

iab. australia MEASURE

10.10.2017 CONFERENCE

Best Commercial Use of Measurement Data

Led by

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From Monthly to Daily Ratings

IAB AND NIELSEN LAUNCH WORLD-LEADING TOTAL DIGITAL AUDIENCE MEASUREMENT SOLUTION, DIGITAL RATINGS (MONTHLY)

31-03-2016

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SYDNEY, 31 March, 2016: IAB Australia and Nielsen today released the industry's new digital audience measurement currency, Digital Ratings (Monthly). The digital measurement solution gives the market a first look at Australia's total digital audience, unduplicated, across PC, smartphone and tablet for both web browsers and apps.

Digital Ratings (Monthly) fuses together Nielsen's pre-existing PC panel for home and work with nationally representative panels of Australian smartphone and tablet internet users, as well as census tagged data for PC and mobile web. It provides an independent, cross-device view of the total digital audience.

31 March

2016

From Monthly to Daily Ratings

HISTORIC MILESTONE FOR AUSTRALIAN MEDIA INDUSTRY: DAILY DIGITAL CONTENT RATINGS SWITCHED ON

ONLINE | 25-07-2017



- 19 million Australians consume digital content daily
- Digital video consumption over 25 hours per month for adults

Sydney, Australia - 25 July 2017: IAB Australia and Nielsen have today switched on Digital Content Ratings (DCR), providing publishers, agencies and marketers with daily digital audience data for the first time. The milestone places Australia once again at the forefront of global digital measurement.

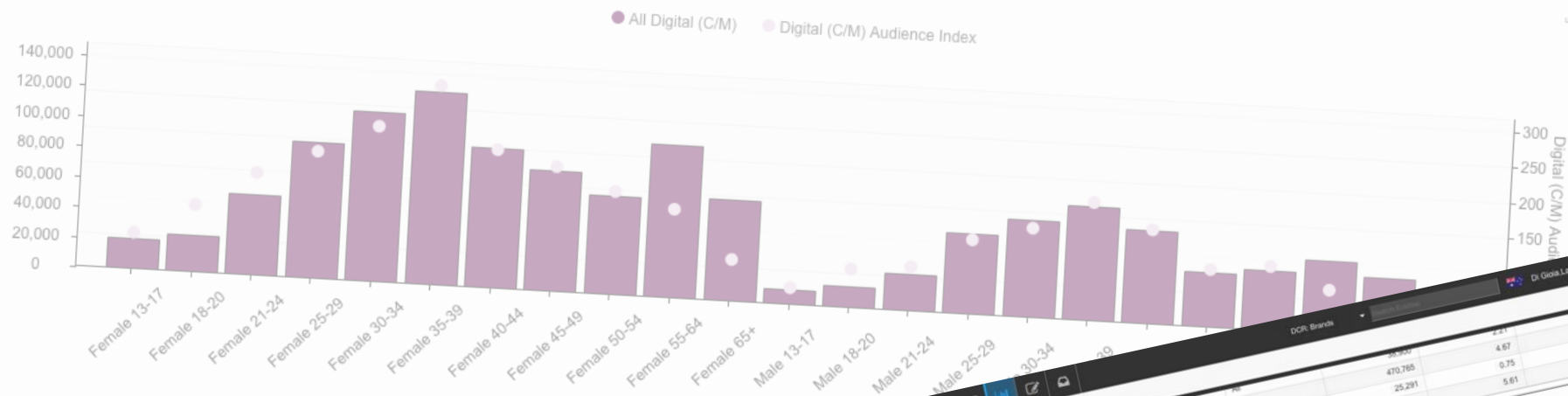
Nielsen Digital Content Ratings provides the Australian media industry with a daily view of how many people consume content across all key digital devices and complements Nielsen's existing Digital Ratings (Monthly) measurement solution.

25 July
2017

The Move from Monthly to Daily Delivers:

- **Granular audience data** in a way never seen before for digital
- **Confidence to profile** those audiences every day using a large third party dataset
- Robust audiences by platform capturing **off-platform as well** as on-platform consumption
- **People** not traffic
- **Independent** industry endorsed metrics

Platform Unique Audience

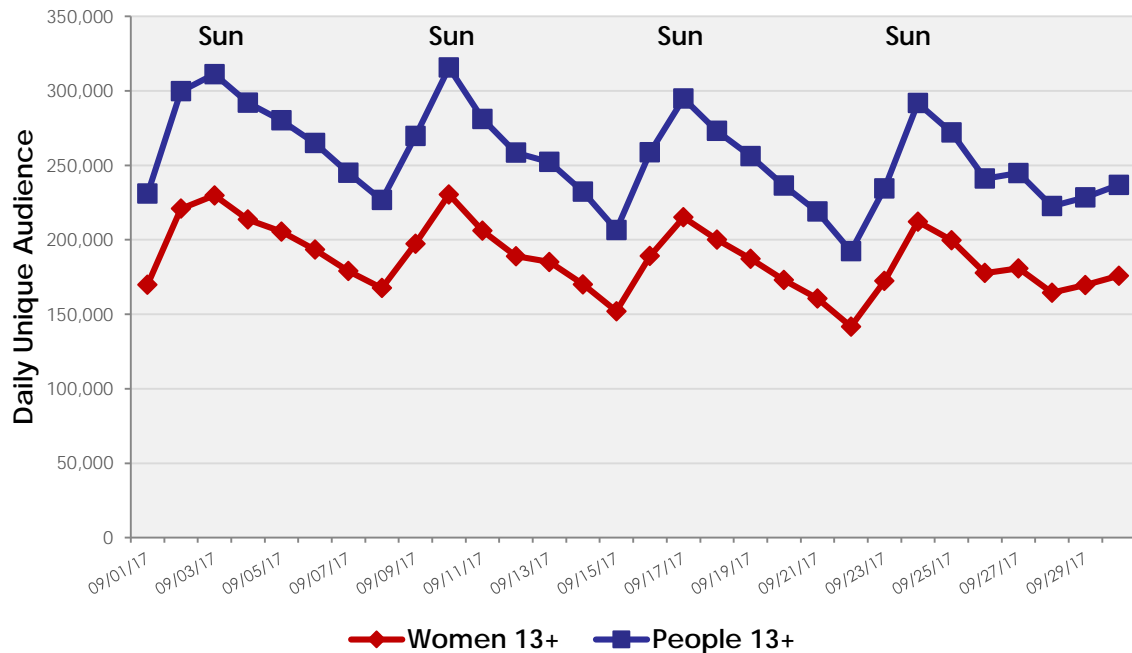


Example of Reports



Understanding Audience Behaviours on Daily Basis

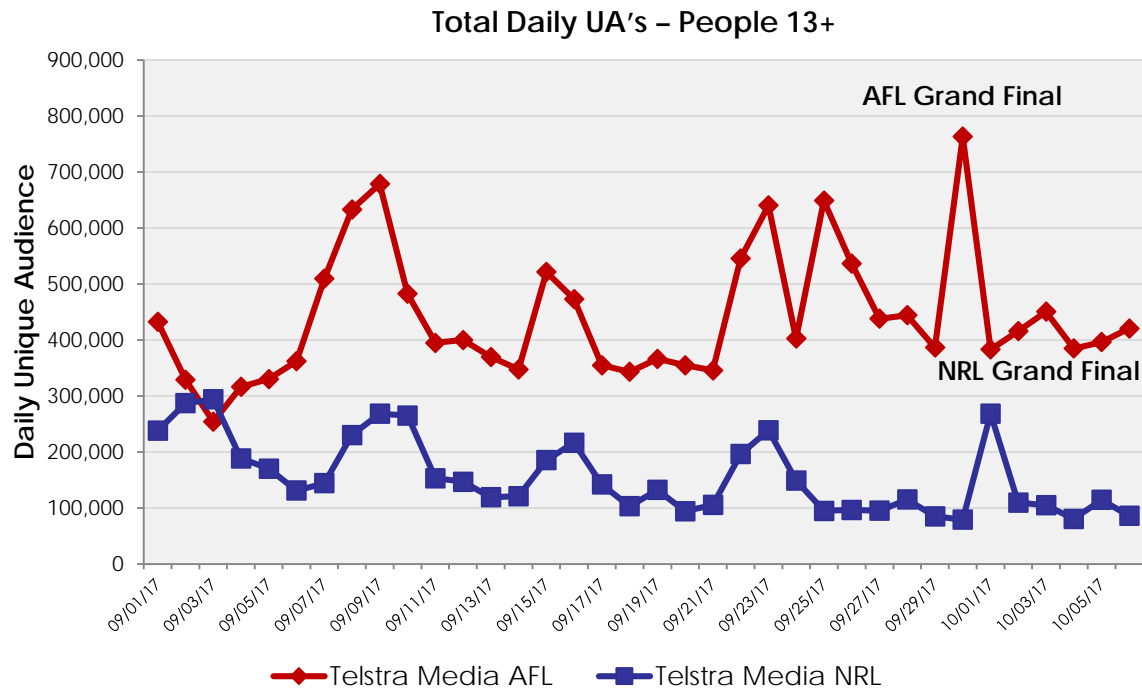
Total Daily UA's – People 13+



- 74% of the 13+ audience for taste.com.au on a daily basis are women
- Audience **peaks on Sunday/Monday** as people plan for the week ahead

Source: DCR, Unique Audience P13+ & W13+, from 1/9/2017 to 29/9/2017.

Impact of significant sport events

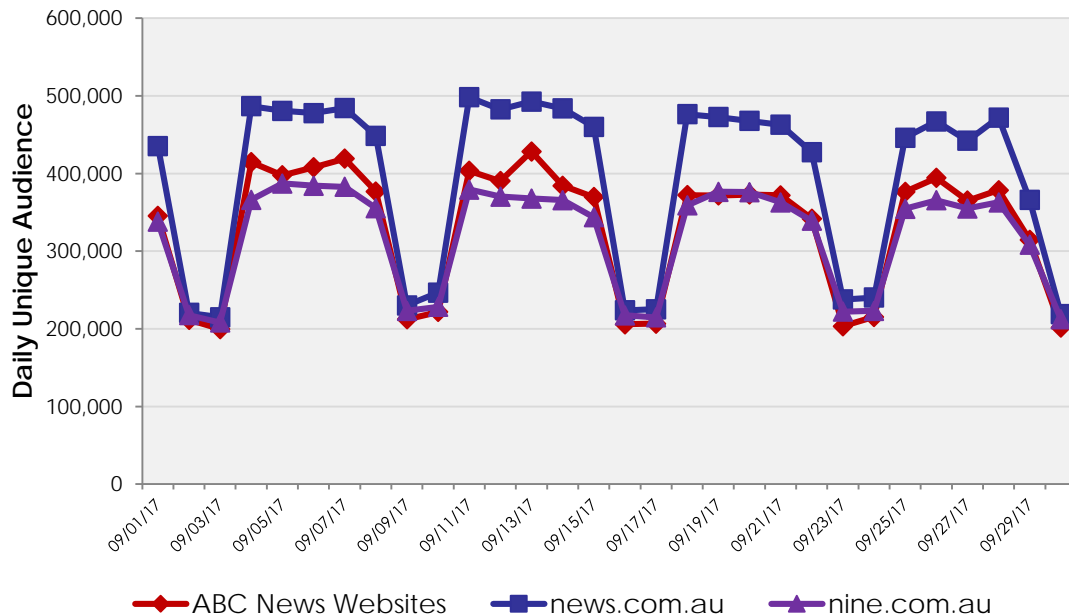


- Definite audience peaks on the days of the respective Grand Finals

Source: DCR, Unique Audience P13+, from 1/9/2017 to 29/9/2017.

Desktop vs. mobile daily usage are very different for news

Desktop Daily UA's – People 13+

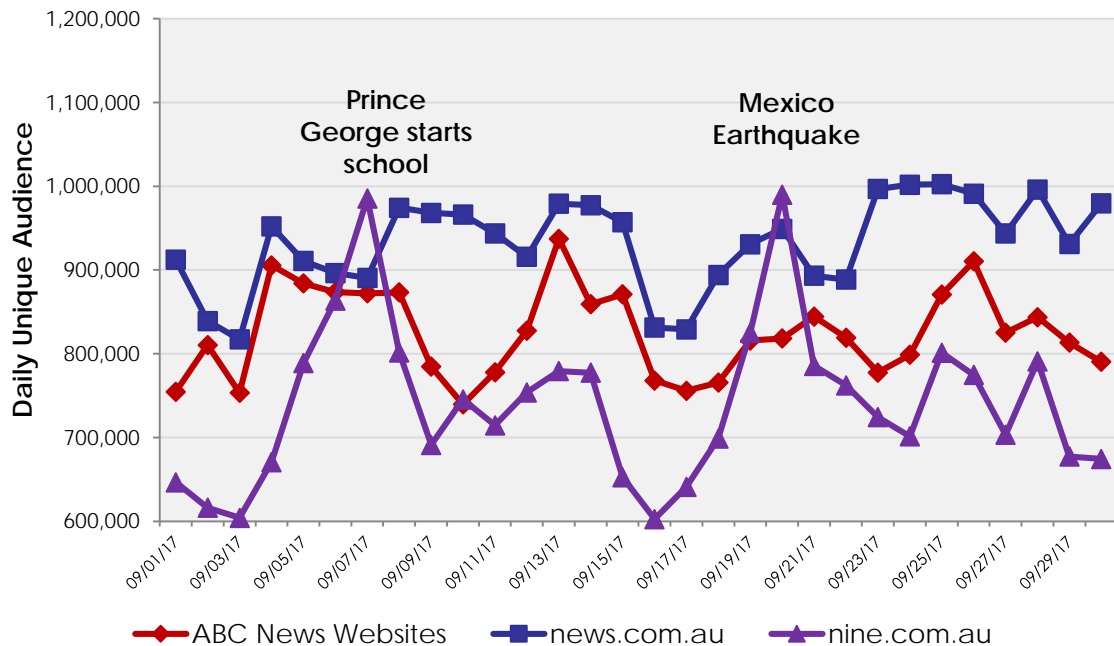


- **Desktop** is a weekday, while people are at work

Source: DCR, Unique Audience P13+, from 1/9/2017 to 29/9/2017.

Surfing Improved Mobile Coverage Behaviours

Mobile Daily UA's – People 13+



- There are more users of mobile than desktop every day of the week.

Source: DCR, Unique Audience P13+ non smartphone, from 1/9/2017 to 29/9/2017.

Audience Profile – Total Daily vs. Mobile Only

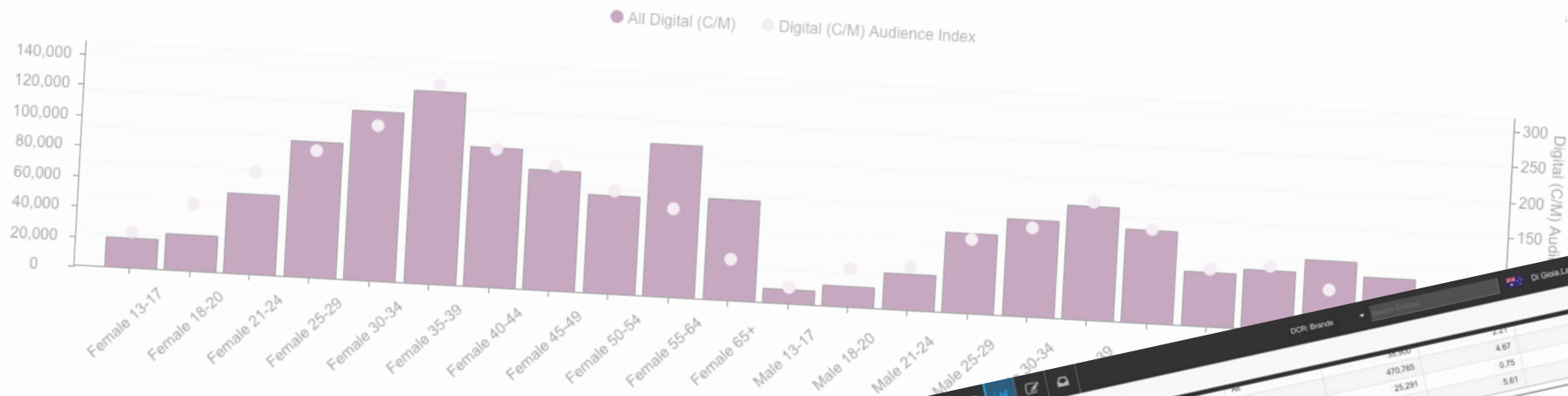
BuzzFeed

- **Mobile only** users of BuzzFeed are more likely to be 18-29
- **87% of 18-29 year olds** access BuzzFeed **only by mobile**

Age Group	Total		Mobile Only	
	UA's	Profile %	UA's	Profile %
Persons 13 - 17	31,232	8%	27,555	8%
Persons 18 - 29	173,727	42%	151,675	45%
Persons 30 - 44	104,521	25%	92,449	27%
Persons 45 - 54	54,587	13%	45,209	13%
Persons 55+	46,100	11%	23,183	7%

Source: DCR.

Platform Unique Audience

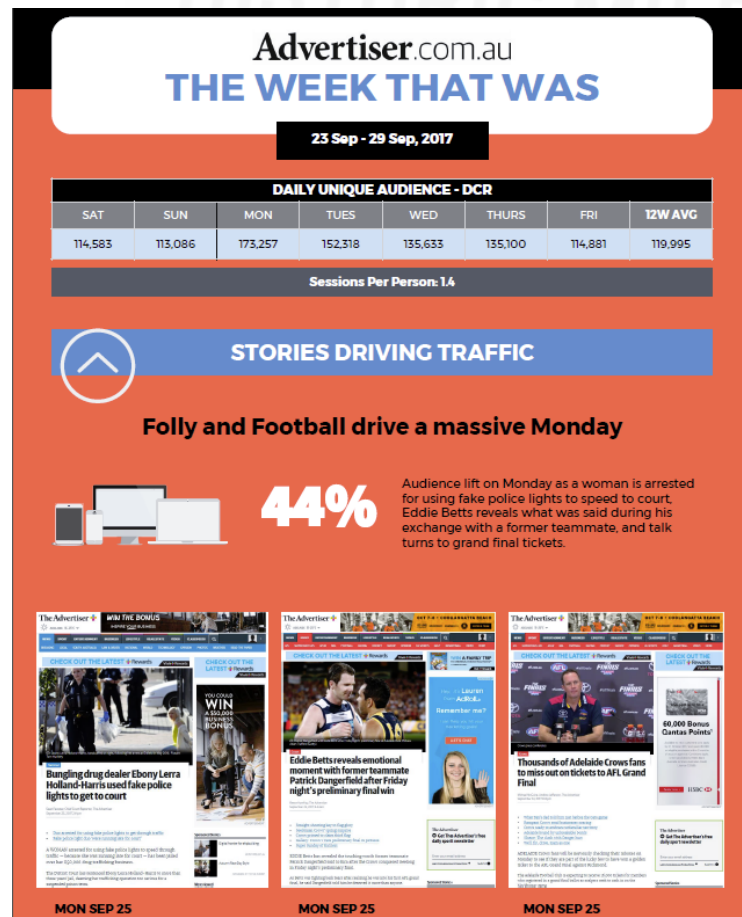


Example of Commercial Use



Understanding your Audience Behaviours on Daily Basis

Providing **evidence** of the kind of stories that **drive up audience** by combining DCR data and internal traffic results at the story level.



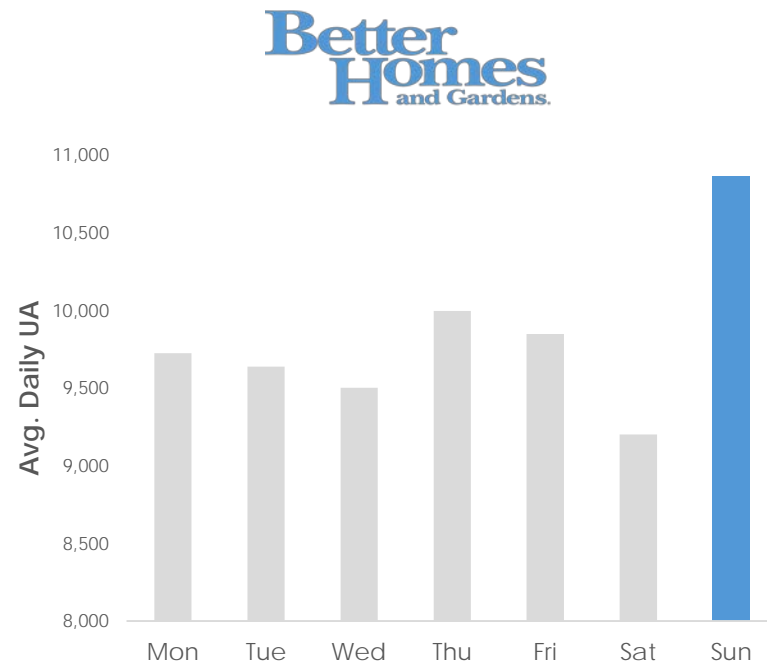
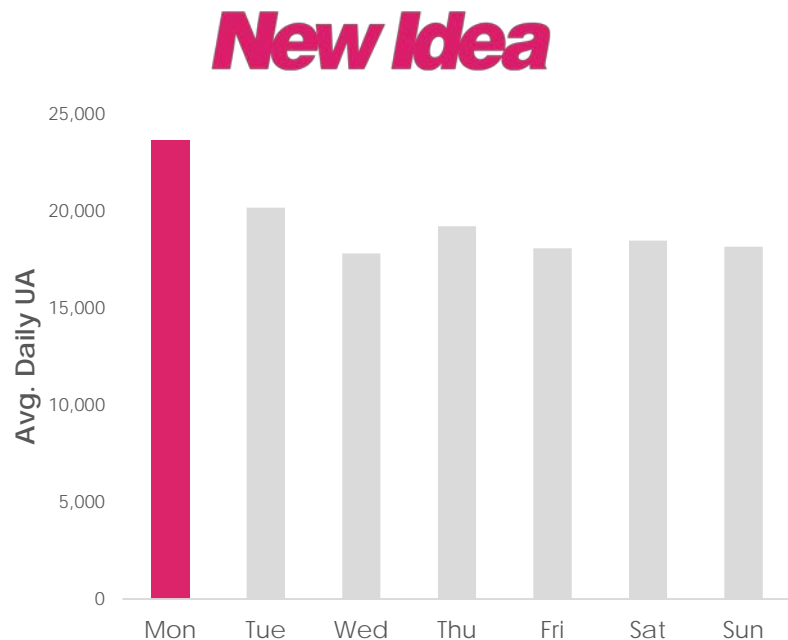
Leveraging daily data to tell compelling audience stories



Leveraging daily data to tell compelling audience stories



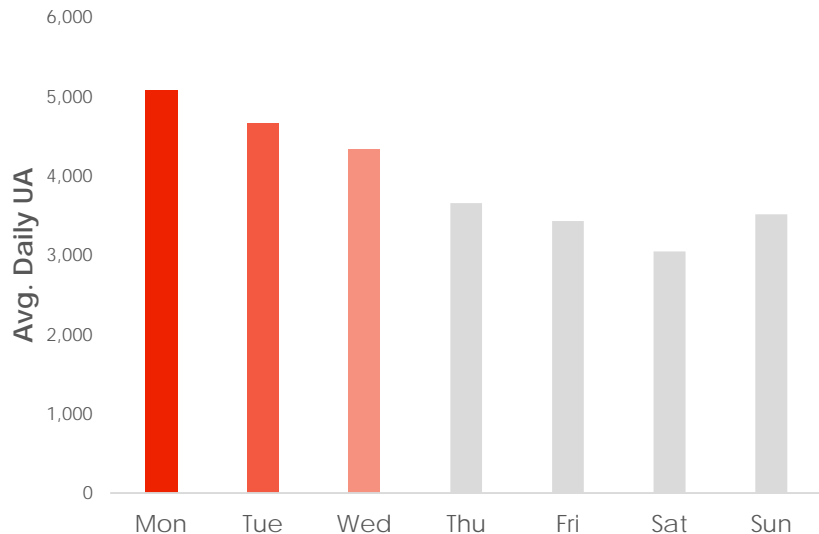
Fine-tuning media allocation across a portfolio of brands



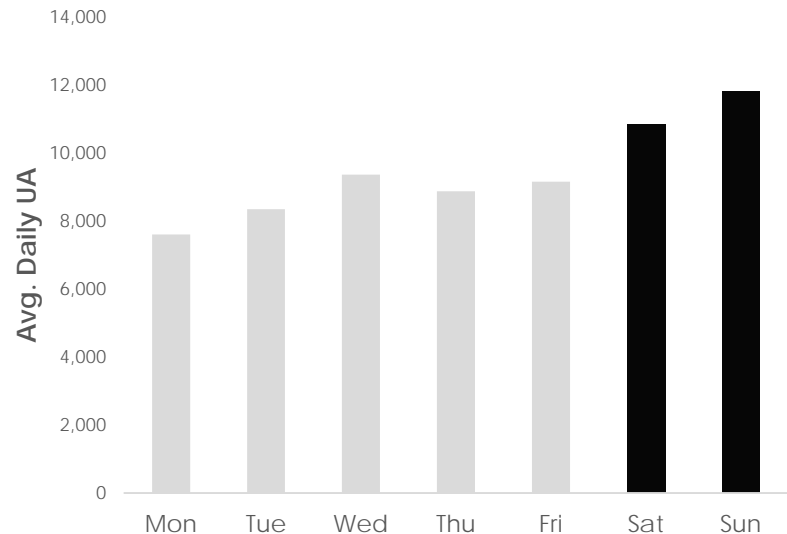
Source: DCR, Average daily unique audience P13+ by day of the week, from 6/7/2017 to 1/9/2017.

Fine-tuning media allocation across a portfolio of brands

AUSTRALIAN
Men'sHealth



marie claire



Source: DCR, Average daily unique audience P13+ by day of the week, from 6/7/2017 to 1/9/2017.

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Thank You

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