VPM DASHBOARDS

POWERFUL BVOD DATA VISUALISATIONS

VPM Dashboards provide publishers real-time data visualisations for monitoring and analysing BVOD viewing across all connected platforms down to a VPM session and device level

VPM Dashboards

Cloud-based BVOD viewing data visualisations in a simple user interface

Session Level Data

Audit data based on all user viewing sessions and player events as they are happening in real-time

Device Level Data

Track what devices users are viewing content on and when, across channels, programs, and time
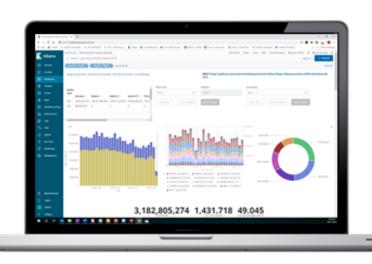
Why OzTAM

OzTAM's VPM captures all online video content streamed live or on-demand across the Australian BVOD universe. OzTAM is the accepted metric by which all Australian TV is evaluated.

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HOW IT WORKS

Over 100M minutes of viewing data is collected every day from all integrated and certified BVOD applications across all connected devices.
All certified VPM data is instantly captured via the OzTAM Collection Service and made available in VPM Dashboards for analysis 24/7.

Quick Setup

Out of the box templates are available so teams can start analysing BVOD data right away

Customise

Discover, create and build custom dashboards to gain insights into video content, advertising and audience

Operations

Quality control, compliance and operations - audit data based on outages, events, or user feedback in real-time