

OzTAM subscriber update on TAM and VPM service delivery and introduction of VOZ data delivery

1st April 2020

In light of the Covid-19 pandemic, OzTAM is focusing on the health of the core TV (TAM) and BVOD (VPM) currencies. Our overwhelming priority is the safety of TV panel household members and the field technicians who install, remove and service metering equipment.

Understandably, access to panel homes has been impacted by Covid-19, and it's not clear how long the public health crisis will persist. Accordingly, OzTAM and our research supplier, Nielsen, are directing energies towards continued daily TV audience delivery with minimal disruption, while keeping the people behind that service safe. Collection of census-level VPM daily data for BVOD is not affected, and VPM reporting shows Australians are taking advantage of screen and platform choice at a time when many are at home and competition for household TV set remote controls is higher than normal.

The 50% increase in the number of TV panel homes in 2016-17 puts OzTAM in a very strong position, with the robust sample size in all markets assisting us greatly at this time. We are also undertaking maintenance of TV meters and streaming TV meters by remote access wherever possible, and the resolution rate in such instances is high.

We'll continue to focus on panel management and rigorously monitor to ensure our TV ratings data remains top quality – including for smaller sample sizes (e.g., narrow audience bands viewing niche programs in smaller markets). There is no cause for concern at this time, and OzTAM will keep you informed and provide additional guidance on sampling variance in the event it becomes necessary.

An inevitable consequence of this unexpected and unprecedented disruption to our business is the delay in delivery of VOZ data to market, which was planned for late April. We continue to trial and interrogate the VOZ database, work with broadcasters, agencies and software providers to integrate VOZ into their systems, and will keep the market updated.

This is a period of great upheaval and uncertainty for businesses, employees and families across Australia, and there's no clear idea of when life will return to normal. We believe focusing on the core TV and BVOD currencies is the right thing to do for our panel home members, the OzTAM, Regional TAM and Nielsen teams bringing VOZ to market, our clients, and everyone who depends on us. We thank our data subscribers for your continued support.