

# MEDIA RELEASE

## OzTAM's STREAMSCAPE GOES INTERACTIVE, LEADING THE NEXT WAVE OF TOTAL VIDEO MEASUREMENT

**Q1 2026 Streamscope report shows broadcaster content and viewing to TV sets still dominate viewing**

**30 April 2026**

OzTAM today launched a new interactive *Streamscope* dashboard, enabling customised analysis of Australia's Total Video landscape for the first time. The dashboard coincides with the release of the Q1 2026 *Streamscope* data.

Available to subscribers from today, the *Streamscope* dashboard is a step-change in how the industry accesses Total Video insights, unlocking more flexible, personalised insights across broadcast television, BVOD and streaming platforms through a single interface.

The dashboard signals a transformative new phase for *Streamscope*, moving beyond static reporting to a personalised, self-serve environment. It provides access to consistent, comparable metrics within a unified analytical framework, enabling media agencies to track trends over time and across demographics with greater efficiency. The platform streamlines analysis and supports more informed decision-making in media planning for Total Video.

**Karen Halligan, Chief Executive Officer at OzTAM**, said: "As viewing continues to fragment, the need for a trusted, independent view has never been more critical. *Streamscope* continues to evolve as a high-value intelligence asset, strengthening the industry's ability to navigate complexity with confidence, and is underpinned by OzTAM's robust measurement foundations.

"*Streamscope* was created to bring clarity to a rapidly evolving video landscape. This next phase is about putting the data directly into the hands of our subscribers. The interactive dashboard enhances how the industry engages with Total Video data and gives users the flexibility to explore, question and apply insights in ways that reflect their own priorities.

"As the Total Video market continues to shift, our focus is on leading that evolution, expanding the way we deliver value while maintaining the independence and rigour the industry relies on. The dashboard will continue to evolve as part of that, delivering more meaningful insights that reflect how Australians are watching video today."

To support dashboard adoption, OzTAM will conduct a comprehensive training program for subscribers. Resources, including the *Streamscope* Fact Sheet and FAQs, are available on the [OzTAM website](#).

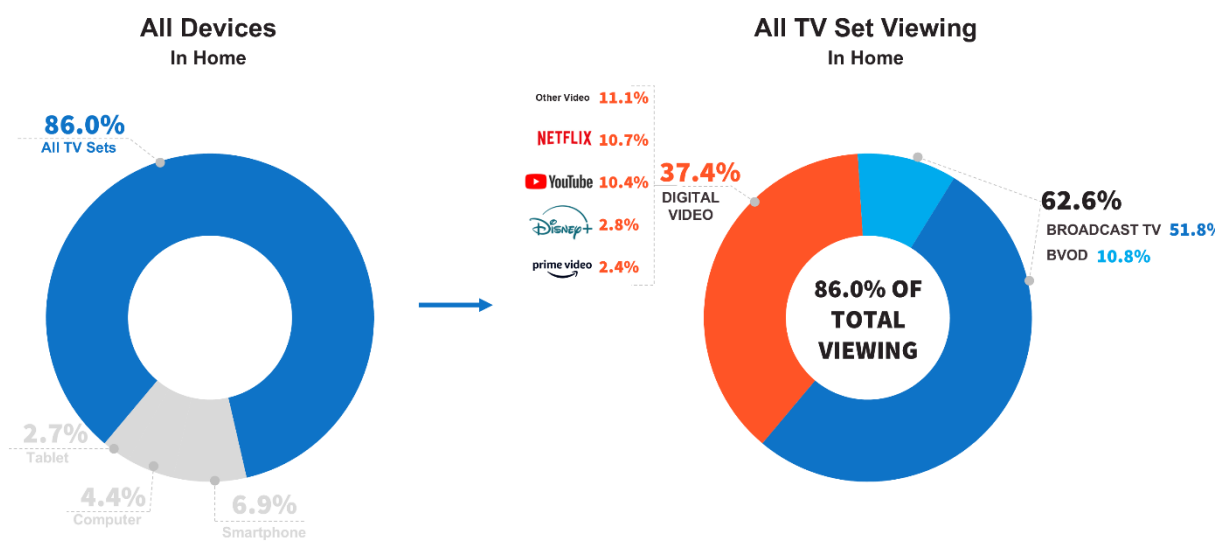
## Broadcast TV and BVOD content continues to dominate viewing

Also released today, the **Q1 2026 Streamscope** results highlight key trends in viewing behaviour across broadcast, BVOD and streaming platforms in homes, reinforcing the growing importance of a unified Total Video view.

Broadcaster content (Broadcast TV and BVOD) remains dominant, with a 62.6% share of all viewing, and viewing to TV sets alone at 86%. BVOD continues to gain ground, rising to 10.8% in Q1 2026, up from 9.8% in Q4 2025.

Viewing to other streamers (Digital Video) rose slightly to 37.9%, up 0.5 percentage points from Q4 2025.

## TOTAL VIDEO SHARE | Q1 2026 | ALL PEOPLE



Source: OzTAM Panel Data & VOZ 2026 - Total Minutes Viewed (Extracted from All TV Sets In Home only) | Markets: National | BVOD: ABC iView, 7plus, 9Now, 10, SBS ON Demand SVOD: Netflix, Kayo, Foxtel, Disney+, Amazon Prime Video, Stan, Paramount+, Bing, Apple+, Britbox, Hayu, AcornTV, YouTube, HBO Max | OTHER: Fetch TV, LG TV, Samsung TV, Roku, Tubi and Other Streaming | Amazon Provision: Amazon Prime Video share includes Amazon distributed channels such as Hayu, Britbox etc. From Q2 2025 Paramount+ viewing via the Amazon platform is being attributed to Paramount+ | Date Parameters: January - March 2026 (Calendar months)

### Streamscope essentials

- Launched in June 2025, *Streamscope* delivers a consolidated, independent view of Total Video consumption in Australia.
- Combines viewing data across broadcast TV, BVOD and streaming services, including SVOD, AVOD and social video.
- Provides a unified picture of how Australians engage with video across all major platforms
- Built on a robust methodology ensuring consistency, accuracy and credibility in audience measurement
  - Underpinned by OzTAM's national panel of homes equipped with streaming TV meters (STVMs)
  - Captures in home streaming activity across connected TVs, smartphones, tablets and computers
  - Integrates broadcast viewing data from TAM panels and BVOD data from OzTAM's VPM (video player measurement) service.

For more information, contact [info@oztam.com.au](mailto:info@oztam.com.au)

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## About OzTAM

OzTAM is Australia's official source of television audience measurement and the provider of VOZ, the industry's Total TV currency data. VOZ integrates broadcast viewing on TV sets with granular BVOD viewing on connected devices, offering a fully national, de-duplicated, all-screen view that supports planning, trading, and reporting across Australia's media industry.

OzTAM also delivers innovative data solutions such as Streamscope, a quarterly report providing Australia's first independent, unified view of Total Video consumption across broadcast, BVOD, and streaming platforms, and VOZ Streaming for enhanced programmatic BVOD trading.

As an independent and trusted partner, OzTAM combines technical expertise with industry insight to support media organisations in understanding and navigating Australia's evolving viewing landscape.

## Contact

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