STREAMSCAPE FACT SHEET

A new lens on Total Video consumption in Australia

What is Streamscape

Australia's first independent, unified view of broadcast TV, BVOD and other streaming. Updated quarterly, Streamscape enables subscribers to compare performance and track share of viewing across all major platforms including Netflix (Ad Tier vs non-Ad Tier), Prime Video, Disney+, HBO Max and all other streaming.

The value of Streamscape

1. Delivers the market's first independent, unified view of how Australians watch video content across all major platforms.

2. Enables consistent, platform-level comparisons across broadcast TV, BVOD and major streaming platforms including Netflix Ad Tier vs non-Ad Tier from Q3 2026

3. Empowers more informed media planning and a clearer understanding of how Australians consume video.

How it works

Data for Streamscape is sourced from OzTAM's panel homes across Australia which have Streaming TV Meters (STVMs) installed.

These meters capture streaming activity on all screens, including connected TVs, smartphones, tablets and computers.

This data is combined with existing broadcast TV viewing data from panel households and BVOD viewing data from OzTAM's VPM service to deliver a complete Total Video picture.

Need more information?

View Streamscape FAQs at oztam.com.au

Streamscape is available on a subscription basis only via an interactive online dashboard. For further details or access arrangements, contact OzTAM at info@oztam.com.au

Report dimensions

Total Video viewing including:

- Free to Air Broadcast TV content including Live, As Live and Time Shifted viewing
- BVOD viewing (Live and On Demand)
- Streaming platforms*: Netflix (Ad Tier vs non-Ad Tier), Disney+, Prime Video, HBO Max, YouTube
- Social video and all other digital video

All screens

- Streamscape includes 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.

Monthly metrics

- Share of Total Video Minutes viewed
- Share of Total Streaming Minutes+ viewed
- Aggregated platform level i.e., no program information

Demographics

The initial set of core demographics have expanded to include the following age groups for People, Men and Women: 18+, 18-39, 25-54, 35-64, 40-54 and 55+

Frequency and Delivery

Streamscape is delivered to subscribers quarterly via an interactive online data visualisation dashboard.

*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 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 minutes viewed.