

UKOM appoints comScore as official 2013 partner for UK online audience measurement

LONDON, UK: comScore, Inc has announced that UKOM, one of the leading voices for online audience measurement for advertisers, media agencies and online media owners in the UK, has signed an agreement confirming comScore as the new partner for online media measurement in the UK market as of 2013.



The selection of comScore followed an open tender and rigorous six-month selection process by UKOM, which is jointly owned by the AOP and IAB, and governed by a cross-industry board with representatives of the IAB, AOP, ISBA and IPA. UKOM collectively represents the media measurement interests of the UK's leading digital publishers, advertisers and agencies. comScore will become the exclusive supplier of data for UKOM in January 2013 and the contract will continue for three years.

"comScore is delighted to be selected by UKOM as the standard for online measurement in the UK," said Dr. Magid M. Abraham, president and CEO of comScore. "Following our selection in Spain and the Netherlands, comScore will be the official online audience currency in three of the largest digital advertising markets in Europe, which collectively represent €1.7bn (US\$2.2bn)* in display advertising. We are pleased with this recognition of our commitment to the region and endorsement of our continued investment and innovation in digital audience measurement. Our aim is to develop analytics that support the industry, increase trust in digital channels and provide a much-needed comparability to other media."

UK industry endorsement

"Advertisers need measurement that makes sense and is easier to compare across other marketing channels," says Bob Wootton, director of Media Affairs, Incorporated Society of British Advertisers (ISBA). "We're excited to see the new measurement capabilities that comScore will deliver in 2013."

Patrick Hourihan, head of research, Yahoo! UK says: "Yahoo! have been a long-standing partner of comScore in the measurement of our global internet audiences, as we believe effective measurement across key channels, online, video and mobile is key to the future of digital media. We welcome the news of comScore's appointment as the official 2013 partner for UKOM and look forward to our continued partnership with them."

"The selection by UKOM will continue comScore's long-standing relationship with the UK's largest agencies," says Scott Thompson, digital research manager at Starcom MediaVest Group. "We welcome comScore's willingness to be accountable to the industry, and their transparency regarding their methodology."

Specific Media MD Colin Petrie-Norris says: "We are delighted to learn of comScore's adoption from 2013 by the digital industry. comScore's history of innovation across online and mobile audience measurement is well respected and we look forward to a strong partnership."

Definitions of acronyms used in this press release:

AOP - The UK Association of Online Publishers (AOP) is an industry body representing digital publishing companies that create original, branded, quality content. AOP champions the interests of media owners from diverse backgrounds including newspaper and magazine publishing, TV and radio broadcasting, and pure online media.

<http://www.ukaop.org.uk>.

IAB - The Internet Advertising Bureau (IAB) is the trade association for online and mobile advertising. It promotes growth and best practice for advertisers, agencies and media owners. <http://www.iabuk.net>.

IPA - The IPA is the professional body for advertising, media and marketing communications agencies in the United Kingdom. Our role is two-fold: to provide essential core support services to our 250 corporate members who are key players in the UK's £16.7bn advertising, media and marketing communications industry; and to act as the industry spokesman. <http://www.ipa.co.uk>.

ISBA - ISBA is the voice of British advertisers. We are a representative membership body offering expertise, unique advantages for members, cost savings and campaigning for advertiser freedoms. In supporting the freedom to advertise responsibly we actively support self-regulation and work with government to achieve effective but fair rules for marketing communications. Membership gives a real advantage to advertisers, whatever their size or sector. <http://www.isba.org.uk>.

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