Guidelines to working with OzTAM Video Player Measurement (VPM) data
Updated 28 February 2019

OzTAM's Video Player Measurement (VPM) Report provides Australia's first official figures for the audience viewing internet-delivered TV content (broadcast video on demand, or BVOD.)

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.

This document provides a quick guide to the VPM reports that are posted on OzTAM's website at http://www.oztam.com.au/reportvpm.aspx.

What the VPM reports on OzTAM's website include

<u>Each day</u> OzTAM publishes **rolling reports** covering **catch up** BVOD activity over the previous 7 and 28 days.

Daily rolling catch up reports feature:

o Top 10 programs (by episode) for rolling 7 days and Top 20 programs (by episode) for rolling 28 days - all participating broadcasters combined (i.e., 'market')
o Top 5 programs (by episode) for rolling 7 days and Top 10 programs (by episode) for rolling 28 days - each participating broadcaster individually (i.e., by network)
o 'Total catch up minutes' played across key demographics from all participating broadcasters (census level), including program and advertising content, over the previous 7 days or 28 days – with the time period noted at the top of the report, e.g. for this **7-day report**:

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OzTAM Video Player Measurement (VPM)

Report coverage	11/02/2019 - 17/02/2019
Total catch up minutes	568.8 million

In addition, OzTAM <u>each Tuesday</u> publishes a **weekly live report** capturing the top **live-streamed** BVOD programs each week (during the preceding Sunday to Saturday).

Weekly live reports feature:

o Top 10 programs – all participating broadcasters combined (i.e., 'market')
o Top 5 programs – each participating broadcaster individually (i.e., by network)
o 'Total live minutes' viewed across key demographics and 'Total stream starts' from all participating broadcasters (census level) over the previous 7 days – with the week noted at the top of the report, e.g.:

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OzTAM Live Video Player Measurement (VPM)

Report coverage	Week 6, 03/02/2019 - 09/02/2019
Total Minutes Viewed	201.7 million
Total Stream Starts	9.5 million

Broadcasters are also receiving data on their own VPM content, which they can use for their respective reporting purposes.

Please note that posted dates are important when interpreting rolling catch up VPM reports.
As the rolling catch up BVOD reports on OzTAM's website capture a rolling 7 or 28-day period, the date on which a catch up episode was posted (that is, when it was first made available to play) should be taken into account when interpreting that program's VPM rating on a rolling report. For example, an episode posted two weeks previously will have had more opportunity to be viewed than a program posted two days ago. Programs may have been made available to play for only a few days within the rolling report coverage period, or may have been posted before the coverage period began.

What is a 'VPM rating'?
A VPM (Video Player Measurement) rating is the total minutes of a program played across all connected devices divided by the content length and rounded to the nearest thousand.

You can also think of this as the average number of connected devices playing the content across the program's duration, which is similar to the way television program average audiences are calculated, albeit for devices rather than people in the VPM Report.

How should the term 'VPM rating' be used in reporting a program's performance?
Taking the example below from a 28-day VPM report, you could say:

o   'An average of 400,000 connected devices played Program X across the past 28 days.'

All Networks - Top 20 Programs - Date: 22/01/2019 - 18/02/2019 - Number of Days: 28

Network	Series	Episode	VPM Rating	Length	Minutes	Stream Starts	Posted Date
B1	Series Name	Episode	400,000	68.0	27,200,000	780,000	06/02/2019

The VPM rating of 400,000 means that for any minute of the catch up content, an average of 400,000 connected devices had played that minute of content. 27,200,000 minutes of the program's content was played, and the program length was 68 minutes (27,200,000 ÷ 68 = 400,000).

How do I interpret VPM demographics?
OzTAM models the age and sex profile of the audience viewing VPM content. Taking the example below for an individual program episode:

o   An estimated 2% of the audience were aged 0-12; 3% were teens aged 13-17, 14% were women aged 18-24, etc.

C00-12	C13-17	F18-24	F25-39	F40-54	F55-64	F65+	M18-24	M25-39	M40-54	M55-64	M65+
2%	3%	14%	33%	19%	4%	2%	3%	10%	8%	1%	1%

What is meant by 'stream starts'?
Stream starts are the total number of requests to play the video content lasting at least 15 seconds.

How do VPM ratings and stream starts compare?
Stream starts represent the total number of times the program video content began to play for a minimum of 15 seconds; this count provides a device reach–like number. VPM ratings are the average number of connected devices playing the content in any one minute across the program's duration.

Can a program's catch up VPM rating be added to its TV average audience to get an overall figure?
The calculation of a VPM rating is in line with how an average audience for television is calculated, though the two are derived through different measurement methodologies:

o   VPM measures all connected <u>devices</u> playing broadcasters' BVOD content, and those devices may be located anywhere in Australia. OzTAM's VPM service then allocates this viewing to an agreed demographic profile.

o   OzTAM TV ratings are estimates of <u>people</u> watching broadcast television in a representative panel of homes, broken down into a variety of demographics, in both the five mainland capital cities, and nationally in subscription television homes.

OzTAM recognises that some data users wish to see how VPM data relates back to the total audience for a piece of content across all platforms.

Given the different methodologies and coverage areas for TAM and VPM, **users wishing to combine the data should follow these protocols**:

o   VPM data may be added to the audience for an individual program episode (or series average) using either:

>   o   an OzTAM Total People average audience figure or specific demographic audience figure, OR
>   o   a combined OzTAM and Regional TAM Total People or specific demographic average audience figure.

o   Combination can be made at the individual episode level, or VPM data over the course of a series can be averaged such that a VPM average can be reported alongside the broadcast average – in which case the time periods must be identical and made clear.

o   TAM can be combined with either VPM live or catch up data, or both.

o   Reach or frequency estimates may not be combined with VPM data at this stage (however, OzTAM will soon be able to estimate co-viewing and un-duplicated reach).

o   TV data must be clearly sourced 'OzTAM five-city metro' OR 'OzTAM and Regional TAM combined' and the VPM data similarly appropriately sourced.

o   The coverage period of each source must be clearly stated.

Adherence to these protocols will ensure what's being reported is clear, consistent and accountable.

Can the VPM rating for a live-streamed program be added to the corresponding audience on TV?
Yes, if the TV and online broadcast are identical, following the guidelines above. And because live VPM programs mirror the television reporting structure, and are coded the same way networks code the corresponding television broadcast, comparisons are relatively straightforward compared to catch up VPM viewing.

Minimum program length
A program must be at least 15 minutes in duration to be included in the VPM Report top BVOD programs in OzTAM's website reports. However, every minute of catch up play counts towards overall video play activity ('total minutes') in the VPM reports.

Sourcing VPM data
Please state the coverage period and indicate whether you are referencing a 7-day catch up, 28-day catch up or live VPM figure when reporting VPM ratings. To help distinguish between them, OzTAM's website VPM reports are branded with the '7', '28' and 'L' VPM symbols:

Daily reporting cycle
o   Midnight-midnight, Sydney time for VPM catch up
o   2am – 2am local market time for VPM live-streaming

Participating networks
Currently: ABC, Seven Network, Nine Network, Network 10, SBS and Foxtel

Terms and definitions
o   **Report coverage: catch up** – the 7-day or 28-day period covered
o   **Report coverage: live-streamed** – each week (Sunday to Saturday)
o   **Total catch up minutes** – cumulative BVOD program and advertising minutes viewed across all connected devices during the rolling 7-day or 28-day period specified
o   **Total live minutes viewed** – cumulative live BVOD minutes of program (and advertising content when the TV broadcast and live VPM stream are identical) viewed across all connected devices each week (Sunday to Saturday)
o   **VPM rating** – total BVOD minutes played across all connected devices divided by the content length and rounded to the nearest thousand (similar to the way average TV audiences are calculated)
o   **Stream starts** – total number of times the video content began to play for a minimum of 15 seconds
o   **Length (minutes): catch up** – content duration, in minutes, if viewed from start to finish
o   **Length (minutes): live-streamed** – content (including ad duration if the live stream is identical to the TV broadcast), in minutes, if viewed from start to finish
o   **Minutes: catch up** – total number of minutes of BVOD program content played across all connected devices rounded to the nearest thousand
o   **Minutes: live-streamed** – total number of minutes of the program plus ad content (if the live stream and TV broadcast are identical) played across all connected devices rounded to the nearest thousand
o   **Start time** – the live stream program start time in the format HH:MM:SS
o   **End time** – the live stream program end time in the format HH:MM:SS
o   **Posted date** – the day the content was first made available to play

Further details: see the VPM Report section on the OzTAM website:
http://www.oztam.com.au/vpm.aspx