

STREAMSCAPE™ FACT SHEET

A new lens on Total Video consumption in Australia

What is Streamscape

OzTAM's Streamscape report launched in June 2025 and offers a consolidated, independent view of Total Video by combining viewing data across Broadcast TV, BVOD, and streaming platforms (SVOD, AVOD etc).

The value of Streamscape

1. Delivers the market's first independent, unified view of how Australians watch video content across all major platforms.
2. Enables consistent, platform-level comparisons across broadcast TV, BVOD and major streaming platforms.
3. Empowers more informed media planning and a clearer understanding of how Australians consume video.

How it works

Data for Streamscape is sourced from OzTAM's panel homes across Australia which have Streaming TV Meters (STVMs) installed.

These meters capture streaming activity on all screens, including connected TVs, smartphones, tablets and computers.

This data is combined with existing Broadcast TV viewing data from TAM panels and BVOD viewing data from OzTAM's VPM service to deliver a complete Total Video picture.

Streamscape is available on a subscription basis only and will be accessible through multiple channels. For further details or access arrangements, contact OzTAM at info@oztam.com.au

Report dimensions

Total Video viewing including:

- Free to Air Broadcast TV content including Live, As Live and Time Shifted viewing
- BVOD viewing (Live and On Demand)
- Streaming platforms*: Netflix, Disney, Amazon Prime Video, YouTube
- All other digital video

All screens

- 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 smartphone

Monthly metrics

- Share of Total Minutes viewed
- Share of Streaming Minutes⁺ viewed
- Aggregated platform level

Demographics

An initial set of core demographics will expand over time:

- 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 for Total People only

Frequency and Format

Quarterly delivery initially as a static document. Streamscape will transition to an interactive dashboard in the first half of 2026.

*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 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 minutes viewed.