

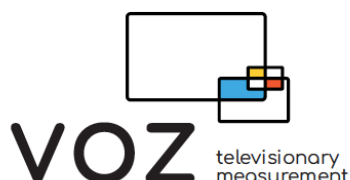
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**GET READY FOR TELEVISIONARY MEASUREMENT WITH VOZ:  
AUSTRALIA'S NEW TOTAL TV REPORTING STANDARD**

**Tuesday, 8 October, 2019**

OzTAM, Regional TAM and Nielsen today launch a trade marketing campaign and dedicated website (<http://virtualoz.com.au>) in the lead up to debuting **Virtual Australia** ('VOZ'), the foundation of Australia's new Total TV reporting standard.



The VOZ campaign, sub-titled 'Televisionary Measurement', will be promoted across industry trade media and Media i, supported and amplified by Australia's metropolitan, regional and subscription TV broadcasters, along with OzTAM, Regional TAM, ThinkTV and Nielsen.

Phase 1 illustrates how VOZ will bring together broadcast\* viewing on TV sets and connected devices to provide all-screen, cross-platform planning and reporting for Australia's television industry.

Subsequent campaign flights will explain the benefits of VOZ<sup>Δ</sup> and provide examples of VOZ in use, ahead of initial VOZ data being introduced to market in Q1 2020.

**OzTAM CEO Doug Peiffer** said: "VOZ will deliver step change in the way Australian television is measured and evaluated, providing a true national view of how TV content is consumed across all screens over time, and showing the incremental reach that broadcast video on demand (BVOD) delivers.

"It's been an enormous project to bring the different measurement systems for TV and BVOD together to capture the cross-screen universe, where on average Australian households have 1.8 TV sets and a total of 6.6 screens.

"Accordingly, OzTAM, Regional TAM and Nielsen have undertaken a rigorous 3-year development, testing and rollout program to bring VOZ to market.

"The positive industry feedback on VOZ is gratifying, and we're excited to launch this trade marketing campaign ahead of initial VOZ data being released next year."

**Regional TAM Chairman Dave Walker** added: "The VOZ Total TV reporting standard is a milestone for Australian television.

“Bringing Regional TAM and OzTAM data together will make it easier than ever before to plan, post-analyse and allocate investment nationally and by market.

“VOZ will clarify Australia’s Total TV picture, greatly benefitting advertisers who wish to target viewers in regional Australia and country-wide.

“Regional TAM broadcasters are proud to be part of this important initiative.”

**Nielsen’s Head of TV Audience Measurement, David Ellem**, commented: “Together with OzTAM and Regional TAM, Nielsen is proud to support the launch of VOZ.

“This innovation means that the industry will soon have independent, standardised and transparent metrics for reporting Total TV, and de-duplicated audience reach and frequency metrics for planning and evaluating Total TV audiences.”

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### Notes to editors

+ **Broadcast 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 within 28 days) and on connected devices such as smart TVs, desktop/laptop computers, tablets and smartphones. Participating BVOD broadcasters: ABC, Seven Network, Nine Network, Network 10, SBS and Foxtel.

^ Please see attached FAQs on VOZ, VOZ infographic, and VOZ logo file.

### About the VOZ campaign and VOZ

The “VOZ: Televisionary Measurement” campaign launches on October 8 and runs through Q1 2020 across trade media and Media i. Supporting broadcasters: Seven Network, Nine Network, Network 10, Foxtel, NBN, Prime Television, Seven Queensland, Southern Cross Austereo and WIN. Further amplification and support from OzTAM, Regional TAM, ThinkTV and Nielsen.

VOZ is the foundation of Australia’s new Total TV reporting standard. VOZ will bring together broadcast\* viewing on TV sets (OzTAM and Regional TAM TV ratings) and connected devices (OzTAM’s VPM Report, which captures BVOD) to provide all-screen, cross-platform planning and reporting for Australia’s television industry. Initial VOZ data will be available in Q1 2020. More at <http://virtualoz.com.au>

### Campaign credits

- Creative: Edge Agency
- Website: BJM Design

### About OzTAM

OzTAM is Australia’s official source of television audience measurement, covering free-to-air and subscription television in the five metropolitan markets (Sydney, Melbourne, Brisbane, Adelaide and Perth) and subscription television nationally. **OzTAM 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. With 5,250 metropolitan homes and 2,120 national STV panel homes, OzTAM samples the actual viewing behaviour of more than 12,000 people 24/7/365, and Australia is the world’s largest per capita people metered market. **OzTAM’s VPM Report** provides Australia’s

official figures for the audience viewing internet-delivered broadcast TV content (BVOD). OzTAM, Nielsen and Regional TAM are working towards the launch of Australia's new Total TV reporting standard, **Virtual Australia** ('VOZ'). More information at [oztam.com.au](http://oztam.com.au)

### **About Regional TAM**

Regional TAM Pty Limited is a joint venture comprising the five free-to-air (FTA) regional commercial networks – NBN Limited, Prime Television Pty Ltd, Seven Queensland, Southern Cross Austereo, and WIN Corporation Pty Ltd. Collected and marketed by Nielsen Television Audience Measurement, Regional TAM data is the official television audience measurement (TAM) of FTA and Subscription Television viewing in the five east coast aggregated regional markets, including its 19 component sub-markets, and the Regional Western Australian market. Regional TAM television ratings information is designed to be an independent, reliable and transparent audience measurement system that provides the currency by which television is bought, sold and evaluated. The audience data is used by television networks, advertisers, media buyers and program suppliers to aid them to understand viewer behaviour, and in assessing program or network performance. More at <http://www.regionaltam.com.au>

### **About Nielsen**

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com)