STREAMSCAPE FAQS

Quick answers to commonly asked questions about the Streamscape report.

What is Streamscape?

OzTAM's Streamscape report offers a consolidated, independent view of Total Video by combining viewing data across broadcast TV, BVOD, and streaming platforms (SVOD, AVOD etc). It delivers the first, unified picture of how Australians watch video content across all major platforms.

What platforms are included in Streamscape?

- **Broadcast TV:** Combined viewing of ABC, Seven, Nine, 10, and SBS on TV sets, including Live, As Live, and Playback.
- **BVOD:** Combined viewing of ABC iview, 7plus, 9Now, 10, and SBS On Demand including Live Streaming and On Demand (VOD).
- **Streaming platforms*:** Individual reporting of Netflix (split by Ad Tier and non-Ad Tier), Disney+, Prime Video and YouTube.
- **Social Video:**
  Combined reporting of Facebook, Instagram, TikTok, Snapchat, X and Twitch.
  Other Video: Combined reporting of Paramount+, Stan, Kayo Sports, Foxtel, Binge, AppleTV, BritBox, Optus Sport, Hayu, Acorn TV and includes Social Video in Total Video Share by Format plus other platforms (non-Ad Tier & Ad Tiers).

What data sources are used in the report?

- **VOZ Total TV Currency:**
  Integrates Broadcast TV and BVOD into Australia's official Total TV (Broadcast TV and BVOD) currency.
  - **Broadcast TV (panel households):** Measurement of in-home viewing to TV Sets from panel homes across Australia.
  - **BVOD (VPM Census):** Measurement of all BVOD viewing across all (census) connected TV sets, computers, tablets and smartphones.
- **Streaming TV Meters (panel households with STVM):** Measurement of all in-home streaming video (including SVOD) consumption across all connected devices via home internet. From Q3 2026 onwards, Netflix Ad Tier and non-Ad Tier subscription level access is measured via the STVM detection functionality which identifies whether advertising content is present or not.

What dimensions are reported?

- Q1 to Q3 2025 focused on all TV sets (connected or not).
- Q4 2025 introduced SVOD device-level viewing on in-home connected devices (TV, computer, tablet and smartphone) together with census-level BVOD viewing across all devices, regardless of location, and broadcast TV viewing on TV sets.
- Q3 2026 the breakdown of Netflix by Ad Tier vs non-Ad Tier viewing on connected TVs was included for Total Streaming Share.
- Monthly aggregated platform level reporting
  - Share of Total Minutes viewed
  - Share of Streaming Minutes^{+} viewed

Why is Ad Tier viewing only identified for Netflix?

OzTAM and Netflix entered into a partnership for streaming measurement in May 2025. The separation of Netflix Ad Tier and non-Ad Tier in Streamscape marks the beginning of the next phase of the partnership which is the integration of Netflix Ad Tier census-level viewing into OzTAM's national measurement currency.

OzTAM has invited other streaming services in the Australian market to join this measurement initiative and discussions are ongoing.

What demographics are reported?

From Q1 2025: Total People, People 18+, People 18-39, People 40-54, People 55+.

From Q2 2025: Inclusion of People 25-54 and male/female breakdowns for all demographics.

From Q3 2025: Inclusion of Total Men, Total Women, People 35-64, Men 35-64, Women 35-64.

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How and when is the report delivered?

Streamscape is delivered quarterly, with monthly breakdowns, via an interactive dashboard that enables users to tailor insights to their preferences using filters and selections.

Reports are delivered at the end of the month following the completion of the quarter.

What universe does Streamscape data represent?

The report includes broadcast TV and streaming viewing in homes with at least one TV set, nationally and BVOD viewing from VPM census data.

Is Streamscape data audited?

All data in the Streamscape report undergoes rigorous auditing and quality control. OzTAM's independent Technical Auditor oversees panel data from Nielsen with regular reporting to media agencies. BVOD integrations are certified before release, and OzTAM has commissioned KPMG to audit the entire VOZ data flow and handover process.

Are connected TV's (CTV) reported separately from traditional TV sets?

No. Streamscape includes all TV sets, but only connected TVs contribute to the Streaming Share by Platform section, as non-connected TVs cannot access streaming apps.

Does Streamscape include market level information?

OzTAM is exploring ways to incorporate metropolitan and regional viewing splits in future versions.

Is granular minute x minute data available in Streamscape?

No, only monthly Share percentage by platform.

Is campaign reporting possible from Streamscape?

Streamscape does not currently support advertiser or campaign level reporting. It is focused on platform level viewing trends in Australia.

How can I access the Streamscape report?

Streamscape is available on a subscription-only basis via an interactive dashboard updated quarterly. Please contact OzTAM at info@oztam.com.au to discuss subscription options.

*Streaming services logos and brand names (including but not limited to Netflix, Disney+, Prime Video, YouTube and Amazon) used within, or in relation to, the OzTAM Streamscape report are the property of their respective owners and are used in the Report for identification and reporting purposes only. OzTAM makes no claim of endorsement from or affiliation with these services, and their inclusion does not imply any commercial relationship.

[+]non-connected TVs cannot access streaming apps and therefore do not contribute to streaming behaviour

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