

VOZ, the most accurate picture of Total TV viewing, enters final phase; on track to launch as currency in 2024

**-Software developers now attaining VOZ Gold Standard accreditation-
-Industry commences embedding VOZ in systems and workflows in preparation to transact on VOZ data-**

6 December, 2023

Virtual Australia (VOZ), Australia's world-leading, all-screen Total TV viewing and campaign performance solution, has entered the final phase of the collaborative journey towards VOZ becoming Australia's reporting standard and trading currency in 2024, providing the most accurate picture of Total TV viewing in Australia.

The third and final phase of broader industry adoption is now underway. In the coming months media agencies will begin to embed the VOZ database in their systems and workflows, so that the industry will be ready to transact on a Total TV basis in 2024.

This final stage builds on progress since the first phase was completed in May 2023 and as the second phase now concludes. The first phase saw the release of daily next-day Overnight VOZ data; delivery of the Quarter Hour audience files (QHF) on which broadcasters and media agencies transact; and publication of Total TV program ranking and audience reach reports on the VirtualOz.com.au website.

The second phase ensures that third-party software suppliers (TPSS), who are building the analytical software needed to process the complex and detailed VOZ dataset, can achieve VOZ Gold Standard accreditations.

OzTAM fosters an open software market to give data users choice and therefore requires TPSS to be Gold Standard-certified so that all clients using OzTAM data achieve consistent results. OzTAM has provided VOZ Gold Standard requirements to the following TPSS developers: Broadcast Map, Day 8, Nielsen L&J, and Tech Edge.

These companies are enhancing their analysis tools to integrate the new VOZ Gold Standard requirements. Several software modules have recently attained VOZ Gold Standard accreditation, with more to land in the coming weeks.

In parallel, for more than 18 months OzTAM has been working with the Media Federation of Australia (MFA) to incorporate media agency needs in the construction and deployment of VOZ and the software required to utilise VOZ data.

OzTAM CEO, Karen Halligan, said: “Australia is the only country in the world that has a product like VOZ, with fully integrated linear and BVOD measurement for both content and commercials. VOZ Total TV, that has been conceived, developed and built in Australia, delivers the clearest picture of viewing on all screen types that has ever been possible.

“Bringing VOZ Total TV to market has been a complex and technically challenging proposition, and there is genuine excitement in the industry that we have reached the final stage of this journey.

“We’d like to thank our TPSS partners who have been collaborative and committed to bringing VOZ software to market and on the road to gaining full Gold Standard certification. Similarly, we are also grateful to our Regional TAM colleagues for their collaborative approach to constructing VOZ, and to the Media Federation of Australia (MFA) and member agencies for their consistent support, constructive input and advocacy as VOZ takes flight.

“VOZ will also be a gamechanger in informing de-duplicated Total TV campaign reach and frequency post-analysis within the forthcoming VOZ Streaming solution for enhanced, multi-broadcaster programmatic BVOD trading next year.”

Chair of OzTAM’s Technical Board and Seven West Media Director of Research and Insights, Craig Johnson, said: “As we progress the industry transition to VOZ as trading currency, we’ve taken care to ensure VOZ addresses critical industry needs.

“We’ve worked diligently with Regional TAM, the broadcasters, media agencies and our TPSS partners to get the technical infrastructure and user-interface right.

“Quarter Hour audience files are now ready for media agencies to ingest into their respective systems. And, with TPSS tools achieving Gold Standard accreditation, clients can also evaluate Total TV reach and frequency to expose incremental BVOD reach.

“We are all looking forward to the industry moving towards VOZ becoming Australia’s official Total TV currency and leading the world in the most sophisticated Total TV audience measurement.”

Daily next day VOZ data has been available to subscribers since May. VOZ Total TV viewing data is released to market at 11.30am AEDT daily, 90 minutes earlier than the initial release of daily next-day reporting in May of this year. OzTAM and Nielsen continue to work towards earlier daily release of the highly complex VOZ dataset.

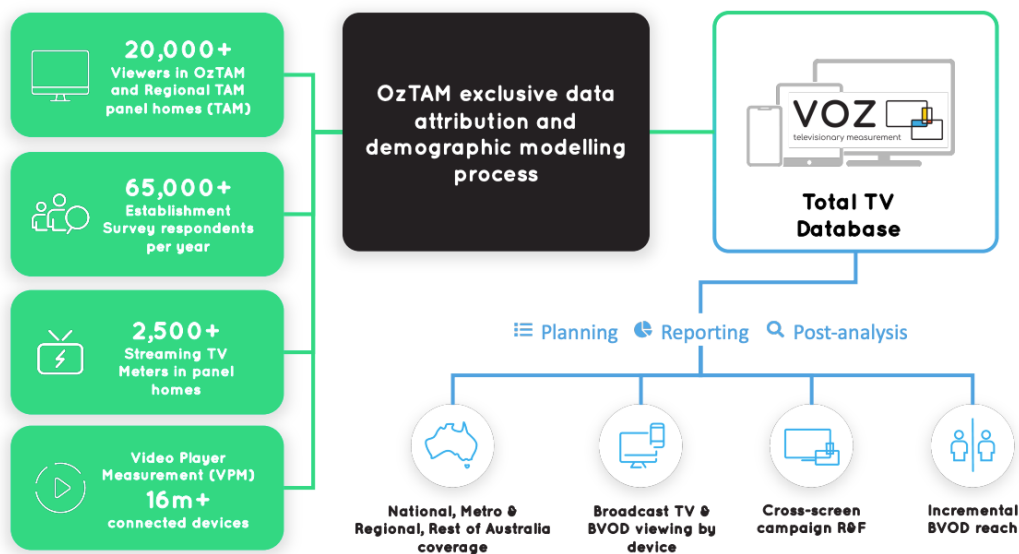
Daily VOZ Overnight and Consolidated 7 Program ranking reports, and weekly Consolidated 7 Top Program Ranking and Cumulative Reach reports, are posted to VirtualOz.com.au daily.

VOZ Essentials

- Australia’s only source of true national, de-duplicated audience estimates with co-viewing and demographics across all broadcast (linear) TV and full BVOD coverage.
- Delivers Australia’s only reliable demographic audience estimates for broadcaster content, bringing together broadcast viewing of 20,000+ actual people every day from a representative panel of TV homes across Australia, plus 16+ million connected devices, wherever those devices may be located in Australia.

- Measures all TV sets, internet-connected or not, in homes (approx. 39% of household TVs are not connected to the internet).
- Provides full national coverage, with no bias towards device type.
- A third-party, neutral, objective and transparent measurement service.
- Enables broadcasters, advertisers and marketers to plan and post-analyse advertising campaigns by individual metropolitan and regional markets, and nationally.
- Australia's only service that reveals Total TV reach – a critical driver of sales and outcomes – including the audience that watches TV content mostly, or only, on connected devices (BVOD 'incremental reach').

VOZ Components & Capabilities



VOZ Benefits

VOZ Total TV delivers Australia's clearest picture of broadcast viewing on all screens, inside and outside of homes.

- **For the industry:** Broadcast TV and BVOD audiences delivered in one dataset, nationally - so program and campaign performance can be planned and post-analysed by individual market(s) and at a national level.
- **For media agencies and advertisers:** Cross-platform, broadcast TV and BVOD reach and frequency – revealing for the first time the incremental audience watching only on BVOD.
- **For broadcasters:** A complete understanding of program content performance.

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About VOZ

Virtual Australia ('VOZ') is the foundation of Australia's new Total TV reporting standard, and set to become currency in calendar 2024. VOZ brings together broadcaster content+ viewed on TV sets (OzTAM and Regional TAM TV ratings) and connected devices (OzTAM's VPM service, which captures online-delivered TV content, or 'BVOD') in a single detailed minute-by-minute database. Developed by OzTAM, Regional TAM and Nielsen, VOZ provides all-

screen, cross-platform planning, reporting and post-analysis for Australia's television industry. More at <https://VirtualOz.com.au>

**Broadcaster content comprises viewing of metropolitan and regional free-to-air and subscription broadcasters' TV and online (BVOD) services. This includes viewing through the television set (both live and played back up to 28 days later) and on connected devices such as connected TVs, computers, tablets and smartphones. Participating BVOD broadcasters: ABC, Seven Network, Nine Network, Network 10, SBS and Foxtel.*

About OzTAM

OzTAM is Australia's official source of television audience measurement, covering broadcast free-to-air television in the five mainland metropolitan markets (Sydney, Melbourne, Brisbane, Adelaide and Perth); subscription television nationally; and BVOD viewing on connected devices throughout Australia. OzTAM audience estimates for broadcast TV ([TAM](#)), BVOD ([VPM](#)) and Total TV ([VOZ](#)) are the accepted metric by which Australian television is evaluated. The media industry uses OzTAM data to understand viewer behaviour, assist in program development and advertising planning, and to gauge the performance of television programs, broadcasters and advertising campaigns. OzTAM strives to deliver a world class all-screen audience measurement service and develop new tools and data that allow broadcasters to maximise their audiences, and advertisers to reach them. More information at oztam.com.au and virtualoz.com.au.

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