

Appointment of Ipsos by UKOM, January 2020

FAQs for editors

Why a new contract?

UKOM's current contract with Comscore was awarded in 2012, then re-awarded in 2015 for a three year minimum period with a two year rolling notice. Good governance required that UKOM conduct a market review and explore the capabilities that exist to meet its requirements from 2021 and beyond.

Why did Ipsos win?

Ipsos was judged to have the best methodology and planned resource to build a solution fit for the future of UK online audience measurement from 2021 onwards.

What distinguishes the Ipsos methodology?

Ipsos will build a single-source research panel, demographically and geographically representative of the UK population, of 10,000 consumers willing to install meters on multiple devices. This approach means data is less modelled and provides potential flexibility to be fused with other media industry audience data sets.

Are there pre-existing examples of the sort of solution proposed in the Ipsos contract from UKOM?

Yes. Ipsos currently works on the BBC Compass project which focuses on understanding audience behaviour across all BBC platforms. The Compass online panel of c.2,500 will be integrated into the Ipsos solution for UKOM.

What about the current contract?

UKOM and Comscore are committed to meet the terms of the current contract. Until December 2020, UKOM will endorse the Comscore audience measurement products as the UK industry standard. From January 2021 Comscore can no longer claim the UKOM endorsement, nor charge the 12.5% UKOM levy on their UK audience measurement products.

How long is the new contract?

The new contract is for five years from January 2021 to Dec 2025.

What implications does this appointment have for the future of cross-media audience measurement in the UK?

PAMCo already uses UKOM-endorsed online audience data to produce robust cross-platform measurement for the news and magazine industries. It is believed that the Ipsos solution for UKOM could allow for the development of more straightforward fusions with data sources in other media sectors.

How does the UKOM contract from 2021 sit alongside ISBA's Origin project?

The UKOM contract is independent of ISBA's Origin project, Origin aims to pursue one of the first national executions of a global approach to cross media audience measurement and is therefore being developed by the World Federation of Advertisers (WFA). But because UKOM is equally co-owned by ISBA, the AOP and the IAB, it will of course maintain an active dialogue with Origin as that project evolves.

Who do I speak to if I have questions about the Ipsos approach?

Please contact James Torr (James.Torr@ipsos.com) and Neil Farrer (Neil.Farrer@ipsos.com) for any queries.

Who do I speak to if I have questions about the UKOM decision process?

Please contact Ian Dowds (ian.dowds@ukom.uk.net) for any queries.