

Kantar and Ipsos appointed to deliver total media audience measurement solution in the Netherlands

Dutch media industry selects Kantar and Ipsos to build the world's first integrated audience measurement solution to deliver TV, digital, published media and radio currencies in a single dataset

31 March 2021, London: Kantar and Ipsos have been awarded the contracts to deliver the world's first true cross-media total audience measurement solution in the Netherlands. Working in partnership with Nationaal Media Onderzoek (NMO), representing the interests of the Dutch Media Industry this cross-media measurement solution is the world's first truly integrated audience measurement programme. In combining audience viewing, listening, browsing and reading through a single, integrated system it will deliver deeper insights to understand Dutch audiences and enable richer trading currencies for each media. The new approach will enable advertisers and agencies to optimise the performance of media channels – both in isolation and when combined in a cross-media campaign.

Kantar and Ipsos were appointed following a competitive tender process to design an integrated measurement system that fuels the TV, radio, published media and internet trading currencies. The single system will meet the highest standards for design, data collection and processing, and will replace the existing media currencies in the market. Data releases for the new solution will begin later this year.

Commenting on the announcement, Johan Smit, Director, Nationaal Media Onderzoek (NMO) said: "Today's announcement marks an exciting new chapter in audience research in the Netherlands. Kantar and Ipsos proposed a strong and efficient approach with a design that will enable us to deliver total media audience measurement to the Dutch market. Together we have realised our vision for a cross-media solution that delivers deeper insights into the media behaviour of the Dutch population."

Bringing together leading technology and expertise, the total media audience measurement solution will bring major world-firsts to the media research space including:

- **A newly designed Establishment Survey reflecting Dutch usage and understanding of technology, devices and services** – Ipsos's survey will provide the foundations onto which the new measurement services are built.
- **A single panel measuring all household IP delivered media content on all devices** – Kantar's Focal Meter, already used in ten markets across the world, will be extended for the first time to measure all tagged viewing, listening, reading and browsing content including all publisher and video on demand platforms.
- **The first radio currency fuelled by a hybrid mobile measurement approach** – using Ipsos MediaCell, the service will report audio listening on all platforms and devices passively.
- **A single-source Ipsos MediaCell panel** will also provide the single-source measurement of TV and digital usage of websites and applications as well as the radio currency.
- **A device-agnostic approach to published media readership** – through enhanced survey design, the solution provided by Ipsos will deliver readership figures across all publisher content, combining print and connected devices.
- **Latest TV set meter technology** – Kantar's People Meter, currently used in the Netherlands to measure TV set viewing, will be replaced with a new panel using Kantar's tablet People Meter 7. Audience viewing on the TV-set will be captured using a tablet with the latest audio-matching technology, and panel sign-in enabled via an app to improve usability for panellists.

- **An extensive set of target group information** delivered by Ipsos that is integrated into all datasets from the start.

This unique approach will benefit advertisers, agencies and all media owners in many ways:

- Advertisers and brands will be able to determine where and when to spend, optimising ROI by delivering more relevant content to consumers and being able to gain a deeper understanding of how each media type affects purchasing decisions
- Media owners and platforms will be able to maximise the quality and stickiness of their services
- Agencies will have the ability to deliver true cross-media planning, trading, buying and reporting.

Serge Lupas, President, Media Division, Kantar said: “We’re excited to design and deliver this giant step forward in media measurement. Working with NMO and Ipsos we will deliver the world’s richest cross-media measurement data set, providing the building blocks for cross-media planning, buying and evaluation of content and advertising.”

Liz Landy, Global Head of Audience Measurement at Ipsos, added: “People have talked about cross-media measurement for a long time. But up to now the talk has been far louder than the walk. The Dutch JICs have succeeded where so many have failed in overcoming the many barriers to delivering this vision, which will measure media the way consumers and advertisers see and use it – regardless of platforms or media types. We very much look forward to delivering the first results; this project will be a real game changer.”

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Note to editors

The chosen design for the Total Media Audience Measurement solution will be unveiled during webinars to be held on 14th April. The commissioning organisations, Kantar & Ipsos will present the design, benefits and answer questions. Invitations available on request.

About the stakeholders:

Nationaal Media Onderzoek (NMO) is managed by the 3 joint industry committees (JIC's) and VINEX:

- **NOM** (Nationaal Onderzoek Multimedia) – the Publishing JIC responsible for the reporting and publication of the official Netherlands readership currency.
- **NLO** (Nationaal Luister Onderzoek) - the Radio JIC responsible for the reporting and publication of the official Netherlands audio trading currency.
- **SKO** (Stichting KijkOnderzoek) – the TV JIC responsible for the reporting and publication of the official Netherlands TV and video trading currency.
- **VINEX** (Verenigde Internet Exploitanten) - the United Internet Operators association, a Media Owned Committee.

About Kantar: Kantar is the world’s leading data, insights and consulting company. We understand more about how people think, feel, shop, share, vote and view than anyone else. Combining our expertise in human understanding with advanced technologies, Kantar’s 30,000 people help the world’s leading organisations succeed and grow. For further information, please visit us at www.kantar.com.

About Ipsos: Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people. Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques. “Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world. Founded in France in 1975, Ipsos is listed on

the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD). www.ipsos.com

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