



EMBARGOED UNTIL MONDAY, JULY 30, 2018

COMMERCIAL TV WELCOMES “VIRTUAL OZ” DATABASE THAT WILL DELIVER ADVERTISERS TOTAL TV AUDIENCE AND ENABLE NEW WAYS TO TARGET AUDIENCES

Australian commercial TV chief executives welcome a new integrated database being developed by OzTAM and Nielsen that will provide advertisers and media agencies with an all-screen picture of the TV content Australians are watching, who is watching, and how they are watching, on all devices.

Progressively rolling out from Q1 2019, the new “Total TV” database, Virtual Australia (VOZ), will bring together audience data for Australians’ broadcast TV viewing on TV sets (OzTAM TV ratings) and streamed TV viewing via connected devices (OzTAM’s VPM service).

With so many different ways for viewers to watch TV content today, the CEOs note that VOZ will allow agencies and advertisers to create media plans for TV inventory on all screens for the metropolitan commercial free-to-air and Foxtel channels, and to manage de-duplicated audience reach and frequency goals in their Total TV campaigns.

VOZ will build on the industry’s ongoing innovation and will ultimately enable audience segments as a currency that advertisers can trade against. Broadcasters will be able to integrate their own data with VOZ’s independent, objective, cross-screen viewing data to enable advanced audience targeting based on viewer behaviours, interests and needs, in addition to fundamental age and gender demographics.

VOZ will also be continually enriched with the integration of select third party assets that can deepen the audience profiles and behaviours from the dataset – enabling advertisers to target specific audience segments beyond standard age and sex demographics*.

A video explanation of VOZ’s benefits for advertisers can be seen here <https://thinktv.com.au/voz/> and here <https://player.vimeo.com/video/281418887>. (These videos can be embedded in stories to assist reader understanding).

The announcement comes as the four CEOs prepare to share a stage for the first time at the inaugural AdWeek Asia-Pacific conference in Sydney at a VIP Dinner for the CEOs of Australia’s largest advertisers on July 31.

Patrick Delany, chief executive of Foxtel, said: “TV is the ultimate loud-speaker and continues to hold the crown as the best way to reach the widest possible audience. No other medium captures and holds people’s attention in the same way while at the same time being backed up by transparent performance metrics allowing advertisers to measure audiences, fine-tune messages and amplify the impact of their stories. Today’s news is the next big step in its evolution as the ultimate marketing medium.”

Hugh Marks, chief executive of Nine, said: “The launch of VOZ by OzTAM is an important milestone for television, that will pave the way for advertisers to harness VOZ to better target audience segments, while making the most of broadcast TV’s ability to quickly build reach across their platforms.”

Paul Anderson, chief executive of Network TEN, said: “Television is the only way to reach mass audiences fast – today’s news unlocks the true value of our content and cements television’s position in the marketing mix as the most effective way for advertisers and brands to engage audiences at scale.”



Tim Worner, chief executive of Seven West Media, said: “The true amount of TV being watched, and the level of engagement when it is, has long been underestimated. Today’s announcement gets us much closer to capturing REAL audience numbers, and will give brands invaluable insights into how audiences engage with premium long form video across the many different screens now available to them. It is this transparency and accountability, delivered by global leading measurement metrics, that sets TV apart from other mediums, and helps make it the best and most effective platform for advertisers for now and long into the future.”

Kim Portrate, chief executive of marketing, research and industry development body ThinkTV, which is owned by Foxtel/MCN, Network Ten, the Nine Network and Seven West Media, praised OzTAM’s pioneering work and said the move was a further sign of a unified, optimistic TV industry that is moving to meet its audiences.

Ms Portrate said: “As ThinkTV enters its third year, it is wonderful to see that the industry will have access to OzTAM and Nielsen’s VOZ integrated database which combines all broadcast assets across all platforms, supporting cross-screen campaigns and overall reach goals, and enabling advanced audience targeting.”

[ThinkTV Board directors will discuss further what VOZ will mean for advertisers and agencies at 11.50am on August 1 at AdWeek in Sydney.](#)

*** A note about 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. VOZ and the elements needed to deliver it meet Australian privacy standards.

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About ThinkTV

ThinkTV Pty Ltd is a dedicated research-driven, marketing and technology development company focused on helping the advertising and marketing community get the very best from commercial TV. From understanding how audiences engage with TV to celebrating advertising creativity, ThinkTV leads a collective effort to demonstrate how advertising in broadcast-quality content environments provides the greatest return on investment. Think TV was formed in May 2016 with founding members Nine Network, Seven Network, Network Ten and Multi Channel Network/Foxtel. [Thinktv.com.au](http://thinktv.com.au) @ThinkTV