

Pressrelease



Date: June 30th 2011

TITLE: JIC STIR signs Letter of Intent with comScore and Intomart GfK

After an intensive tender period of almost one and a half years, today JIC STIR signs a Letter of Intent with the consortium of comScore and Intomart GfK for the design and implementation of the new internet audience measurement in the Netherlands. This new research will mean a major step forward for the measurement of websites and content, as well as for the media planning of display advertising.

Both market research companies brought together a proposal for the contract with a duration of 3.5 years. Intomart GfK and comScore including Nedstat are also the current suppliers of the study. New is the input from the comScore world panel that will be merged with the Intomart GfK panel to measure online reach. This leads to a panel of 25,000 people. More than doubling the current size of the panel.

Main changes and innovations with respect to the present study are:

- Panel size n=25,000 respondents (currently n=10,000 respondents)
- Sample of respondents of 6 years and older (the lower limit was 13 years).
- Platform for online advertising reach, including the option to measure the visibility of campaigns (new).
- Weekly reports (currently monthly).
- Faster reporting, three days after completed measurement (currently three weeks).
- Measuring the time spent on websites (new).
- Measuring video streams (new).
- Websites/content can be measured with or without tags/cookies (new).
- Both a passive and an active login of panel members (currently active only).
- From websites and content provided with a test code, all visits and page views will be measured so that calibration and measurement control is possible (hybrid method) (new).

The new research will be launched on 1st January 2012.

Frans Kok, managing director of JIC STIR, says: "comScore and Intomart GfK have delivered a strong and innovative proposal that matches the ambitions that we have formulated as JIC STIR. All parties within the JIC (VINEX, BVA and PMA) stand firmly behind this new research that will be an international leader. Especially the measurement of online display advertising reach will be an important step forward, so that a connection is created with the planning data. Also a larger panel of people over the age of 6 years and the high frequency of reporting will increase the value and usefulness of the research for media planners and advertisers substantially. Data on

the behaviour of the Internet audience in the Netherlands is delivered weekly, but the performance of campaigns can be monitored and optimised daily".