

# IAB Measurement Council



## DRAFT

### Standards and Guidelines for online advertising audience measurement metrics and the use of audience measurement data V1

Feb 2009

IAB Australia encourages all IAB members to exercise best practice when using research data in public communications. Accordingly, the IAB Measurement Council is seeking to standardise the metrics quoted and the presentation of online audience measurement data for the purposes of simplifying and standardising the currency for online advertising.

Outlined below are the proposed standards and guidelines to be followed by all IAB members when quoting research in all presentations, promotional materials, reports and documents. IAB Australia invites industry to review these draft standards and guidelines and comment with suggested revisions by Friday 13<sup>th</sup> March 2009. .

#### 1. Sourcing

- 1.1. All data referenced in presentations, promotional materials, reports and documents must be sourced, and should include at a minimum -
  - 1.1.1. the name of the study or organisation from which the data has been drawn
  - 1.1.2. the author, if available
  - 1.1.3. the date or time period represented by the data
  - 1.1.4. the country if the data has not originated in Australia
  - 1.1.5. if available, the source should also include the sample size, indicated as n= the number of people surveyed
  - 1.1.6. where the data is in response to a specific question, the actual question asked is to be quoted
- 1.2. When quoting data from an organisation which has multiple products, services or sources, such as Nielsen Online, the specific product should be quoted eg Nielsen Online NetView vs. Nielsen Online Market Intelligence, and not simply 'Nielsen'.
- 1.3. The source should be indicated on the lower left hand side of the slide or page, in a legible font size.
- 1.4. If multiple sources are used, each data point should be referenced to its unique source.
- 1.5. Whenever possible, the data source to be used should be domestic (i.e. Australia). If non-Australian (e.g. International) data is used, Australian based data should also be quoted in the source of the document (if available).

#### 2. Quoting Reach

- 2.1. The only acceptable source for quoting a reach figure is data which measures users, as opposed to browsers. ie Nielsen Online Netview, Comscore Media Metrix, Roy Morgan or similar.

#### 3. Terminology

- 3.1. Pages Views vs. Page Impressions –

3.1.1. The term 'page view' should be used when quoting panel based data ie Nielsen Online Netview or Comscore Media Metrix.

3.1.2. The term 'page impression' should be used when quoting data originating from a page tagging system ie Nielsen Online Site Census / Market Intelligence, Omniture Site Catalyst.



### 3.2. Audience

3.2.1. The term 'unique' must always be qualified with the appropriate standard metric ie

- Unique Audience (UA) - sourced from a panel based system;
- Unique Browsers (UBs) - sourced from a page tagging system

Please submit your comment, feedback, suggested amendments or additional inclusions in writing to the Chair of the IAB Australia Measurement Council, Paul Fisher at [paul.fisher@iabaustralia.com.au](mailto:paul.fisher@iabaustralia.com.au) . Paul may also be contacted on (02) 9248 7911.

The Deadline for response is 5pm Friday 13<sup>th</sup> March 2009.

This document is also available at <http://iabaustralia.com.au/index.php/resources/standards/>

The final guidelines document will be published on or before 31 March 2009.

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