The Marketers' Guide to VOZ

A world first, VOZ brings all viewing data together in a single database to provide the real picture of total TV across screens.

Demystifying the maze

Forget the murky metrics and questionable reach of other digital media platforms, VOZ brings transparency and trust to your advertising.

- **The true picture:** A comprehensive view of audiences across all screens, not just social media bubbles.

- **Factual:** No bot followers or inflated engagement.

- **Measure what matters:** No vanity metrics. VOZ is:
  Comprehensive: Broadcast and BVOD.
  Accurate: Daily/Weekly/Monthly audits.
  Transparent: Clearly documented and gold standard.

Protection: A safe and controlled environment free from negativity and brandjacking.

Future-proof: Unlike ever-changing social media metrics, VOZ uses a standardised audited system for consistent, reliable data you can trust over time.

What it measures

VOZ brings together all broadcast viewing on TV and BVOD.

Live, on-demand, by device, de-duplicated.

Screen types

TV set, CTV, computer, smartphone, tablet.

Data sources

Data is combined from multiple sources; OzTAM, Regional TAM and 16 million connected devices.

Benefits

A complete and accurate picture of how Australians are consuming television content.
The VOZ total TV database provides a representative population of 26 million Australians.

VOZ
televisionary measurement

Simple, Transparent, Future-proof

That's massive. 7 / 7+

Pillar	VOZ	Other media/platforms
Combination of panel and census data	☒	**X**
Multiple audit points	☒	**X**
Broadcast 1min/BVOD 15 sec reach	☒	**X**
100% viewable content	☒	**X**
Verified co-working metrics	☒	**X**
Data source	Independent global/local research companies	Report own metrics
Brand safety	Curated content	Good luck

Metric	Facebook	Instagram	X	TikTok	YouTube	TV
Reach	As soon as the video starts playing	As soon as the video starts playing	As soon as the video starts playing	As soon as the video starts playing	1 second and at least 50% visible on the screen.	1 min on broadcast / 15sec BVOD
Viewability	?	?	?	?	?	Fully resolved on screen
View Count Definition	First 3 seconds of any video length	First 3 seconds of any video length	First 3 seconds of video, must be 100% in view	2 seconds or 6 seconds	30 seconds or less for videos under 30 seconds	

VOZ televisionary measurement

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