

# DIGITAL CONTENT RATINGS & IAB INDUSTRY UPDATE

Brisbane Event



**DATE:**

Sept 13 2017

**TIME:**

12:00PM - 1:30PM

**WHERE:**

News Corp Queensland,  
Cnr Mayne Rd &  
Campbell St,  
Bowen Hills Q,  
Pine Rivers Room

On the 25 July 2017, Nielsen, in collaboration with IAB Australia, launched the Australian media industry's daily digital audience measurement solution – [Digital Content Ratings](#).

Digital Content Ratings marked the next phase of understanding consumers' digital behaviour in a constantly evolving media landscape. Supplementing your world-leading Digital Ratings (Monthly) measurement solution, you can now have a better understanding of Australians' interaction with text, video and audio content across all devices. And all this with a daily reporting frequency!

**OVERVIEW SESSION & IAB INDUSTRY UPDATE**

If you couldn't make our Sydney or Melbourne events, or are Brisbane based, we would like to invite you to the Digital Content Ratings overview session and IAB industry update event where Gai Le Roy, Director of Research, IAB Australia, and Vijay Solanki, CEO IAB Australia, will share highlights of their recent projects and research, including the latest IAB/PwC Online Advertising Expenditure Report results. Agencies are welcome to invite advertiser partners - just don't forget to include them when you register!

[Click here to register for the Overview Session & IAB Industry Update](#)

**USER INTERFACE TRAINING**

We are also pleased to offer Digital Content Ratings user interface training. Spots are limited so get in early!

**AGENCY USER INTERFACE TRAINING**

13 September 2017  
2:30PM - 3:30PM  
Saxon's Training Facilities,  
Level 11, 300 Adelaide St Brisbane

**PUBLISHER USER INTERFACE TRAINING**

14 September 2017  
9:30AM - 10:30AM  
Saxon's Training Facilities ,  
Level 11, 300 Adelaide St Brisbane

Watch the video below to hear from industry leaders about why the launch of Digital Content Ratings is important for the Australian media industry.

