

# MEDIA RELEASE

## OZTAM ANNOUNCES FETCH TV AS NEWEST BIG DATA PARTNER

### Building the future of video audience measurement with trusted data partners

**2 October 2025**

OzTAM, the supplier of VOZ, the industry's Total TV currency, today announced a partnership with Fetch TV to include its Return Path Data (RPD) for its ongoing big data proof-of-concept (POC) project. The initiative explores how big data can deliver more precise audience measurement insights and increase measurement granularity when meshed with representative panel data.

Fetch TV, a leading Australian home entertainment platform, is a subscription streaming service and universal aggregator of free-to-air broadcast channels, BVOD, SVOD and AVOD services delivered via broadband and accessed via set-top boxes. The platform will contribute anonymous, aggregated RPD sent back through the return path from approximately 700,000 Fetch set-top box households. RPD captures large-scale, second-by-second viewing activity, providing a deeper and more precise picture of what content is being played, when, and for how long across broadcast and digital platforms. With strong national coverage, Fetch RPD will provide valuable additional insights, including granular regional viewing intelligence.

The POC, announced in April 2025, is well underway, leveraging data from OzTAM's existing data partners Samba TV and Nexxen, as well as OzTAM's internal datasets. Phase One is focused on scoping the opportunities and benefits of bringing together big data with OzTAM's data, while Phase Two will engage industry leaders to design a roadmap to combine these new data sources with OzTAM's established panel data.

Samba TV and Nexxen both provide Automatic Content Recognition (ACR) data, sourced from more than 2.2 million connected TV sets in Australia. Combined with OzTAM and Regional TAM's panel of 8,300 homes, including 5,000+ streaming TV meters, and the 16 million connected devices measured through OzTAM's Video Player Measurement (VPM) service monthly, big data has the potential to significantly transform total video measurement in Australia.

OzTAM CEO, Karen Halligan, said: "We are delighted to welcome Fetch TV as our latest big data partner as we look to further enhance Australia's audience measurement capability. The inclusion of Fetch TV further strengthens our proof-of-concept and moves us closer to understanding the impact of incorporating big data sources into VOZ Total TV currency."

Fetch TV CEO, Dominic Arena, said: “We are thrilled to partner with OzTAM to support their Big Data initiative. At Fetch TV, we are committed to delivering a world-class entertainment experience to consumers. With our scale and presence in around 700,000 Australian homes and universal content viewed on our platform, this collaboration allows us to contribute to initiatives that enhance the accuracy and consistency of screen measurement across Australia. By aligning with OzTAM’s efforts, we are doing our part to provide the Australian media industry with a more accurate and comprehensive view of how people are watching TV, reinforcing our position as a valuable partner in the evolving media landscape.”

In the TV measurement space, big data refers to a combination of RPD from cable and satellite set-top boxes, alongside ACR data from internet-connected smart TVs. RPD captures linear TV viewing habits, while ACR tracks multi-platform and on-demand consumption.

## Ends

### About OzTAM

OzTAM is Australia’s official source of television audience measurement and the supplier of **VOZ**, the industry’s Total TV currency data.

VOZ brings together broadcast viewing on TV sets and granular BVOD viewing on connected devices to provide truly national, de-duplicated, all-screen, cross-platform planning, trading and reporting for Australia’s media industry.

OzTAM also supports data solutions like **VOZ Streaming** for programmatic BVOD trading and **Streamscape™**, a quarterly report offering a unified view of Total Video consumption across broadcast, BVOD, and streaming platforms.

### About Fetch

Fetch TV is an Australian technology company that develops, licenses and operates a home-grown entertainment and engagement platform-as-a-service via home hub devices, known as Fetch. Fetch offers households a superior experience for discovering and engaging with their favourite content, while also providing an effective channel for brands and publishers to reach targeted audiences. By bringing together local and global content from leading entertainment providers, Fetch curates and presents it through an intelligent, all-in-one user interface on your TV, as well as via mobile devices using the Fetch Mobi companion app.

Founded in Sydney in 2008, Fetch has grown into the leading Australian-owned entertainment and in-home media technology platform. Our in-house team of talented developers has built our hybrid RDK and Android Opensource streaming technology, user interface and monetisation engine to world-class standards, earning global recognition for our innovations. Supported by major shareholders, including Telstra, Fetch TV is committed to growth and innovation, aiming to reach 3 million Australians by 2030. With over 4 hours of average daily engagement on our service per household and reaching nearly 2 million unique Australian users, we are continuously evolving with new products and plans to expand beyond TV, movies, and streaming aggregation into new areas of entertainment, gaming, and lifestyle offerings.

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