LAUNCHING A NEW AUDIENCE MEASUREMENT CURRENCY

A strategic guide
for market transition,
education, and adoption

Joint Industry Committees (JICs) sit at the heart of trusted audience measurement. Funded and governed by buy and sell-side stakeholders, they provide the common currencies that underpin trading, transparency and confidence in media markets.

For decades, Ipsos' Audience Measurement teams around the world have partnered with JICs to design, transition and operate these currencies across TV, radio, print, digital, OOH and cross-media. Drawing on this global experience, this guide sets out a practical roadmap for JICs and industry bodies to navigate the launch of a new audience measurement currency, from early co-creation and methodological transparency to market education, commercial adoption and long-term support.

INTRODUCTION

The challenge of change

Introducing a new audience measurement currency is a significant milestone. While improved data, updated methodologies, and technological advancements bring greater accuracy, they also inevitably lead to changes in reported audience numbers.

At Ipsos, we know firsthand that when the numbers change, market anxiety spikes. Transitioning a market requires a delicate balance of methodological transparency, commercial empathy, and clear communication. Drawing on our global experience, we have developed this guide.

This guide is designed to help you, our partners, guide your market through this change, ensuring trust, adoption, and commercial readiness.

Steps to success

From co-creation to adoption

Steps to success

STEP 1

Pre-launch strategy & industry co-creation

People support what they help build. Involving the market early turns sceptics into advocates and ensures the new currency is grounded in commercial reality.

STEP 2

Methodological transparency & managing the "break"

You must build a **fortress of credibility** around the new numbers. Stakeholders do not need to be statisticians, but they must understand exactly what has changed and why.

STEP 3

Validation, calibration & contextualising the numbers

Raw numbers alone can be misleading. Shift the conversation from "higher vs. lower" to **"more accurate and actionable."**

STEP 4

Commercial packaging & go-to-market

Translate data into day-to-day business value. The market needs to know how to trade on the new numbers.

STEP 5

Continuous education & hands-on support

Adoption does not happen overnight. Plan for a long-tail transition and **over-communicate** at every step.

STEP 1

Pre-launch strategy & industry co-creation

People support what they help build. Involving the market early turns sceptics into advocates and ensures the new currency is grounded in commercial reality.

Conduct stakeholder discovery

Before finalising the narrative, conduct qualitative interviews with both the buy-side (agencies/advertisers) and sell-side (publishers/broadcasters). Map their current pain points, hopes, and fears regarding the transition.

Acknowledge market realities

Ground your initial communications in the market's current struggles such as a complex media landscape, data fragmentation, in-house pressures, or the need for better ROI. Position the new currency not as a disruption, but as the solution to these specific challenges.

Form “partners in crime"

Establish technical working groups and methodological committees. Keep these to a narrow circle initially to agree on the core narrative. This ensures unified messaging across the industry before the public launch.

Co-design the experience

Bring the industry along on the journey by involving them in the design of the User Interface (UI), reporting dashboards, and governance structures.

STEP 2

Methodological transparency & managing the "break"

You must build a fortress of credibility around the new numbers. Stakeholders do not need to be statisticians, but they must understand exactly what has changed and why.

Choose your transition strategy

APPROACH A:
The Transition Index (The Bridge).

If the methodologies are comparable, publish a clear mathematical bridge comparing the old vs. new numbers across different channels and target groups.

APPROACH B:
Methodological Discontinuity (The Clean Break).

If the new system is fundamentally different (e.g., moving from recall surveys to passive GPS tracking), explicitly state that cross-system benchmarking is invalid.

Publish a "difference ledger"

If taking the Clean Break approach, provide a highly detailed, transparent list of changes (e.g., "The 29 Differences"). Break these down by Inputs, Reach Models, and Formats so the market understands *why* the numbers cannot be compared.

STEP 2

Transparency is your best defence. When stakeholders understand the "why", they champion the change.

The "hybrid" explanation

Break down complex data science into simple, jargon-free pillars. For example:

- *The Establishment Survey* (The Universe)
- *Site-Centric/Volume Measurement* (The Tags/Sensors)
- *The Single Source Panel* (The People)
- *Data Science* (The Integration).

Frame as evolution, not correction

Explain *what* changed and *why*, but avoid bashing the legacy system. Frame the new currency as a natural progression reflecting modern consumer behaviour and technological advancements.

STEP 3

Validation, calibration & contextualising the numbers

Raw numbers alone can be misleading. Shift the conversation from "higher vs. lower" to "more accurate and actionable". Why? Because the new currency reflects how audiences actually consume media today, enabling smarter planning and accountable investment.

Iterative "comfort" reviews

Before the public launch, go through several rounds of data reviews with the whole industry. Ensure they are comfortable with their specific numbers and have the validation needed to defend them to their clients.

Anchor to "ground truth"

Calibrate the new data models to undeniable physical realities (e.g., strict calibration to traffic counts, footfall counts, or census data). If the market questions the model, point to the physical reality.

STEP 3

Anticipate resistance, plan for resilience. A strong assurance strategy builds market confidence.

ADOPTION WINDOW

Approach A: Parallel Run

Run the old and new currencies simultaneously. Keep this data restricted to the measurement body initially to manage the narrative, analyse the shifts, and prevent market panic.

Approach B: Clean Break

The old system stops when the new one launches. Focus on strong market preparation, transparent timelines, and intensive onboarding to ensure a smooth transition.

The assurance strategy

Keep the legacy system running not just for comparison, but as a calibration reference in case the new methodology requires tweaks based on early feedback.

Manage emotional reactions

Acknowledge that changes impact perceived value (the inevitable "winners and losers"). Stay strictly neutral, but highlight the new system's strengths: a proven, tested approach. Reinforce that the goal is market-wide fairness, consistency, and credibility.

STEP 4

Commercial packaging & go-to-market

Turn data into day-to-day business value. The market needs to know how to trade on the new numbers with confidence and clearly communicate their value to clients and stakeholders.

Role-based use cases

Clearly articulate how the new data benefits specific teams within an agency or publisher:

Research: Quicker, more relevant insights.

Planning & Buying: Multi-device/ format analysis underpinning the media buy.

Strategy: Better targeting and complete market understanding.

Sales: Reasserting value propositions and differentiation.

Impact simulators & mock pitches

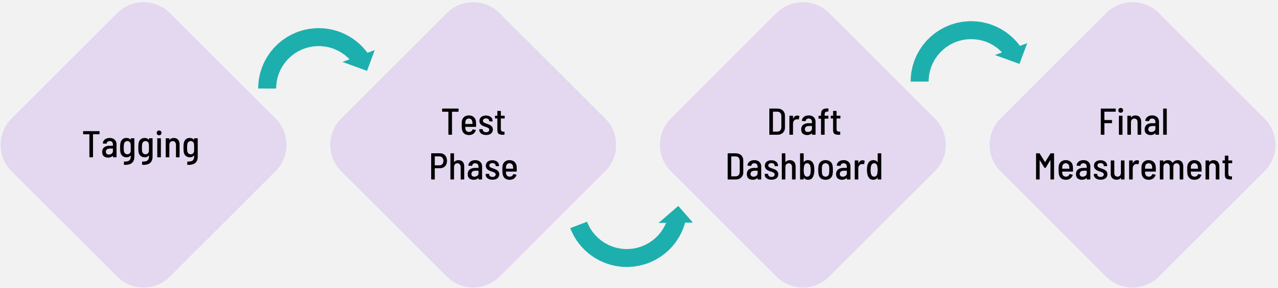
Provide practical tools (Excel or custom simulators) and mock case studies (e.g., "How to plan a Telecoms pitch with the new data") so planners can see the real-world impact on reach and frequency.

STEP 4

Equip the market to act. Tools, timelines, and third-party validation turn adoption into action.

Transparent timelines

Publish a clear, phased project timeline so the market knows exactly when the "switch" will flip. e.g.,



Objection handling matrix

Proactively prepare your sales and marketing teams with an "Objections and Answers" document to handle pushback on rate card impacts and methodological shifts.

Independent auditing

Commission a respected third party (e.g., CESP) to audit the new currency shortly after launch and present the findings publicly. Highlight all relevant ISO accreditations and industry endorsements (e.g., UKOM).

STEP 5

Continuous education & hands-on support

Adoption does not happen overnight. Plan for a long-tail transition and over-communicate at every step.

Multi-tiered communication

Utilise roadshows, market-wide webinars, press releases, and explainer videos to reach different learning styles and roles.

Software integration workshops

Host specific, highly practical training sessions for the users of media planning software. *This is where the currency is actually traded on a daily basis.*

Hyper-local, onsite support

Offer "Lunch and Learns", breakfast briefings, and physical onsite presence to provide hands-on support to agencies' during the first few weeks of trading.

STEP 5

Personalise the journey. Bespoke support turns hesitant adopters into confident advocates.

Individual transition plans

For major clients and agencies, create bespoke transition plans so they feel personally guided through the change.

Centralised resources

Maintain a dynamic FAQ board, clear user guides, and a dedicated helpdesk with strict SLA response times.

Case study

How Ipsos’ passive audio measurement helped NMO drive millions in new advertising revenue

NMO NATIONAAL MEDIA ONDERZOEK

Ipsos

NMO CASE STUDY

Challenge

NMO (Nationaal Media Onderzoek), the Dutch national organisation (Joint Industry Committee) responsible for audience measurement currencies across television, radio, print, and online media, wanted to transform and grow the audio industry by implementing a new market currency that would provide greater granularity, transparency, and continuous reporting.

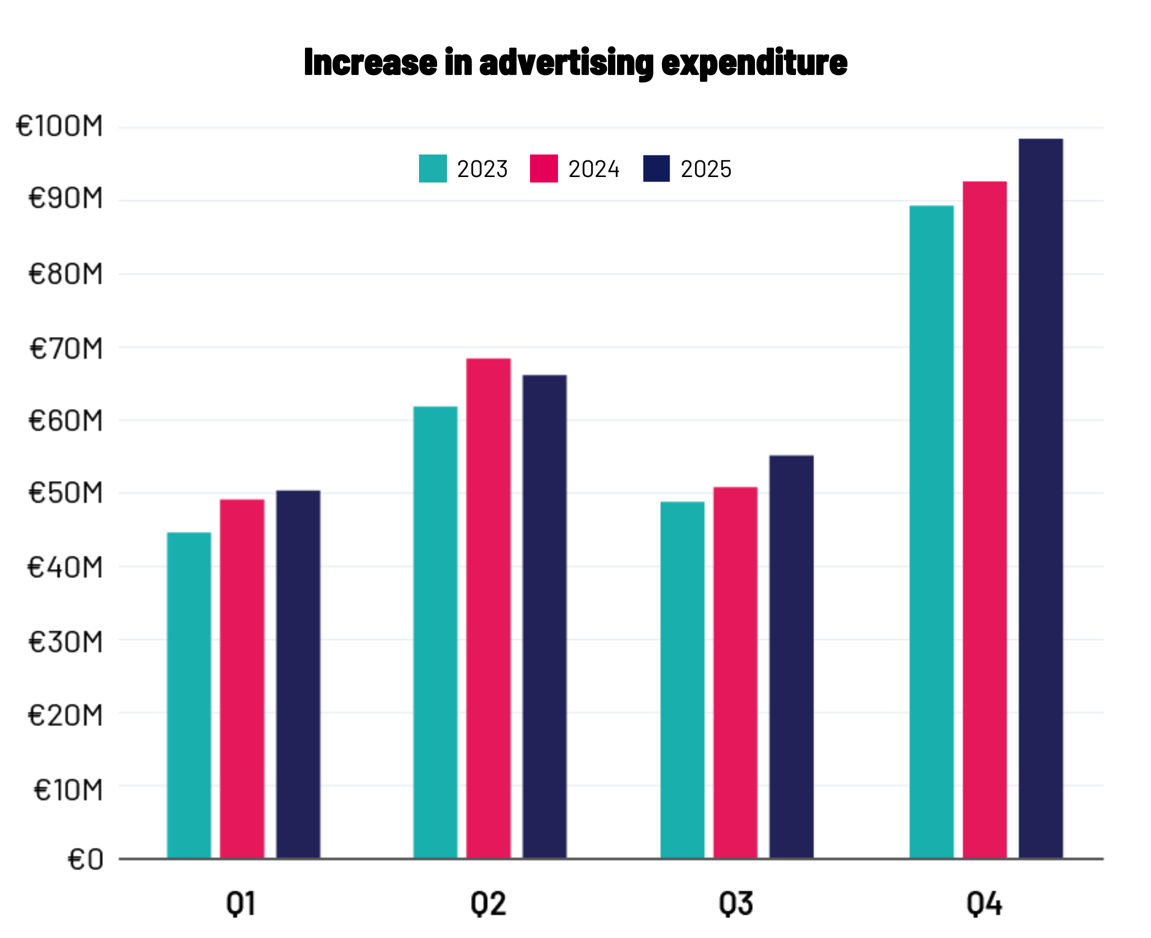
Our Approach

Ipsos partnered with NMO and replaced the existing diary methodology, used for measuring audio trading currency, with Ipsos MediaCell, our innovative passive measurement technology, enabling minute-by-minute measurement of audio consumption. This revealed previously unseen listening patterns and provided actionable insights into Dutch listening habits. This transparency gave the entire market, media owners, advertisers, and agencies, confidence in a currency built on the new objective measurement.

The Takeaway

By implementing passive audio measurement, NMO moved beyond traditional currency methods to uncover the true dynamics of audio consumption. The results speak for themselves: since the introduction in 2023, the Dutch audio market saw a **continuous increase in advertising revenue**, with major brands choosing to advertise on radio for the first time and existing advertisers increasing their spending. This world-first achievement proves that innovative measurement technology can revolutionise market performance and unlock significant commercial value for an entire industry.

NMO CASE STUDY



Source: Audify Annual Report 2025

Worldwide recognition

The introduction of the new innovative currency measurement in the Dutch audio market was widely recognised by the national and international audience measurement community, winning numerous awards for most innovative research, like the WFA president's award in 2024, asi best audio research in 2023 and 2024 and the Dutch AMMA best media research award in 2024.

The new Dutch audio currency is a worldwide example of impactful innovation in Audience Measurement."

Patricia Sonius,
Managing Director, NMO

CONCLUSION

Building Trust. Driving Adoption.

Ultimately, the value of a new measurement currency lies in improved trust and better decision-making. While short-term adjustments may be challenging, the long-term outcome is a stronger, more credible marketplace for everyone. By following this structured approach and prioritising transparency, co-creation, and continuous support, you can ensure your market not only accepts the new currency but embraces it as a vital tool for future growth.

Your Ipsos team is here to support you at every step of this journey.

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THANK YOU

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