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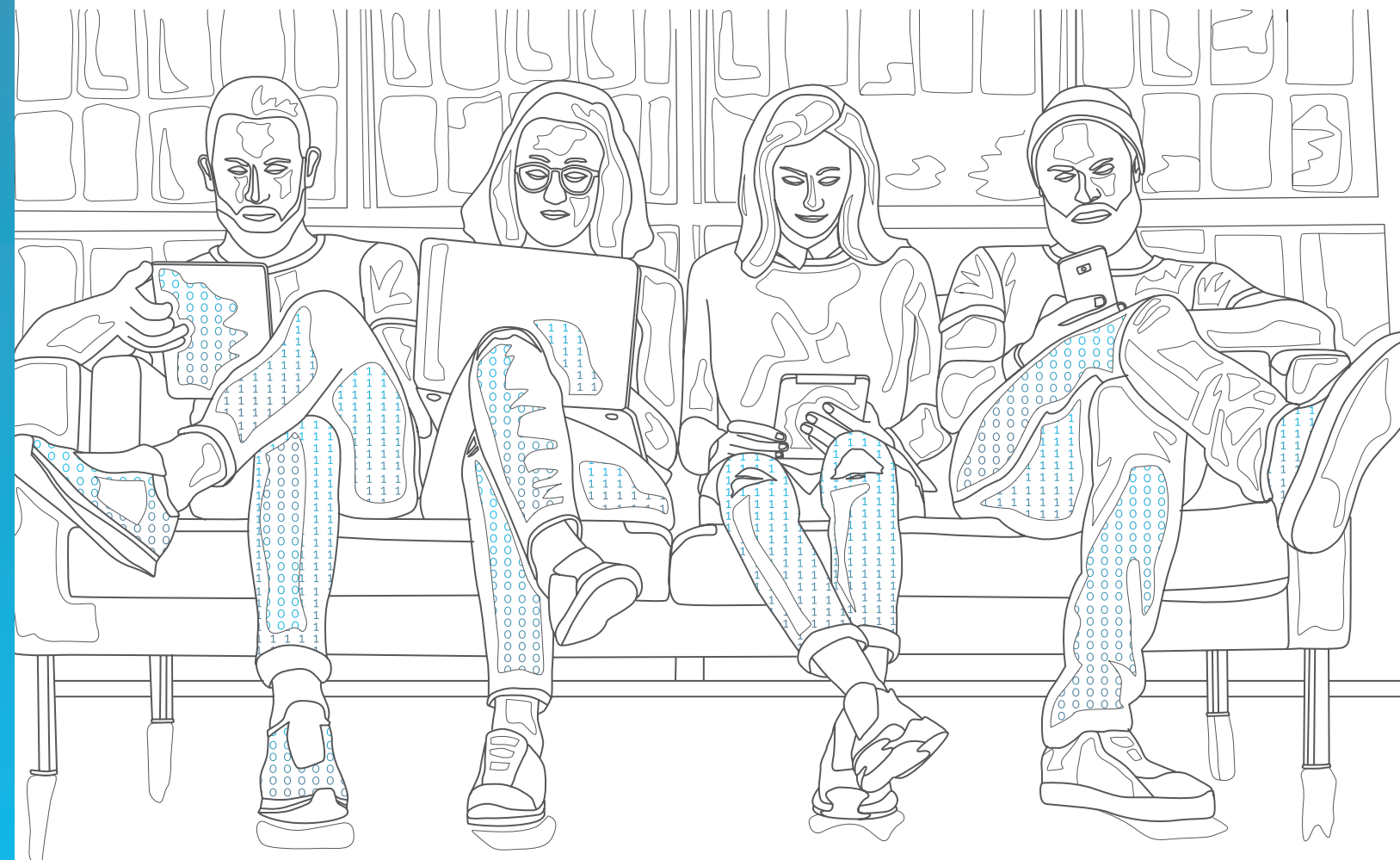
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Research The Media



A Matter of Fact

**The need for accountable media
audience data and how to get it**



The IPA and ISBA call to action


The IPA and ISBA are joining together to call upon the media industry to demand and provide objective and independent data to underpin the accountability of all media and their respective trading markets.

Only through objective and independent measurement can advertisers and agencies feel certain that they are getting what they pay for.

The industry has recently been reminded of the risks of trading without this guarantee. There are promising signs that the walls around the digital platforms are coming down and that the more opaque parts of the digital world are being illuminated. However, there is no room for complacency and there is still a lot of work to do.

The principle of joint industry oversight of the research underpinning media is fundamental to confidence in advertising. There are major challenges ahead for media measurement and the JICs need support and adequate funding to adapt and stay relevant in these rapidly changing media times.

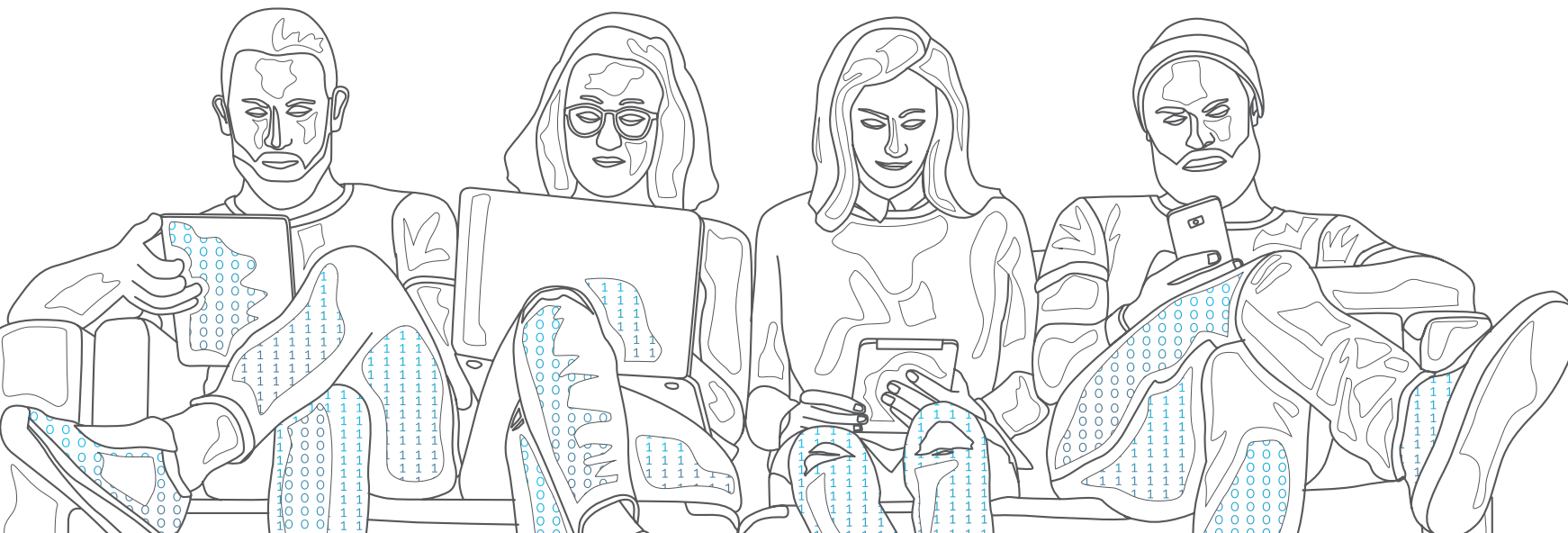
This paper provides a strong call to action for all parts of the industry to continue to defend the vital importance of accountable audience data, and to uphold the highest industry standards of research and counting methodologies and independent verification. It lays out the reasons why we need credible data, the perceived barriers to achieving it and the questions that should be asked to obtain it.



Phil Smith
Director General, ISBA



Paul Bainsfair
Director General, IPA



The challenge

The long-term health and prosperity of the media industry is reliant on objectivity and confidence. This can only be maintained if trading data is understood and trusted. Audience data is a cornerstone of the industry; it is fundamental to decision-making and monetary transactions.

Data users are concerned, specifically when it comes to data collection and reporting techniques. These concerns are fuelled by a number of specific issues around the provision of online and proprietary data sets; are these sufficiently objective for advertisers?

Data transparency is challenging in an increasingly connected world where intellectual property is fiercely guarded, speed to market is essential and data privacy is paramount. Media companies should understand the commercial benefits of building a relationship with advertisers based on trust. Proven media metrics are vital in demonstrating the effectiveness of any media channel.

The call to action

The IPA and ISBA are calling on their respective members to uphold the following standards:

1

Ensure the audience data used for trading is based on metrics and methods that comply with agreed and open industry standards.

2

Insist those standards are upheld by independent auditing.

3

Hold proprietary data sets to the same level of accountability as industry-owned trading currencies.

4

Support the principles of the Joint Industry Currency (JIC) model as the best-in-class approach to providing objective and comparable audience data and metrics.

5

Encourage all media owners and platforms to engage with the Joint Industry Currencies (JICs), not to the exclusion of their own data sets, but to enhance their credibility with advertisers.

A copy of the full report can be downloaded from www.ipa.co.uk/matter-of-fact