

Data Changes in VOZ

To ensure all subscribers are across the future changes to Regional TAM data sets when VOZ becomes industry currency, please find below a summary of important changes.

Due to rapidly changing viewing behaviours and the increasing pressure on sample sizes, a comprehensive evaluation and review of **Sub Market** TAM data outputs was undertaken with the following changes to be implemented:

- **Sub Market Quarter Hour data** will continue to be produced and made available utilising a **new methodology** aimed at reducing the variability in audience estimates and the number of zero rating cells.
- There will be **no change** to existing **Quarter Hour data file formats** ingested into Third party software systems, although there are changes to VOZ trading demographics (see below).
- **Sub Market Elemental (minute by minute) data** will **no longer be available**. This will impact the ability to perform Reach and Frequency analyses at the Sub Market level. Sub Market post analysis (Audience estimates/TARPS) will be available at a Quarter Hour level using AdIntel, Third party software tools, and internal trading systems.
- There will be **no change** to **Aggregate Market (Queensland, Northern NSW, Southern NSW, Victoria and Tasmania)** and **Regional WA** data outputs.

The below table outlines the existing and future delivery schedule for Regional TAM data files:

REGIONAL TAM DATA DELIVERY

<div><div>REGIONAL</div><div>TAM</div><div>TELEVISION AUDIENCE MEASUREMENT</div></div> <div>April 2024</div>		TAM Currency				TAM outputs into VOZ Currency			
	DATA TYPE	Quarter Hour		Elemental Minute by Minute		Quarter Hour		Elemental Minute by Minute	
	USE	Trading Files	Campaign Pre/Post Analysis	Analysis Data in TPSS*	Campaign Reach & Frequency	Trading Files	Campaign Pre/Post Analysis	Analysis Data in TPSS*	Campaign Reach & Frequency
<div>Aggregate Markets</div> <div>Queensland Northern NSW Southern NSW Victoria Tasmania</div>	FREQUENCY	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily
<div>Sub Markets</div> <div>Cairns, Townsville, Mackay, Rockhampton, Maryborough, Toowoomba, Northern Rivers, Tamworth Taree, Newcastle, Canberra, Wollongong, Orange Dubbo Wagga, Albury, Shepparton, Bendigo, Ballarat, Gippsland, Hobart, Launceston</div>	FREQUENCY	4 Weekly	4 Weekly	Daily	Daily	4 Weekly	4 Weekly	N/A	N/A
<div>Regional WA</div>	FREQUENCY	4 Weekly	4 Weekly	Daily	Daily	4 Weekly	4 Weekly	Daily	Daily

April 2024

*Gold Standard TPSS (Third Party Software Suppliers) : TV MAP, eTAM VOZ, Day8, TechEdge

VOZ Aggregate Market trading demographics

There will be **74** x Voz Aggregate Market (Queensland, Northern NSW, Southern NSW, Victoria) and **63** x Voz Tasmania trading demographics available.



Aggregate Markets (74)			Tasmania (63)		
Total People	Men 13-24	Women 13-24	Total People	Men 16+	Women 16+
People 0-12	Men 16+	Women 16+	People 0-12	Men 16-39	Women 16-39
People 0-17	Men 16-39	Women 16-39	People 0-17	Men 16-54	Women 16-54
People 0-24	Men 16-54	Women 16-54	People 0-24	Men 18+	Women 18+
People 0-39	Men 18+	Women 18+	People 0-39	Men 18-39	Women 18-39
People 0-54	Men 18-39	Women 18-39	People 0-54	Men 18-49	Women 18-49
People 5+	Men 18-49	Women 18-49	People 5+	Men 18-54	Women 18-54
People 5-12	Men 18-54	Women 18-54	People 5-12	Men 25+	Women 25+
People 5-17	Men 25+	Women 25+	People 5-17	Men 25-39	Women 25-39
People 13+	Men 25-39	Women 25-39	People 13+	Men 25-54	Women 25-54
People 13-17	Men 25-54	Women 25-54	People 13-17	Men 40+	Women 40+
People 13-24	Men 35-54	Women 35-54	People 13-24	Men 55+	Women 40-54
People 16+	Men 40+	Women 40+	People 16+		Women 55+
People 16-39	Men 40-54	Women 40-54	People 16-39		
People 16-54	Men 40-64	Women 40-64	People 16-54		
People 18+	Men 55+	Women 55+	People 18+		
People 18-24			People 18-24		
People 18-39	TGS 13+		People 18-39	TGS 13+	
People 18-49	TGS 13-39		People 18-49	TGS 13-39	
People 18-54	TGS 13-54		People 18-54	TGS 13-54	
People 25+	GS 18+		People 25+	GS 18+	
People 25-39	GS 25-54		People 25-39	GS 25-54	
People 25-54	GS 40+		People 25-54	GS 40+	
People 35-54	GS 40-54		People 35-54	GS 55-64	
People 35-64	GS 55+		People 35-64	GS WITH CH	
People 40+	GS 55-64		People 40+	GS FEMALE	
People 40-54	GS WITH CH		People 40-54		
People 40-64	GS FEMALE		People 40-64		
People 55+			People 55+		
People 55-64					
People 65+	TGS = Total Grocery Shopper 13+ age groups / GS = Grocery Shopper 18+ age groups.				

VOZ Sub Market trading demographics

There will be **24** x Voz Sub Market trading demographics available (and aligns with Regional WA trading demographics). **3** additional demographics: People 55+, Men 55+ and Women 55+ will be included. **2** demographics will be removed (Total Households and Grocery Buyers), in line with the availability of demographics within Voz.

There will be **no change** to the delivery timeframe, with Sub Market Quarter Hour files supplied as a 4-weekly average file, by Survey Period. Sub Market Quarter Hour files are not supplied for Weeks 1 and 2 of the year, or for the designated Easter period.

The below table details the existing TAM demographics and the new Voz demographics for Regional TAM Sub Market* (and Regional WA) Quarter Hour trading data files:

Sub Market Qtr Hr Trading TAM Currency: 23 Demographics		 Removal of 2 demos. Total Households Grocery Buyers  Addition of 3 demos. People 55+ Men 55+ Women 55+	Sub Market Qtr Hr Trading VOZ Currency : 24 Demographics	
Total Individuals	People 16-39		Total Individuals	People 16-39
Total Households	Men 16-39		Total Grocery Shopper 13+	Men 16-39
Grocery Buyers	Women 16-39		Grocery Shopper 18+	Women 16-39
Total Grocery Shopper 13+	People 25-54		People 16+	People 25-54
Grocery Shopper 18+	Men 25-54		Men 16+	Men 25-54
People 16+	Women 25-54		Women 16+	Women 25-54
Men 16+	People 16-54		People 25+	People 16-54
Women 16+	Men 16-54		Men 25+	Men 16-54
People 25+	Women 16-54		Women 25+	Women 16-54
Men 25+	People 40+		People 55+	People 40+
Women 25+	Men 40+		Men 55+	Men 40+
	Women 40+		Women 55+	Women 40+

*Sub Market (Cairns, Townsville, Mackay, Rockhampton, Maryborough, Toowoomba, Northern Rivers, Tamworth Taree, Newcastle, Canberra, Wollongong, Orange Dubbo Wagga, Albury, Shepparton, Bendigo, Ballarat, Gippsland, Hobart and Launceston)

Regional TAM Voz Sub Market quarter hour **Back Data** files (with new methodology) will be supplied from **Week 29 (Survey 6) 2022**, ensuring a comprehensive historical perspective for stakeholders.

For further information on Voz Demographics - www.virtualoz.com.au/resource/voz-demographics

For additional information and resources head to the Regional TAM website (www.regionaltam.com.au/ratingsresources)

Should you have any questions, please contact Regional TAM Info regionalinfo.tam.au@nielsen.com