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## **OzTAM INTRODUCES DEMOGRAPHICS TO VIDEO PLAYER MEASUREMENT (VPM)**

- **Adds demographic profiles to audience data for IP-delivered BVOD content**
- **Will form an important part of 'VOZ': Australia's soon-to-be released Total TV currency**

28 February 2019

OzTAM today announces the introduction of demographic profiles to its Video Player Measurement (VPM) service.

This enhancement means standard age/gender demographic reporting is now available for all content consumed on participating broadcasters' video on demand (BVOD) services, complementing the total BVOD audience reporting currently provided.

From today, these demographic profiles feature in the video on demand and live streaming VPM reports posted on OzTAM's [website](#) and are available to participating broadcasters in their respective dashboards.

**OzTAM CEO Doug Peiffer** said: "Demographic profiles of BVOD viewing are a welcome addition to OzTAM's VPM Report.

"This enhancement brings us a step closer to understanding the Total TV viewing picture."

VPM demographics will be an important component of OzTAM's new Total TV currency, Virtual Australia, or '[VOZ](#)'. Progressively rolling out in 2019, VOZ will bring together measurement of broadcast viewing on TV sets and connected devices to provide an all-screen, cross-platform planning and reporting standard for Australia's television industry.

### **About OzTAM's Video Player Measurement Report**

OzTAM's Video Player Measurement (VPM) Report provides Australia's official figures for audiences viewing broadcast video on demand (BVOD) content. Launched in February 2016, VPM captures minute-by-minute streaming data on participating broadcasters' TV content played to connected devices such as tablets, smartphones, smart TVs, games consoles and PCs/laptops. The system has been independently reviewed by PwC and Milton Data. More at [OzTAM.com.au](http://OzTAM.com.au). See also [Guidelines](#) to working with OzTAM VPM data.

In order to provide a robust picture of both the content watched on BVOD and who is watching, OzTAM assigns a demographic profile to the audience using a combination of inputs, including:

- panel-based measurement of household members' viewing across devices;
- total device viewing information (VPM census data);
- the repertoire of programs watched on a particular device over time; and,
- insights derived from the audience profile of the corresponding broadcast program (i.e., OzTAM TV ratings).

### **A note about privacy**

OzTAM's audience measurement service and the elements needed to deliver it meet Australian privacy standards. All user data that contributes to OzTAM audience estimates is fully anonymised. OzTAM television audience panel households opt in with full consent, and OzTAM does not know the identity of those households or the individual members within them. OzTAM collects no information that could identify the people who own or use individual devices.

### **About OzTAM**

OzTAM is Australia's official source of television audience measurement, covering free-to-air and subscription television in the five metropolitan markets (Sydney, Melbourne, Brisbane, Adelaide and Perth) and subscription television nationally. **OzTAM ratings** are the accepted metric by which Australian television is evaluated. The media industry uses OzTAM data to assist in program development, advertising planning, and to gauge the performance of television programs, networks and advertising campaigns. With 5,250 metropolitan homes and 2,120 national STV panel homes, OzTAM samples the actual viewing behaviour of more than 12,000 people 24/7/365, and Australia is the world's largest per capita people metered market.

**OzTAM's VPM Report** provides Australia's official figures for the audience viewing internet-delivered broadcast TV content (BVOD). In 2019 OzTAM will progressively introduce Australia's new Total TV currency, **Virtual Australia** ('VOZ'), which will bring together broadcast viewing on TV sets and connected devices to provide an all-screen, cross-platform planning and reporting standard for Australia's television industry. More information at [oztam.com.au](http://oztam.com.au)