news

oztam
measuring audiences

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OzTAM issues Video Player Measurement (VPM) Report guidelines and sample report

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Ahead of the publication of its first **Video Player Measurement (VPM) Report** next week, OzTAM today shared guidelines to reading it along with a sample report.

The VPM Report provides Australia's first official figures for viewing of internet-delivered TV content. It is separate and complementary to OzTAM TV ratings.

OzTAM's CEO Doug Peiffer said: "We have designed the VPM reporting framework to be consistent with well-understood TV terms and definitions wherever possible.

"There are some key differences though, so OzTAM is issuing these guidelines to aid understanding before the first VPM reports are published."

Among the new concepts is '**VPM Rating**': the average number of devices that have played the content across a program's duration.

Top online program rankings will be based on VPM Ratings, which are calculated in a similar way that TV program average audiences are, though for devices rather than people in OzTAM's VPM Report.

OzTAM's VPM Report will be published from Monday, 15 February 2016. At launch stage it will encompass rolling seven-day data (i.e., cumulative on-demand, or 'catch up', viewing during the previous seven days), with the first seven-day period commencing Sunday, 7 February 2016.

Separate to the public reports, participating broadcasters are receiving their own data, which they can use for their respective reporting purposes from February 15.

Please see 'How to read OzTAM's VPM Report' and the sample report accompanying this release. This information is also available on the OzTAM website: http://oztam.com.au/reportvpm.aspx

About OzTAM's Video Player Measurement (VPM) reporting service
OzTAM's VPM reporting service captures minute-by-minute data on participating broadcasters' TV content played live or on-demand ('catch up') to connected devices such as tablets, smartphones, smart TVs, games consoles and PCs/laptops.

Participating broadcasters (at launch stage ABC, Seven Network, Nine Network, Network Ten, SBS and Foxtel) implement OzTAM's software development kit, which

includes code developed by OzTAM. Each broadcaster's video player is coded across all operating systems and devices. The code attaches a broadcaster-provided unique media identifier (ID) to every piece of live or on-demand content within a participating broadcaster's video player library.

This means OzTAM can correctly attribute every such minute of this content played to individual devices, whatever those devices are (e.g. smart TV, smartphone, tablet, desktop/laptop, games console), the platform or operating system used (e.g. Android, iOS, web, games console) and wherever those devices may be.

OzTAM's VPM reporting service draws on two years of development and testing and is a world-leading approach. The system has also been independently reviewed by PwC.

A note about privacy
OzTAM only knows that a device is playing content from a participating broadcaster's video player service. At no point does OzTAM monitor anything other than when the device is accessing a network app or browser-based video server. OzTAM is not able to identify the user of the device.

Further detail
Please see the Video Player Measurement Report section of the OzTAM website, http://www.oztam.com.au/vpm.aspx

About OzTAM
OzTAM is Australia's official source of television audience measurement (TAM) covering the five metropolitan markets (Sydney, Melbourne, Brisbane, Adelaide and Perth) and nationally for subscription television. OzTAM TV ratings are the accepted metric by which Australian television is evaluated. The media industry uses OzTAM data to assist in program development, advertising planning and to gauge the performance of television programs, networks and advertising campaigns. OzTAM's Video Player Measurement (VPM) reporting service provides Australia's first official figures for viewing of internet-delivered TV content. More at: www.oztam.com.au