

## What is VOZ?

Virtual Australia, or 'VOZ', is the foundation of Australia's new Total TV reporting standard. VOZ brings together broadcast<sup>+</sup> viewing on TV sets and connected devices to provide all-screen, cross-platform planning and reporting for Australia's television industry.

## What will VOZ deliver?

- 1) Australia's first truly national picture of total television viewing.
- 2) Australia's first de-duplicated audience estimates of the broadcast content Australians are watching, who is watching, the amount of time they spend watching, and the devices they're using to watch ('Total TV').
- 3) A virtual profile of Australian households and individuals, with the ability to integrate other datasets to support advanced audience targeting.

## What benefits does VOZ bring?

VOZ will crystallise Australia's Total TV picture:

- **Advertisers and media agencies** can create and post-evaluate media plans encompassing TV inventory across all broadcast channels and devices, and manage cross-screen campaigns – including de-duplicated cross-device audience reach goals right up to a national level. VOZ has been built with the potential for advertisers and media agencies to overlay first party and other datasets in future to support advanced audience targeting.
- **TV networks** can determine the incremental reach from viewing on connected devices, and optimise their inventory across all channels, markets, platforms and devices.
- **The media industry** gains an objective, independent, transparent and standard metric by which to evaluate the performance of TV content across all screens and platforms, and is consistent with the established TAM and VPM currencies.

## Why is OzTAM introducing VOZ?

Australian TV viewing patterns are changing, thanks to the explosion in content, platform and device choice. The average Australian home now has 1.8 TV sets but 6.6 screens in total, and people are using all of them to watch television throughout the day – inside and outside the home. OzTAM, Regional TAM and Nielsen are building VOZ to capture the TV viewing that takes place on all screens.

---

<sup>+</sup> **Broadcast TV content** comprises viewing of free-to-air and subscription TV broadcasters' over-the-air and online services. This includes viewing through the TV set (both live and played back within 28 days) and on connected devices such as smart TVs, tablets, smartphones, games consoles and desktop/laptop computers. Participating broadcasters: ABC, Seven Network, Nine Network, Network 10, SBS and Foxtel.

### How does VOZ work?

- 1) VOZ brings linear TV ratings estimates derived from **20,000+ viewers** in OzTAM and Regional TAM panel homes, and **14 million devices** streaming TV (BVOD) content, together in a single, detailed database. The integrated VOZ database is the foundation for Australia's new 'Total TV' reporting standard.
- 2) VOZ creates an anonymised, virtual profile of Australian households and 25 million Australians using:
  - OzTAM and Regional TAM Establishment Survey data (80,000+ surveys per year, conducted since calendar 2000);
  - Gold standard TV ratings calculations based on the actual viewing behaviour of 20,000+ individuals in OzTAM and Regional TAM panel homes;
  - Information from streaming TV meters installed in 1,350 TV panel homes; and,
  - Census level OzTAM VPM (Video Player Measurement) data on 14 million connected devices playing TV content.
- 3) VOZ has been built with the ability to integrate other datasets, providing a solid and scalable database to support advanced audience targeting in the future.

### Should viewers be concerned for their privacy?

User data that contributes to VOZ is fully anonymised. All OzTAM and Regional TAM TV audience measurement panel households opt-in with full consent. OzTAM collects no information that can identify the person(s) that owns or uses individual devices. With respect to viewing on connected devices, to use the broadcasters' apps, users have given their consent to the broadcasters. The streaming TV meters only look for broadcast viewing activity and platform level IP addresses for over-the-top and subscription video-on-demand (SVOD) services. VOZ and the elements needed to deliver it meet Australian privacy standards.