

## News Release

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### **UKOM PUBLISHES FIRST EVER DATA FROM INDUSTRY-AGREED UK ONLINE AUDIENCE PLANNING SYSTEM**

***Advertisers can now plan online campaigns using the same targeted reach and frequency measures in an industry-approved system just as they do with TV, radio and print***

**London, 10<sup>th</sup> February 2010:** UKOM (UK Online Measurement Company Ltd.) and The Nielsen Company today launched the UKOM Audience Planning System by publishing inaugural data from the first ever UK industry-agreed audience measurement and planning system for online media.

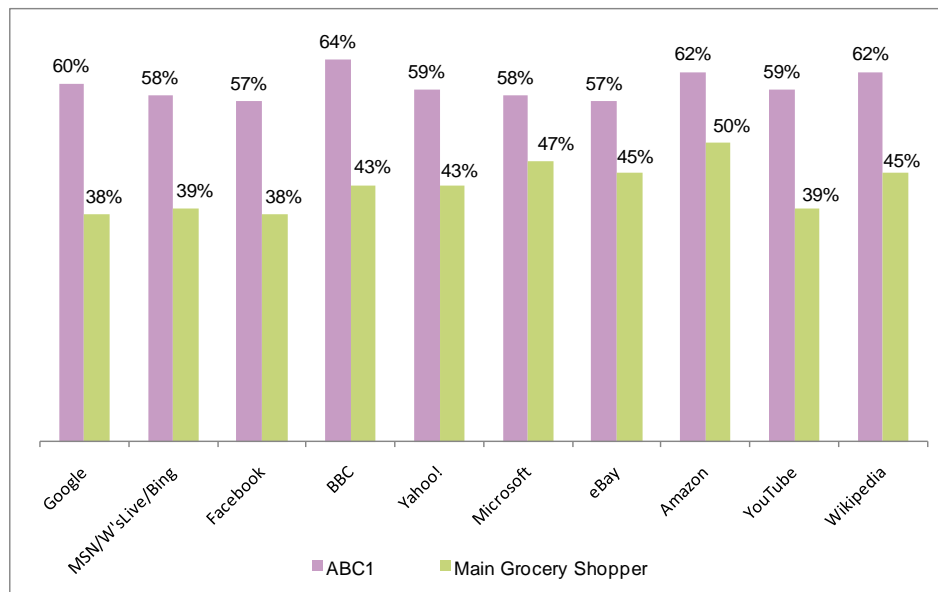
The UKOM Audience Planning System (APS) means advertisers and their agencies now have an industry-approved system to plan online campaigns using the same targeted reach and frequency measures as they have with TV (BARB), radio (RAJAR) and print media (NRS).

Douglas McArthur OBE, Chairman of UKOM, says, "Today's release of January 2010 data is a truly significant milestone for the online advertising industry in delivering comparable audience measurement data to other, established media channels. This first data represents an immediate improvement in the knowledge and confidence around online advertising for advertisers, agencies and media owners alike."

The UKOM APS is a result of cross-industry agreement to establish a single set of person-centric audience numbers for online media. It has been built upon Nielsen's established measurement system, adding new elements to improve the planning of online brand advertising campaigns. These include: a larger work panel; *UK Social Grade*, which segments households based on the occupation of main income earner; *Main Grocery Shopper*, whether the panellist is the main purchaser of groceries in the household; and *ISBA Regions*, how the official body of British advertisers segments postcodes.

For example, amongst the ten most popular brands online in the UK, the BBC has the highest concentration (64 percent) of 'ABC1' social grade visitors followed by Wikipedia and Amazon (both 62 percent). Not surprisingly, Amazon has the highest concentration (50 percent) of main household shoppers amongst the ten most popular online brands followed by Microsoft (47 percent).

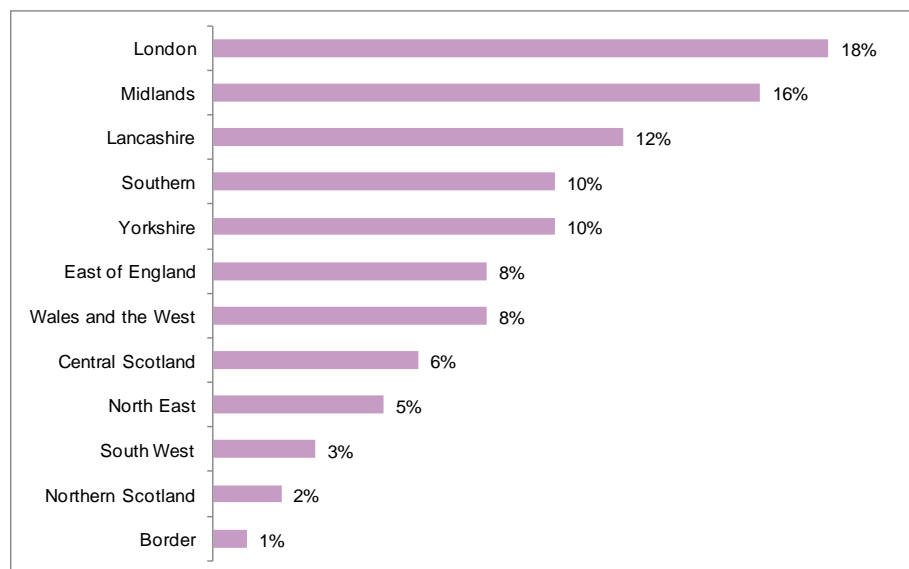
**Chart 1: Concentration of 'ABC1s' and 'Main Grocery Shoppers' amongst 10 most popular UK online brands, January 2010**



Source: UKOM

E.g. 60% of UK visitors to Google are 'ABC1s'; 38% are the household's main grocery shopper (amongst known responses)

**Chart 2: The Active UK Internet Population by ISBA Postcode Region, January 2010**



Source: UKOM

E.g. 18% of the active UK internet population lives in London (amongst known responses)

### **About UKOM**

The UK Online Measurement Company is a cross-industry organisation set up to specify and oversee the robust measurement of online audiences, to the standards required for the purposes of brand campaign planning by advertisers and agencies. It is run by the IAB and AOP representing media owners, with oversight by ISBA on behalf of advertisers and IPA on behalf of agencies.