

STIR selects GfK to provide internet audience measurement

HILVERSUM, THE NETHERLANDS: JIC STIR has signed a Letter of Intent to award a three and a half year contract to comScore and Intomart GfK, to be the official source of record for internet audience measurement in the Netherlands. Inaugural data for the Dutch market will be made available in early 2012.



The new internet audience measurement service is based on a combination of website server data with an opt-in panel of more than 25 000 internet users in the Netherlands, to provide accurate measurement of digital audiences and their profiles.

Other enhancements to the new STIR service include faster processing, weekly data reporting and platform for measuring campaign effectiveness.

"GfK and comScore have delivered a strong and innovative proposal that matches the ambitions that we have formulated as JIC STIR and the flexibility of comScore and Intomart GfK to submit a joint proposal proved to be very successful," said Frans Kok, managing director of JIC STIR. "All parties within the JIC (VINEX, BVA and PMA) stand firmly behind the use of a methodological approach that combines panel and server data for more accurate audience estimates, and we are convinced it will set an example for other countries. Enhancements to the STIR service, including an enlarged panel and weekly reporting, will substantially increase the value of the research for media planners and advertisers."



"We are pleased to be selected by JIC STIR as The Netherlands' preferred digital audience measurement provider," said Marion Appel, media research director at Intomart GfK. "GfK's and comScore's experience in audience research in general and internet audience research in particular, will enable us to provide the Dutch market with the most comprehensive and accurate online audience ratings and competitive intelligence."

Building on the platform for the audience measurement, media agencies and advertisers will increase their insights into the effectiveness of digital advertising that will promote the development of online advertising in this market."

About STIR

In 2009, STIR has been transformed into JIC STIR, a joint industry body with the sole objective to carry out the survey in a valid and reliable way. Partners in JIC STIR are the advertisers' association (BVA), the media agencies (PMA) and the internet publishers (VINEX, previously STIR). For more information, go to www.stir.nl/english/.

About comScore



comScore, Inc is a global leader in measuring the digital world and preferred source of digital business analytics. Through recent acquisitions, including web analytics provider Nedstat, comScore has grown from a leading digital market research company into a digital business analytics provider, offering services such as web analytics, advertising effectiveness measurement, digital copy testing and mobile network quality analysis. For more information, go to www.comscore.com/companyinfo.

About Intomart GfK

Intomart GfK, part of GfK, globally ranking No. 4 in market research worldwide, is well known for its expertise in audience research. Intomart GfK's Media unit currently provides the Dutch Television Audience Measurement (SKO), the Radio Audience Measurement (JIC-Radio) and the National Readership Survey (NOM). Since 2006, Intomart GfK together with Nedstat/comScore have also carried out the Internet Audience Survey commissioned by STIR. Intomart GfK-Media is a provider of customised usage and appreciation research of new and "old" media. For more information, go to www.intomartgfk.nl.

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