

## ABOUT VOZ: Australia's first all-screen integrated Total TV database

### What is VOZ?

Virtual Australia, or 'VOZ', is Australia's first integrated database that will combine viewing on TV sets and connected devices, and support advanced audience targeting.

### What will VOZ do?

VOZ will provide an all-screen, de-duplicated picture of what Australians are watching, who is watching, and how they are watching ('Total TV'). To do that, VOZ brings TV ratings estimates derived from 12,000+ viewers in OzTAM panel homes, and the millions of devices streaming TV content, together in a single, detailed database.

VOZ will also be able to integrate other datasets, to support advanced audience targeting.

### Why is OzTAM introducing VOZ?

Australian TV viewing patterns are changing, thanks to the explosion in content, platform and device choice. The average Australian home now has 1.8 TV sets but 6.6 screens in total, and people are using all of them to watch television throughout the day – inside and outside the home. Prime time can now be any time, and that's why OzTAM and Nielsen are building VOZ, to capture the TV viewing that takes place on all screens.

### What benefits does VOZ bring?

VOZ will crystallise Australia's Total TV picture:

- **Advertisers and media agencies** will be able to create media plans encompassing TV inventory across all broadcast channels and devices, and manage cross-screen campaigns – including overall audience reach goals. They will also be able to overlay other datasets on top of VOZ to support advanced audience targeting.
- **TV networks** can determine the incremental reach from viewing on connected devices, and optimise their inventory across all markets, platforms and devices.
- **The media industry** gains an objective, independent, consistent and transparent metric by which to evaluate the performance of TV content across all screens and platforms.

### Should viewers be concerned for their privacy?

User data that contributes to VOZ is fully anonymised. All OzTAM TV audience measurement panel households opt-in with full consent. OzTAM collects no information that can identify the person(s) that owns or uses individual devices. With respect to viewing on connected devices, to use the broadcasters' apps, users have given their consent to the broadcasters. The streaming TV meters only look for broadcast viewing activity and platform level IP addresses for over-the-top and subscription video-on-demand (SVOD) services. VOZ and the elements needed to deliver it meet Australian privacy standards.