

## Kayo Sports now reported in OzTAM's VPM measurement service

- Integration of Kayo alongside established Foxtel Go and Foxtel Now coverage provides full picture of Foxtel's digital streaming sports audience
- Kayo estimates coming soon to OzTAM VPM website ranking reports

29 June, 2023

OzTAM and the Foxtel Group today announced that Kayo viewing is now reported in OzTAM's Video Player Measurement (VPM) service.

This follows the continued integration of Kayo into VPM and enhances the established measurement and reporting to Foxtel Go and Foxtel Now, delivering a comprehensive picture of the Foxtel Group's digital streaming sporting audience.

**OzTAM CEO Doug Peiffer** said: "Kayo's progressive integration with VPM is a great step forward for the Foxtel Group and OzTAM, and brings us one step closer to Kayo being included in the VOZ Total TV database.

"This also supports OzTAM's efforts to provide the most comprehensive and accurate audience estimates possible for the industry."

**Foxtel Media CEO Mark Frain** said: "After a year of working closely with OzTAM, it is good news that Kayo Sports will now be integrated with OzTAM's VPM collection service, providing a true picture of the strong growth the Foxtel Group has seen in its digital subscribers and viewership across all our platforms.

"A robust audience measurement system is a critical tenet of television advertising – it is a welcome development that OzTAM is now fully capturing our growing digital sports audiences."

OzTAM's VPM service includes Kayo from the start of Q2 2023, and OzTAM is working with Foxtel to include Kayo in the VPM reports on OzTAM's website.

Going forward, viewing to Foxtel internet-delivered services in non-set-top box homes (i.e., those homes that receive Foxtel services only via internet) will now be reported exclusively in the OzTAM VPM reporting service.

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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](http://oztam.com.au) and [virtualoz.com.au](http://virtualoz.com.au).