

UKOM

Future-Ready

MRG Conference 2020

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UK Online Measurement since 2009

UKOM



1/3 own



1/3 own



1/3 own



On Exec board

Building the future of UK online measurement



Why did UKOM push the reset button?



Best placed to be part of the future from 2021

- Single source 10,000 person multi-device panel
- Flexibility of respondent level data
- Opportunity to build to UK industry specifics
- Proven BBC Compass as base



7 workstreams

1. Tagging
2. Compliance
3. Standards
4. Reporting
5. Data Delivery
6. Enhanced Audiences
7. Ad Measurement



> 50 organisations



telmar



LOCALiQ
PART OF NEWSQUEST MEDIA GROUP

pamco

pwc

BBC

ppa

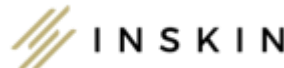
The Telegraph



Guardian Media Group
gmg



aop



jpimedia

verizon



iab UK

CONDÉ NAST



News UK

FACEBOOK

Mail
METRO
MEDIA

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Reach

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essence

VICE media group

sky media

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MEDIACOM

The Telegraph



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IMMEDIATE
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dentsu
AEGIS
network

phd

Spotify

MEDIA GROUP

Ofcom



Ti Media

Wavemaker

N
newworks

Flexible time periods



1. Daily (within 48 hrs)
2. Weekly
3. Specific date ranges

The screenshot shows the UKOM website navigation bar with links for 'About Us', 'From 2021', 'Data & Insight', 'News & Views', 'Products & Access', and 'Contact'. Below the navigation are three article cards, each featuring a purple virus-like graphic and the title 'The COVID-19 impact on UK Online Usage - Part 3', 'Part 2', and 'Part 1' respectively. The 'Part 3' article includes a short text snippet and the date '29.06.2020'. The 'Part 2' article includes a short text snippet and the date '26.05.2020'. A '1 2' pagination indicator is visible between the second and third articles.

The screenshot shows a section titled 'Growth Categories: Jan-Mar 2020'. Below the title is a grid of eight small images: a supermarket aisle, a hand holding a smartphone, a grid of social media icons, a person at a desk, a cityscape at night, a bowl of green soup, a stack of books, and a person using a tablet.

Flexible time periods



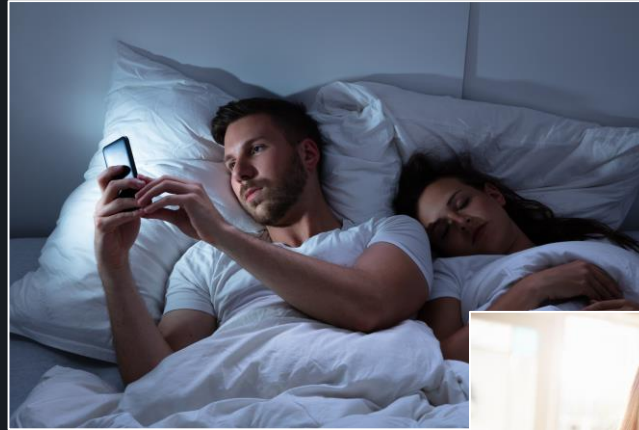
1. Daily (within 48 hrs)
2. Weekly
3. Specific date ranges



Flexible time periods



1. Daily (within 48 hrs)
2. Weekly
3. Specific date ranges
4. Dayparts



More audiences & categories



1. Regional
2. Enhanced 'interest based'
3. 231 content categories



UKOM

Thank you

Find out more at: <http://www.ukom.uk.net/>

Email us at: insights@ukom.uk.net