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OzTAM releases first Video Player Measurement (VPM) Reports

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OzTAM today publishes its inaugural **Video Player Measurement (VPM) Reports**, providing Australia's first official figures for viewing of internet-delivered TV content.

The daily launch stage reports, which are posted on OzTAM's website (<http://oztam.com.au/reportvpm.aspx>), encompass rolling seven-day data (i.e., cumulative on-demand, or 'catch up', viewing during the previous seven days).

Top online program rankings are based on '**VPM Ratings**', the average number of devices that have played the content across a program's duration.

VPM Ratings are calculated in a similar way to TV program average audiences, though for devices rather than people in OzTAM's VPM Report.

OzTAM's CEO Doug Peiffer said: "OzTAM's launch stage VPM Reports offer Australia's first content level data on the catch up TV material Australians view on their connected devices.

"As is the case with time-shifted viewing, the most-watched catch up programs are often those with the biggest broadcast audiences, while others – notably dramas – can attract a significant portion of their total audience from catch up viewing."

OzTAM's VPM service is currently collecting approximately 15-23 million minutes of live and on-demand online content from participating broadcasters each day. This will increase as additional broadcaster video players are integrated with the service.

Australians view around 3.5 to 4 billion minutes of broadcast TV content through the television set over the same 24-hour period.

While the total number of collected minutes played is around 1-2 per cent of all TV content viewed, on-demand viewing can be a sizeable proportion of certain programs' overall audiences.

Mr Peiffer added the phase 1 VPM Report is a milestone in a two-year development program that will continue as OzTAM progressively enhances the system.

"We thank our broadcaster partners for their continued cooperation as we work towards including live streaming in VPM Reports, further detail on 'long tail' viewing and – in 2017 – demographics in the VPM service," Mr Peiffer said.

Please see the VPM Report page (<http://oztam.com.au/reportvpm.aspx>) on OzTAM's website for the daily report along with guidelines to reading it.

About OzTAM's Video Player Measurement (VPM) reporting service

OzTAM's VPM Report provides Australia's first official figures for viewing of internet-delivered TV content. It is separate and complementary to OzTAM TV ratings.

OzTAM's VPM reporting service captures minute-by-minute data on participating broadcasters' TV content played live or on-demand ('catch up') to connected devices such as tablets, smartphones, smart TVs, games consoles and PCs/laptops.

Participating broadcasters (at launch stage ABC, Seven Network, Nine Network, Network Ten, SBS and Foxtel) implement OzTAM's software development kit, which includes code developed by OzTAM. Each broadcaster's video player is coded across all operating systems and devices. The code attaches a broadcaster-provided unique media identifier (ID) to every piece of live or on-demand content within a participating broadcaster's video player library.

This means OzTAM can correctly attribute every such minute of this content played to individual devices, whatever those devices are (e.g. smart TV, smartphone, tablet, desktop/laptop, games console), the platform or operating system used (e.g. Android, iOS, web, games console) and wherever those devices may be.

OzTAM's VPM reporting service draws on two years of development and testing and is a world-leading approach. The system has also been independently reviewed by PwC.

A note about privacy

OzTAM only knows that a device is playing content from a participating broadcaster's video player service. At no point does OzTAM monitor anything other than when the device is accessing a network app or browser-based video server. OzTAM is not able to identify the user of the device.

Further detail

Please see the Video Player Measurement Report section of the OzTAM website, <http://www.oztam.com.au/vpm.aspx>

About OzTAM

OzTAM is Australia's official source of television audience measurement (TAM) covering the five metropolitan markets (Sydney, Melbourne, Brisbane, Adelaide and Perth) and nationally for subscription television. OzTAM TV 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. OzTAM's Video Player Measurement (VPM) reporting service provides Australia's first official figures for viewing of internet-delivered TV content. More at: www.oztam.com.au