



ASOCIACIÓN PARA LA INVESTIGACIÓN DE MEDIOS DE COMUNICACIÓN

AT THE END OF THE TUNNEL?: A “NEW WAY” TO CARRY ONLINE MEASUREMENT IN SPAIN

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Start of the History

■ AIMC-IAB agreement

- ◆ Formal establishment of the Framework agreement: June 2007
- ◆ Objective:

“Define the ideal conditions to improve audience measurement in interactive media and to boost growth of investment”

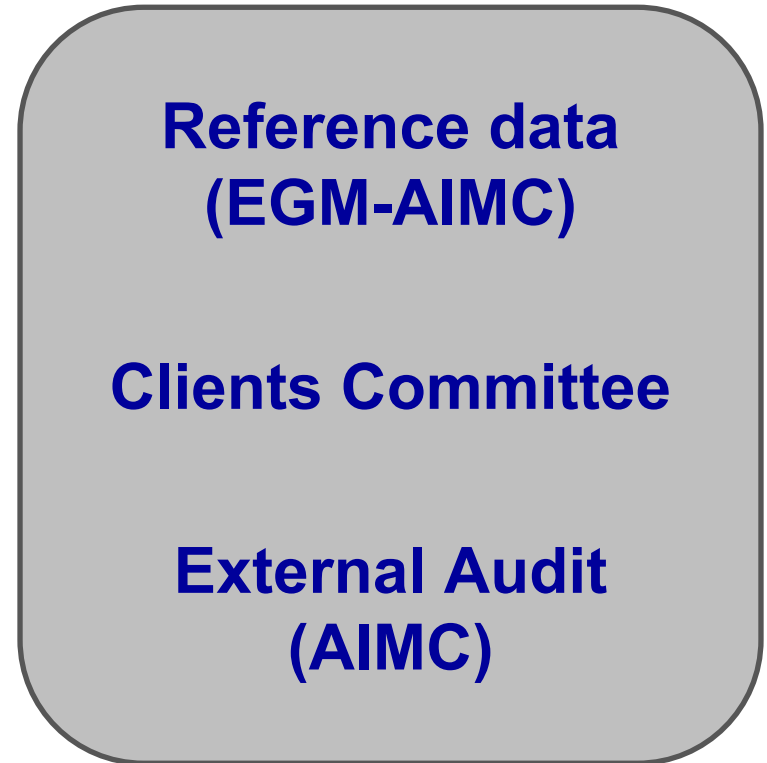
■ Situation until the agreement

- ◆ Nielsen: active operator since 2002, widespread leader, but...
 - ★ Without reference data accepted by the market
 - ★ Without independent audit
 - ★ Without Clients Committee (CC)



The agreement AIMC-IAB: effects in the market

- **Digital Group (June 2007)**
 - ◆ **White Paper (June 2008):**
“Guidelines for good practise in digital audience measurement”
- **Digital Measurement Council (June 2009)**
 - ◆ **Requirements for online measurement**



But it is not enough...

The agreement AIMC-IAB: effects in the market

- **Request for proposals about online measurement services (July 2011)**
 - ◆ **To establish the Contracting Committee (December 2010)**
 - ★ **Define the Technical Specifications**
 - ★ **Evaluation of the offers**
 - ◆ **Tender resolution (October 2011)**





And now: The monitoring Committee

- **Monitoring** (January 2012)
 - ◆ **Control and monitor of comScore measurement operation**
 - ◆ **Establishment a roadmap with milestones to complete**



The process



2007-2009: Digital Group IAB/AIMC



Digital Group

- **Created in June 2007 and coordinated by AIMC and IAB**

- **It is a forum, that works like a JIC, and composed of industry representatives**
 - ◆ Advertisers (1) / Agencies (3)
 - ◆ Media (2) / Web Portals (2) / Ad Networks (1)

- **Aims:**
 - ◆ **To define the best conditions to improve the online audience measurement (the White Paper)**
 - ◆ **To increase the investment in advertisement**
 - ◆ **To reach an agreement about the online measurement**



Digital Group

■ Actions:

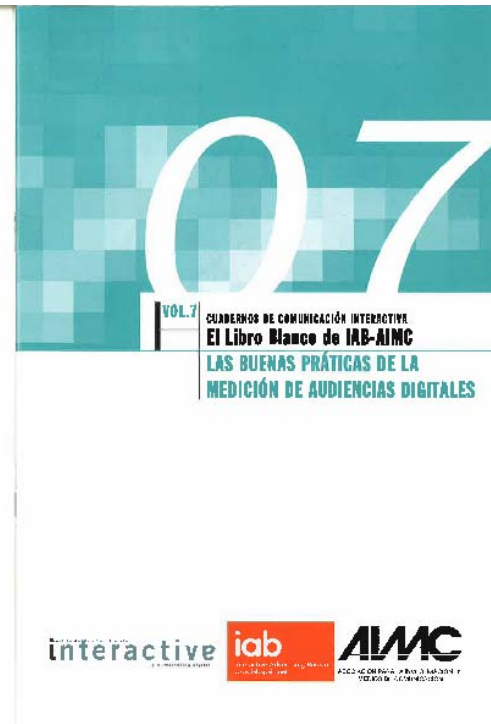
- ◆ **Intermediate with the current or potential measurers (Nielsen / Nedstat / Weborama / ComScore)**
 - ★ Communicating market needs
 - ★ Proposing quality requirements
 - ★ Working towards the existence of control and audit organs

- ◆ **Looking for transparency**

- ◆ **Communicate to the market the work evolution**
 - ★ Attend to forums (VII Encuentros Internacionales AIMC, nov. 2007, nov. 2011; Inspirational IAB, nov. 2008 y nov. 2009)

Digital Group

- **White Paper IAB-AIMC: “Guidelines for good practise in digital audience measurement” (June 2008)**
- **General Principles of Digital Audience Measurement**
 - **Uniqueness**
 - **Usefulness for advertising**
 - **Adaptability to local market**
 - **Consensus**
 - **Transparency**
 - **Solvency and viability**





2009-2010: Digital Measurement Council (DMC)



Digital Measurement Council

■ Functions

- ◆ monitor the implementation of White Paper
- ◆ boost Clients Committee
- ◆ advice the CC
- ◆ ensure the existence of an auditory for the measurers
- ◆ work for the implementation of methodological and technical improvements.



Digital Measurement Council

■ Actions (1)

◆ Evaluation of activ measurers in Spain

- ★ Demoscopic methodological: Nielsen y ComScore.
- ★ Technical methodologies: Weborama y Nedstat

◆ Benchmarking of the measurers

- ★ How the measurers work
- ★ Willingness to control and audit
- ★ Panel Methodology, meter, hybrid data
- ★ Data management



Digital Measurement Council

Benchmarking of the measurers → 1Q 2009

OPERATIONAL	CONTROL ARRANGEMENT	METHODOLOGY	DATA MANAGEMENT
Total countries	Users Committee in Spain	Project in Spain -	Data Tools
Total Europe	Users Committee - Other countries	Methodology Panel in other countries	Data Query / rankings
Audience measurement	Power decision	Reference Data	Minimum unit of analysis
United Kingdom	Composition CU Spain		Historical data
Italy		Spain	Targets creation
Germany	agencies	other countries	sociodemographic disaggregated
France	media	Panel - Market Reference	consumption
Holland	portals	Capture system of the sample	attitudinal
Sweden	associations	Panel Management Documentation	Planning and probabilistic data modules
Spain	others	Labelling - Sociodemographic	Sample Data
Workforce in Spain	CC Membership in other countries	Selecting respondents	Access to raw data / disaggregated
Business template	Decision on its composition	Labelling - Devices	
Technical staff	Audit in Spain		PC
Customers in Spain	Auditing - Others		Mobile Phone
Autonomy of operation	auditors		Consoles / Other
Troubleshooting	audit scope	Labelling - Type of content	Pages
	Frequency of audit		Video
	Disposal for local audit		audio
	Disposal for collaborators		flash
	Partners in other countries		applications
	Examples of collaboration with third parts		Widgets



Digital Measurement Council

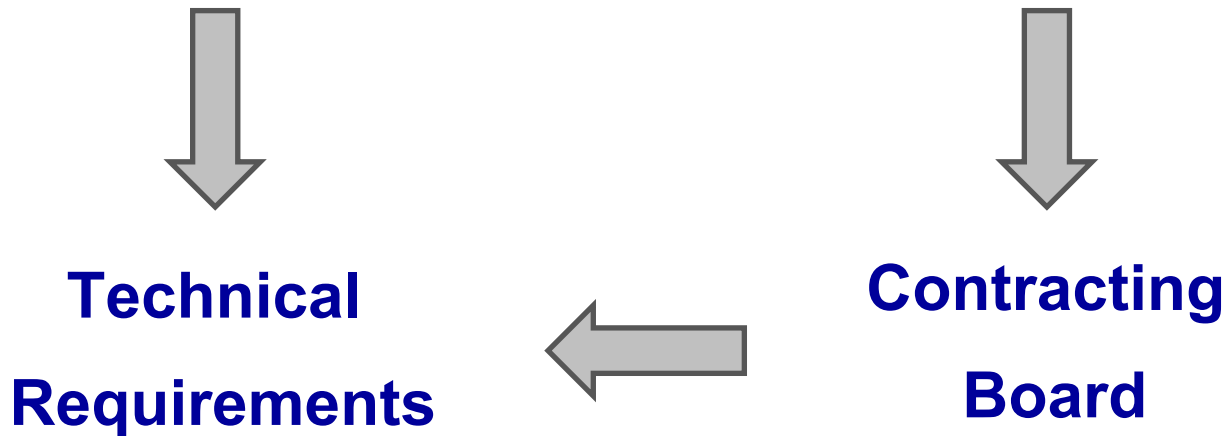
- **Actions (2)**
 - ◆ **Requirements for measurers (closed terms)**
 - ★ Universe reference data from EGM (AIMC) → 4Q 2009
 - ★ Clients Committee → 4Q 2009
 - ★ External panel audit (AIMC) → 1Q 2010

 - ◆ **Approaches to the hybridization process of Nielsen and comScore**

 - ◆ **Measurement tools of advertising activity**

Digital Measurement Council

- **Conclusions**
 - ◆ Situation Report of measurers (March 2010)
 - ◆ Measurer did not complete the minimum required
- **It was recommended a call for tenders about OM**





Digital Measurement Council

- **Technical requirements to play in online audience measurement (June 2010)**
 - ★ Compliance with the General Principles of the White Paper
 - ★ Acceptance to be audited
 - ★ Users' Committee representative and Statutes
 - ◆ Adapting to the local market benchmark
 - ◆ Methodological transparency to the auditor
 - ◆ Provide databases for management
 - ◆ Sufficient human, technical and service resources
 - ◆ Maintaining the measurement operation at least 3 years



2010-2011: Contracting Board



Contracting Board

- **Approval of the Contracting Board (september 2010)**
 - ◆ Representatives of all market sectors
 - ◆ technical profiles
 - ★ Agencies (3)
 - ★ Media (2)
 - ★ Audiovisual groups (2)
 - ★ Pure native (portals, blogs, social networks ...) (3)
 - ★ Advertising Networking (1)
 - ★ Mobile Companies (1)
 - ★ Spanish Association of Advertisers (1)

- Coordinated by AIMC and IAB



Contracting Board

- **Objectives**
 - ◆ to develop the technical specifications (Request for proposal),
 - ◆ analyze and evaluate the different offers,
 - ◆ raising to the Boards the recommended measurer

- **Bids submitted: Nielsen / comScore / Kantar Media**

- **The CB recommended “comScore” to AIMC & IAB Boards, but adding some requirements**

- **The Executive Boards communicate the winning bid**

- **+20 meetings to do it**



Contracting Board

Technical Specification ingredients

INDEX

- INTRODUCTION
- TECHNICAL REQUIREMENTS FOR ONLINE MEASUREMENT
 - OBJECTIVES
 - ASPECTS THAT INCLUDE THE ONLINE MEASUREMENT
 - 1. POPULATION
 - 2. TYPE OF USE
 - 3. QUANTIFIABLE ASPECTS
 - 4. DATA MINING
 - 5. TECHNICAL SPECIFICATIONS FOR ONLINE MEASUREMENT
 - 5.1 PANEL MEASUREMENT
 - 5.2 CENSUS MEASUREMENT
 - 5.3 HYBRID MEASUREMENT
 - 5.3.1 METHOD OF CALCULATION
 - 5.3.2 REPRESENTATION OF MEASUREMENT
 - TOOL DATA MANAGEMENT
 - AUDIT OF THE ONLINE MEASUREMENT
- CHARACTERISTICS OF THE PROCEDURE
- DEVELOPMENT OF PROCEDURE
- PLANNING A RESOLUTION OF THE TENDER
- STRUCTURE OF THE OFFER
- EVALUATION OF THE OFFER
 - Economic criteria
 - Technical Criteria
- ANNEX 1: LIST OF SPECIFICATIONS

Contracting Board

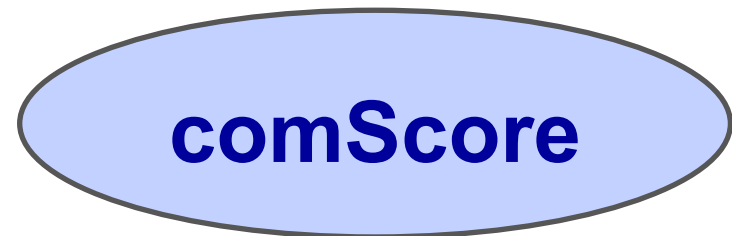
Public Communication of the Tender (October 26th, 2011)

Tender timing

Month	mon	tue	wed	thu	fri	sat	sun
jul.	4	5	6	7	1	2	3
	11	12	13	14	8	9	10
	18	19	20	21	15	16	17
	25	26	27	28	22	23	24
aug.	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
sep.	29	30	31	1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	1	2
oct.	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
nov.	31	1	2	3	4	5	6

- 1 Publication of the RFP
- 8 Reception of doubts from bidders
- 22 Response to questions to this doubts
- 2 Last day for submission of tenders
- 14 Initial assessment and "Questions To The Offers" document
- 22 Face defense of tenders
- 29 Final assessment of tenders
- 4 Development of recommendations to the AIMC & IAB Boards
- 26 Public communication of the recommended measurer

And the recommended measurer is...





Contracting Board / Executive Boards AIMC-IAB

■ Requirements added to comScore

◆ General safeguards

- ★ Transition Plan
- ★ Technical and human resources
- ★ Billing milestones
- ★ Improve the online panel and launch the offline panel
- ★ Signing agreements for auditing census measurement

◆ Measurement Panel safeguards

- ★ Adoption of universe: 4 + years
- ★ Improving the collection online data (sociodemographics)
- ★ Transparency in the recruit panelists
- ★ Deadlines for mobile measurement



Contracting Board

- **Requirements added to comScore**
 - ◆ **Measurement Census safeguards**
 - ★ demographic data
 - ◆ **Hybrid measurement safeguards**
 - ★ measuring hybrid phones, Mac, consoles & TVs connected
 - ◆ **Advertising measurement safeguards**
 - ★ timetable for Admetrix
 - ◆ **Financial proposal safeguards**
 - ★ upgrade price / customer base



Contracting Board

- Create a Monitoring committee (February 2012)
- Signing a Framework Agreement between AIMC-IAB & ComScore
 - ◆ open to the customers

- **Note:**

This Framework Agreement is not a JIC. AIMC and IAB are associations that support the tender process and issue a decision regarding the recommended measurer. This freely provides its contractual relationship with each customer, within a framework of protection established by the collaboration agreement. The Framework contain a series of measuring conditions



2012: Monitoring Committee



Monitoring Committee (February 2012 - February 2013)

■ Objectives

- ◆ **check the compliance with the commitment in due time**
- ◆ **facilitate the work and clear the doubts**

- ◆ **Composed by 6 people plus two coordinators of AIMC and IAB**
 - ★ **Media (2)**
 - ★ **Digital Natives (2)**
 - ★ **Agencies (1)**
 - ★ **Advertisers (1)**

- ◆ **Start: February 2012 (7 meetings until now)**



Monitoring Committee (February 2012 - February 2013)

- **Milestones in the roadmap of Monitoring Committee**
 - ◆ economic procurement
 - ◆ audit of the Panel, the meter and hybridization algorithms
 - ◆ certification of Direct tool, essential in the process of hybridization
 - ◆ adoption of universe referential (4 and over)
 - ◆ creation of an offline panel
 - ◆ monthly monitoring of the online panel situation
 - ◆ the process of tagging
 - ◆ development of unified data (hybrids)
 - ◆ development of Admetrix
 - ◆ multi-device & multiplatform measurement



Monitoring Committee (February 2012 - February 2013)

TRACKING CONTROL OF ONLINE MEASUREMENT AUDIENCE OF COMSCORE ACTIVITIES AND TIMING

TRACKING OBJECTIVES	TIMING	
Economic recruitment		
50%	jan-12	ok
60%	apr-12	ok
75%	jul-12	
90%	oct-12	
100%	jan-13	
Audit		
Start of the audit	jan-12	ok
Availability according to OJD audit clients (*)	mar-12	jun-12
<i>(*) dependent on the final date of the OJD certification process</i>		
4 + Universe		
production data	aug-12	
Offline Panel		
recruitment	feb-12	may-12
production tests	apr-12	may-12
beta data	may-12	?
Monthly Online Panel monitoring	jan-12	ok
Tagging and UDM data		
Total UDM data published	dec-12	
Total diary data UDM published	mar-13	
Direct (access shared)	jan-12	ok
Admetrix		
admetrix test	aug-12	
set up	mar-13	
Multidevice and multiplatform measurement		
Mobile	?	
Mac	3Q-2013	
videoconsoles	3Q-2013	
Connected TV	3Q-2013	

and here is how
the things are
now



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Thank you for your attention!



EMRO 2012 – Brighton, June 12th.