

# **UKOM launches new website**

**May 1 2018**

United Kingdom Online Measurement (UKOM) has unveiled a new look ukom.uk.net

The mobile-first design aims to meet the needs of UKOM users across agencies, publishers and advertisers.

A number of design innovations and improvements have been introduced including:

An updated colour palette using bold, striking colours around the core sections of Data & Insight, News & Views and Products & Access

A new text font to improve readability, and better navigation

Ian Dowds, CEO of UKOM, said:

“The new UKOM website is an important milestone towards cementing UKOM as the body that sets and governs the UK industry standard for online audience measurement. It will be a space for news and new perspectives and, of course, will include extensive product information to help subscribers engage with our Commercial and Technical boards and understand UKOM’s full range of products.”

Ends

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**About UKOM:**

Following years of debate in the UK online industry about the need for a common standard of measurement – as is commonplace in other media – agencies, publishers and advertisers came together in 2009 to address issues arising from the availability of multiple sources of online audience data. As a result, the UK Online Measurement company - UKOM - was formed. UKOM is co-owned by the Association of Online Publishers, the AOP, and by the IAB, the Internet Advertising Bureau. The Institute of Practitioners of Advertising, or the IPA, and ISBA, The Incorporated Society of British Advertisers are represented on UKOM’s executive board.