



## **AUDIENCE MEASUREMENT: A GLOBAL CHALLENGE**

Digital Media faces a common problem regarding measurements, one that goes beyond frontiers.

Audience measurement is a common concern among Digital Marketers; therefore a clear knowledge of what we want to measure is urgently needed.

It is important to have a clear idea on which are the most important metrics for our business: Publisher, Advertiser, Agency?

As we all know, metrics are different on each case.

### **International Industry Overview**

**I-COM**, international organization devoted to research on digital metrics with a global focus, and also promoting cooperation and consensus on best practices through different platforms. I-Com has been able to detect the main measurement points among sites and users by surveying in different countries. These metrics are the same ones used in Chile. In some cases the vendors are the same and advances are made towards new forms of communication. Questions raised in Chile have also been asked recently during I-Com's Third Version in Portugal. Regarding this, we can point out that Chile was the only country presenting Unified measurements for their associates.

**UKOM (UK Online measurement)**, was created by IAB UK and is joined by IAB UK members, advertisers and agencies representatives. This organization chose Nielsen Online as the official Company to provide audience data about the Online Industry in the United Kingdom.

Subsequently, Nielsen Online and UKOM set up a "single coin" of audience measurement that guarantees transparency, reliability and data accuracy, giving an answer to all the area agents need, mainly for publishers, agencies and advertisers.

Nielsen promoted an audience planning system named UKOM Audience Planning System (APS) aimed to facilitate a real and precise data base that allows advertisers and agencies to design more efficient advertising strategies when launching online campaigns.

This way, the online market will count on real data about audiences, with the same guarantees that nowadays traditional media: press, radio or television, are reaping assuring that online advertising investments are addressed in a certain way to target consumers.

The new planning system will provide the market audience data from at least 50.000 unique visitors browsing sites.

**IAB USA** has developed a JIC (advertisers and agencies) to work on the topic of online measurement in an integral way.

They have developed and published a list of suppliers and their metrics. This way, they allow the users of audience measurement systems know who the certified IAB suppliers are, thus they give reliable metrics

Panel measurements used for media planning are lead by Nielsen and comScore.

### **What happens in Chile?**

The digital media has had a fast growth and today is one of the most relevant alternatives for brand communication. This makes commercial and management metrics play a relevant role to continue the expansion course we have taken so far and try to strengthen them even more.

Among metrics, there are traffic measurements that help to manage a site, others for media planning and finally, campaign metrics that allow us to have a clear view on their success.

As a way of standardizing knowledge and awareness of the different measurement systems and available suppliers of Digital Media, we developed a “Measurement Digital Day”. This event was held at the facilities of Pontificia Universidad Católica de Chile on November 12<sup>th</sup>.

It is of extreme importance for the development of media, to point out that metrics are more than a click. Nevertheless, we know that a minimum of measurement should be released periodically. In that context, we highlight that what has strengthened IAB Chile is the constant delivery of measurements using a common standard for all that allows comparison of figures.

After this Metric Digital Day we recommended the following:

- IAB Chile defines and states which metrics should the Association provide in order to implement transparency to the industry and which metrics are responsibilities of each site, agency or supplier.
- To generate a basic list of management metrics of current sites and that have already been standardized. For the development of this list we will only consider vendors that provide services in Chile and whose standards are validated by IAB rules.
  - The recommended vendors in Chile are: Certifica Metric powered by comScore and Omniture. Both offer paid services of census or server-centric traffic measurement.

- The list will include Google analytics. It has some differences with paid vendors, though Google Analytics is a tool used by many sites with lower budgets or as a way of auditing certain measurements.
- An explanation of the convergence and divergence aspects of every measurement in order to be clear for every possible consultation will be put. A relevant aspect is that figures delivered by publishers are validated and audited by external organizations.
- Digital Media Planning faces multiple media and unequal knowledge in agencies, publishers and advertisers. There are several companies in the world that provides measurements through panels that help planning based on demographic data, traffic for sites and media planner tools. The most well-known companies in this field are Nielsen and comScore. In Chile, comScore is the most used data set for analyses and media planning. Based on that, we propose to officially recommend this vendor, also understanding that we should look for and analyze other tools that answer other important questions about parameters such as brand reputation, social network, presence, mobiles and others.
  - Within this context a periodical control will be kept in relation to products improvements offered by the vendor.
- Organize a JIC (Joint Industry Committee) with ANDA and ACHAP. This was agreed at ANDA's Metrics event on November 10<sup>th</sup>.

JIC's goals are:

- To know and learn how to use the current metrics validated by IAB
- Define the metrics that advertisers need and that are not being released periodically or on clear standards
- Validate together, including ANDA and ACHAP, the vendors in order to continue the transparent and the responsible way that IAB CHILE has worked since its beginning
- Starting on January 2011, IAB Chile will modify the report of figures released on monthly bases not only in its site but also by newsletter. It is proposed to show Unified measurements powered by comScore, divided by site category on a monthly basis.
- The Measurement White book that IAB Chile currently has will be reviewed and updated according to the new suggested standards of IAB USA.
- It is proposed to review the suppliers for new metrics, periodically (e.g. Twitter, mobiles, social networks) and add them to IAB standards.

## **About ComScore**

comScore panel has more than 15.00 people in Chile. Demographic distribution is 49.8% male and 50.2% Female, +15, accessing Internet home or work.

The panel is divided by ages as following (February 2011 data):

15 to 24 years: 26.9%

25 to 34 years: 26.0%

35 to 44 years: 20.9%

45 to 54 years: 15.2%

55 to over ....: 10.9%

At present time there is no socio-economic stratification for the panel.

This tool measures all the sites, social networks and blogs without any distinction, the only requirement to inform in the list is to have received at least 15 unique visitors during the month (or the average of 3 months) among panelists.

It is important to highlight the new comScore Unified Digital Measurement Methodology.

## **Unified Digital Measurement**

The frequent disparity between census-based site analytics data and panel-based audience measurement data has long been the Achilles Heel of digital media measurement. Because the two measurement techniques have different objectives, they employ different counting technologies, which often results in differing metrics that can cause confusion and uncertainty among publishers and advertisers.

With the introduction of Unified Digital Measurement™, comScore implemented a ‘panel-centric hybrid’ solution to digital audience measurement, creating a blend of these two methodologies into a ‘best of breed’ approach that will provide a direct linkage and reconciliation between the census and panel approaches. This approach combines person-level measurement from the 2 million person comScore global panel with server-side metrics in order to account for 100 percent of a Web site’s audience.

Participating companies place tags on their content and ads, and these calls are recorded by comScore servers every time content is accessed. comScore is able to view these calls on its global panel in addition to measuring the direct server calls. This unique perspective allows comScore to validate that the tags are measuring activities consistent with its audience measurement methodology. comScore applies proprietary data cleansing and validation processes, and once validated the tag counts are used to set the usage levels by site.

Additionally, comScore has developed a proprietary methodology to combine panel and server-side metrics in order to calculate audience reach in a manner that is not affected by variables such as cookie deletion and cookie blocking/rejection.

Since August 2010, IAB Chile has joined this methodology. All IAB Chile members publish their audience data in IAB rankings and also appear as “Unified” entity [U] at the panel centric audience measurement, comScore Media Metrix data sets.