

## KEY MESSAGES

On behalf of the media and advertising industry, IAB Australia invests significant time and resources to manage a sole and preferred supplier deed for digital audience measurement. This industry initiative ensures that Australia has a world-leading, independent, inclusive and transparent digital audience measurement system. Digital Ratings (Monthly), which was launched early in 2016 is the second of three planned major upgrades to the digital audience measurement system.

A ground breaking daily audience currency will be launched in 2017 for digital text, audio and video digital measurement. This project will enhance harmonisation with other media measurement systems.

IAB's Measurement Council consists of industry-engaged contributors who provide standard guidelines and an unbiased currency in the market across digital media. Although each organisation has their own internal metrics, which can speak to their unique abilities, however it is vital to have comparable metrics in market.

IAB initially developed the digital audience measurement blueprint in 2007 in association with the AANA and the MFA. This was the precursor to the development of the first tender in 2010 and the launch of IAB's digital audience measurement system which took place in 2011. Nielsen was reappointed as the preferred supplier on January 1st 2015 for a three year period, with a two year extension option.

## KEY POINTS

1. Provides the industry with an audience focused measurement system which tracks all behaviour on browsers and apps across desktop/laptop, smartphones and tablets.
2. The data is inclusive and reports on all properties in an equal manner, regardless of their involvement with the IAB, to provide the industry with comparable data on all players. It is a transparent system that tracks over 6,500 media organisations, brand and channels across three devices in each reporting period.
3. It is an independent system run by a leading global measurement organisation, Nielsen, with the oversight by the digital industry and the IAB.
4. The digital audience measurement data & system is continually reviewed by the IAB's Measurement Council which has representatives of seventeen media organisations and the Media Federation of Australia. The IAB deed requires Nielsen to undergo annual independent audits as directed by the Measurement Council and to take any necessary action to ensure agreed standards are met.
5. The Australian solution is world leading with a hybrid people-based measurement system which combines the best of a media quality panel and detailed census data from a wide range of publishers. Moving to daily ratings for text, video and audio measurement in 2017 will be yet again a world first.
6. Digital audience measurement is constantly evolving to reflect changes in technology adoption and general digital consumer trends so as to ensure the solution provides accurate and relevant data for media agencies, advertisers and publishers.



The IAB Measurement Council includes representatives of the following organisations:  
ABC, Carsales, Daily Mail, Facebook, Fairfax Media, Google, LinkedIn, Media Federation of Australia, News Corporation, Nine, Pacific Magazines, REA Group, Seven Network, Southern Cross Austereo, Telstra, West Australian Newspapers, Yahoo7.



YAHOO!



Pacific magazines  
We create magazines people love



News Corp Australia

REA Group



Nine



MFA  
media federation of australia



Fairfax Media

carsales.com.au

Google

Daily Mail Australia

The West Australian