

Ipsos iris User Guide

Reporting rules, how
to source and
common definitions

Ipsos iris

The Australian industry standard
for online audience measurement

IAB Australia Endorsed Supplier 2023

Contents

1	Using Ipsos iris data in market	3
2	Sourcing rules	4
3	Common metric definitions	5
4	Key media type definitions	5

1. Using Ipsos iris data in market

Ipsos iris digital audience and volume data is used by many stakeholders across the industry for many purposes. Having Ipsos iris as the endorsed supplier of digital data provides a level playing field for comparison of audience size and characteristics and greater confidence to advertisers and agencies for media planning decisions. It helps media owners to demonstrate the unique attributes of their properties to potential ad buyers and help commercialisation of their content. The data can also be used for a range of other purposes such as research, company reporting, assessments for investment etc.

When planning to use this data outside of your business, there are some simple guidelines and sourcing to apply. These guidelines ensure consistency in how Ipsos iris data is used in-market and transparency on data and claims being made. These sourcing guidelines are also good practice to apply when using the data inside your business, as they help you be able to replicate the reporting again in the future.

Rules for sharing Ipsos iris data externally for general business purposes such as sales, proposals promotional activities and press releases:

- Claims must be clear, backed up with data and not worded in a way to mislead or confuse
- The data should be sourced (as outlined in Sourcing Rules) so that any claims can be easily checked and replicated in the Ipsos iris reporting interface
- Only metrics provided in the Ipsos iris interface should be used, any derived or calculated metrics should be checked by Ipsos prior to using
- A “most” or “more” claim must be based on unique audience (e.g., “most people” or time metric (e.g., “most time spent”))
- A ranking claim (e.g., #1 Brand Group in the News category) must be based on unique audience rank. Ranking claims must be based on a ‘Ranking Report’ generated in the Ipsos iris reporting interface using only Ipsos defined categories or sub-categories, or from Ipsos iris publicly released ranking tables. The Ranking Report function is disabled in the January 2023 database due to masking of some brand groups.
- Ad-hoc rankings can be created from available audience data for internal subscriber review. In accordance with Ipsos iris rules of use and subscriber contracts, external usage of any data including ranking claims, aside from that available in IAB/Ipsos publicly released reports, must be pre-approved by Ipsos.
- The claim must reference the exact label/ wording for that category or sub-category and the exact label/ wording for the entity name and hierarchy level, as it is listed in the Ipsos iris reporting interface or publicly released ranking table. The ranking category or sub-category and hierarchy level must be referenced as part of the claim, including the main text of the press release, headings on charts or tables, as well as in small print sourcing using the format outlined in Sourcing Rules.

In addition, the following rules also apply when more broadly distributing Ipsos iris data points externally for PR, major trade marketing campaigns and company reports:

- Any data or ranking table exactly replicated from Ipsos iris publicly released reports can be used in market without seeking pre-approval from Ipsos. As agreed with the IAB, Ipsos will publicly release the top 25 ranking brands from a small number of key categories or sub-categories each month. These key categories and sub-categories will be agreed with the IAB Measurement Council and will be consistently released each month and will be available in PDF form in the reporting interface for users to access.
- Usage of any other data, including daily traffic data or ranking claims from outside these publicly released reports must be pre-approved by Ipsos. The material must be provided to Ipsos a minimum of 2 business days prior to publication to be checked and approved for publishing.
- If a publisher notifies Ipsos of the urgency of a request for approval that is outside this timeframe and specifies the urgency of the request and the specific deadline for approval, Ipsos will use best endeavours to respond by the set deadline.

2. Sourcing Rules

Sourcing can be provided in small font in close proximity to the data or chart and should contain the following information:

Source: Ipsos iris Online Audience Measurement Service

Time Period: specific day/week/month

Base: Demographic target, or Age 14+ if not demographic filter is applied

Devices: PC/laptop, smartphone, or tablet (and any combination of these)

Content Type: Text

Level: Organisation, Brand Group, Website, Section Group, Section, Commercial Group*, Custom Group (My Group)*

Category/sub-category: Required if making ranking claim or category comparison

Reporting Variables: Must be clearly labelled e.g., Audience (000s) Total Mins (MM), Pageviews (MM)

***When using Commercial or Custom Groupings the entities that make up these must be clearly listed**

For example:

Source; Ipsos iris Online Audience Measurement Service January 2023, Age 14+,
PC/laptop/smartphone/tablet, Text only, Brand Group, News Category, Audience (000s)

Please note that **private entities should not be reported externally** as this is data only available to individual publishers and cannot be replicated by other users.

3. Common Metric Definitions

Audience (000s)	People based measure of individuals accessing particular content or services online.
Audience Reach (%)	People based measure of individual accessing particular content or services online as a percentage of total audience or a specific target.
Page Views	Traffic measure, can be a gross measure (daily traffic) of pages viewed or related to audience as in page views per person (Avg. PVs PP).
Minutes (MM)	Traffic measure, can be a gross measure of active time spent accessing particular content or services online or related to audience as in active time per person (Avg.Mins PP).

All definitions and information about metrics can be found by rolling over any metric in the reporting User Interface

4. Key Media Type Definitions

Organisation	This is the top level of reporting in Ipsos iris and includes all the Brand Groups owned by an online media owner.
Brand Group	This is the second level of reporting in Ipsos iris and includes all the media entities and content belonging to a single brand e.g. website, apps, content distributed on other platforms under this brand such as Apple News and social media.

All definitions for the different media types can be found in the Legend tab in any downloaded report

Contact

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