



## **AUSTRALIAN BROADCASTERS ANNOUNCE TECHNOLOGY PROVIDER FOR DEMAND-SIDE BUYING PLATFORM**

*The buying platform will allow agencies to monetise the datasets provided by the forthcoming VOZ database and simplify the buying of TV across platforms*

In a world-first, Australian broadcasters have today announced the selection of a technology platform to power a demand-side buying platform (DSP) for the television industry. The DSP will provide agencies with a single interface to buy television across platforms and broadcasters in the Australian market.

The platform will simplify the process for buying linear TV, live streaming and Broadcaster Video on Demand (BVOD). It will allow advertisers to optimise reach across platforms and inventory through a combination of data and operational excellence with the VOZ database the driving force of the initiative.

VOZ is a measurement database which combines OzTAM, RegTAM and Nielsen data to quantify audiences across linear television and BVOD. VOZ is scheduled to launch in early 2020.

Utilising the VOZ database, the DSP will enable advertisers to buy linear television and BVOD against audience segments such as new car buyers or home loan intenders as well as age and sex demographics.

After an extensive vendor review process, 9Galaxy has been selected as the technology solution to power the platform. Galaxy represents the quickest and most efficient route to market and in addition to Galaxy, software firm Day8 will manage campaign optimisation as part of the overall solution.

The DSP is expected to be operational by mid-2021.

Media Federation of Australia Chairman Peter Horgan said: "The combination of a unified purchasing platform and a cross screen audience currency will enhance how we plan, buy and measure across video and television. We commend all participants in coming together to create this solution. This initiative has our full support."

ThinkTV CEO Kim Portrate said: "This is a red-letter day for the television industry and its agency partners. The collaboration of broadcasters to select the technology to allow for a single platform to purchase TV speaks to the power of the TV business. The incredible impact of this move will be felt for years to come."

Following the selection of the technology platform, an independent entity with clear governance and procedures will be established to oversee the DSP with the commitment of the parties involved pending delivery of a fully costed business and operational plan.

The timeline to launch begins with a period of analysis followed by design, build, test and implementation. The analysis phase has already begun with the mobilisation of teams for a full assessment of agency workflows which is expected to be completed in early 2020.



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**Media enquiries:**

Brooke Hemphill E: [bhemphill@thinktv.com.au](mailto:bhemphill@thinktv.com.au) P: 0419 351 445

**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 today's multi-platform 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 July 2016 with founding members Nine, Seven Network, Network 10 and Foxtel.*

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