewing that takes place on all screens. Initial VOZ insights became available in Q1 2020 in the first stage of a phased rollout.

⁺ **Broadcast content** comprises viewing of free-to-air and subscription broadcasters' TV and online (BVOD) services. This includes viewing through the television set (both live and played back within 28 days) and on connected devices such as smart TVs, tablets, smartphones and desktop/laptop computers. Participating BVOD broadcasters: ABC, Seven Network, Nine Network, Network 10, SBS and Foxtel.

How does VOZ work?

- 1) VOZ brings linear TV ratings estimates derived from **20,000+ viewers** in OzTAM and Regional TAM panel homes, and **14 million devices** streaming TV content (broadcast video on demand, or 'BVOD'), together in a single, detailed database.
- 2) VOZ creates an anonymised, virtual profile of Australian households and 25 million Australians using:
 - OzTAM and Regional TAM Establishment Survey data (80,000+ surveys per year, conducted since calendar 2000);
 - Gold standard TV ratings calculations based on the actual viewing behaviour of 20,000+ individuals in OzTAM and Regional TAM panel homes;
 - Information from streaming TV meters installed in 2,200+ TV panel homes; and,
 - Census level OzTAM VPM (Video Player Measurement) data on 14 million connected devices playing TV content.
- 3) VOZ has been built to allow the industry to agree a common set of advanced targets (audience segments) to support planning and post-analysis beyond standard age/sex demographics in future.

Should viewers be concerned for their privacy?

User data that contributes to VOZ is fully anonymised. All OzTAM and Regional TAM TV audience measurement panel households opt-in with full consent. OzTAM and Regional TAM collect no information that can identify the person(s) that owns or uses individual devices. With respect to viewing on connected devices, users have given their consent to the broadcasters to use broadcasters' websites and/or apps. The streaming TV meters only look for broadcast viewing activity and platform level IP addresses for over-the-top and subscription video-on-demand (SVOD) services. VOZ and the elements needed to deliver it meet Australian privacy standards.