



MEDIA RELEASE

Ipsos iris expands into Connected TV, with integration of OzTAM BVOD audience data into IAB Australia's digital audience currency

World-first, cross-channel industry endorsed audience integration

27 February 2024

Ipsos has partnered with OzTAM to today announce a world-first for cross-channel audience measurement, with the integration of BVOD* metrics into Ipsos iris, providing cross-channel video audience measurement across multiple devices and content types.

The integration of OzTAM's data into Ipsos iris is a key innovation of the new IAB currency Ipsos iris and represents a significant and world-first industry collaboration between media industry measurement bodies.

For the first time, free-to-air TV networks will be able to provide a complete audience sizing for their digital video and media assets in a trusted currency environment. It also allows media planners to combine and compare BVOD audiences across devices, including connected TV sets (CTVs), with the breadth of media brand audiences, inclusively measured by Ipsos iris.

Media owners and agencies will be able to view the incremental reach of BVOD audiences when added to web and app audiences, across all devices in the Ipsos iris platform. It will also enable direct comparisons of audience profiles across all devices and content genres for BVOD audiences, compared to both web and app audiences.

OzTAM's BVOD data is sourced from OzTAM VPM (Video Player Measurement service) - Australia's official measurement for BVOD content - with more than 16 million connected devices measured minute-by-minute daily, including CTV, mobiles, tablets and PCs. IAB digital web and app audience currency, which launched in March last year, is sourced from Ipsos iris' 8000 device, industry-recognised, multi-device, single-source panel.

BVOD is a key component of VOZ, Australia's Total TV reporting standard, which is set to become currency in 2024. VOZ brings together broadcaster viewing on TV sets and connected devices to provide all-screen, cross-platform planning and reporting for Australia's television industry.

Today's announcement represents the beginning of expanded CTV metrics in Ipsos iris over the coming months, which are set to include streaming services, video sharing and social media platforms.



As part of the immediate expansion of video measurement, Ipsos iris is now releasing audience data for video viewing on websites tagged by Ipsos iris. This means the video audience on tagged news websites can be broken out by device and demo profile.

Ipsos ANZ CEO, Simon Wake, said: “We are thrilled to partner with OzTAM to deliver a unique set of audience data that enhances the utility of Ipsos iris for cross-channel planning and commercial insights. Data fusion is the best way to retain the integrity and accuracy of audience currency measurement across media channels; it also avoids duplication of cost and brings collaboration and consistency across the media ecosystem. Ipsos has a global reputation for delivering innovation, and this audience data set is an important and world-leading development in audience measurement.”

OzTAM CEO, Karen Halligan, said: “OzTAM is pleased to collaborate with the IAB and Ipsos in defining the Australian video viewing landscape. Partnering with Ipsos to deliver this important new dataset for the media industry further cements OzTAM as the unique, official, and independent market measure for BVOD viewing in Australia.”

IAB Australia CEO, Gai LeRoy, said: “Industry-standard, cross-media audience data is vital to advertisers and agencies requiring both accountability and ways to evaluate opportunities consistently across media. Common standards within Ipsos iris and OzTAM for robust, transparent, and independent data have set the benchmark for successful cross-media measurement. This is another example of world-leading, Australian innovation in digital content measurement, which will ultimately assist advertisers to make smarter cross-screen investment decisions.”

Seven’s Director of Research and Insights, Audience Intelligence, Craig Johnson, said: “Seven West Media is excited to have the CTV data from OzTAM combined with the current Ipsos iris digital data. For the first time, the industry will be able to see the total online all-devices and content metric, showing the strength of Seven, 7plus, 7NEWS.com.au and The West Australian. This year has been a landmark year for audience measurement, with the launch of VOZ and now the incorporation of CTV data into Ipsos iris.”

Nine’s Chief Sales Officer, Michael Stephenson said: "Nine is pleased to welcome the integration of VPM data into Ipsos iris digital ratings system. It is a huge advancement in showing the true reach and power of Australian publishers and their value to marketers. For the first time, there will be a single source of measurement across digital platforms that harnesses the world class measurement that OzTAM brings to life with VOZ, allowing advertisers to examine the audience reach of Nine's total video and online content across 9Now, nine.com.au and our other digital assets. As the media landscape continues to become more fragmented, there is an increasing need for industry collaboration and I congratulate Ipsos and OzTAM for delivering this initiative."

The enhanced Ipsos iris audience measurement data with the integration of BVOD data is available to subscribers now.

ENDS

Editors' note:

***BVOD (Broadcaster Video on Demand)** is the term used for streaming and catch-up services offered by TV broadcasters, allowing viewers access to their on-demand content, e.g. 9Now, 7Plus, 10Play, ABC iview, SBS On Demand.

Benefits of cross-channel currency integration:

- Unduplicated audience reach of media organisations' combined total digital and video content across BVOD, website and app on all main devices (CTV, mobile, tablet, PC)
- Total reach of different content types across BVOD and digital by a content owner, e.g. a total news or sport audience
- Exclusive and incremental reach of BVOD and web/app audiences across video digital content genres and brands
- Deeper audience profiling of BVOD audiences (such as attitudes, interests, demographics) through fusion of OzTAM VPM with the Ipsos iris panel.

For further information contact:

Rochelle Burbury | Third Avenue Consulting

0408 774 577 | rochelle@thirdavenue.com.au

About Ipsos iris

- Ipsos iris is an independent source of truth for the media industry providing a level playing field for comparison of audience reach and characteristics and supporting the \$14.2 billion Australian online advertising market*.
- Ipsos iris provides accuracy in solving cross-device deduplication, the biggest challenge in measuring online audiences, using a single-source multi-device panel measuring activity on 8,000 smartphone, PC, laptop and tablet devices.
- Ipsos iris provides accurate data about the number of people who visit the content of digital publishers and platforms, along with the frequency of visits and time spent by tracking digital audience behaviour across desktop/laptop, smartphone, and tablets. It uses a hybrid methodology that combines metered data from a high quality, nationally



representative, single-source passive panel with site-centric census measurement via media owner tagging.

- Ipsos iris is fully privacy compliant and cross-media ready and will continue to evolve with a roadmap of enhancements over 2024 and beyond. It will also be adaptable to changing requirements as the industry develops in future years.
- The launch of Ipsos iris with monthly data from January 2023 was the culmination of extensive work by the IAB and its Measurement Council that commenced in early 2021 with a strategic review of industry requirements. Ipsos was awarded the IAB's endorsement, having best met the standards on criteria across all areas of product along with criteria for operations and a future roadmap.
- Further information can be found at: <https://iris-au.ipsos.com/>

**Source: IAB Australia Online Advertising Expenditure Report (OAER FY23) prepared by PwC Australia.*

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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About OzTAM

OzTAM is Australia's official source of television audience measurement, covering broadcast free-to-air television in the five mainland metropolitan markets (Sydney, Melbourne, Brisbane, Adelaide and Perth); subscription television nationally; and BVOD viewing on connected



devices throughout Australia. OzTAM audience estimates for **broadcast TV** ([TAM](#)), **BVOD** ([VPM](#)) and **Total TV** ([VOZ](#)) are the accepted metric by which Australian television is evaluated. The media industry uses OzTAM data to understand viewer behaviour, assist in program development and advertising planning, and to gauge the performance of television programs, broadcasters and advertising campaigns. OzTAM strives to deliver a world class all-screen audience measurement service and develop new tools and data that allow broadcasters to maximise their audiences, and advertisers to reach them. More information at oztam.com.au and virtualoz.com.au.
