

VOZ

STREAMING

INNOVATIONS IN VIDEO MEASUREMENT

Dorus van den Biezenbos

OZTAM
INTELLIGENT MEASUREMENT

iab.
australia



AGENDA

01

Introducing VOZ Streaming

02

The BVOD ID explained

03

How it works

04

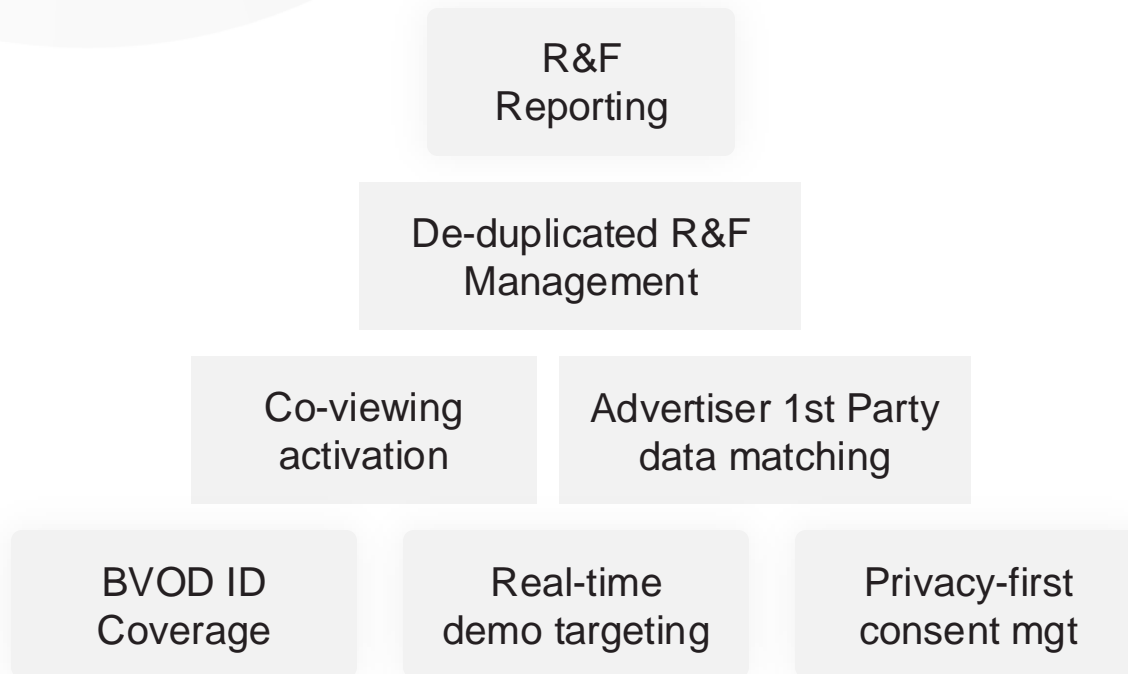
Timelines

INTRODUCING... VOZ STREAMING

VOZ STREAMING WILL INTRODUCE CROSS-BROADCASTER PROGRAMMATIC BVOD TRADING, BASED ON A CONSISTENT BVOD ID AND CURRENCY DATA SET, BUILDING ON EXISTING BROADCASTER, SSP & DSP PROCESSES



Building Blocks



Key Benefits

VOZ Streaming will deliver

- **Scalability** of reach in a premium streaming environment, supported by VOZ as the currency
- **Buyer efficiencies** from standardised BVOD trading via a common demographic data set
- Programmatic trading of **de-duplicated BVOD audiences & frequency management**
- **Co-viewing** for the targeting and activation of Connected TV audiences
- Campaign reach & frequency reporting of BVOD as **incremental to TV** (via existing VOZ R&F tools)
- Advertiser **1st Party Data** matching

VOZ Streaming will co-exist alongside existing direct & programmatic BVOD trading models as currently supported by each broadcaster.

TO SUPPORT COMMON UNDERSTANDING, VOZ STREAMING HAS BEEN EXPLICITLY ARTICULATED, HIGHLIGHTING “WHAT IT IS” VERSUS “WHAT IT IS NOT”

✓ What it is

- An industry-wide data enablement service for managing deduplicated R&F for programmatic BVOD only
- Enables the activation of co-viewing, frequency capping, advertiser 1st party data matching, based on a single identifier, the BVOD ID
- Broadcaster control over their own programmatic BVOD inventory and pricing structures
- A new way for programmatic BVOD to be transacted, sharing additional data.
- Open to DSPs and SSPs who wish to participate

⊗ What it is not

- A transactional platform, with pooled inventory across broadcasters
- An identifier that can be used in managing frequency across non-participating broadcasters' content
- A fixed pricing and controlled inventory regime
- Forcing buyers to purchase BVOD through VOZ Streaming
- A walled garden for BVOD

THE BVOD ID EXPLAINED

VOZ STREAMING IS FOUNDED UPON A SINGLE IDENTIFIER, THE BVOD ID, ACROSS THE BVOD SUPPLY OF PARTICIPATING BROADCASTERS



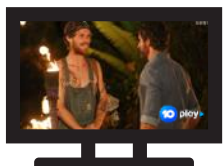
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User ID: 7837281



Mitch Male, 27
User ID: 9434335



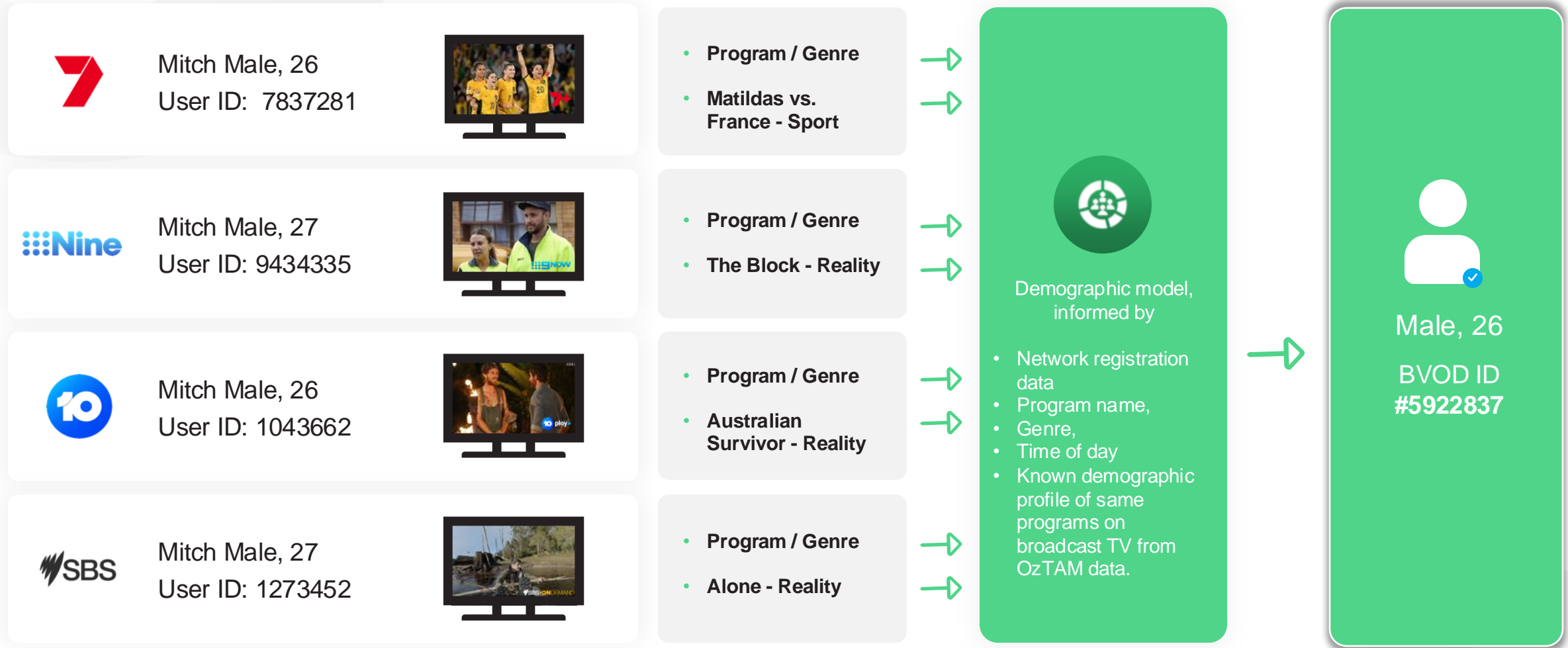
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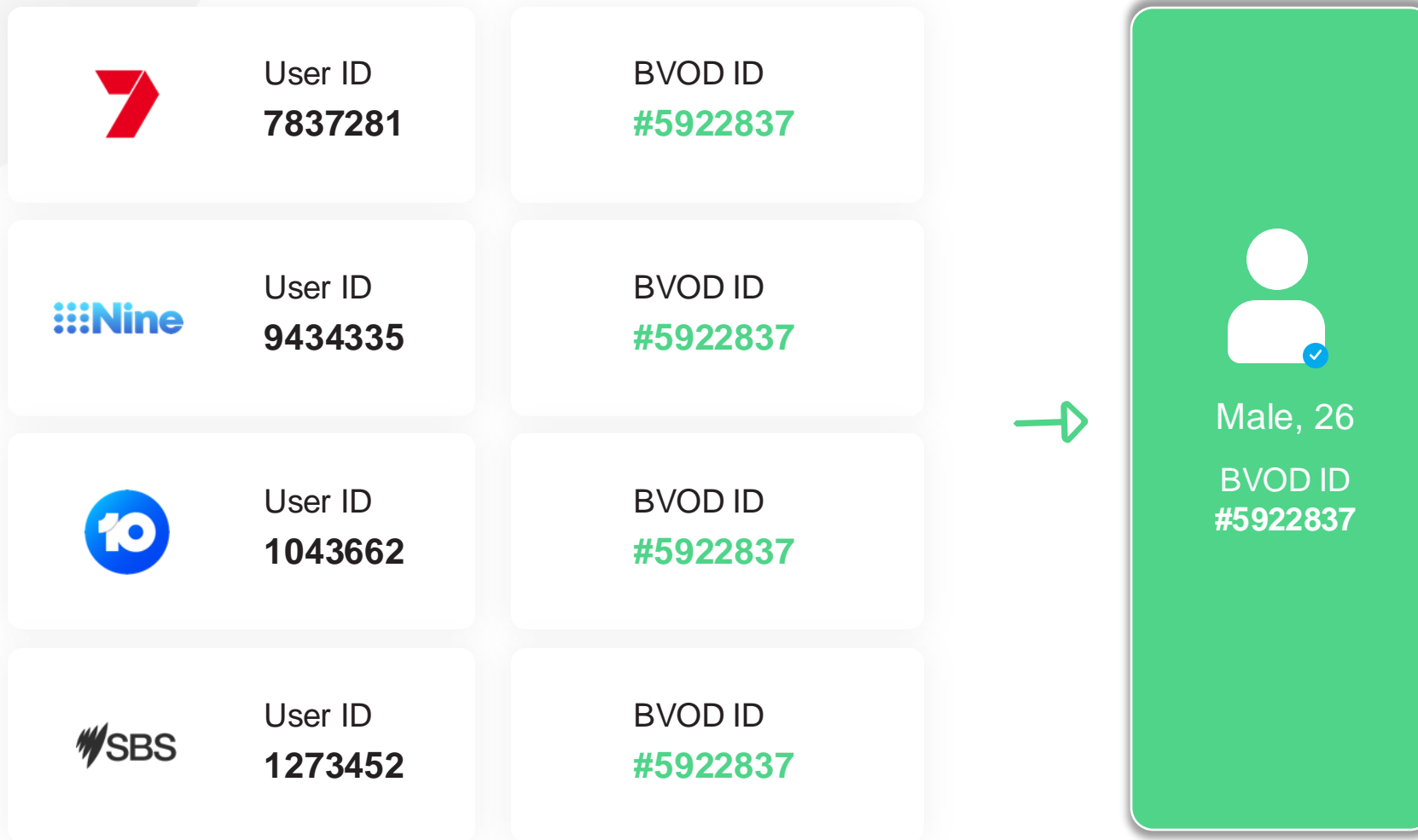
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MODELLING VARIOUS DATA SOURCES FROM PARTICIPATING BROADCASTERS, OZTAM ESTABLISHES DEMOGRAPHIC PROFILES FOR EACH USER

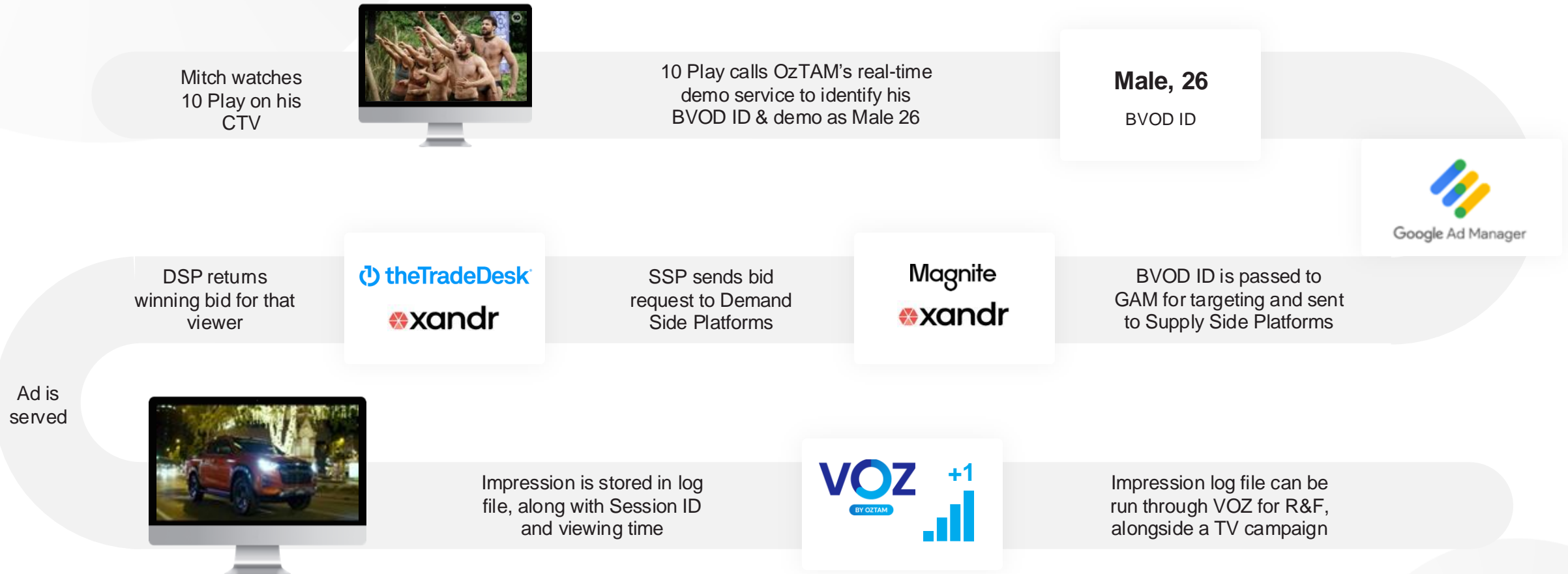


THE COMBINED DATA MODELLING RESULTS IN A SINGLE VIEWER IDENTIFIER, CONSISTENT ACROSS PARTICIPATING BROADCASTERS



HOW IT WORKS

THE VOZ STREAMING END-TO-END PROCESS INVOLVES MANY PARTIES, INCLUDING BROADCASTERS, SSP'S DSP'S, AGENCIES AND OZTAM



ADVERTISERS WILL BE ABLE TO TARGET REAL PEOPLE AND FREQUENCY CAP ACROSS MULTIPLE BVOD PLATFORMS AND DEVICES, ACROSS PARTICIPATING BROADCASTERS



Male, 26

OzTAM BVOD ID
#5922837



Campaign frequency

01



02



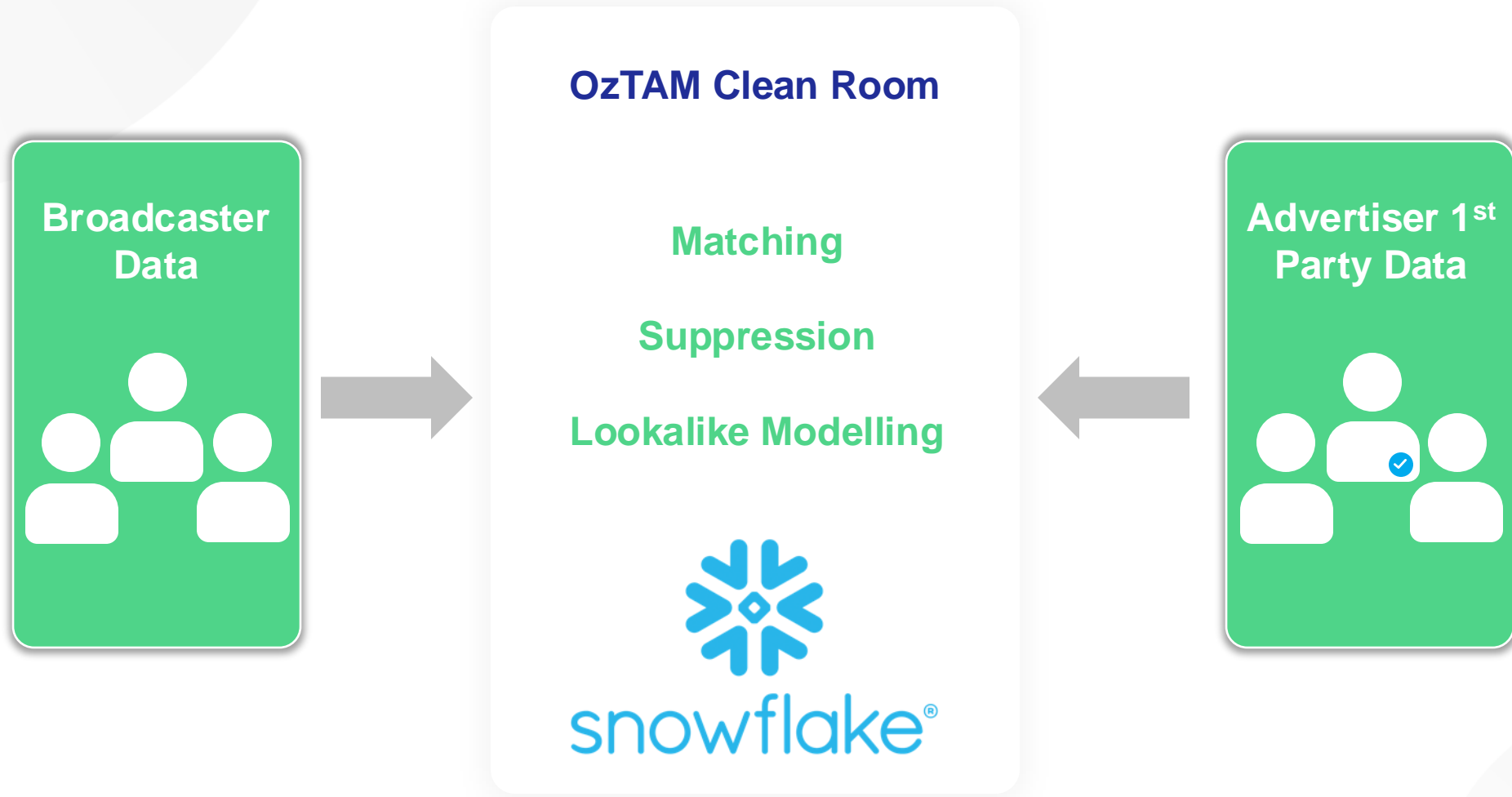
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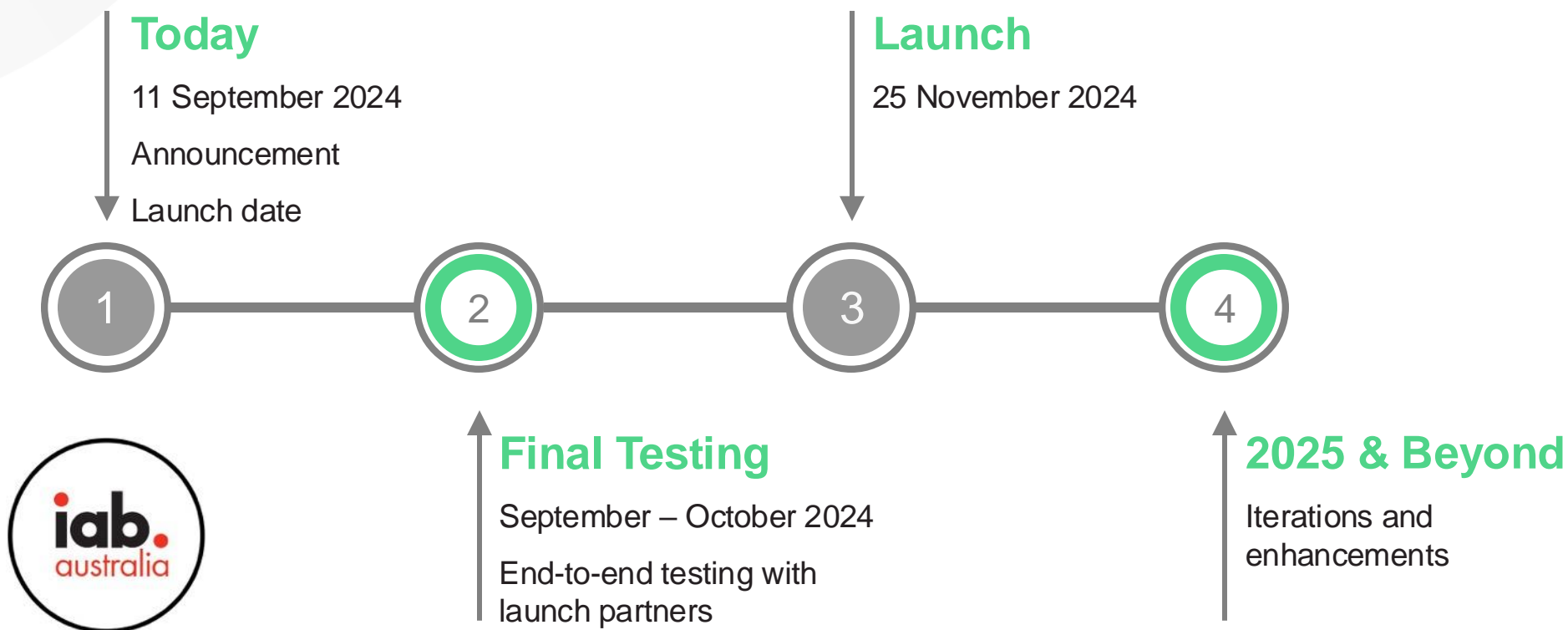


ADVERTISER 1ST PARTY DATA MATCHING WILL BE SUPPORTED VIA A CLEAN ROOM ENVIRONMENT



TIMELINES

VOZ STREAMING WILL BE LAUNCHED IN Q4 2024 WITH ITERATIVE ENHANCEMENTS AND EXTENSIONS INTO ADDITIONAL SSP'S AND DSP'S IN 2025



VOZ

STREAMING

THANK YOU