Polska
Organizacja
Reklamodawców

FUTURE-READY.

Ipsos Cross-Media Measurement Framework

POR 14/05/2024

© 2024 IPSOS. ALL RIGHTS RESERVED. CONTAINS IPSOS' CONFIDENTIAL AND PROPRIETARY INFORMATION AND MAY NOT BE DISCLOSED OR REPRODUCED WITHOUT THE PRIOR WRITTEN CONSENT OF IPSOS.

Ipsos

Ipsos Team Today

Daniel Wong-Chi-Man

Global Service Line Lead

Ipsos Audience Measurement

Mario Paić

Global Chief Research Officer

Ipsos Audience Measurement

Jim Ford

Global Commercial Lead

Ipsos Audience Measurement

Anna Kaczmarczuk

Country Manager

Ipsos Poland

2

IPSOS AT GLANCE

1975

Founded

Paris, France

90+ markets

Ipsos
Presence

€2.5 Billion+

Global Revenue

Publicly listed company

20,000+

Employees worldwide

Serving over 5,000 clients

35+ markets

Countries with

Audience Measurement Teams

AUM Innovators

Cross-Media Measurement Services in Australia, NL, UK

IPSOS AUDIENCE MEASUREMENT

Underpinning currency grade audience data across the world

IPSOS CROSS-MEDIA MEASUREMENT FRAMEWORK

- **Hybrid measurement framework**
- 'Open Platform' for interoperability
- **People measurement** at its core
- Insight unlocked from 1st and 3rd party **'big data'** sources
- Leading **Data Science** techniques
- **Privacy safe**

1. People Measurement

People based measurement
Deduplicated audience
Demographics

2. Census Measurement

Device level measurement
Accurate Volumetrics
Enhanced panel measurement

3. Data Integration

1st Party Data (S2S integration)
RPD/ACR/Identity...
Cross-media integration

4. Synthetic Population

Fully integrated dataset
Respondent level data
Data privacy

PEOPLE MEASUREMENT

1

MEDIACELL

Ipsos own measurement technology

- Software based Passive Meter
- Built to fit around people's lives
- In and out of home measurement
- Location detection
- Audio Matching
- Audio Watermarking
- Built-in Panel Management
- Single Source – TV, Radio and Online

MEDIACELL

Ipsos own measurement technology

10 years of experience in deploying the technology across the world

Examples of clients who chose MediaCell

NMO NATIONAAL MEDIA ONDERZOEK

BBC

CIM

rajar

MEDIACELL - AUDIO MATCHING TECHNOLOGY

mediacell

Referencing of recruited panellist and what they are **watching or listening**.

Fingerprinting engine, **continuously processing** ambience audio.

Handset fingerprints are precisely time-stamped enabling matching

The handset sends the generated fingerprints, **to be matched against a set of referenced channels.**

Ipsos

MEDIACELL - AUDIO WATERMARKING TECHNOLOGY

The ear/brain naturally filters out echoes, particularly the early reflections.

Can be used alongside audio-matching

Enhances detection

Delivers platform identification plus TSL of 2 years.

PANEL MANAGEMENT

MBPS

End-to-end panel management solution

PANEL MANAGEMENT

Compliance measurement via several metrics based on the multiple data points collected directly from the device

Exposure	Motion	Calls & SMS	Interaction	Charging
Roaming	Location	Peripheral	App Termination	Audio Level

Quality flags and alerts are triggered when non-compliance is established - automated messages are sent to the panellist's smartphone, or the panellist is contacted telephonically to remedy

REALITY MINE

Industry leading on-device measurement

- RealityMine is an application incorporated into our MediaCell technology (aka MediaCell+)
- Extends tracking on smartphones, tablets or computers
- Available on Android, iOS, Windows and MacOS devices

CENSUS MEASUREMENT

2

IPSOS DOTMETRICS

Proprietary census measurement technology

DOTMETRICS

Privacy by Design

Fully compliant with IAB Transparency & Consent Framework

Video measurement

Player plugins available for Brightcove, JWPlayer, Flowplayer

SDK's for Android and iOS

Easy implementation

Low touch integration Self-serving platform

Link with the panel

Integrate census measurement into panel measurement to account for any metering limitations

Websites

JavaScript tag
Video player plugin
Active Duration

Mobile apps

SDK source code
Start time
Duration

Ipsos

VIDEO MEASUREMENT

Case study with Sky UK

- Plugin integration with Sky custom video player
- Incremental audience for content served across 3rd party websites as part of the 'Sky Publisher Player' (SPP) network.
- Increased Sky Sports' audience by 16 per cent to 9 million UK adults
- Similar development with the BBC

DATA INTEGRATION

3

DATA INTEGRATION
Ipsos has great experience in integrating audience data

1st party data integration

Experience working with tech platforms

Improving accuracy and adding granularity

Cross-platform JIC integration

Collaborating with multiple industry measurement bodies

Currency-on-Currency data fusions

Return Path Data integration

Modelling and integrating of RPD data with TAM datasets

POC work with leading European JICs

DATA INTEGRATION
YouTube Case Study

Partnership with Google

Server-to-Server integration of YouTube 1st party census data

Improving accuracy and adding granularity

SYNTHETIC POPULATION

4

SYNTHETIC DATA

The key use case for synthetic data in AUM is the use of Synthetic Populations as the foundation for the production and delivery of audience data.

Simplified representation of the actual population

Synthetic Population

Used as the foundation for audience data

SYNTHETIC DATA

Data Integration

Data Integration is the norm

Enhances data integration

Representative foundation

Full reporting functionality

Preserves original data

Data Privacy

Data privacy is critical

Removing the ability to re-identify the users

Benefiting from concepts such as differential privacy

IPSOS IRIS CASE STUDY

Synthetic population facilitates integration of any available data source

CASE STUDIES

5

BBC Compass (UK)

Proprietary cross-media measurement solution operating since 2017

What's measured

TV / Radio / OnDemand / Online

- Proprietary service for BBC
- 300 TV & Radio channels
- Online sites - over 1,000 media properties
- Covers competitive media
- BBC remains part of industry JICs

How

Single source cross-media

- National representative panel - 3,000 individuals
- Locked Devices (PLMs) issued to c.10%
- Audio Matching detection
- RealityMine online meter downloaded to all personal devices
- BBC internal metadata systems

Deliverable

Min / Min – Sec / Sec

- Min / Min data for TV & Radio
- Live VOSDAL & TSV
- Sec / Sec data for online
- Data delivered in newly configured version of TechEdge
- Weekly published data

26

NMO (The Netherlands)

At the heart of the cross-media measurement blueprint for The Netherlands

What's measured

TV / Radio / Online / Print

- Super JIC client – merger of previous JICs
- Industry currency
- 200 TV & Radio channels
- Online sites
- Print

How

Single source cross-media

- National representative MediaCell panel of 3,200
- Locked devices (PLMs) issued to c.10% non smartphone population
- Audio Matching detection
  - Encoding on selected channels platforms
- RealityMine online meter

Deliverable

Min / Min – Sec / Sec

- Delivering Radio Currency since 1st January 2023
- Min / Min data for TV & Radio
- Live VOSDAL & TSV
- Sec / Sec data for online
- Data delivered in newly configured version of TechEdge

27

XMP (Belgium)

A complete picture of media usage in Flanders

What's measured

TV / Radio / Online / Print

- Flemish government funding and JIC Management
- Industry currency
- 100 TV & Radio channels
- Online sites
- Print

How

Single source cross-media

- National representative MediaCell panel of 1,500
- Locked devices (PLMs) issued to c.10% non smartphone population
- Audio Matching detection
- RealityMine online meter on Smartphones and additional devices

Deliverable

Min / Min – Sec / Sec

- Min / Min data for TV & Radio
- Live VOSDAL & TSV
- Sec / Sec data for online
- Data to be delivered in Ipsos own dashboard

28

RAJAR (UK)

Transitioning to a hybrid approach

What's measured

Radio

- JIC client
- Radio currency
- 300+ Radio channels

How

Hybrid

- Hybrid approach
- Maintain c. 60,000 diaries
- Include 5,000 MediaCell panellists (inc BBC Compass)
- Pandemic accelerated

Deliverable

Quarterly data

- Total adult & by demos metrics available for average week:
  - weekly reach (000s & %)
  - total hours listening
  - Av Hrs per head & per listener
  - Market share
- Listened >5 minutes during week
- MediaCell data provides new insight min / min database

29

Ipsos iris (UK & Australia)

Award winning online measurement solution

Ipsos iris

What's measured

Online

- UKOM & IAB Australia endorsement
- Digital audience currency
- 5,000+ websites and apps

How

Hybrid

- Hybrid approach
- 10,000 MediaCell panellists in UK (inc BBC Compass & RAJAR)
- 4,000 MediaCell+ panellist in AU
- Census measurement
- 1st party data integration - Apple News + YouTube)
- Currency integrations – PAMCo (UK) and OzTAM (Australia)

Deliverable

Daily and Monthly Data

- Websites and Apps
- Across all devices
- Text and video streaming
- Distributed content (e.g. Apple News, YouTube, social media audiences)
- Ipsos own web interface
- API

Ipsos Affluent

Ongoing global syndicated study

What's measured

Affluent Europe is a vast strategic planning database, which allows planners to interrogate the behaviour of Europe's most affluent including Polish HNWIs

Broad cross - media consumption habits including

- Detailed media consumption: what is watched or read across all devices
- Media Brand Engagement
- Behaviour data to profile and understand changing consumer habits

How

Survey based

- Affluent Europe measures the habits of Europe's most affluent consumers and top business decisionmakers | the Top 20% of adults based on household income.

Deliverable

Half data

- Total adult & by demos metrics available for average week:
  - weekly reach (000s & %)
  - total hours listening
  - Av Hrs per head & per listener
  - Market share

31

YOUR STRATEGIC MEASUREMENT PARTNER

Ipsos

Polska Organizacja Reklamodawców

FUTURE-READY.