

## OzTAM Case Study:

# Building a Defined Testing Approach

How OzTAM used our testing to successfully launch its Video Player Measurement (VPM) platform and ensure the quality of its continued service enhancements.



***“Not just a service provider or vendor, Planit is a true partner who works flexibly and responsively with OzTAM to deliver to our customers.”***

*Padraig O'Donovan  
Digital Strategy Director  
OzTAM*

### KEY OUTCOMES:

- Successful launch of VPM and its continued service enhancements.
- Reduced risk from knowledge transfer that enables upskilling across the team.

OzTAM is the official television audience measurement source for Australia's five mainland capital cities and nationally for subscription TV.

In February 2016, OzTAM launched its Video Player Measurement (VPM) Report, introducing Australia's first official figures for viewing of Internet-delivered TV content. Planit was engaged to aid in testing services responsible for gauging digital ratings for TV content across IP platforms.

“In launching digital ratings for TV content delivered across IP platforms, OzTAM needed testing services. I recommended Planit given my prior positive experience with their resources and management team.

“Not just a service provider or vendor, Planit is a true partner who works flexibly and responsively with OzTAM to deliver to our customers. A lot of what we do is highly specialised, and Planit has even placed people inside OzTAM's offices to transfer knowledge that is strategic, resourceful, and mitigates risk by upskilling across the team.

“Planit built a defined testing approach, including test scripts, for OzTAM. They have subsequently been engaged by a number of our partners, which is a testament to their expertise.

**DELIVERED:**

- Testing & QA
  - Staff Augmentation
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**ABOUT PLANIT:**

At Planit, we give our clients a competitive edge by providing them with the right advice, expert skills, and technical solutions they need to assure success for their key projects. As your independent quality partner, you gain a fresh set of eyes, an honest account of your systems and processes, and expert solutions and recommendations for your challenges.

Find out how we can help you get the most out of your digital platforms and core business systems to deliver quality quicker.

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“The data OzTAM collects is used for our market reports and needs to be accurate. Every integration is certified by OzTAM, with Planit providing the resourcing to assist in completing the certification.

“Planit’s responsiveness in time-critical environments enhances our ability to service our customers. As OzTAM’s Director of Digital Strategy, I can honestly say our partnership with Planit has been integral to VPM’s successful launch, as well as to the progressive service enhancements we continue to roll out.”

*Padraig O'Donovan*  
*Digital Strategy Director*  
*OzTAM*  
*Sydney, Australia*