



news

oztam  
measuring audiences

**Contact:**

Margaret Fearn, Fearnace Media

E: [margaret@fearnacemedia.com](mailto:margaret@fearnacemedia.com) T: + 1 508 369 7189

**28-day Video Player Measurement reports to be available on OzTAM's website**

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OzTAM will add a rolling **28-day Video Player Measurement (VPM) Report** to the daily reports available on its website from today, Monday, 2 May.

Identical in format to the current 7-day VPM reports, OzTAM 28-day VPM reports encompass rolling 28-day data – that is, cumulative on-demand or 'catch up' viewing of participating broadcasters' internet-delivered TV content during the previous four weeks.

The expanded public reports are introduced as the number of VPM catch up minutes played in a 7-day period recently climbed to a record high of 172.2 million (19 – 25 April 2016).

**OzTAM's CEO Doug Peiffer** said: "Our 28-day VPM reports offer new perspective on how Australians watch TV programs on connected devices over time.

"Just as OzTAM's Consolidated 28-day Time Shift data captures viewing on TV sets up to four weeks after the original broadcast, our rolling 28-day VPM reports show people's catch up viewing on internet-capable devices during a four-week period."

For some program episodes catch up viewing can represent a sizeable portion of the total audience across a 7-day or 28-day period.

Overall, VPM content – including catch up and live streaming – currently represents approximately 1 per cent of all broadcast content viewed.

**About OzTAM's daily VPM reports**

Daily VPM reports are posted on the OzTAM website at approximately 9am AET (see <http://www.oztam.com.au/reportvpm.aspx>).

Top catch up program episode rankings are based on 'VPM Ratings', the average number of connected devices that have played a participating broadcaster's online content across a program's duration.

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

To help distinguish between 7-day and 28-day VPM figures, OzTAM's VPM reports will be branded with the '7' and '28' VPM symbols:



While the VPM reports on OzTAM's website include total catch up minutes played across the market over a 7-day or 28-day period, along with the top catch up programs for participating networks, broadcasters are also receiving data on their own VPM content, which they can use for their respective reporting purposes.

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

OzTAM's Video Player Measurement (VPM) Report provides Australia's first official figures for viewing of internet-delivered TV content. Launched in February 2016, the VPM Report is separate and complementary to OzTAM TV ratings.

OzTAM's VPM service captures minute-by-minute data on participating broadcasters' TV content played 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 connected 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.

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

### **A note about privacy**

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

### **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](http://www.oztam.com.au)