



**Report On IAB Canada's Inaugural Tripartite Industry Forum  
On Audience Measurement in Canada  
On December 10, 2008  
(Prepared January 2009)**

**Background**

Over the past five years, Online advertising in Canada has grown from just \$237 million in 2003, to over \$1.2 billion in 2007. Because Online has now become an essential part of most Advertisers' media plans, it is imperative that audience measurement tools associated with the medium be as accurate as possible in assisting the Agency community in their chief tasks of researching, planning and buying within the medium; while also assisting the Publishing community in their chief tasks of understanding how the deployment of various content assets drives audience growth, interaction and retention, and also why and how these assets might be monetized.

As part of its mission to provide thought leadership within the Interactive advertising and marketing industry, and to establish standards/or guidelines that make Interactive media easier to plan, buy, design, execute, track and evaluate, IAB Canada launched its Inaugural Tripartite Industry Forum On Audience Measurement in Canada, on Dec. 10, 2008.

The day was organized to have as balanced representation as possible from both the buyer (Agency/Advertiser), and seller (Publisher) communities, and also incorporated input from members of the Digital Measurement Comte. of the Canadian Media Directors Council of Canada (CMDC).

**Acknowledgements**

While many people played important part in shaping the day, IAB Canada would especially like to thank the following:

- Maura Hanley: Managing Director, Direct & Interactive, MediaCom, IAB Canada Board Member, VP IAB Canada's Research Council, and IAB Canada's liaison with the CMDC's Digital Measurement Comte.;
- Steve Rosenblum, IAB Canada's Research Director;
- Anne Myers, President of the CMDC, and Chair of the CMDC's Digital Measurement Comte.;
- Janet Callaghan, Executive Director of the CMDC; and,
- Diane Abbey-Livingston, Facilitator



## Goals

Goals for IAB Canada's Inaugural Forum On Audience Measurement In Canada were as follows:

1. To ensure that Advertisers, Agencies and Publishers all have a clear and shared understanding about how various off- and Online Audience Measurement tools are used in the day-to-day duties involved in the Agency media planning and buying process.
2. To develop a "Wish List" of best practices and capabilities for Online Audience Measurement tools in Canada.
3. To build a consensus regarding next steps that would allow the industry to get as close as possible to a set of common industry priorities, that might emerge from separate Agency/Advertiser and Publisher "Wish Lists" for Online Audience Measurement tools in Canada.

### **Part 1: How Agencies Use Measurement Tools In The Media Planning and Buying Process**

The link to the document below, represents a Client context PPT of how Agencies use both off- and Online Audience Measurement tools in the media planning and buying process.

The presentation was initially prepared and delivered by Maura Hanley, Managing Director, MediaCom Canada. Additional input from other Agency personnel within the Forum has been incorporated into the final document shown here.

[Download: Online Audience Measurement: Client Context](#)

### **Part 2: "Wish List" - What Might The *Ultimate* Online Audience Measurement Tool Look Like?**

Agency/Advertiser and Online Publisher participants at IAB Canada's Inaugural Industry Forum On Audience Measurement In Canada were asked to create a "Wish List" of capabilities for an *ultimate* Online Audience Measurement Tool, from their individual "buyer" and "seller" perspectives.

To assist in this task, IAB Canada compiled a list of capabilities that have been generated by stakeholder groups within the industry over the past 18 months, and asked both the Agency/Advertiser and Online Publisher participants to add items to this list – in order to create a final, master list of desired capabilities.

Once the master list of capabilities was created during the Forum, the separate Agency/Advertiser and Online Publisher participants were asked to determine the Top 5 "need to haves" for their individual stakeholder groups.

The link to the document below, represents the final, amalgamated "Wish List" of capabilities for an *ultimate* Online Audience Measurement Tool in Canada, along with call-outs re: the Top 5 "need to haves" from individual "buyer" and "seller" perspectives.



Yellow highlighted areas within the document (Methodology, Data, Tools, Interface, Reporting, Cost, Definitions and Industry Oversight/Governance), represent general topic areas (in no particular order); while the Green highlighted areas represent Agency/Advertiser- and Online Publisher-generated items that were added to the original list, as a result of this exercise.

[Download: Final Industry Audience Measurement “Wish List”](#)

### **Part 3: Update On Current Industry Initiatives**

While IAB Canada’s Dec. 10, 2008 Forum was the first tripartite meeting of the Canadian advertising and marketing industry on Online Audience Measurement in Canada, a number of initiatives were already in progress at the IAB, in response to various IAB Publisher Member needs and communications.

The link to the document below, shows both the timelines and the IAB’s response and follow-up on the initial IAB Publisher Member-based issues, additional initiatives brought forward by the IAB Canada Board, and the remaining follow-up items from the IAB Publisher Member-based initiatives -- which, In addition to many other issues -- will now also go forward within IAB Canada’s Tripartite Online Audience Measurement Industry Comte.

[Download: Update On 2008 Audience Measurement Initiatives](#)

### **Part 4: Four Possible Options For Next Steps**

To build a consensus regarding the next steps required to get as close as possible to the Top 5 “need to haves” identified in the separate Agency/Advertiser and Online Publisher “Wish List” exercise, participants considered four possible courses of action as detailed below – ultimately choosing to take immediate action on Option 1:

1. **Option 1: Work With Current Supplier To Develop Capacity**
  - a. **Online Media Measurement in Canada is #1 priority going forward. (Unanimous vote, minus one)**
  - b. **Create IAB Canada-lead, Tripartite Industry Oversight Comte. to deal with all issues related to Online Audience Measurement suppliers in Canada going forward (comScore for now).**
  - c. **Seek to get as much Transparency as possible re: Methodology, from current Canadian supplier (comScore for now).**
  - d. **Conduct Gap Analysis re: *Ultimate* “Wish List” and current offering from comScore.**
  - e. **Tripartite Comte. to determine working groups/capabilities/timelines/costs for various Top 5 “need to haves” (from comScore for now)**



- 2. Option 2: Get Basic Information On Other Potential Suppliers For The Canadian Market (e.g. via “Audience Measurement In Canada” Info Day)**
  - a. Group preference was NOT to plan Audience Measurement Day, until we get well into Option 1. Tripartite Comte. will need to define scope of day re:
    - i. How the day could best be maximized for all Agencies, Advertisers, Publishers and Implementers (IT professionals).
    - ii. Which Suppliers/Speakers would be invited.
- 3. Option 3: Prepare Detailed RFP For Presentation To Additional/Potential Suppliers For The Canadian Market**
  - a. Group preference was NOT go to an RFP stage for potential new industry suppliers/or revised contracts with current supplier, until much more work is done by Tripartite Comte. (as per Option 1.)/or if progress with current supplier stalls out.
- 4. Option 4: Create Canadian, Not-For-Profit, Industry-Owned, Syndicated Research Management Consortium (towards creation of a PMB/NADbank/BBM or Unity-like tool)**
  - a. Group preference was NOT to consider developing a PMB/NADbank/BBM or Unity-type infrastructure at this time, as the immediate need to improve Online Audience Measurement in Canada with current supplier (comScore for now), trumps all other efforts (as per Option 1).

**NEXT STEPS:**  
**(January 2009)**

**Call for participants to be part of IAB Canada’s Tripartite Industry Comte. On Audience Measurement In Canada:**

- Until a significant number of Advertiser participants become involved, the Comte. will function in a bipartite “buyer/seller” manner.
- Two co-chairs will lead the committee, one drawn from the Agency/Advertiser (buying) community (propose Maura Hanley, Managing Director, MediaCom Canada ); the other, from the Online Publisher (sales) community (TBD).
- Delegates who attended IAB Canada’s Audience Measurement Day on Dec. 10, 2008 (including CMDC representatives), or appropriate alternates from their respective companies, as well as those who initially confirmed their attendance, but were unable to do so because of last-moment business demands, to receive an invitation to join IAB Canada’s Tripartite Comte.



- Other additions/recommendations for the Comte. to come from the preceding groups, the industry in general, other Associations, etc.
- Emphasis will be placed on populating the Tripartite Comte. according to the specialized skill-sets and deep industry experience that will be needed to effectively address the next steps that were agreed upon on Dec. 10, 2008.
- High-level IAB know-how and support will be provided to The Tripartite Comte. by Steve Rosenblum, IAB Canada's Director of Research and Paula Gignac, President of IAB Canada.

#### **What You Can Do...**

If you, or someone within your organization, is considering this issue for the first time, and is interested in being part of **IAB Canada's Tripartite Industry Committee For Online Audience Measurement In Canada**, please contact Steve Rosenblum, IAB Canada's Research Director at: [srosenblum@iabcanada.com](mailto:srosenblum@iabcanada.com).

#### **APPENDIX**

**Dec. 10, 2008 - Actual Forum Attendees (please see page 6)**



# Interactive Advertising Bureau of Canada

## APPENDIX

### Dec. 10, 2008 - Actual IAB Canada Industry Tripartite Forum Attendees

Company	Name
<b>ONLINE PUBLISHER PARTICIPANTS</b>	
1 AOL Canada	James Prudhomme
2 Astral Media	Sharon Flynn
3 Canadian Geographic	Barbara Broadhead
4 Canoe.ca	Vivian Ip
5 CanWest Publishing	Andrew Consky
6 Casale Media	Victor Amorim
7 CBC	Mark Dykeman
8 Corus Entertainment	Tim Cormick
9 CTV Inc.	Rob Dilworth
10 Lavalife Corp	Lally Rementilla
11 Microsoft	Andrew Assad
12 Rogers Media Inc	Amy Sullivan
13 St. Joseph's Media	Scott Atkinson
14 Torstar Digital	Tomer Strolight
15 Tribal Fusion	Anne Mains
16 TSX.xom	Kimberley Muise
17 Yahoo	Kevin Clowes
<b>ADVERTISER PARTICIPANTS</b>	
1 Coca-Cola Ltd.	Tara Hauser-Pope
<b>AGENCY PARTICIPANTS</b>	
2 Doner Canada, Toronto	Patricia McGregor
3 Henderson Bas, Toronto	Julie Ford
4 M2Universal, Toronto	Peter Vaz
5 Media Contacts, Toronto	Chris Williams
6 PHD, Toronto	Caroline Moul
7 Zenith Optimedia , Toronto	Matt Devlin
8 Mediaedge:cia	Sharon Dixon
9 Carat, Montreal	Geneviève Guay
<b>CMDC DIGITAL COMMITTEE PARTICIPANTS</b>	
10 CMDC - President, Chair, Digital Committee	Anne Myers
11 CMDC - Executive Director	Janet Callaghan
12 Mediacom, Toronto	Maura Hanley
13 MindShare, Toronto	Jake Norman
14 StarcomMediavest, Toronto	Raymond Reid
<b>IAB CANADA PARTICIPANTS</b>	
IAB Canada	Paula Gignac
IAB Canada	Steve Rosenblum
IAB Canada	Samuel Parent
IAB Canada	France Brunelle
<b>FACILITATOR</b>	
Diane Abbey-Livingston & Associates	Diane Abbey-Livingston