



## **Google partners with Ipsos iris and UKOM to innovate online measurement of YouTube**

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Ipsos, the global leader in market research, has today announced the integration in the UK of YouTube data into the Ipsos iris platform, in collaboration with UKOM.

The addition of YouTube into Ipsos iris, the UK's online audience measurement solution, endorsed by UKOM to provide transparency and understanding, will provide media owners, agencies and advertisers greater capabilities to analyse media content across key platforms in one consolidated space, and against uniform demographics. This means more accurate data, insightful analysis, and the ability to shape content strategy.

YouTube audiences continue to grow and with advertisers and agencies following them, so publishers and broadcasters are evolving bespoke content strategies for the platform. To reflect this growth, Ipsos iris will break out YouTube measurement and report against 500+ audience segmentations.

Biren Kalaria, Managing Director at Google UK, commented: "Innovation in measurement is critical to the continued success of our industry and Google will continue to invest in transparent, fair, consistent and privacy centric solutions.

"YouTube plays an important role in everyday viewing across all audiences in the UK and it's important that our partners have access to a complete picture of online video consumption across screens *and* platforms.

"With that in mind, we're excited to be partnering with Ipsos on this important project, the only UKOM endorsed digital measurement provider, which will facilitate a greater understanding of what people are watching on YouTube and beyond."

"We are thrilled to bring YouTube's rich data into Ipsos iris," said James Oates, Head of Ipsos iris. "The inclusion of video views and watch time across content owners not only enhances the robustness of our platform but also provides our subscribers with a holistic view of media consumption. This integration asserts our commitment to delivering market-leading measurement solutions."

UKOM CEO Ian Dowds added: "UKOM is proud to collaborate with Google and Ipsos to deliver this breakdown by organisation in the iris data for YouTube. It is a great example of UKOM's flexible approach towards endorsing what the industry is calling for: trusted, transparent and robust data at an increasingly granular level."

The expansion of Ipsos iris' video reporting capabilities to include YouTube underscores our dedication to innovation and to meeting the evolving needs of the industry and those looking to understand the full picture of digital media consumption.

This collaboration represents a significant step forward in the way digital media is measured and understood. It enables more effective planning, buying, and selling of media, ensuring that the media industry can operate with confidence in a complex, multi-platform world.

For more information on this groundbreaking integration and what it means for the future of cross media measurement, please contact Oliver Thomas, Ipsos iris Marketing Lead at [oliver.thomas@ipsos.com](mailto:oliver.thomas@ipsos.com).

**Note to Editors:** *Representatives from Ipsos and UKOM are all available for further comment. Further technical information regarding the integration and development is available on request.*

#### **About Ipsos iris:**

Ipsos iris, the UK's only industry endorsed online audience measurement currency, is built to address the increasing amount of time the UK population spends online. Ipsos iris helps media owners, publishers, and agencies alike to grow and retain their audiences, develop relevant and engaging content, develop partnerships and monetisation strategies, and streamline and expand their business opportunities. <https://iris.ipsos.com>

#### **About Ipsos:**

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

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

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP [www.ipsos.com](http://www.ipsos.com)

**About UKOM:**

Created in 2009, UKOM defines and governs the industry standard for UK online audience measurement across PC, tablet and smartphone. After an industry consultation in 2018 and tender process in 2019, UKOM appointed Ipsos as its research partner from 2021 with a mission to keep up with changing consumer media consumption on every device, service and platform. At a time when robust and objective audience measurement is high on the agenda for advertisers, agencies and publishers, UKOM's approach is an original and effective one. It is co-owned by the Association of Online Publishers (AOP), the Internet Advertising Bureau (IAB) and the Incorporated Society of British Advertisers (ISBA) with the Institute of Practitioners in Advertising (IPA) on the board in an advisory role. UKOM, via its commercial and technical boards, is responsible for governance, oversight and technical compliance of the Ipsos iris audience measurement solution while Ipsos handles management and sales. [www.ukom.uk.net](http://www.ukom.uk.net)

**Contact:**

Oliver Thomas, Marketing Lead - Ipsos iris.  
+44 (0)7894544599 / +44 (0)7977 813 517  
[oliver.thomas@ipsos.com](mailto:oliver.thomas@ipsos.com)