IMRB launches web audience measurement tool

TIMES NEWS NETWORK

Mumbai: IMRB International has pipped rival, The Nielsen Company, by launching India's first large audience measurement system for the web. On Monday, IMRB pitched web audience measurement—or WAM—to advertisers and media-buying agencies. Like TAM for TV and RAM for radio, WAM will be based on a panel with a metering device that is custom-built for India.

Although Nielsen and IMRB have an equal partnership in TAM for television ratings, the two market research firms would be competing with each other in the web audience measurement space. As and when Nielsen launches its own audience measurement tool for the internet, there is bound to be friction between the two market research firms.

Two months ago, Nielsen had said it was investing in the development of a new metrics for measuring audiences in the new medium based on the convergence platform. As the shift from a two-screen medium (television and mobile) to a three-screen medium (with internet) gathers momentum, Nielsen had then said it hoped to give a direction to marketers on where they could put their advertising money. In the US, The Nielsen Company is developing Nielsen Online Campaign Ratings, which will provide audience data comparable to Nielsen's television ratings.

While Nielsen is still looking to launch a suitable model for India, IMRB believes that WAM will demystify the medium for marketers.

However, the general consensus among clients was in favour of a common metrics which is acceptable to the entire industry. At a panel discussion on how effective advertising is on this medium,

NET RESULT

Sam Balsara, CMD, Madison, said the ideal model would be where the measuring system is co-owned and co-governed by respective industry bodies such as the AAAI. Balsara said that there are other companies like comScore and ViziSense which also measure web audiences.

According to IMRB, WAM will not only track the number of people who access the net but also their profiles. "With WAM, we can fully realize the potential of the internet as an advertising and marketing medium. We will be able to measure the effectiveness of the medium in terms of reach and frequency," said Thomas Puliyel, president, IMRB International.

IMRB launches Web audience measurement

Our Bureau

Mumbai, Nov. 1

IMRB has launched WAM (Web audience measurement), a tool of audience measurement on the Internet. Akin to the existing measurements such as TAM for television and RAM for radio, WAM is for the Internet and is based on a panel of people who have a unique metering device that is custom built for India.

Mr Thomas Puliyel, President, IMRB International said, "With WAM, we can fully realise the potential of the Internet as an advertising and marketing medium. We will be able to measure the effectiveness of the medium in terms of reach and frequency, just like any other medium."

The WAM system, which follows the traditional tenets of audience measurement, has been piloted for over six months. The panel-based approach adopted by the WAM system has been made possible due to a metering technology custom-built for Indian market.

The meter is capable of capturing Internet usage data from multiple machines and still attribute it to the same panellist. Further, the meter allows the flexibility of capturing only the panel member's data in case the machine is used by multiple users. The meter can capture data from multiple browsers (all versions of IE, all versions of Chrome, Firefox, Yahoo! Messenger, Google Talk and MSN Messenger). The data reporting is being done through the well-established Media Xpress tool, customised for the Internet market.

>>More on the Web:
www.businessline.in/webextras

ಕನ್ನಡ | తెలుగు | தமிழ் | বাংলা | অসমীয়া | हिन्दी | मराठी | English

IMRB launches web audience measurement tool

IMRB International has launched an India's first large audience measurement system for the web on November 01, 2010, IMRB pitched web audience measurement or WAM to advertisers and media-buying agencies. Like TAM for TV and RAM for radio, WAM will be based on a panel with a metering device that is custom built for India.

Although Nielsen and IMRB have an equal partnership in TAM for television ratings, the two market research firms would be competing with each other in the web audience measurement space. As and when Nielsen launches its own audience measurement tool for the internet, there is bound to be friction between the two market research firms.

Two months ago, Nielsen had said it was investing in the development of a new metrics for measuring audiences in the new medium based on the convergence platform. As the shift from a two-screen medium (television and mobile) to a three screen medium (with internet) gathers momentum, Nielsen had then said it hoped to give a direction to marketers on where they could put their advertising money. In the US, The Nielsen Company is developing Nielsen Online Campaign Ratings, which will provide audience data comparable to Nielsen's television ratings. While Nielsen is still looking to launch a suitable model for India, IMRB believes that WAM will demystify the medium for marketers.

However, the general consensus among clients was in favor of a common metrics which is acceptable to the entire industry. At a panel discussion on how effective advertising is on this medium, Sam Balsara, CMD, Madison, said the ideal model would be where the measuring system is co-owned and co-governed by respective industry bodies such as the AAAI. Balsara said that there are other companies like comScore and ViziSense which also measure web audiences.

According to IMRB, WAM will not only track the number of people who access the net but also their profiles. With WAM, we can fully realize the potential of the internet as an advertising and marketing medium. We will be able to measure the effectiveness of the medium in terms of reach and frequency, said Thomas Puliyel, president, IMRB International.

Source: The Times of India

00000013
SHARE
©2006-2010 C-DAC.   .
: IE 1024x768px

Alootechie

Will WAM become a common measuring tool for Digital like TAM, RAM are for TV, Radio?

03 November, 2010

by Satrajit Sen

IMRB International and Internet and Mobile Association of India (IAMAI) have jointly launched Web Audience Measurement (WAM), a tool to measure internet usage in India. According to IMRB, the tool will not just measure how many people access the internet, but also their demographics – age, sex, which regions they come from and their usage habits.

"WAM is a software meter and is custom built for India. The meter needs permission from the user to track the websites he or she is visiting and captures the data and sends them back to our IMRB servers. The meter works with multi browsers but doesn't count HTTPS sites," Balendu Shrivastava, group business director, IMRB International, has told AlooTechie.

The panel based system is capable of capturing audience data across multiple browsers (IE, Chrome and Firefox) and messengers (Yahoo Messenger, Windows Live and Google Talk). The system also captures data across internet access points including cyber cafe, homes and offices. The data captured from the system is projected to the audience universe determined by the industry defining I-Cube research.

According to Balendu Shrivastava, the panel size for WAM is now 5,000 individuals divided across geographies of five metros and the rest of India. "The tool is uniquely made for India and other emerging nations and one of its major USP is that it provides the report just the way RAM and TAM do for radio and TV respectively. Media planners and advertisers won't need to learn any new terminology to understand the medium better. Again, the rating system, that is WRP (Web Rating Point) is very similar to TRP (Television Rating Point) where the only difference is that TRP is minute-based and WRP is second-based," Shrivastava added.

Following the development, AlooTechie caught up with some of the key online media planners in the country and a representative of IAMAI to know their take on how they see WAM helping gain the advertisers' confidence on digital media in India.

Mehul Gupta, associate vice president, IAMAI said that over the years it has been realized that there is a big gap in having a foolproof, accurate and media planner friendly measurement system for Internet. "WRP is being introduced, which will be the proposed currency for media buying in the Internet space, just like TRP in the Television space. The system which follows the traditional tenets of audience measurement has been piloted for over a year. The panel based approach adopted by the system has been made possible due to a unique metering technology custom built for the Indian market. Following the key principle of measuring audiences and not machines, the meter is capable of capturing usage data from multiple machines attributing to the same panellist. Further, the meter allows the flexibility of capturing only the panel member's data in case a machine is used by multiple users," he added.

Voicing his thoughts on observing simplicity of data that is provided, Madan Sanglikar, principal partner, invention, Mindshare India said that the best part of WAM is that they are looking at providing the data in a lingo that the advertisers understand the best. "Spends on the digital media industry will definitely grow and the fact that the media is now measurable in a language that advertisers understand opportunities will increase. With players like comScore, ViziSense, Google etc already present in the market and with the likes of IMRB coming in, advertisers can now pick and choose a common consolidated data from a platter," Sanglikar added.

Digital Strategist's Take

" The rise of social media has made a lot of brands, traditionally skewed towards lead generation or performance advertising, take brand building exercise more seriously. "

- Sandeep Singh
Business Head, Brand & Media Solutions, Quasar

In Conversation With

" Marketing plans executed through the online medium not only reaches wide audiences but also provides measurable insights on user trends and impact of investment. Online advertising cuts through various industry verticals from B2C to B2B brands. "

- Hari V Krishnan
Country Manager, LinkedIn India

Recent Comments

- Hinesh Jalani on myZingo launches B2C shopping portal BuyThePrice.com
- Detox Body on HTML Developers
- Business Consulting Pro on Sunil Kher joins Indigo Consulting as Director, Digital Strategy & Business Development
- Celebrity on myZingo launches B2C shopping portal BuyThePrice.com
- ultrasound technician on Morpheus Venture Partners selects 7 startups for mentoring

However, Madan Sanglikar said that it is somewhat early to comment on whether WAM would become the uniform measuring tool for the digital industry. "It is still early days and the medium is just 10 years old. We need more players and international names like Nielson to come with more robust measurement system for the Indian market," added Sanglikar.

Pointing out the importance of a decent panel size for any audience measurement tool, Vivek Iyer, vice president and national head of media, Interactive Avenues said that currently there are many authentic sources like comScore that report audience size and also demographics like age and gender. "The initiative is a healthy one but depends on methodologies including size of the panel, a good representation of the universe. Currently, IRS (Indian Readership Survey) hugely under reports the audience size itself. If the base itself is under reported, it will not impact digital spends significantly," added Iyer.

However, according to Iyer, there are some positives from this initiative that will give media planners a standard metric to go by. "Pre and post campaign will be defined on the same audience and offline planners will get used to getting reports from a tool like they do on TV," said Vivek Iyer.

It might be too early to say whether WAM can really inspire traditional advertisers to increase their ad spend on digital, but as of now, the tool definitely looks promising as it claims to offer the data in a language that the traditional advertisers can easily understand. Though the panel size appears to be on the lower side now, given IMRB's name, it is definitely bound to increase fast in future. With all these, we can only hope the digital media gets its fair share in the country's overall media spend pie.

« Back | E-mail to a friend | Print

Post new comment

Your name: *

E-mail: *

The content of this field is kept private and will not be shown publicly.

Website/Blog URL:

Comment: *

Web page addresses and e-mail addresses turn into links automatically.

Allowed HTML tags: <a> <em> <strong> <cite> <code>   <dl> <dt> <dd> <p>

Lines and paragraphs break automatically.

More information about formatting options

CAPTCHA

Hi! Please enter the words as you see them below so we know you are human and not the agent of Spam. Thank you.

F 4 H 5 W

What code is in the image?: *

Copy the characters (respecting upper/lower case) from the image.

Domestic News

Yahoo enhances its product line, creates an engaging experience for users

LinkedIn launches Company Pages to help businesses attract new customers

Lunch with Rakesh Jhunjhunwala auction attracts record bid of Rs 14.02 lakh on eBay.in

MoneyControl revamps its Message Board; renames it as M3

Exclusively.in raises $2.8 million from Accel Partners, Helion Ventures

» More News

International News

Google develops technology for cars that can drive themselves

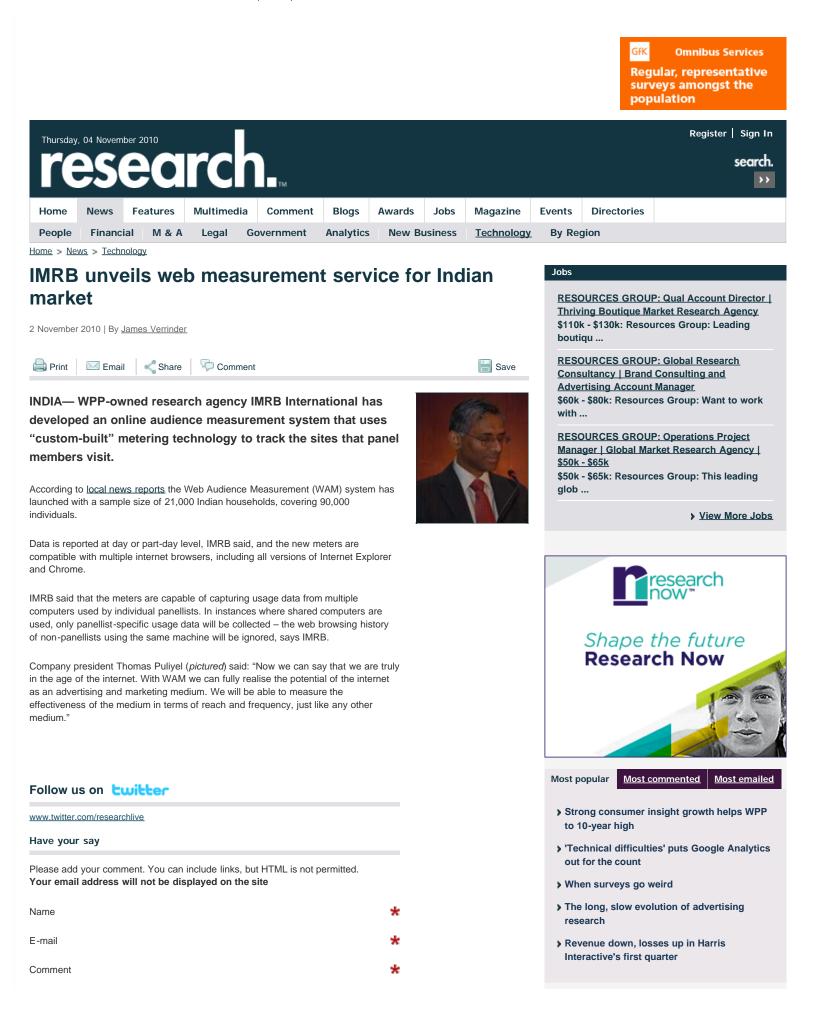Twitter launches Promoted Accounts to help brands gain more followers

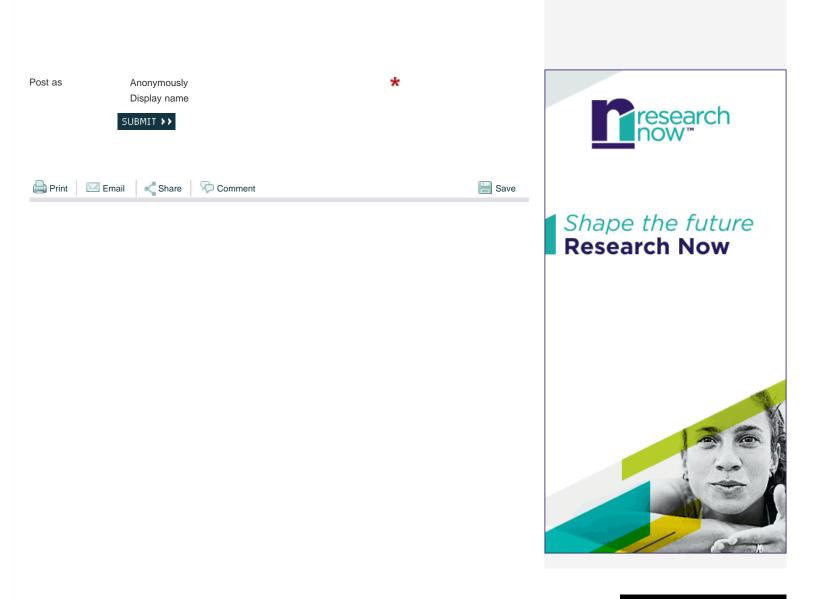Twitter names Dick Costolo as CEO; Evan Williams to focus on product strategy

Google makes its URL Shortener service Goo.gl available for all

Nielsen unveils Online Campaign Ratings system

» More News

Thursday, 04 November 2010

Register | Sign In

research.™

search. ››

| Home | News | Features | Multimedia | Comment | Blogs | Awards | Jobs | Magazine | Events | Directories |

| People | Financial | M & A | Legal | Government | Analytics | New Business | Technology | By Region |

IMRB unveils web measurement service for Indian market

2 November 2010 | By James Verrinder

Print   Email   Share   Comment   Save

INDIA— WPP-owned research agency IMRB International has developed an online audience measurement system that uses "custom-built" metering technology to track the sites that panel members visit.

According to local news reports the Web Audience Measurement (WAM) system has launched with a sample size of 21,000 Indian households, covering 90,000 individuals.

Data is reported at day or part-day level, IMRB said, and the new meters are compatible with multiple internet browsers, including all versions of Internet Explorer and Chrome.

IMRB said that the meters are capable of capturing usage data from multiple computers used by individual panellists. In instances where shared computers are used, only panellist-specific usage data will be collected – the web browsing history of non-panellists using the same machine will be ignored, says IMRB.

Company president Thomas Puliyel (*pictured*) said: "Now we can say that we are truly in the age of the internet. With WAM we can fully realise the potential of the internet as an advertising and marketing medium. We will be able to measure the effectiveness of the medium in terms of reach and frequency, just like any other medium."

Follow us on twitter

www.twitter.com/researchlive

Have your say

Please add your comment. You can include links, but HTML is not permitted.
Your email address will not be displayed on the site

Name   *

E-mail   *

Comment   *

Most popular | Most commented | Most emailed

› **Strong consumer insight growth helps WPP to 10-year high**

› **'Technical difficulties' puts Google Analytics out for the count**

› **When surveys go weird**

› **The long, slow evolution of advertising research**

› **Revenue down, losses up in Harris Interactive's first quarter**

Post as   Anonymously   *
                 Display name

SUBMIT >>

Print | Email | Share | Comment   Save

Contact Us | **Advertising Information** | **Terms and Conditions** | **Privacy Policy**
Sitemap | **A-Z Subjects** | **A-Z Contributors** | **Publication Index**

Research products and services are provided by MRS | Site powered by Webvision

http://www.research-live.com/news/technology/imrb-unveils-web-measurement-service-for-indian-market/4003941.article[11/4/2010 11:56:04 AM]

IMRB Debuts Web Audience Meter

November 2 2010

In India, Kantar-owned IMRB has launched the 'Web Audience Measurement' (WAM) system, which uses a panel of people issued with a new custom-built metering device.

The WAM system, which has been piloted for more than six months, uses metering technology which is capable of capturing a panelist's Internet usage across multiple machines.

In instances when a machine is accessed by multiple users, the meter is designed only to capture data from the panel member. The firm says it can capture data from multiple browsers including all versions of IE, Chrome, Firefox, Yahoo! Messenger, Google Talk and MSN Messenger.

The meter has been developed not only to measure how many people access the Internet, but also their profile by age, sex and demographics, and whether they do this on weekdays or weekends, at the office, home or elsewhere.

Data reporting is managed through a tool which enables pre- and post-media planning, duplication analysis and profiling.

'With WAM we can fully realise the potential of the Internet as an advertising and marketing medium,' states IMRB President, Thomas Puliyel. 'We will be able to measure the effectiveness of the medium in terms of reach and frequency, just like any other medium.'

The new solution is a joint effort between IMRB and the Internet and Mobile Association of India (IAMAI).

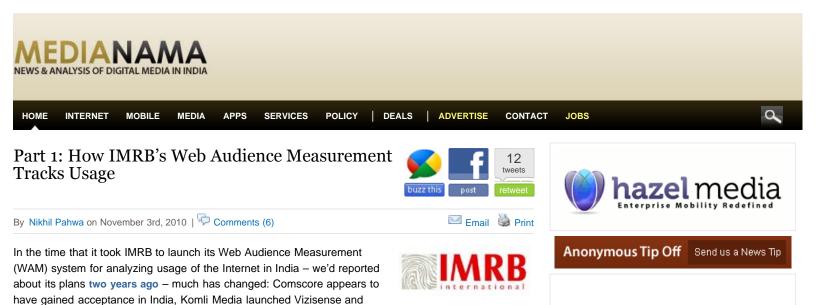Web site: www.imrbint.com .

IMRB: All news

FOLLOW US on Twitter.

Simple printable version of this article.
Email this article to a friend.
Register for News emails

MEDIANAMA
NEWS & ANALYSIS OF DIGITAL MEDIA IN INDIA

HOME   INTERNET   MOBILE   MEDIA   APPS   SERVICES   POLICY | DEALS | ADVERTISE   CONTACT   JOBS

Part 1: How IMRB's Web Audience Measurement Tracks Usage

buzz this   post   **12 tweets**   retweet

By Nikhil Pahwa on November 3rd, 2010 | Comments (6)   Email   Print

In the time that it took IMRB to launch its Web Audience Measurement (WAM) system for analyzing usage of the Internet in India – we'd reported about its plans two years ago – much has changed: Comscore appears to have gained acceptance in India, Komli Media launched Vizisense and later introduced a freemium model. Nielsen hasn't yet launched its own audience measurement product, and the space for an authoritative audience measurement system in India is still up for grabs.

WAN does a few firsts – it introduces the concept of WRP's, or Web Rating Points, tracks time on site and "exposure", which will be of relevance to display advertisers, and is also able to track instant messenger usage. But, it has its limitations. We spoke at length with Balendu Shrivastava, Group Business Director, IMRB, who has spent over two years on this product.

MediaNama: How does WAM Work?
Shrivastava: WAM is a true measurement of the Internet audience, and we're using Panel information. Through the panel, we're completely capturing the entire Internet usage that a person does, across browsers. It is not limited to Internet Explorer, Firefox or Chrome alone, and tracks Internet usage across browsers and across messengers, because we're not embeding a software on the browser. It's an exe file given to a panelist, and he just has to run that file. Every time he starts his computer, we start getting the data from the panelist. Our software is a completely independent entity, present in the **network layer**, pulling in data from there. Anything going to the Internet, we will tap into it.

MediaNama: With the panel, aren't you missing out on the office usage? Will a user install this in his office computer? What about cybercafe usage?
Shrivastava: The moment we think about offices, we start to think about Infosys and TCS. If you look at it in terms of number of establishments with computers and Internet, 80% of these are SME's. So I completely accept that my software will be thrown out by large companies, even though it is completely secure, verified by Verisign, and follows the WPP privacy policies. I still understand that this kind of software would not be placed in a banking environment or a very large software company.

MediaNama: But what about multiplicity of usage being lost, if you have someone on your panel who uses on a desktop at home in the evening, and an office PC during the day?
Shrivastava: We encourage installations in both cases, and we've seen instances of multiple IP addresses and multiple machine IDs where they are logging from. So people are accessing from multiple points. We also see weekend usage dropping, and picks up during the weekdays and worktimes. So there's no reason to deny that we've got office machines. We've seen some installations ourselves at SME's.

MediaNama: How have you done the panel selection?
Shrivastava: We've followed a traditional research methodology for that. We've broken down the sampling, as per age, gender and SEC classification. We have divided into 12 odd cells, and each city has 12 cells that have to be filled up. The recruitment is done offline and online. Even in case of online, people who have been recruited in the panel, each individual has got a call and has been verified. There's an offline verification system.

MediaNama: How do you account for the self selection bias? (ED:users who apply online are likely to be mature Internet users)
Shrivastava: We're not allowing any cell to have a very large number of people. Also, the sample is not only an online selected sample. Thirdly, it's a completely verified sample, and we're looking at other

data – frequency of access, what time is spent, and we're ensuring that we get a fair amount of spread, although that is not our sampling criteria, but a verification criteria. Self sampling bias comes from people who are expected to use the Internet a lot more. We're monitoring these data points as well, in terms of what the response is stating, and we're able to control that behavior. Not all people who submit data to me are taken into account. Over 50,000 people have registered and downloaded my software. I'm rejecting most of them, and I'm tracking around 6000, who are giving data to me regularly, according to demographic profiles that I need.

MediaNama: But 6000 is a fairly tiny sample. Vizisense claims to have over 60,000.
Shrivastava: They can do any number that they want to. We don't know what kind of weighting they're doing. We have a universe in place. TAM (Television Audience Measurement), for example, has around the same sample, for almost three times the audience. Secondly…

MediaNama: Questions have been raised about TAM's accuracy too…
Shrivastava: TAM is being done by us as well, so we know what it is about, hold it to our hearts and say that that is something very accurate. What we have is an elaborate establishment survey (IAMAI-IMRB I-Cube survey), covering 90,000 individuals. I don't think Vizisense has anything of that sort. That places credible estimates. We're the only agency in India that can give you data as per that particular cell that we're looking at. If I'm saying 15-25 male in Delhi, it's the same establishment survey that I'm talking about. A lot of my weighting characteristics are taken of. I don't need a self-weighting sample, which is typically a very very large sample size. I have achieved stability with a much smaller sample of around 2000. If I look at it from a sampling error point of view, a 6000 sample is almost reporting at a 99% accuracy level.

MediaNama: Again, there's no way of judging whether it's 99% accurate or not, because you don't have a census to compare with.
Shrivastava: No, I have a universe figure, coming from the I-Cube (IMRB-IAMAI I-Cube Survey)

MediaNama: What about representation of sites? Unlike TV, the Internet is a larger universe. Wouldn't there be an issue of availability or accuracy of metrics for a smaller sites, given that your sample is limited?
Shrivastava: I understand that there is an entire ecosystem out there. From a measurement perspective, we have to look at it from a cost-benefit point of view. The ecosystem of small sites, is currently mostly working on performance basis. It's your top 20-100 sites that are doing advertising on a display basis, fueling brand initiatives. The smaller sites come in for lead generation. I understand there's a need for covering small sites, but I'll have to spend quite a bit to get there. The idea is to get a system in place which at least gets 80% of the online display advertising business in place, and then start looking at the remaining 20%.

MediaNama: Are you planning to expand your base of panelists?
Shrivastava: I'm currently reporting the top 8 cities individually, and the rest are covered as Rest of India. We'll be expanding it, and taking smaller cities into the mix.

Related:
- **Vizisense Launches Paid Features In India; Appoints Australia MD**
- **Nielsen Online Arrives In India; Clarity Or Just Adding To The Confusion?**
- **Komli Launches Vizisense Audience Measurement System; Targets A Panel Of 50-100k**
- **IMRB Plans Internet Audience Measurement System For India**

👍 Like · 👤 You like this. Unlike · Add Comment · Admin Page · **Error**
Seema Saini likes this. Be the first of your friends to like

Tags : Analytics, Audience Measurement, IMRB, WAM, Web Audience Measurement
Category : Advertising, Interview

Post a Comment | Share this on : 🌐 📘 🐦 📑 📰 📄 Ⓑ

« Previous Story | Geodesic Takes ShoutCast Mobile On Mundu Radio
Part 2: IMRB Introduces Display Advertising Metrics: Exposure & WRPs; Pricing; TAM Friendly **| Next Story**

📧 **Newsletter**   Sign Up   **Subscribe** 🌐📘🐦📶

Advertise on MediaNama

Earnings

Recent Interviews

M Part 1: How IMRB's Web Audience Measurement Tracks Usage

M Mig33 Introduces Rev Share Plans For VAS, Handset Co's In India; Partners Olive

M Video: Google Fellow Amit Singhal On Mobile Search, Social Search, Voice Search & Video Search

Jobs

- [Full-time] Sales Manager -Mobile Games at People Infocom Pvt Ltd (Mauj Mobile/Mobango)
- [Full-time] Marketing Associate at People Infocom Pvt Ltd (Mauj Mobile/Mobango)
- [Full-time] Billion Dollar Group at PlumPostings
- [Full-time] Software Engineer at MobME Wireless Solutions Pvt Ltd

Comments (6)

🔲 **Login** 🔳 ▾

Sort by: **Date** **Rating** **Last Activity**

👤 **Mukund Mohan** · **4 days ago**

Nikhil,
3 questions:
1. How does this help mobile internet usage. We track our hits from mobile and PC and mobile is growing greater than 40%, PC is growing at 5%.
2. What about Cybercafes? More than 40% of our usage is from Cybercafes.
3. How do they track multi-use. The average Indian PC has 3-4 users.

Reply ▾ **1 reply** · *active less than 1 minute ago* **Report**

↳ 🔲 **@AnikethDsouza** · **3 days ago**

My Analysis of features of product - break ups of data available and suggestions on WAM **http://bit.ly/cC7bM4**

Reply **Report**

👤 **WAM Team** · **4 days ago**

Hi Mukund,

We are not tracking mobile Internet usage at this stage. We are waiting for higher adoption of the medium and will announce our plans accordingly. We absolutely agree that mobile is one of the fastest growing medium. We are waiting with bated breath for 3G to happen

On cafe usage, our software meter does not bind with the browser and hence is portable - a user can easily carry it with him in a USB drive or download it again at a cafe. They just have to login again with their login id and password.

Our meter is a login id and password based. This brings in some bit of discomfort to the users, but we know for sure that we are getting data from right person.

Reply **Report**

🔲 **@joeonnet** · **4 days ago**

The key point is that how are the guys in Digital agencies are gonna understand this rating. I've listened to hilarious analysis on comscore from some really senior guys from digital agencies !

Anyways, Good luck to the WAM team

Reply ▾ **1 reply** · *active less than 1 minute ago* **Report**

↳ 🔲 **@AnikethDsouza** · **3 days ago**

WAM is for those people who do not understand the need of Internet on their Annual Marketing and Promotion Budgets. For real internet planners, your experience will help you understand whats important and there are variety of tools that will help you find an answer!

My Analysis of key features of product - break ups of data available on WAM and suggestions on using WAM **http://bit.ly/cC7bM4**

Reply **Report**

👤 **Shujaat** · **4 days ago**

this is crazy. Reminds me of the debate on the UDRS in cricket. Why settle for 75-80% accuracy when 100% is possible? On the net, any site that is serious about advertising money shd be able to afford a comprehensive web audit system, and not have to go for sample based metrics. On TV, one can understad the tech is not there. But the web has it, so why go to the TV approach? It's not as if copying TV will get

you the same size or values.
And smaller sites will be knocled silly in this. And to use a wide generalisation like saying those are used for lead generation is to insult influential sites like the one in front of you, as well as other trade and financial sites like livemint, ft.com, india.wsj etc.

Reply
Report

Post a new comment

Comment as a Guest, or login:

| intensedebate | WORDPRESS.COM | f Connect | t twitter | d OpenID |

Name
Displayed next to your comments.

Email
Not displayed publicly.

Website (optional)
If you have a website, link to it here.

Subscribe to   None

Submit Comment

Before commenting, do read our **Terms of Use**

Comments by **intensedebate**

LATEST HEADLINES

» Morning Digest 8-11-10

» MTNL Cellular Revenue Down 9.7%; More Dialup Connections Than Broadband

» Aircel Launches 3G Zones In Chennai; IMI Mobile Inks IVVR, 3G Portal Deals

» Luxury Commerce Site Exclusively.in Raises $2.8 M From Accel, Helion: Report

» Advertisement: Digital & Telecom Jobs At JobNama – 04-11-10

» Part 2: IMRB Introduces Display Advertising Metrics: Exposure & WRPs; Pricing; TAM Friendly

» Part 1: How IMRB's Web Audience Measurement Tracks Usage

» Geodesic Takes ShoutCast Mobile On Mundu Radio

MEDIANAMA
NEWS & ANALYSIS OF DIGITAL MEDIA IN INDIA

Part 2: IMRB Introduces Display Advertising Metrics: Exposure & WRPs; Pricing; TAM Friendly

9 tweets

buzz this   post   retweet

By Nikhil Pahwa on November 3rd, 2010 | 💬 Comments (1)   ✉ Email   🖨 Print

IMRB international

In part one of this two part interview with Balendu Shrivastava, Group Business Director, IMRB, told us about how their new Web Audience Measurement system tracks user information, and how they've selected the panel. In part two, he talks new metrics being introduced into the mix, specifically looking to address the needs of Display Advertising:

MediaNama: Which instant messengers are you tracking, and are you able to track usage on multi-IM software like Pidgin?
Shrivastava: That we don't do. We typically track only the original versions of MSN, GTalk and Yahoo messenger.

MediaNama: How do you track IM communications within GMail or Yahoo Mail?
Shrivastava: That is captured as a part of the website usage.

MediaNama: Are you also tracking any tag based data from websites? (ED: incorporating analytics from sites themselves)
Shrivastava: It will be coming in pretty soon.

MediaNama: Which metrics are you tracking?
Shrivastava: We're tracking the traditional Internet metrics like page-views and time on site. I'm also introducing new metrics like Exposures. Lets take Television as an example. If I'm on STAR, and I move to Zee, and come back to STAR, my (TAM) meter captures two exposures to audiences.

In case of Internet, (let's say) I am on Rediff and I minimize the page, and go to Yahoo and come back to Rediff, without refreshing the page. Till I refresh or close the page, the page-view is not taken as a delivered one. But in our case, we capture user behavior. Exposure is controlled by the audience. Also, the audience will be looking at giving multiple exposures. There are pages with AJAX, and the page doesn't refresh. There are instances of no data going to the server, but the user keeps minimising and maximising the window when using. We're capturing that as well. It cannot be tampered by servers, and we **can avoid server side refreshes put in for increasing pageviews**. Secondly, the exposures, the way they're happening, in parallel to TV, are also being captured.

Second metric we've introduced is WRP (Web Rating Points), calculated the same way that TRP (Television Rating Points) are calculated. The only difference is that TRPs are calculated for a 30 minute program, and on a minute level. In case of the Internet, we've seen that on an average, the number of exposures per minute is 10. So our data is calculated at a seconds level, because the Internet is a faster and non-linear medium. Otherwise, the ratings mean the same, they indicate the same, and are comparable. This is time weighted viewership. There are other metrics which we are testing at our end as well.

MediaNama: How are you differentiating yourself from Comscore?
Shrivastava: Comscore doesn't give you city-wise data. It does not give reach-frequency-buildups.

MediaNama: What are reach frequency buildups?
Shrivastava: Reach frequency buildups are when, typically, Levers (Unilever) is running a campaign, they'll expect a reach of 30% of the universe, and each of them being exposed to the system at least 10 time. The metrics we're able to generate is – how many people have been exposed (i.e. shown the advertisement): 1+ times, 2+ times, 3+ times. We can go on till 100 times. That's one big differentiator.

Secondly, the platform that we've designed is on the TAM software. It's the same software engine on the back-end. The analysis that we're generating, the WRPs, have been modified for the Internet industry. But the mechanism, the formulas, are the same as for TRPs.

MediaNama: Are you at looking at an integration of WAM with TAM, for media planners who are making a plan for TV and Internet? Will you give a bundled offering?
Shrivastava: A possibility around that cannot be denied.

MediaNama: How are you pricing this product for agencies? Vizisense **is priced at Rs. 2 lakhs** for a basic license…
Shrivastava: We're keeping it at a low cost per unit, unlike TAM. We understand that TAM is for television, and here it will need to be lower, at Rs. 5 lakhs. Our product is better – Vizisense cannot tell you about usage for a Cricket match today between 4pm to 8pm. I can actually give you the WRP for that particular duration for that particular site for that particular date. The **date-wise** data and **day-parts** data is not available Vizisense. What they're giving is something that is monthly data. People run campaigns on certain dates and certain time slots, not at peak time for Internet, whether 12-1 pm, 1-2 pm, 2-4 pm. We'll be able to identify which is the day of the week when Internet audiences are maximum, when a publisher can charge a premium for an ad, or an advertiser can expect more hits. We'll be the first company to talk about it.

Read part 1 of this interview **here**.

Related:

- **Vizisense Launches Paid Features In India; Appoints Australia MD**
- **Nielsen Online Arrives In India; Clarity Or Just Adding To The Confusion?**
- **Komli Launches Vizisense Audience Measurement System; Targets A Panel Of 50-100k**
- **IMRB Plans Internet Audience Measurement System For India**

[Like] You like **Part 2: IMRB Introduces Display Advertising Metrics: Exposure & WRPs; Pricing; TAM Friendly.** Unlike · Add

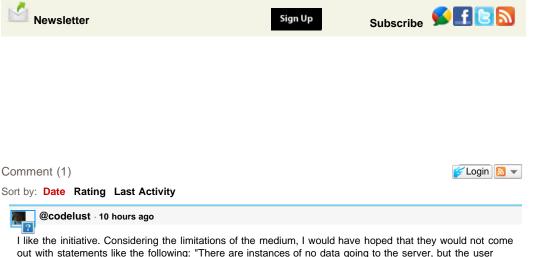**Tags :**

Category : News

Post a Comment | Share this on :

« Previous Story | Part 1: How IMRB's Web Audience Measurement Tracks Usage

Advertisement: Digital & Telecom Jobs At JobNama – 04-11-10 | **Next Story**

Newsletter [Sign Up] Subscribe

Comment (1) [Login]

Sort by: **Date** Rating Last Activity

@codelust · 10 hours ago

I like the initiative. Considering the limitations of the medium, I would have hoped that they would not come out with statements like the following: "There are instances of no data going to the server, but the user keeps minimising and maximising the window when using. We're capturing that as well."

A software that captures every action at the network layer does not have any means of figuring out maximizing and minimizing. If they do indeed capture maximizing and minimizing, it goes way beyond capturing network traffic alone.

Also, sites that rely heavily on AJAX (Gmail, Google Reader, Twitter) will make calls at the network layer which may or may not have any impact on the real usage of the sites. Example: leaving a Gmail tab open persistently can result in at least 2-3 requests per minute going out to the Gmail server. If you track this alone, it can bump up Gmail usage much higher than a traditional content website like Medianama, while

end user may be using Medianama a lot more than Gmail.

It is not easy to get this piece right and I wish they'd be more forthcoming on that front than say something to the tune of "we have all bases covered". Seriously, anyone who claims that "a 6000 sample is almost reporting at a 99% accuracy level" on the internet has significant problems with the assumptions/conclusions they are working with.

Reply

Report

Post a new comment

Comment as a Guest, or login:

| intensedebate | WORDPRESS.COM | Connect | twitter | OpenID |

Name
Displayed next to your comments.

Email
Not displayed publicly.

Website (optional)
If you have a website, link to it here.

Subscribe to   None

Submit Comment

Before commenting, do read our **Terms of Use**

Comments by **intensedebate**

Events

- **Events are coming soon, stay tuned!**

Archives

Select Month

LATEST HEADLINES

» Morning Digest 8-11-10

» MTNL Cellular Revenue Down 9.7%; More Dialup Connections Than Broadband

» Aircel Launches 3G Zones In Chennai; IMI Mobile Inks IVVR, 3G Portal Deals

» Luxury Commerce Site Exclusively.in Raises $2.8 M From Accel, Helion: Report

» Advertisement: Digital & Telecom Jobs At JobNama – 04-11-10

» Part 2: IMRB Introduces Display Advertising Metrics: Exposure & WRPs; Pricing; TAM Friendly

» Part 1: How IMRB's Web Audience Measurement Tracks Usage

» Geodesic Takes ShoutCast Mobile On Mundu Radio

MEDIANAMA
NEWS & ANALYSIS OF DIGITAL MEDIA IN INDIA

About Us   Contact Us   Terms Of Use   Events   PR   Subscriptions   RSS Feeds

Powered by

IMRB launches web audience measurement tool

IMRB International has launched an India's first large audience measurement system for the web on November 01, 2010, IMRB pitched web audience measurement or WAM to advertisers and media-buying agencies. Like TAM for TV and RAM for radio, WAM will be based on a panel with a metering device that is custom built for India.

Although Nielsen and IMRB have an equal partnership in TAM for television ratings, the two market research firms would be competing with each other in the web audience measurement space. As and when Nielsen launches its own audience measurement tool for the internet, there is bound to be friction between the two market research firms.

Two months ago, Nielsen had said it was investing in the development of a new metrics for measuring audiences in the new medium based on the convergence platform. As the shift from a two-screen medium (television and mobile) to a three screen medium (with internet) gathers momentum, Nielsen had then said it hoped to give a direction to marketers on where they could put their advertising money. In the US, The Nielsen Company is developing Nielsen Online Campaign Ratings, which will provide audience data comparable to Nielsen's television ratings. While Nielsen is still looking to launch a suitable model for India, IMRB believes that WAM will demystify the medium for marketers.

However, the general consensus among clients was in favor of a common metrics which is acceptable to the entire industry. At a panel discussion on how effective advertising is on this medium, Sam Balsara, CMD, Madison, said the ideal model would be where the measuring system is co-owned and co-governed by respective industry bodies such as the AAAI. Balsara said that there are other companies like comScore and ViziSense which also measure web audiences.

According to IMRB, WAM will not only track the number of people who access the net but also their profiles. With WAM, we can fully realize the potential of the internet as an advertising and marketing medium. We will be able to measure the effectiveness of the medium in terms of reach and frequency, said Thomas Puliyel, president, IMRB International.

Source: The Times of India