

# STREAMSCAPE™ FAQS

## Quick answers to commonly asked questions about the Streamscape report.

### What is Streamscape?

OzTAM's Streamscape report offers a consolidated, independent view of Total Video by combining viewing data across Broadcast TV, BVOD, and streaming platforms (SVOD, AVOD etc). It delivers the first, unified picture of how Australians watch video content across all major platforms.

### What platforms are included in Streamscape?

- **Broadcast TV:** Combined viewing of ABC, Seven, Nine, 10, and SBS on TV sets, including Live, As Live, and Playback.
- **BVOD:** Combined viewing of ABC iview, 7plus, 9Now, 10, and SBS On Demand including Live Streaming and On Demand (VOD).
- **Streaming platforms\***: Individual reporting of Netflix, Disney+, Amazon Prime Video and YouTube.
- **Other Video:** Combined reporting of Paramount+, Stan, Kayo Sports, Foxtel, Binge, AppleTV+, and other BritBox, Optus Sport, Hayu, Acorn TV and other platforms (non-Ad Tier & Ad Tiers).

### What data sources are used in the report?

- **VOZ Total TV Currency:** Integrates Broadcast TV (TAM) and BVOD (VPM) into Australia's official Total TV (Broadcast TV and BVOD) currency.
  - **Broadcast TV (TAM panel households):** Measurement of in-home viewing to TV Sets from panel homes across Australia.
  - **BVOD (VPM Census):** Measurement of all BVOD viewing across all (census) connected TV sets, computers, tablets and smartphones.
- **Streaming TV Meters (TAM panel households with STVM):** Measurement of all in-home streaming video (including SVOD) consumption across all connected devices via home internet.

### What dimensions are reported?

- Q1 – Q3 2025 focused on all TV sets (connected or not).
- Q4 2025 introduced device-level viewing insights for in-home connected devices including computer,

tablet and smartphones.

- Monthly aggregated platform level reporting
  - Share of Total Minutes viewed
  - Share of Streaming Minutes<sup>+</sup> viewed

### What demographics are reported?

From Q1 2025: Total People, People 18+, People 18-39, People 40-54, People 55+.

From Q2 2025: Inclusion of 25-54 and male/female breakdowns for all 18+ demographics.

From Q3 2025: Inclusion of Total Men, Total Women, People 35-64, Men 35-64, Women 35-64.

Q4 2025 device-level viewing is Total People only

### How and when is the report delivered?

Streamscape is delivered quarterly, initially as a static document with the intention to transition to an interactive dashboard developed and managed by OzTAM in the first half of 2026.

The first report was made available on June 30, 2025, for Q1 2025. Future reports will be delivered at the end of the month following the completion of the quarter.

### What universe does Streamscape data represent?

The report includes viewing in homes with at least one TV set, nationally.

### Is Streamscape data audited?

All data in the Streamscape report undergoes rigorous auditing and quality control. OzTAM's independent Technical Auditor oversees panel data from Nielsen with regular reporting to media agencies. BVOD integrations are certified before release, and OzTAM has commissioned KPMG to audit the entire VOZ data flow and handover process.

### Are connected TV's (CTV) reported separately from traditional TV sets?

No. Streamscape reports on all TV sets, whether connected or not. However, only connected TVs contribute to the Streaming Share by Platform section of the report, as non-connected TVs cannot access

streaming apps.

## Does Streamscape include market level information?

Not in the initial release. However, OzTAM is exploring ways to incorporate metropolitan and regional viewing splits in future versions, as data stability improves with increased sample sizes in these separate regions.

## Is granular minute x minute data available in Streamscape?

No, only monthly Share percentage by platform.

## Is campaign reporting possible from Streamscape?

Streamscape does not currently support advertiser or campaign level reporting. It is focused on platform level viewing trends in Australia.

## How can I access the Streamscape report?

Streamscape is available on a subscription-only basis. Please contact OzTAM at [info@oztam.com.au](mailto:info@oztam.com.au) to discuss subscription options.

\*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 Streamscape 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.

\*non-connected TVs cannot access streaming apps and therefore do not contribute to streaming behaviour