



PRESS RELEASE

Vividata partners with global leaders to launch Canada's first consumer and media passive panel

Toronto, ON, September 3, 2019 – Pre-eminent consumer and audience insights company Vividata has joined forces with market research tech company RealityMine, market, audience and opinion research specialist Ipsos, and digital data collection expert Delvinia, to launch the first passive panel of its kind in Canada.

The passive panel collects mobile behavioural data from Canadian consumers with their informed consent. Equipped with RealityMine's leading passive metering technology, RealityMeter, the panel will provide key mobile activity such as search, browsing, app use, ecommerce, and audio/video streaming with real-world location data.

"We're delighted to have been selected by Vividata as their technology partner for this important new measurement initiative", expressed Chris Havemann, CEO at RealityMine. "Adding RealityMine's best in class passive behavioural data collection technology will enable Vividata and its partners to develop world class measurement and consumer product capabilities, and meet industry challenges to truly understand the mobile, connected consumer in the Canadian market."

Echoing the need for a comprehensive and accurate portrait of the Canadian consumer, Rob Young, SVP at PHD Canada, said: "Our industry is struggling to measure today's complex media behaviour. And the costs we must incur to subscribe to layer upon layer of specialized media studies are becoming prohibitive. Passive measurement has the potential to address both challenges."

The panel will offer detailed media and consumer behaviour. A series of products will leverage data from the panel integrated with Vividata's Survey of the Canadian Consumer and an expanding portfolio of specialized studies from Vivintel, including cannabis, esports, ethnicity, and others in development.

"This panel compliments our existing high-quality survey research expertise to provide revealed behaviour that only passive measurement can capture in detail," said Pat Pellegrini, Ph.D., President and CEO of Vividata. "A multi-partner strategy with global leaders in their respective areas allows such a panel to launch and succeed."

About Vividata:

Vividata is Canada's authoritative source for insights on multi-media and consumer behaviour. It is the leading provider of cross platform audience measurement for publishers. A tripartite, not-for-profit organization, Vividata is governed by a board of directors representing the interests of Canadian publishers, agencies and advertisers.





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Vivintel, the newly created custom research arm of Vividata, offers bespoke solutions to deliver ‘a closer look’ at unique research needs. Through syndicated surveys and reports, segmentations, custom studies, first and third-party data integration opportunities, and strong partnerships, Vivintel provides a complete suite of unified solutions for actionable data.

About RealityMine:

RealityMine enables many of the world’s largest market research and media organisations to monitor real consumers on multiple devices, across all major platforms, revealing unique insights from real life consumer behaviour. The firm’s RealityMeter can be deployed across Android, iOS and desktop platforms, and is deployed by leading panel owners and research clients across five continents. RealityMine is headquartered in Manchester, England with offices in London, New York and Sydney.

About Ipsos:

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry. In Canada, Ipsos is one of the leading research firms working with many of the country’s leading companies.

About Delvinia:

Delvinia is a research tech and data collection company that is transforming how data is being collected and used to underpin business decision-making at every level. The company has spawned a successful portfolio of products and services, including AskingCanadians, an online research community of more than one million Canadians and Methodify a research automation platform preferred by market researchers globally.





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About Ipsos

Ipsos is now the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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