

# A new digital audience currency provider: What does it mean for media agencies?

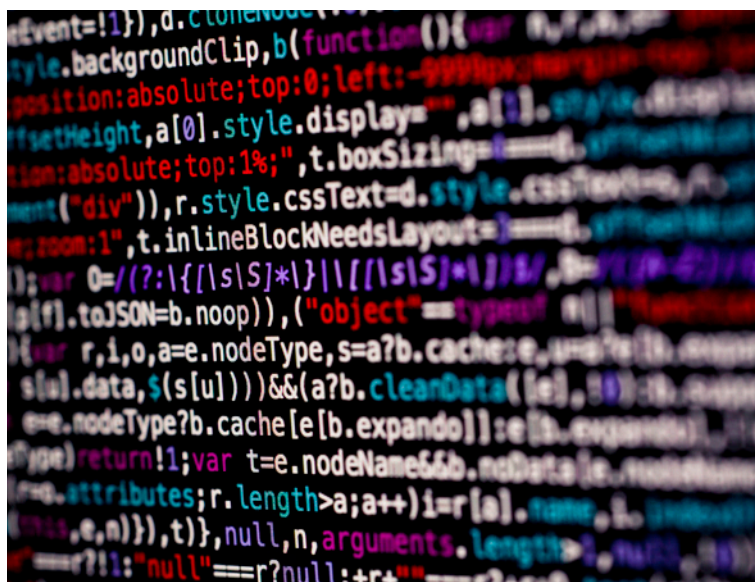
This month's announcement by the IAB that Ipsos will take over from Nielsen as the preferred supplier for digital content audience measurement followed a six-month tender process. The MFA was represented in the review by MFA Research Taskforce Chair John Grono and Interactive Committee member Amelia Ward (PHD Head of Digital, Sydney).

Here, we cover everything you need to know.

## What will happen next?

Ipsos' three-year term will commence in calendar year 2022. The new system, named Ipsos Iris, will measure all behaviour on PCs, smartphones, tablets and CTV. CTV information will be developed using both OzTam data and first-party data from participating global platforms.

Ipsos Iris, currently operating in the UK and endorsed by UKOM, will be built for the needs of the Australian market. It will provide a single view of the audience and de-duplicated cross-device reach, which the industry has been calling for.



Like the current ratings system, it will use a hybrid approach with a high-quality media panel and tagged data from publishers.

The Nielsen relationship with the IAB runs through until the end of April 2022. Endorsed daily volumetrics data continues to be published, while the monthly audience data is still under review and not endorsed. More information on the use of different Nielsen data sets is available on the IAB site.

## What's new for agencies and advertisers?

In addition to broad core demographic coverage, Ipsos iris reports on interest-based segmentation derived from content consumed, as well as several other built-in segments, such as psychographic segments.

Along with 41 standard metrics available, Ipsos will work with the IAB to develop new metrics (such as an Audience Engagement Metric). and partner with other data suppliers to provide additional ways for media owners to demonstrate the unique attributes of their properties and help commercialisation of their content. Iris data will be available either directly through an easy-to-use Ipsos Iris web interface or via a data set available for integration in other systems.

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PHD's Amelia Ward said: "From an agency perspective, I am excited to see a de-duplicated, single view of device usage across multiple screens, including CTV. This audience measurement will help agencies to plan digital media, with a deep picture of consumer device and screen behaviour. I'm also looking forward to seeing what extended digital behaviour insights will be available beyond standard media consumption data."

## Are there any watch-outs?

Any new methodology and system will provide different numbers. As tempting as it is to make comparisons with old data sets, it should be treated as a true trend break.

While the system is being rolled out on a tight timeframe, Ward does not foresee any delays. She said: "The roadmap to 2022 requires publishers to get on board, but with the current UK market experience, Ipsos is in a good position to understand what those needs and watchouts should be."

*As the measurement roadmap is being built out over 2022, agencies are invited to test the data and provide feedback on any product requests via the MFA. John Grono and Amelia Ward will continue to represent the MFA on the IAB Technical Council, providing oversight on the new methodology roll-out and ensuring that agency needs and requirements are met.*

Finally, Ipsos Iris does not measure under 14s, but this is not a concern, according to Ward. "As we aren't able to target under 14s with advertising, I don't see this as a huge issue," she said. "Any under-14 figures are likely to be modelled to align with population distribution. It's also worth pointing out that Iris will have 14 – 17-year-olds across all devices, which will fill in the missing gap from previous mobile data."

## What actions should agencies and advertisers be taking?

The next few months will be primarily focused on building the panel, refining local taxonomies and working with publishers to get their properties tagged. Commercial relationships for the IAB-endorsed currency is always directly with the vendor, so agencies can start discussions over the coming months with Ipsos directly on their needs. The IAB is happy to facilitate introductions to the Ipsos team.

Training materials and sessions specifically for agencies, developed jointly by the IAB and Ipsos, will start from approximately March 2022.