



## PRESS RELEASE

# MFA LAUNCHES FREE VOZ E-LEARNING COURSE TO PREPARE INDUSTRY FOR VOZ TRANSITION

**8 October 2024:** In preparation for the shift to OzTAM's Total TV audience measurement system, VOZ, the Media Federation of Australia (MFA) has introduced a free e-Learning course designed to equip everyone working in the media and marketing industry with essential knowledge of the new trading currency.

Developed by Investment Leads from MFA member agencies in collaboration with OzTAM, the course is titled **VOZ as a Currency** and is available to all media and marketing professionals at no cost until 28 February 2025.

It covers key topics such as VOZ terminology, accessing VOZ data, the role of VOZ in TV campaigns, and the convergence of media planning and buying. The course, presented by experts Jay Malig (Atomic 212) and Kristina Gutierrez (Magna Global), is a must for all TV buyers and sellers working with Broadcast TV or BVOD campaigns, as well as anyone involved in the VOZ transition.

Starting March 2025, **VOZ as a Currency** will be integrated into the existing MFA Television Foundations course as part of the MFA's e-Learning program. The industry-leading training program, MFA e-Learning has upskilled more than 7,000 media agency employees, marketers and media owner professionals since its launch in 2017. Courses include MFA Digital Foundations, MFA How to Buy Television and SBS Core Inclusion, providing world-class skills and knowledge to build successful careers.

Joanna Barnes, Chief Investment Officer at PHD and one of the architects of the e-Learning course, said: "Virtual Australia (VOZ) provides the industry with a national de-duplicated view of Total TV audiences and enables us to better understand consumption across all screens, regardless of how it is viewed. This comprehensive and insightful MFA training program will provide all the practical skills and knowledge needed to understand this new era of audience measurement."

OzTAM CEO Karen Halligan added: "VOZ is a true product of industry collaboration, and we're excited to continue this effort with the MFA's **VOZ as a Currency** course. As we approach VOZ's launch as a trading currency on December 29, it's important for the industry to understand this significant shift in TV audience measurement and this course offers media professionals all the information they need to succeed in planning, buying, selling, and reporting TV and BVOD campaigns."

Registrations for **VOZ as a Currency** are now open: <https://www.mediafederation.org.au/events/voz>



The official VOZ switchover takes place on Sunday, 29 December 2024.

**For more information, please contact:**

Andrea Sophocleous

T: 0431 98 94 99

E: [andreasophocleous@mediafederation.org.au](mailto:andreasophocleous@mediafederation.org.au)

**About the MFA**

The Media Federation of Australia (MFA) is the peak body representing media communication companies. The MFA is a non-for-profit organisation established in 1997 with a current membership base that represents over 90% of all media billings placed by media agencies in Australia. The MFA's vision is to encourage operational excellence in the field of media communication connections and to define and develop best practice standards to support its members and the role they play in servicing their clients.

**About OzTAM**

OzTAM is Australia's official source of television audience measurement, covering broadcast free-to-air television in the five mainland metropolitan markets (Sydney, Melbourne, Brisbane, Adelaide and Perth); and BVOD viewing on connected devices throughout Australia. OzTAM audiences for broadcast TV ([TAM](#)), BVOD ([VPM](#)) and Total TV ([VOZ](#)) are the accepted metric by which Australian television is evaluated. The media industry uses OzTAM data to understand viewer behaviour, assist in program development and advertising planning, and to gauge the performance of television programs, broadcasters and advertising campaigns. OzTAM strives to deliver a world class all-screen audience measurement service and develop new tools and data that allow broadcasters to maximise their audiences, and advertisers to reach them.

More information at [oztam.com.au](http://oztam.com.au).

**About VOZ**

Virtual Australia, or 'VOZ', is the foundation of Australia's 'Total TV' measurement standard. VOZ brings together broadcast viewing on TV sets and granular BVOD viewing on connected devices to provide truly national, de-duplicated, all-screen, cross-platform planning, trading and reporting for Australia's media industry. VOZ delivers a significant step change in the way Australian television is measured and evaluated and will become Australia's trading currency from December 29, 2024.

More information at [virtualoz.com.au](http://virtualoz.com.au)