



PRESS RELEASE

Vividata & Ipsos Announce Partnership for Digital Audience Measurement with Ipsos Iris

Canada's only mobile-first digital audience measurement service to launch in 2021

Toronto, ON, June 18, 2020 In Canada, half of all internet traffic comes from mobile devices with 57% of advertising investments spent in the medium. There is an obvious need for a digital audience measurement system that matches the dynamism and importance of digital media. To meet this need, two industry leaders have partnered to provide a solution. Canada's leading consumer insights and media audience research company, Vividata, has extended its measurement partnership with global market research and public opinion specialist Ipsos to launch Ipsos iris – a new online audience measurement solution in Canada.

Ipsos iris is a mobile-first, cross-device and cross-media capable service with a single source high quality nationally representative research panel of 4,000 participants. Ipsos iris sets a new standard in online measurement and will provide world class, daily and monthly, currency-grade digital audience metrics for the Canadian media and advertising community.

The Vividata and Ipsos partnership leverages key areas of strength from both organizations. The media planning and consumer insights benchmark study from Vividata – the Survey of the Canadian Consumer (SCC), will form the Establishment Study driving Ipsos iris quality and allows data integration combining online and offline consumer and media behaviour. Ipsos' global expertise in audience measurement ensures panel recruitment, management and site-centric measurement are seamless.

Digital behaviour from Ipsos iris will significantly expand Vividata's existing Metrica digital consumer panel. Metrica, launched in Q4 2019 with Ipsos and Delvinia, is a consumer focused, multi-device, passive digital measurement service using the same RealityMine passive meter technology as Ipsos iris. It provides insights on key digital activity such as search, browsing, app use, ecommerce, and audio/video streaming with location data. Taken together, Ipsos iris and Metrica will provide the Canadian market with an unparalleled view of digital consumer behaviour, deep audience segments and detailed analytics across all devices - PC, smartphone and tablet. The Ipsos iris research panel is expected to begin recruitment in Q3 with full-scale digital audience measurement ready for Q2 2021.

“Launching Ipsos iris in Canada is a major step forward in the digital measurement transformation of Vividata,” says Pat Pellegrini, Ph.D., President and CEO of Vividata. “It will fuel the development of new measurement initiatives, allow the growing and complex digital ecosystem to have greater transparency, and enable cross-media measurement for publishers, agencies and marketers who have long desired a holistic, complete view of online and offline audiences.”



PRESS RELEASE

This initiative adds another layer to Vividata and Ipsos Canada's long-established relationship. "Ipsos iris is another significant step in growing our relationship with Vividata, by leveraging Ipsos' global capabilities to bring industry leading audience measurement solutions to the Canadian market," said Gary Bennewies, President and CEO of Ipsos Canada.

UKOM, the UK body for online audience measurement, recently appointed Ipsos as the new supplier of the UK industry standard for online audience measurement from January 2021.

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.

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.

Metrica is Vividata's newly launched digital measurement panel, capturing the complete picture of digital device usage in Canada. Through device metering technology embedded into the devices of opted-in participants and intelligent data science, Metrica transforms the digital activities of Canadians into new behavioural insights.

www.vividata.ca

For more information on this news release, please contact:

Katie Crowe
PR Manager Vividata
m: +44 7768 456 068
katiecrowepr@gmail.com

Josh Cormie, EVP, Service Line Lead
Audience Measurement, Ipsos
m: 416.270.7223
Josh.Cormie@ipsos.com



PRESS RELEASE

About Ipsos

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

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com

The publication of these findings abides by local rules and regulations.