Ipsos iris

The new IAB endorsed digital audience ratings system

Ipsos iris introduction, methodology and scope. March 2023

iab. australia

Ipsos

Contents

Ipsos iris

An **industry endorsed** independent, single source of truth

After an exhaustive industry review and tender process in 2021, IAB Australia appointed Ipsos as the industry's exclusive and preferred supplier for the planning, buying, and reporting of digital audience measurement data.

An independent review commissioned by IAB Australia in early 2021 reiterated ongoing value in independent content measurement as a single source of truth, along with identifying requirements that formed the basis for new standards and specifications aligned to the evolving needs of the industry.

These standards and specifications were the basis of the tender to select the preferred supplier and now form the key performance indicators by which the IAB and Ipsos maintain the high levels of credibility, transparency and usability vital for industry currency data.
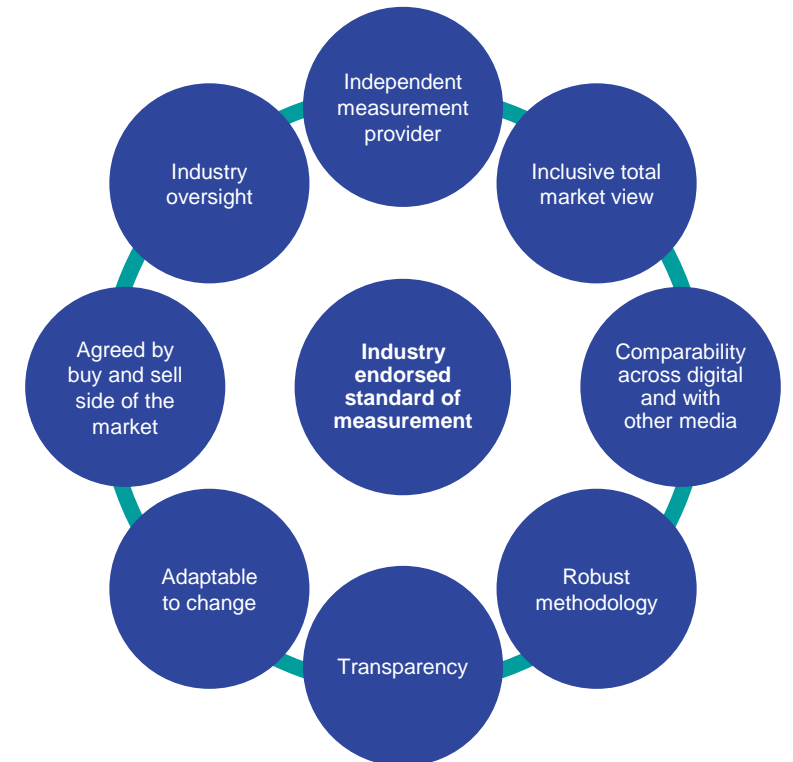
The endorsement of a preferred supplier provides a level playing field for comparison of audience size and characteristics and greater confidence to advertisers for media planning decisions. It also helps media owners to demonstrate the unique attributes of their properties and help commercialisation of their content.

Key things our currency delivers:

- Inclusive reporting on all properties in a fair and equal manner, regardless of their involvement with the IAB or subscription to the measurement.

- Comparable data for all digital behaviour on browsers and apps, along with text, video and audio content, across desktop/laptop, smartphone, tablet and CTV.

- High levels of credibility and transparency in methodology and data output from an independent system with the oversight by the digital industry, the IAB and IAB Measurement Council

made up of 14 media owners, agency, and MFA representation.

- Agreement from buy and sell side as the single source of truth for the industry.

- Flexibility to adapt to changing requirements as the industry develops in future years.

Circular diagram with center: **Industry endorsed standard of measurement**, surrounded by: Independent measurement provider, Inclusive total market view, Comparability across digital and with other media, Robust methodology, Transparency, Adaptable to change, Agreed by buy and sell side of the market, Industry oversight

The product

A **future ready** - single source solution helping you understand Australian online audiences and behaviour

A mobile first approach: Our single source, passive measurement panel design recognises the primacy of the smart phone and includes secondary devices to solve the biggest challenge in measuring online audiences – cross-device deduplication – by using a single-source panel to capture behaviour across all devices of each panellist.

Hybrid methodology: combining data from the high quality, nationally representative single source panel passively measuring 8,000 devices, advanced site-centric measurement from tagging technology allowing collection of more stable and more granular longitudinal data.

Off platform audiences: Deduplicated total on and off platform audiences for content owners and agencies. This includes the audience measurement of media owner content distributed on platforms such as Google AMP, Facebook, Instagram, YouTube and Apple News.

Smaller site measurement: Built in capacity for serving web-intercept surveys to pick up greater granularity in the long tail or smaller websites, adding demographic depth to the site centric data.

Privacy compliant: Designed to highest standards of privacy compliance for now and into the future. Opt-in privacy compliant panel as well as de-identified site-centric measurement, with no reliance on third-party data.

Connected TV audience integration: Total cross device video consumption fusing Ipsos currency data for smartphone, computer, and tablet, with CTV currency data from OzTam. (Oztam integration available Q1 2023)

A pathway to cross-platform and cross-media measurement solutions for the industry: The fully cross-media ready panel has potential to transition to a single source, cross-media passive measurement panel including broadcast TV viewing and radio listening useful for the fusion of other media currency data.

Attitudinal and lifestyle profiles: A comprehensive set of behavioral and attitudinal questions that add depth and insight to audience analysis and profiling.

Advanced audiences: Going beyond demographics to provide more detailed audiences via interest-based categorizations and segments. (Available in 2023)
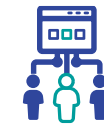
Integration ready: A new "synthetic population" based approach for creating respondent level data, that allows for duplication analysis of digital properties for media planning and interoperability with other media currencies other third-party measurement, ingested into agencies own systems and working within programmatic systems.
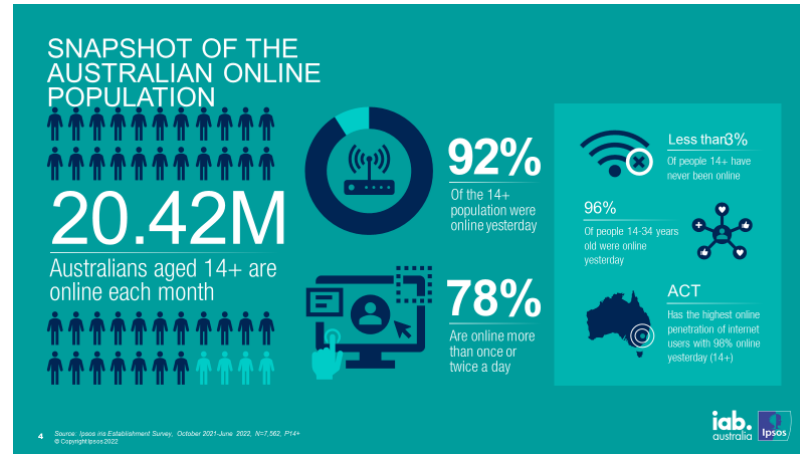
Increased reliability and rigour: Methodology designed by expert Australian based audience measurement team with the support of world class and proven UK based Data Science team.
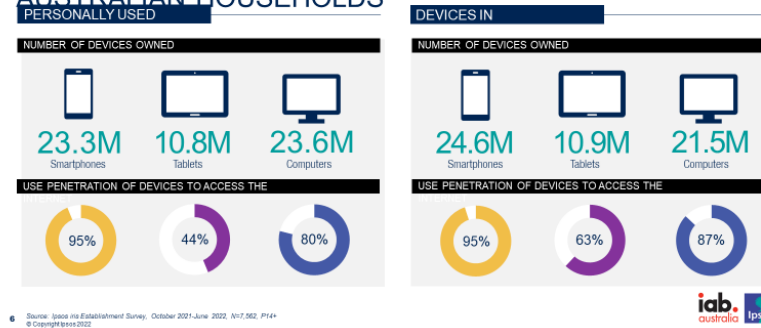
Reporting Interface: A simple to use and intuitive UI to access all the Ipsos iris data and conduct media planning scenarios in one interface location.

The digital measurement landscape

SNAPSHOT OF THE AUSTRALIAN ONLINE POPULATION

20.42M Australians aged 14+ are online each month

92% Of the 14+ population were online yesterday

78% Are online more than once or twice a day

Less than 3% Of people 14+ have never been online

96% Of people 14-34 years old were online yesterday

ACT Has the highest online penetration of internet users with 98% online yesterday (14+)

19.2M PEOPLE 14+ OWN A SMARTPHONE FOR PERSONAL USE, WHILE THERE ARE OVER 21M COMPUTERS AND SMARTPHONES IN AUSTRALIAN HOUSEHOLDS

PERSONALLY USED

NUMBER OF DEVICES OWNED

| 23.3M Smartphones | 10.8M Tablets | 23.6M Computers |

USE PENETRATION OF DEVICES TO ACCESS THE

95% | 44% | 80%

DEVICES IN

NUMBER OF DEVICES OWNED

| 24.6M Smartphones | 10.9M Tablets | 21.5M Computers |

USE PENETRATION OF DEVICES TO ACCESS THE

95% | 63% | 87%

The Ipsos iris establishment survey collects data to create a digital universe on which to project online audiences and to provide panel recruitment targets covering demographics and device type ownership and usage.

Based on this data we have produced a report to provide IAB members and Ipsos iris subscribers with an overview of the Australian Digital Landscape with information about:

- How many people are accessing the internet
- How often they do so
- Who they are
- What they are doing
- What devices they are using to access different types of content

We will be evolving our reports over time, so feedback about what else you would like to see is welcome and we can be contacted at support-au@ipsos.com

DIGITAL LANDSCAPE REPORT

June 2022

Reports available for download at iris-au.ipsos.com

Data-powered

Ipsos iris provides **data-powered decision making** for industry stakeholders

Buy-side
agencies, ad networks, advertisers

Greater confidence in investment decisions from a gold standard digital audience measurement system that provides the transparency the industry has sought

More effective ad placement and communications strategy from greater understanding of content consumption across different devices and genres

More effective video reach and frequency planning across screens due to integration of mobile, PC and CTV measurement

Better audience targeting from enhanced granularity on age, location, socio-economic characteristics as well as and purchase and lifestyle interests.

Sell-side
media owners, publishers, platforms

Drive audience loyalty and growth through better understanding of duplication and consumption across devices

Identify content gaps and unique audience selling points through better understanding of competitive audience patterns

Better marketing and content development strategies through more accurate understanding of overall internet behaviour

Independent measurement of the full digital reach of owned content and ad networks for company reporting

Other industry stakeholders
e.g. government, consulting firms, investment organisations

Identify and activate growth and development plans from consumer insights and trends and competitive market intelligence

Benchmark consumer profiles and brand usage and behaviours vs. competitive sites

Understand the online consumer journey to build better brand strategy

Understand the best performing platforms and sites for investment in brand growth

The solution

A **smarter solution** delivering data you can trust

Our Ipsos iris solution combines the rigor of an establishment survey, the accuracy of site and app census data and a high-quality Australia representative single source, multi device, passive panel that is the foundation for online audience measurement.

The establishment survey

The purpose of the Establishment Survey is to collect data to create a digital universe on which to project online audiences and to provide panel recruitment targets covering demographics and device type ownership and usage. This is an Ipsos run phone-based survey, supplemented by an Ipsos run online survey, set up specifically for Ipsos iris that will provide quality statistics vital for panel control and weighting.

The survey includes questions common to the OzTam survey to enable VOZ CTV data integration. 1,000 Australians aged 14 and over are interviewed each month.

The Ipsos Digital Landscape Report are derived from the establishment survey. (See page 5)

The unique, Ipsos iris single source panel

We capture behaviour across all devices from the same group of people. In other words, we are able to directly observe behaviour rather than relying on complex models to measure duplication. This is an important component of our methodology that differentiates our solution. In addition, the incidence of these different devices will be directly represented in the panel. As incidences for a device type change, representation in the panel can be adjusted accordingly.

We have a large panel of 4,000 individuals aged 14 and over who agree to place a passive metering solution on all their devices they use to access the internet. This 4,000 people panel provides coverage of 8,000 different devices. Using a combination of phone and online recruitment methods to balance the need for a high-quality sample. The panel is weighted to be representative of the Australian internet population 14 and over.

Site-centric measurement

Our hybrid solution is based around inserting a short, device-agnostic, asynchronous JavaScript tag onto participating websites, which enables us to identify or log a new device when it visits the site (including text, picture, video and audio* content). Active time spent on each web page is then recorded. For mobile apps, an SDK is incorporated into the source code of participating applications. This logs the time of each app starting and the amount of time it is open alongside details of any event triggers which could potentially allow us to measure different events within the app.

Tagging allows us to accurately measure smaller sites and sections within websites, that panel only data would not permit and also helps us identify distributed content on social media and reflect this in the audience data of publishers. Tagging ensures that media owner assets, including websites and apps along with text and video or audio content, are measured across all devices and represented completely to the marketplace. This provides independent and unified measurement, creating a level playing field. Tagged entities are easily identified in the reporting interface, providing transparency to users.

*Audio is not separately reported

The solution

(continued)

A **smarter solution** delivering data you can trust

Data Science

Data Science is at the heart of our hybrid method for integrating site-centric and user-centric data. Data architecture brings the site-centric and user-centric data together to create people-based audience estimates, de-duplicating audiences across devices and platforms, attribute demographic information to create audience estimates and make any additional adjustments as necessary, especially with smaller site data.

Measurement of small sites

For small sites that fall below the minimum threshold, we propose to supplement the panel with web-intercept surveys to collect demographic and profile information.

This is an option we have successfully implemented in other markets. Tagging is required to enable the web-intercept surveys.
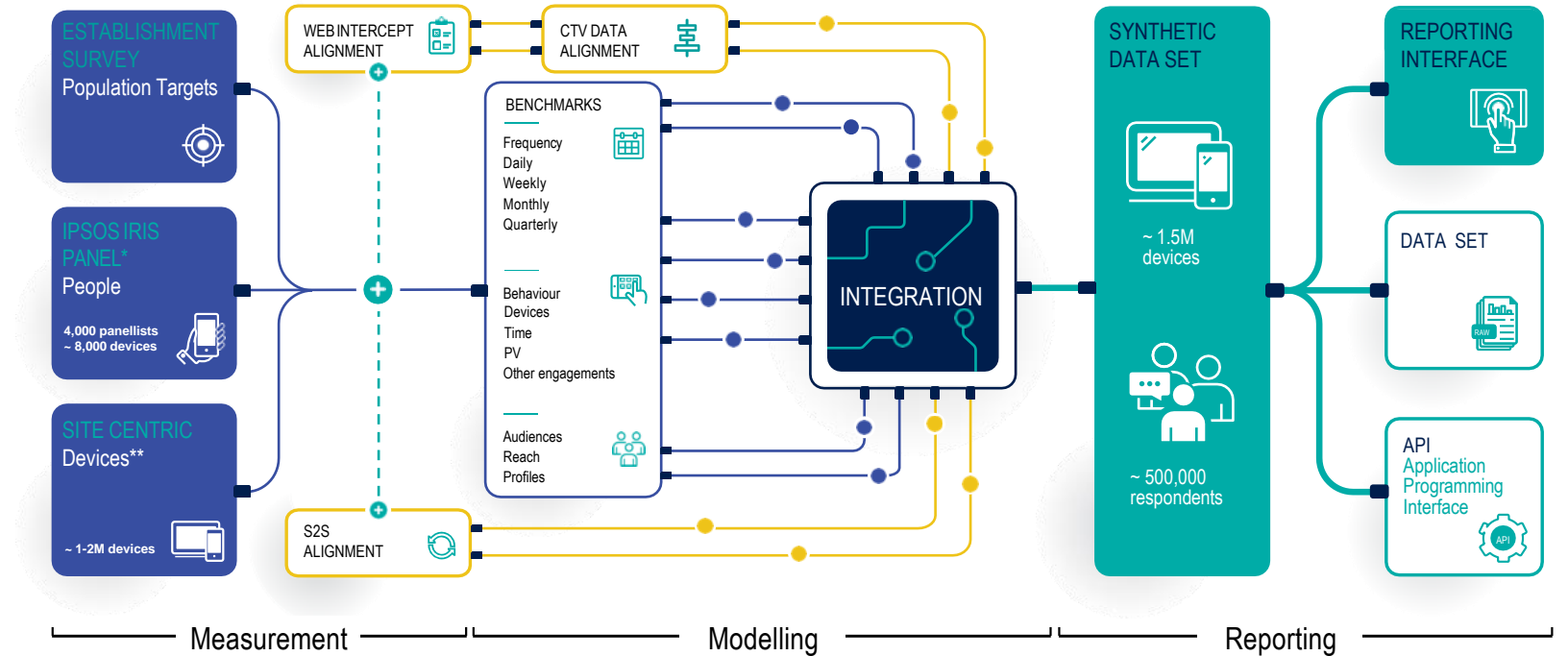
Methodology and process

Our Data Science process brings together all elements of the hybrid methodology.

Creating a privacy compliant synthetic data set of about 500,000 people representing around 1.5 million devices to deliver accurate audience insights, for both large and small entities.

In addition the synthetic data set allows us to integrate server to server data from Apple News and YouTube as well as fuse the CTV data from OzTAM.

These sophisticated modelling processes allow us to provide the Australian market with a complete view of digital video usage and behaviour.

ESTABLISHMENT SURVEY
Population Targets

IPSOS IRIS PANEL*
People
4,000 panellists
~ 8,000 devices

SITE CENTRIC
Devices**
~ 1-2M devices

WEB INTERCEPT ALIGNMENT

CTV DATA ALIGNMENT

S2S ALIGNMENT

BENCHMARKS
Frequency
Daily
Weekly
Monthly
Quarterly

Behaviour
Devices
Time
PV
Other engagements

Audiences
Reach
Profiles

INTEGRATION

SYNTHETIC DATA SET
~ 1.5M devices
~ 500,000 respondents

REPORTING INTERFACE

DATA SET

API
Application Programming Interface

Measurement — Modelling — Reporting

*Passively metered single-source panel
** Market estimate of 64M devices

Data coverage

Daily*, weekly* & monthly* **traffic** data	Monthly **audience** data All publishers tagged and untagged	**Text** and **video*** coverage
On & off-platform coverage (see below panel)	Weekly **audience** data (Available 2023)	Cross-device data for computer, smartphone and tablet
Extensive **audience profiling** and **content based** segmentation	Supplementary **audience profiling for smaller** sites	**CTV audience** data integration (Available Q2 2023)

OFF-PLATFORM: Apple News and YouTube off-platform audience coverage based on platform supplied logs is included for all publishers. Off-platform audience estimates for the following are for tagged publishers only: Google AMP, Facebook Instant Articles, Social Media embedded browser content from Facebook, Instagram, Twitter, LinkedIn, Snapchat.

* Daily and weekly traffic data for tagged publishers only. Monthly and weekly traffic data available H1 2023. Video metrics available in 2023.

Metrics

Reach	Time Spent	Page Views and Visits	Composition / Index	Video*
Audience (000s)	Total Minutes (Millions of Minutes)	Page Views (Millions of Minutes)	Audience Composition (%)	Streaming Plays
Audience Reach (%)	Average Minutes per Person	Visits (000s)	Page Views Composition (%)	Streaming Mins (Millions of Minutes)
Average Weekly Audience (000s)	Average Daily Minutes (Millions of Minutes)	Average Page Views per Person	Visits Composition (%)	Average Streaming Plays per Person
Average Weekly Audience Reach (%)*	Average Minutes per Page View	Average Visits per Person	Minutes Composition (%)	Average Streaming Minutes
Average Monthly Audience (000s)	Average Minutes per Visit	Average Page Views per Visit	Audience Affinity Index	Average Streaming Plays per Visit
Average Monthly Audience Reach (%)	Share of Total Minutes (%)	Average Page Views per Day	Page Views Affinity Index	Average Streaming Plays per Day
Exclusive Audience (000s)		Average Daily Visits	Minutes Affinity Index	Streaming Plays Composition (%)
Exclusive Audience Reach (%)		Share of Total Page Views (%)		Share of Total Streaming Plays (%)
Audience Share (%)		Share of Total Visits (%)		Streaming Plays to Page Views (%)

* Metrics available in 2023. Further details on measurement scope is available for users on the Ipsos iris user interface

Audience profiling options

Demographic & media profiling

Age	Marital Status*	FTA TV Last 7 days
Gender	Children*	FTA TV Last month*
Social Grade*	HH Size*	STV Last 7 days
Ethnicity*	Parent or Guardian	STV Last month*
Personal Income	Grandparent	Radio Last 7 days
Household Income	State	Radio Last month*
Occupation Working Status	Metro vs. Regional (OzTam)*	Newspaper Last 7 days
Grocery Buyer Status	Metro vs. Rest of State*	Newspaper Last month*

* Metrics available in 2023. Further details on measurement scope is available for users on the Ipsos iris user interface

Audience profiling options

Attitudinal & lifestyle profiling

1. You should seize opportunities in life when they arise.
2. I find it difficult to balance work, children and social life.
3. I often do things on the spur of the moment.
4. I have a keen sense of adventure.
5. I want to get to the very top in my career.
6. I make a conscious effort to recycle.
7. I would be willing to volunteer my time for a good cause.
8. I take great pleasure in looking after my appearance.
9. I prefer to be active in my leisure time.
10. Money is the best measure of success.
11. I like to go to trendy places to eat and drink.
12. It's worth paying extra for quality goods.
13. I am prepared to pay more for products that make life easier.
14. I buy new products before most of my friends.
15. I only buy products from a company whose ethics I agree with.
16. Celebrities influence my purchase decisions.
17. I would be prepared to pay more for environmentally friendly products.
18. I spend a lot of money on toiletries and cosmetics for personal use.
19. I really look after my health.
20. I wear designer clothes.
21. I like to keep up with the latest fashions.
22. I try to keep up with developments in technology.
23. I change the decorations at home as often as I can.
24. I am passionate about travelling.
25. With a credit card I can buy the sort of things I couldn't normally afford.
26. I look for profitable ways to invest my money.
27. I like different people, cultures, ideas and lifestyles around me.
28. I am increasingly aware of the price of goods and services.
29. I like to enjoy life and don't worry about the future.
30. I am interested in any technology that saves me time.
31. I find it hard to find time to relax.
32. Online TV streaming services have changed the way I watch television.
33. I'm prepared to make lifestyle compromises to benefit the environment.
34. I make more purchases online than I do in store.

Reports and access

Ipsos iris data can be accessed in the easy-to-use interface with unlimited access and support.

Ipsos iris audience data is also available as a data download for integration with agency and media owner data management systems.

The traffic data will be available as an API.

Media	Category	Profiling
Analyse media entities by target group & calculate media groups on the fly	Analyse top categories' performance during selected months	Identify the profile composition of selected media and categories
Cross-visiting	**% Change Trend**	**Trend Analysis**
Analyse cross visitation and duplication of audiences between different media entities	Analyse the differences and changes between different time period	Check the performance of the selected media through multiple periods of time
Media Plus		
Analyse media entities by target group in a static format		

New measurement trend break

IAB Australia and Ipsos recommend caution for data users attempting to reconcile Ipsos iris data with other audience and traffic measurement systems.

There are several reasons why Ipsos iris data may not be comparable to internal traffic or other third-party audience measurement systems:

- Media owners have structured their reporting hierarchies according to the specifications set out in the Ipsos iris Index outlining rules for structuring and reporting websites and apps. In consultation with Ipsos, media owners can organise their content across a 7 level/tiered reporting hierarchy. This means Ipsos iris will provide different and more granular views of media owner content audiences that meet Ipsos's guidelines for fair comparison.

- Ipsos iris introduces a new content classification taxonomy. The Ipsos iris Taxonomy and Definitions outlines the 25 categories and 150+ sub-categories media owner content is classified.

- The methodology for calculating metrics including audience measures will be different across measurement systems. Ipsos iris uses a single-source passive panel to provide increased accuracy in the calculation of cross-device duplication, a unique differentiator of the Ipsos iris system.

- There will be different universe definitions across measurement systems. Ipsos iris provides audience for people aged 14 and over consistently across all devices.

- There will be differences in types and coverage of tagging. Tagging for site-centric measurement improves accuracy and coverage of measurement and the absence or presence of tagging will impact on traffic and audience estimates.

- Ipsos iris includes off platform data from social media and distributed content platforms including Google AMP, Facebook Instant Articles, Apple News, YouTube, Social Media as well as embedded browser content from Facebook, Instagram, Twitter, LinkedIn, Snapchat.

Ipsos Credentials

Ipsos' ambition is to provide a better future for digital measurement in Australia and deliver on our reputation for service, innovation and reliability.

Ipsos is the third largest market research agency in the world. Established in Paris in 1972, Ipsos has grown over 50 years to employ more than 18,000 staff in 90 countries; now a truly global, full-service market research agency.

Ipsos has been voted, by the influential GRIT report, as the most innovative research company in the world, the last two years running.

A key pillar of our reputation for innovation is through the work we do in audience measurement. We deliver measurement services across all media and our most recent successful launch was Ipsos iris, for Digital Measurement in the UK, through UKOM.

Ipsos has been operating in Australia for over 20 years, having been established in 1999. Ipsos has 180 full time staff in Australia and New Zealand with over 70 staff located in the Sydney head office including the Audience Measurement team.

The Audience Measurement team in Australia have built a well-earned reputation over the past 10 years for their expertise and service in designing and managing industry currency studies to gold class standard.

This includes emma (print industry currency) between 2011-2021 on behalf of The Readership Works and MOVE 2.0 (outdoor industry currency) soon to be launched on behalf of the Outdoor Media Association.

For more information

Please visit our website iris-au.ipsos.com for more information including:

- Monthly digital rating releases
- Insights
- Support material
- Ipsos iris Australian Digital Landscape Report

Detailed technical documentation is available on the Ipsos iris user interface. You can also contact the Ipsos iris commercial team support-au@ipsos.com +61 2 9900 5100 during office hours for further support.