



## Welcome to Televisionary Measurement with VOZ

Hi OzTAM Data Subscriber,

One of the media industry's biggest puzzles over the past decade has been ascertaining exactly how much connected device viewing contributes to the total audience watching broadcast TV.

We've long observed that as Australians have embraced the mind-boggling array of content, screen and platform choice now available that the reach of broadcast TV goes well beyond the TV set itself. It's been unclear though to what extent such 'any time, any place, any screen' viewing impacts the Total TV picture, **until now.**

OzTAM, Regional TAM and Nielsen today launch a new era of 'televisionary measurement' with the release of initial insights from VOZ: the foundation of Australia's new Total TV reporting standard.

VOZ insights can be deployed now in planning, as OzTAM CEO Doug Peiffer explains on our website.

[Read about early VOZ insights here](#)



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