

UKOM issues RFP for research partner

2 January 2019

UKOM, the body which defines and governs the UK industry standard for online audience measurement, has today issued a Request For Proposal (RFP) for a new research partner contract to run from January 2021.

The UKOM contract was awarded to the current partner Comscore in 2012, which was re-awarded the contract in 2015 for a minimum of three years. With significant evolution in devices, content, advertising opportunities and online audience behaviour it is UKOM's responsibility to explore all audience measurement capabilities available in the market.

UKOM's current partner Comscore and other interested parties are being invited to contact tender@ukom.uk.net. Responses to the RFP are due by 12:00pm, on 28 February 2019.

Ends

Further information from:

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About UKOM:

1. UKOM (UK Online Measurement) is where industry stakeholders come together to define and govern a UK standard for audience measurement across PC, tablet and smartphone.
2. UKOM is equally co-owned by the Association of Online Publishers (AOP), the Internet Advertising Bureau (IAB) and the Incorporated Society of British Advertisers (ISBA). The Institute of Practitioners in Advertising (IPA) advises UKOM's executive board.
3. It is UKOM's policy to work with a provision partner to deliver a hybrid approach, harnessing machine-driven analysis but also deriving audience data from a people panel. A more detailed outline of UKOM methodology is available [here](#). FAQs answered [here](#).