



## Guidelines to working with OzTAM's Video Player Measurement (VPM) Data Updated 8 February 2017

OzTAM's Video Player Measurement (VPM) Report provides Australia's first official figures for viewing of internet-delivered TV content.

Launched in February 2016, the VPM Report is separate and complementary to OzTAM TV ratings.

OzTAM's VPM service captures minute-by-minute data on participating broadcasters' TV content played to connected devices such as tablets, smartphones, smart TVs, games consoles and PCs/laptops.

Here's a quick guide to the VPM reports that are posted on OzTAM's website (<http://www.oztam.com.au/reportvpm.aspx>).

### What the VPM reports on OzTAM's website include

Each day OzTAM publishes rolling reports covering on-demand ('catch up') activity over the previous seven and 28 days. On Tuesdays OzTAM also publishes a weekly report capturing the top live-streamed programs each week (during the preceding Sunday to Saturday).

The **daily rolling catch up reports** feature:

- o Top 10 programs (by episode) – all participating broadcasters combined (i.e., 'market')
- o Top 5 programs (by episode) – each participating broadcaster individually (i.e., by network)
- o 'Total catch up minutes' played from all participating broadcasters (census level) over the previous seven days or 28 days – with the time period noted at the top of the report, e.g.:

### **OzTAM Video Player Measurement (VPM)**

**Report coverage: 29/01/2017 - 04/02/2017**

**Total catch up minutes: 191.0 million**

The **weekly live reports** feature:

- o Top 10 programs – all participating broadcasters combined (i.e., 'market')
- o Top 5 programs – each participating broadcaster individually (i.e., by network)
- o 'Total live minutes' viewed and 'Total stream starts' from all participating broadcasters (census level) over the previous seven days – with the week noted at the top of the report, e.g.:

### **OzTAM LIVE Video Player Measurement (VPM)**

**Week 5: Sunday 29th – Saturday 4th February 2017**

**Total live minutes: 57.4 million, Total stream starts: 4.8 million**

Broadcasters are also receiving data on their own VPM content, which they can use for their respective reporting purposes.

### **Please note that posted dates are important when interpreting catch up VPM reports.**

As the catch up reports on OzTAM's website are rolling, the date on which a catch up episode was posted (that is, when it was first made available to play) should be taken into account when interpreting that program's VPM rating. For example, an episode posted two weeks previously will have had more opportunity to be viewed than a program posted two days ago. Programs may have been made available to play for only a few days within the report coverage period, or may have been posted before the coverage period began.

### What is a 'VPM rating'?

A VPM (Video Player Measurement) rating is the total minutes of a program played across all connected devices divided by the content length and rounded to the nearest thousand.

You can also think of this as the average number of connected devices playing the content across the program's duration, which is similar to the way television program average audiences are calculated, albeit for devices rather than people in the VPM Report.

### How should the term 'VPM rating' be used in reporting a program's performance?

Taking the example below from a 7-day VPM report, you could say:

- o 'Program X was played an average of 20,000 times over the past seven days.' OR
- o 'An average of 20,000 connected devices played Program X across the past seven days.'

#### All Networks - Top 10 Programs - Date: 11/07/2016 - 17/07/2016 - Number of Days: 7

| Network | Series | Episode | VPM Rating | Length (mins) | Minutes | Stream Starts | Posted Date |
|---------|--------|---------|------------|---------------|---------|---------------|-------------|
| B1      | Series | Episode | 20,000     | 30.0          | 600,000 | 40,000        | 13/07/16    |

The VPM rating of 20,000 means that for any minute of the catch up content, an average of 20,000 connected devices had played that minute of content. 600,000 minutes of the program's content was played, and the program length was 30 minutes ( $600,000 \div 30 = 20,000$ ).

### What is meant by 'stream starts'?

Stream starts are the total number of requests to play the video content.

### How do VPM ratings and stream starts compare?

Stream starts represent the total number of times the program video content began to play; this count provides a device reach-like number. VPM ratings are the average number of connected devices playing the content in any one minute across the program's duration.

### Can a program's catch up VPM rating be added to its TV average audience to get an overall figure?

The calculation of a VPM rating is in line with how an average audience for television is calculated, though the two are derived through different measurement methodologies:

- o VPM measures the connected devices playing internet-delivered TV content, and those devices may be located anywhere in Australia.
- o OzTAM TV ratings are estimates of people watching broadcast television, broken down into a variety of demographics, in both the five mainland capital cities, and nationally in subscription television homes.
- o In VPM ratings, OzTAM cannot yet ascribe a user demographic back to a device, or determine whether more than one person is watching.

OzTAM does recognise however that some data users wish to see how VPM data relates back to the total audience for a piece of content across all platforms.

Given the different methodologies and coverage areas for TAM and VPM, **users wishing to combine the data should follow these protocols:**

- o VPM data may be added to the audience for an individual program episode (or series average) using either:
  - o an **OzTAM Total People average audience figure**, OR

- a **combined OzTAM and Regional TAM Total People average audience figure**.
- No demographics other than Total People should be used.
- Combination can be made at the individual episode level, or VPM data over the course of a series can be averaged such that a VPM average can be reported alongside the broadcast average – in which case the time periods must be identical and made clear.
- TAM can be combined with either VPM live or catch up data, or both.
- Reach or frequency estimates may not be combined with VPM data.
- TV data must be clearly sourced 'OzTAM five-city metro' OR 'OzTAM and Regional TAM combined' and the VPM data similarly appropriately sourced.
- The coverage period of each source must be clearly stated.

Adherence to these protocols will ensure what's being reported is clear, consistent and accountable.

#### **Can the VPM rating for a live-streamed program be added to the corresponding audience on TV?**

Yes, following the guidelines above. And because live VPM programs mirror the television reporting structure, and are coded the same way networks code the corresponding television broadcast, comparisons are relatively straightforward compared to catch up VPM viewing.

#### **Minimum program length**

A program must be at least 15 minutes in duration to be included in the VPM Report top programs in OzTAM's website reports. However, every minute of catch up play counts towards overall video play activity ('total minutes') in the VPM reports.

#### **Sourcing VPM data**

Please state the coverage period and indicate whether you are referencing a 7-day catch up, 28-day catch up or live VPM figure when reporting VPM ratings. To help distinguish between them, OzTAM's website VPM reports are branded with the '7', '28' and 'L' VPM symbols:



#### **Daily reporting cycle**

Midnight-midnight, Sydney time for VPM catch up.  
2am – 2am local market time for VPM live-streaming.

#### **Participating networks**

Currently: ABC, Seven Network, Nine Network, Network Ten, SBS and Foxtel.

#### **Terms and definitions**

- **Report coverage: Catch up** – the 7-day or 28-day period covered
- **Report coverage: Live-streamed** – each week (Sunday to Saturday)

- **Total catch up minutes** – cumulative on-demand minutes viewed across all connected devices during the 7-day or 28-day period specified
- **Total live minutes viewed** – cumulative live minutes viewed across all connected devices each week (Sunday to Saturday)
- **VPM rating** – total minutes played across all connected devices divided by the content length and rounded to the nearest thousand (similar to the way average TV audiences are estimated, though for individual *people* in TV ratings, while VPM measures *devices*)
- **Stream starts** – total number of times the video content began to play
- **Length (minutes): catch up** – content duration, in minutes, if viewed from start to finish
- **Length (minutes): live-streamed** – content plus ad duration, in minutes, if viewed from start to finish
- **Minutes: catch up** – total number of minutes of the program content played across all connected devices rounded to the nearest thousand
- **Minutes: live-streamed** – total number of minutes of the program plus ad content played across all connected devices rounded to the nearest thousand
- **Start time** – the live stream program start time in the format HH:MM:SS
- **End time** – the live stream program end time in the format HH:MM:SS
- **Posted date** – the day the video content was first made available to play

**Further details:** see the VPM Report section on the OzTAM website:

<http://www.oztam.com.au/vpm.aspx>