



UKOM. New developments in UK online audience measurement and changes in online universes

UK Online Measurement (UKOM) is the industry body that sets and governs the industry standard for UK online audience measurement. UKOM exclusively endorses five audience measurement products from comScore: MediaMetrix, MobileMetrix, VideoMetrix, MediaMetrix Multi-Platform and VideoMetrix Multi-Platform.

UKOM is updating the source for UK online universe estimates for all the comScore products that it endorses from the previous National Readership Survey (NRS) to the new Audience Measurement for Publishers (AMP) study, which is run for PAMCO by Ipsos MORI. The new universe estimates will take effect with comScore's October release of September data and with this upgrade comScore delivers on its commitment to UKOM to use the AMP study data as the basis for deriving UK online universe projections.

In order to take into account device fragmentation and, over recent years, the subsequent changes in consumer cross-platform online access at home and at work, the AMP study contains additional questions of a more granular nature. These enhance the accuracy of differentiation between home and work online access, better identify solus device users and reduce the overlap between pc and mobile penetration.

The data from the new enumeration survey generates different universes from the previous survey data for total UK digital population, desktop (home and work) population and total mobile (smartphone and tablet) population.

Beta data runs suggest the following changes will be seen in September data delivered in October:

Total UK digital population = 47,938,178 (-5.1% vs August)

Total UK Desktop (home & work) population = 37,425,487 (-19.6% vs August)

Total UK Mobile (smartphone & tablet) population = 36,994,439 (+1.8%)

So, while more precise AMP measurement slightly increases the mobile universe, it also more significantly reduces the desktop PC user base – especially solus at work PC use. The net result is a c.5% drop in total digital population.



UKOM is committed to ensuring that the products it endorses are enhanced whenever possible to be the best they can be at any given time, and these universe changes will mean that UKOM does not recommend the use of trend data from previous months without clear acknowledgement of the new universe.

At the same time as the universe changes UKOM have also endorsed changes to the comScore mobile measurement technology and methodology which include enhancements or improvements to:

- a) Panel measurement of iOS to include secure traffic
- b) Panel measurement of iOS to include browser attribution
- c) Removal of 'notification traffic' on iOS
- d) Panel measurement of Android to include all Android OS versions and embedded browser

If you have any queries please contact ian.dowds@ukom.uk.net or your comScore account representative.