

STIR, comScore, Intomart GfK partner in Internet audience measurement

AMSTERDAM, THE NETHERLANDS: comScore, Inc has announced that JIC STIR has signed the contract confirming Intomart GfK/comScore as the new online media measurement currency in the Netherlands. The contract runs from mid 2011 until 2014. Results based on the new research are expected in 2012.



The ability to measure online advertising is an important addition to the research study. When measuring reach and frequency of online advertising, the option to report the visibility and engagement to ads will also be provided. In addition, the expansion of the panel to more than 25 000 internet users (6 years and older) and the increased reporting frequency of data will improve the value of the research to media planners and advertisers substantially. The internet audience measurement data will be delivered weekly and campaign reports will be available on a daily basis.

Other important enhancements are:

- Measurement of time spent online and on any particular website
- Measurement of online streams
- Measurement of all websites, with or without a tag
- Calibration of panel based results by using the tagging totals.

"We conclude an intensive tender period of more than two years. We now go ahead and build a revolutionary new research system. I am extremely proud of the technical committee and the board of JIC STIR, who have opted for an ambitious and leading research system" said Frans Kok, director of JIC STIR.

Enrico Verhulst, VP business development comScore: "In this rapidly changing world of the Internet, we are bringing the best parties in the market together. Combining comScore's worldwide panel results, measurements and tools, with GfK's panel, while closely working together with JIC STIR's technical committy on the methodology, delivers state-of-the-art research. We are proud to contribute to this."