

Contact:

Margaret Fearn, Fearnace Media

E: margaret@fearnacemedia.com

T: + 1 508 369 7189

OzTAM announces phase 1 launch of Video Player Measurement Report

27 January 2016

OzTAM today announced the initial phase of its **Video Player Measurement (VPM) Report** would launch the week commencing Sunday, 7 February 2016.

This means the first public reports – which encompass rolling seven-day data (i.e., cumulative viewing during the previous seven days) – will be available the following week.

OzTAM's VPM Report is a separate and complementary service to OzTAM TV ratings:

- **OzTAM TV ratings estimate the people** viewing broadcast TV content on in-home TV sets.
- **OzTAM's VPM Report delivers market (census) level data on the devices** playing live and on-demand video from participating broadcasters and their partners' online services.

'VPM Ratings' will be Australia's first official measure of the devices playing internet-delivered TV content (e.g., tablets, smartphones, smart TVs, desktop and laptop computers, and games consoles).

This is the initial phase in a multi-stage program as OzTAM works towards including demographic data in the service in 2017.

OzTAM's CEO Doug Peiffer said: "We're excited to offer a market level picture of how much TV content Australians are actually playing on connected devices.

"The VPM Report will give our clients further insight on how Australians consume their favourite television content, whether it is live or playback viewing on their TV set – and therefore captured in OzTAM TV ratings – or via a broadcaster's video player on the viewer's connected device."

Mr Peiffer added OzTAM's VPM service is collecting millions of minutes from participating broadcasters' video players each day, with volume and coverage steadily increasing as broadcasters fully plug in to OzTAM's collection service across all devices and platforms.

Concurrently, OzTAM has for the past few months been reviewing proposed reporting formats with the broadcasters.

"VPM ratings require broadcaster cooperation," Mr Peiffer continued. "We thank our launch partners – ABC, Seven Network, Nine Network, Network Ten, SBS and Foxtel – for working with us towards OzTAM's first Video Player Measurement Report and on an ongoing basis to enhance delivery of the VPM service.

"As is the case for audience measurement services around the world, OzTAM is actively working to expand VPM to incorporate demographic information and reach estimates. This next step will show us who is watching in addition to the devices being used."

Further information to aid understanding of OzTAM's VPM Report will be available ahead of the first public report release.

About OzTAM's Video Player Measurement Report

OzTAM's measurement of online TV viewing draws on two years of development and testing and is a world-leading approach. The system has also been independently reviewed by PwC.

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 on 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.

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> available from approx. 10am on Wednesday 27 January AEDT.

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 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. More at: www.oztam.com.au