



**Press release**  
**12 October 2011**

## **Gemius wins the internet audience measurement tender in the Czech Republic**

**Gemius, the EMEA region leader in internet research, has won a tender for online audience measurement audit in the Czech Republic. The Czech Joint Industry Committee, SPIR, decided to change its provider, comScore, due to delays in implementation and failure to submit all the offered deliverables in the next planned wave of the research.**

The tender for the official internet audience measurement for the Czech market was announced by the Czech Joint Industry Committee in 2010 and included the following contestants: Gemius in cooperation with MEDIARESEARCH, comScore, Data Collect and TNS Aisa. Initially, SPIR decided to cooperate with comScore, but after several months of negotiations and reassessment, the association changed its decision and gave its preference to the offer placed by Gemius and MEDIARESEARCH.

*Unfortunately, after a detailed analysis of the methods and technologies offered by comScore, we found that some of our requirements can't be met within the expected time. (...) in cooperation with comScore we would not be able to deliver some services which our clients are used to. Therefore, for the ensuing wave of NetMonitor, we choose to cooperate with the hitherto supplier, Gemius - Kateřina Hruběšová, Executive Director of SPIR elaborates on the recent decision of the Czech JIC.*

Vladimír Houba, Country Manager of Gemius Czech Republic comments on the announcement: *We consider winning of the tender as a proof of our solutions being technologically more advanced and complex, which means we are a step ahead of the competition. With the ability to customize our offer to the specific needs of local markets, Gemius is able to meet all SPIR requirements as an official internet audience audit supplier.*

The new wave of the internet audience measurement in the Czech Republic begins in January 2012 and will be run over a period of three years. The research consists of a measurement of websites, of traffic from mobile devices, multimedia content and applications. It will bring a number of innovations, mainly due to the implementation of the new generation of web analytics tool, gemiusTraffic2. The most important novelty is the introduction of a recent methodology for calculating data, which facilitates fast delivery of monthly web traffic results with socio-demographic structure of the internet population. The Czech Republic and Slovakia will be the first markets to see the new methodology implemented.

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### **About SPIR**

SPIR is a professional association active in the field of internet advertising since 2000. The membership base of the association currently has a total of 60 members. Alongside operating integrated, widely respected research into visitor numbers and socio-demographic profiling of internet visitors via NetMonitor, it also implements an internet advertising monitoring project, AdMonitor, and the IAC professional conference on internet marketing, and provides expert analysis of internet market development in the Czech Republic.

### **About Gemius**

Gemius is an international research agency, the leader and forerunner in the field of research of the internet and on the internet in Europe and in the Middle East. Originating in Poland, Gemius has expanded across the EMEA region and is now currently operating on thirty markets. The company is the pioneer of the full hybrid methodology for online audience measurement, integrating both consumer panels and advanced site-centric research, giving media planners highly credible results (gemiusAudience). It also offers professional research solutions, analytical and advisory services, from site-centric and user-centric studies to technologically-advanced tools for studying internet user behaviour on chosen websites (gemiusTraffic), internet user socio-demographic profiles (gemiusProfile), the quality of WWW page usage (gemiusUsability) and the effectiveness of internet advertising campaigns (gemiusEffect). Gemius also conducts research related to subjects submitted by customers (gemiusAdHoc). Apart from the above-mentioned research services, Gemius offers studies on the behaviour of users who view online multimedia content (gemiusStream) and a research tool for immediate measurement and presentation of all clicks made by internet users on a website (gemiusHeatMap).

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