

EXPLORING DIGITAL: TAPPING INTO THE VALUE OF MOBILE GAMERS

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Public



Your Presenters

Eduardo Mena



**Research Director
Ipsos**

Matt Patchett



**Insight Lead
Ipsos iris**

Your Presenters

Eduardo Mena



Research Director
Ipsos

GameTrack

Total understanding of the video game market

- Cross-European survey on video gaming habits.
- Covers consoles/portables, PCs, and mobile devices.
- Ages 6-64 population.
- Ran on behalf of the Video Games trade body for EU since 2011.

VIDEOGAMESEUROPE⁺

Your Presenters

Matt Patchett



Insight Lead
Ipsos iris

Ipsos iris

Total understanding of online audiences

- Passive panel of 10,000+ people and site-centric measurement.
- Covers PCs and mobile devices.
- Rich audience data.
- Industry endorsed, by UKOM in the UK.

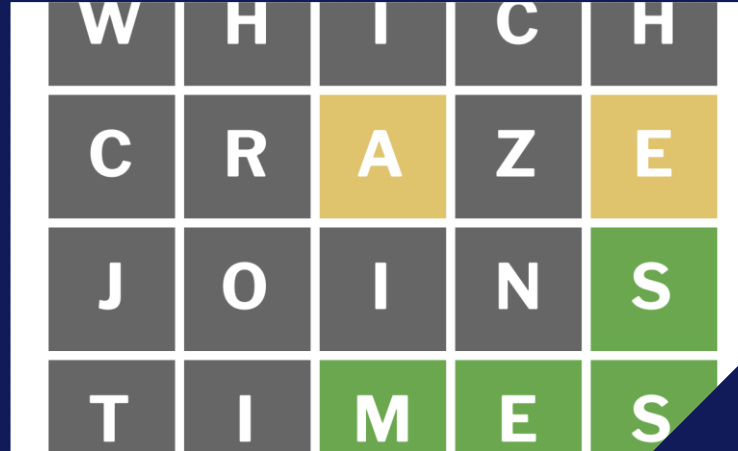


MOBILE GAMING IS HAVING A MOMENT

Brands are realising gaming's potential



Investment



Diversification



Partnerships

REASONS YOU SHOULD INVEST IN MOBILE GAMING

5

IMPORTANCE TO THE GAMING ECOSYSTEM

IT'S GROWING ACROSS AUDIENCES

IT'S A HIGH ENGAGEMENT MEDIUM

MOBILE GAMERS ARE AN ACTIVE AUDIENCE

IT OFFERS TARGETED GAMING AUDIENCES

5

MOBILE HAS CHANGED THE GAME

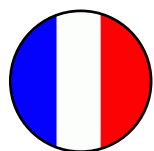
1

51%

of 6-64 UK population play video games on any device.

This now equates to c26m gamers

% 6-64 people who play video games UK - % play on any device



61%

36m

60%

29m

56%

20m

31%

13m

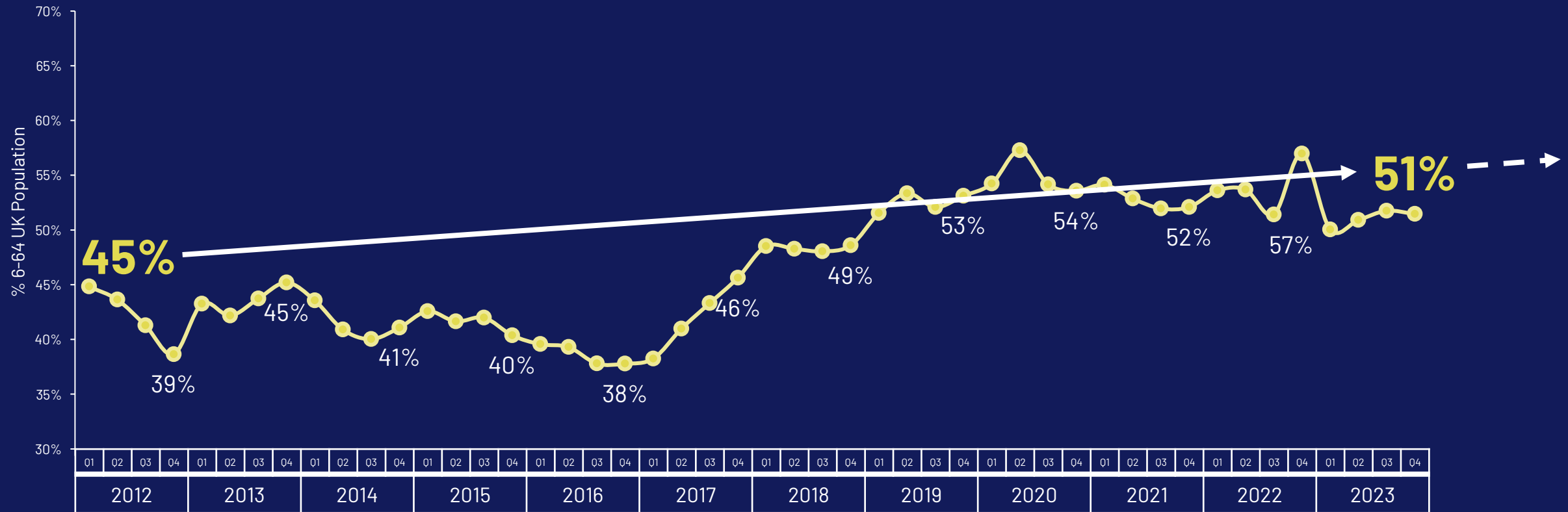
B1b. Which, if any, of the following devices do you play OFFICIAL games on, even if just occasionally?

Base: All 6-64 respondents (n=c.3,000 per quarter per country)



Reach of playing video games has increased overtime to become a mainstream activity

Evolution of playing video games UK - % play on any device

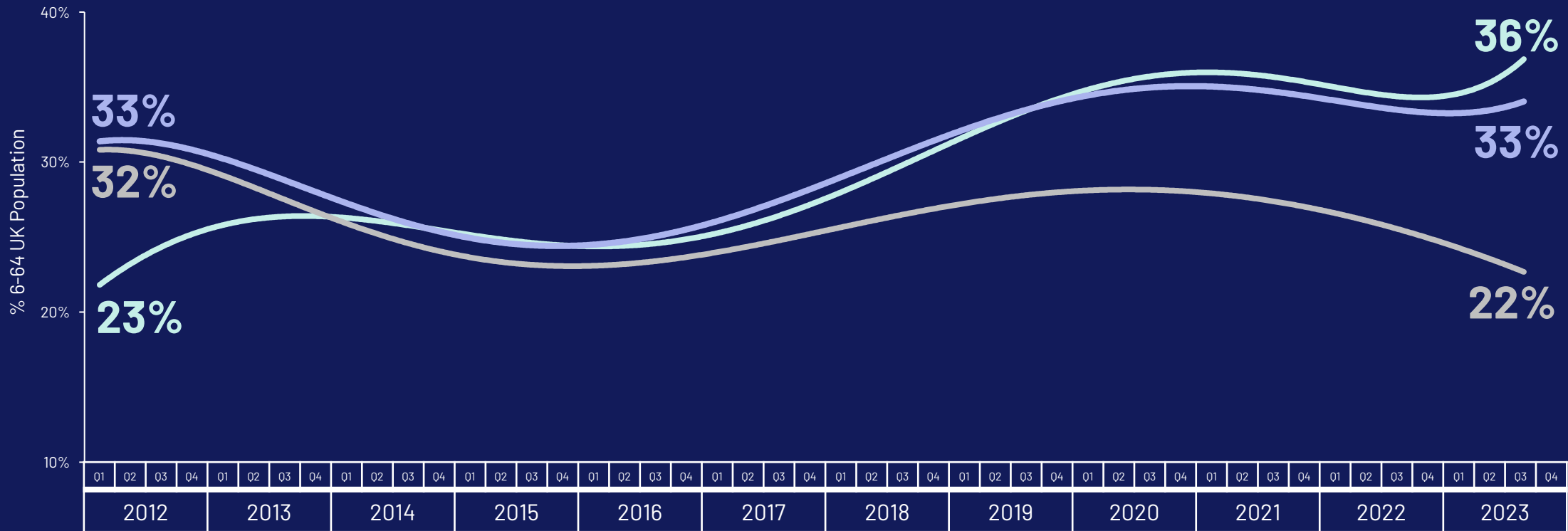


B1b. Which, if any, of the following devices do you play OFFICIAL games on, even if just occasionally?

Base: All 6-64 respondents (n=c.3,000 per quarter)

Incidence of mobile app gaming has increased overtime, driving a new audience into gaming

Gaming incidence by device – Amongst 6-64 UK population

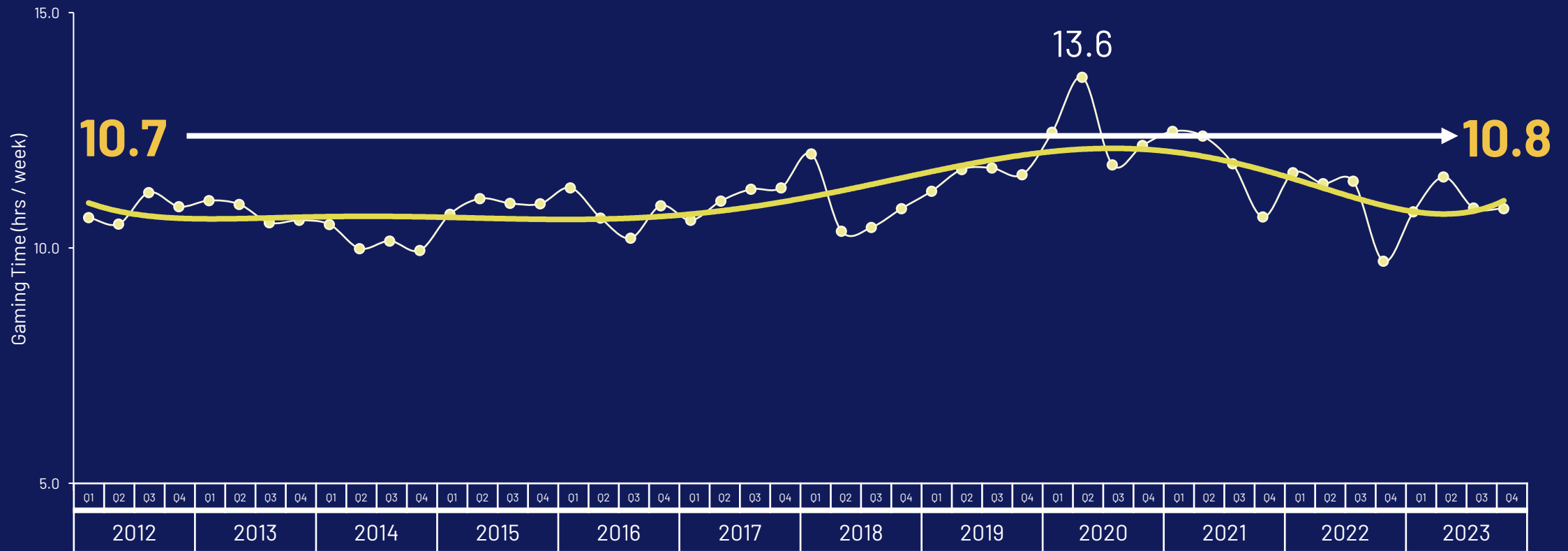


B1b. Which, if any, of the following devices do you play OFFICIAL games on, even if just occasionally?

Base: All 6-64 respondents (n=c.3,000 per quarter)

Overall gaming time has been widely stable for the last 12 years – meaning a sustained engaged audience

Gaming time (hrs/week) – play video games across devices



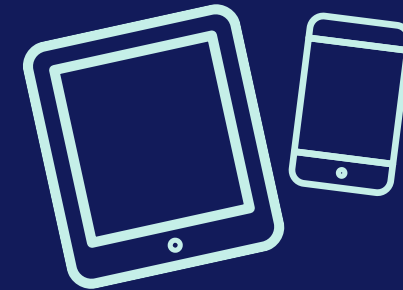
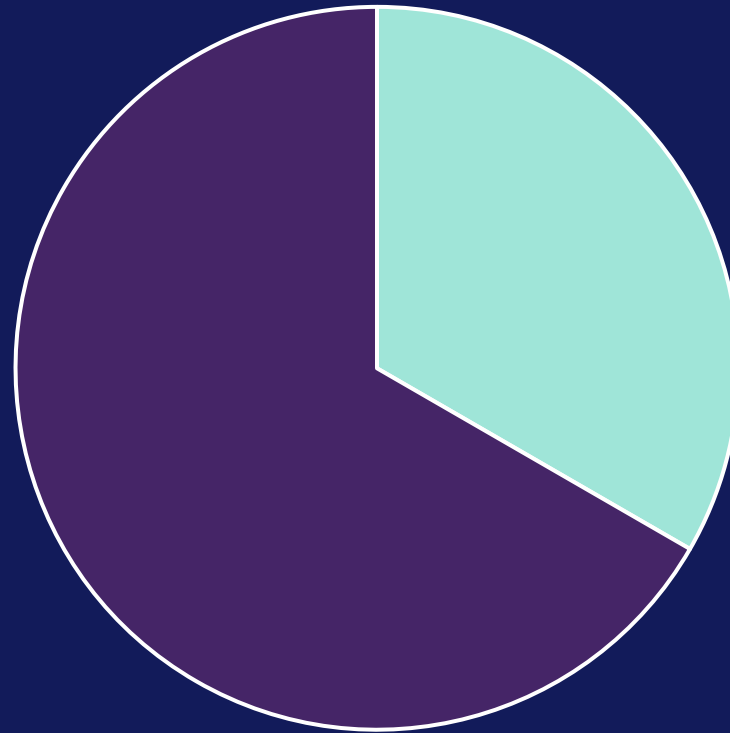
B2. On average, how many hours per week do you spend playing OFFICIAL games on each of these devices?

Base: All 6-64 respondents (n=c.2,500 per quarter)

With mobile gaming now driving a third of this overall gaming time

Percentage gaming time on mobile app devices

18% in 2012



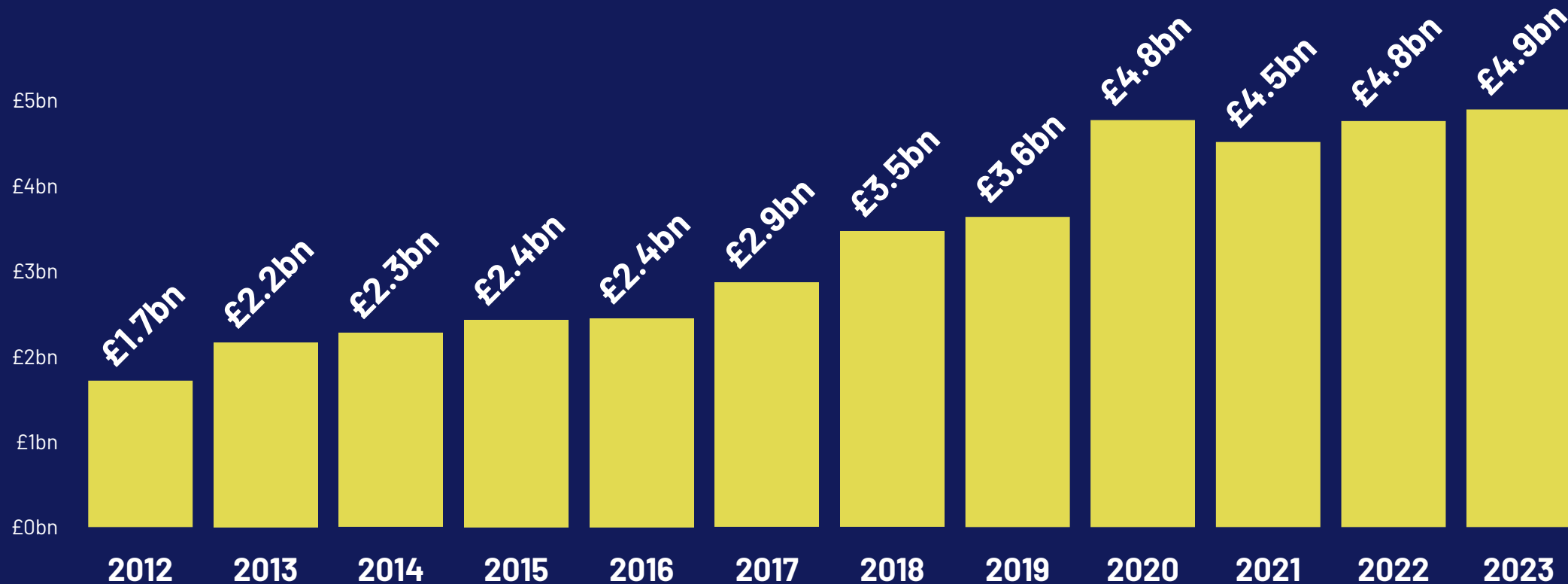
33%

B2. On average, how many hours per week do you spend playing OFFICIAL games on each of these devices?

Base: All 6-64 respondents (n=c.2,500 per quarter)

Revenue from video game sales has steadily increased overtime

Estimated yearly revenue – Video game sales

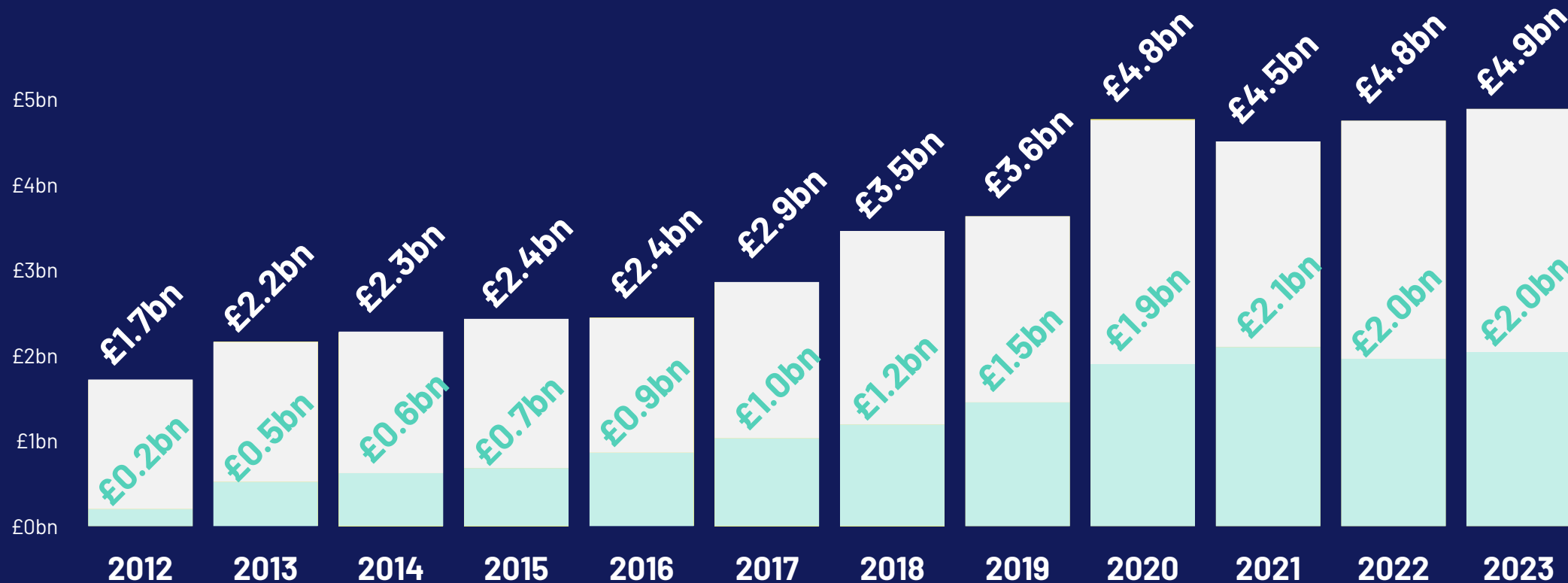


D2. In the month of [MONTH], how much did you personally spend IN TOTAL on the following types of OFFICIAL games?

Base: All 11-64 respondents (n=c.2,800 per quarter)

With mobile app gaming driving growth and now accounting for £2bn from 2023 video game revenue

Estimated yearly revenue – Mobile app sales

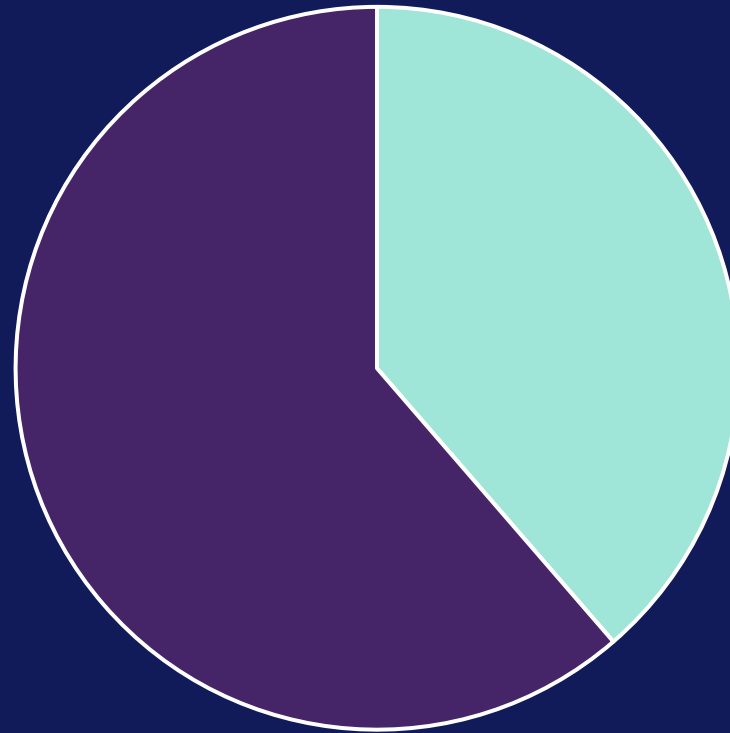


D2. In the month of [MONTH], how much did you personally spend IN TOTAL on the following types of OFFICIAL games?

Mobile app gaming drives 42% of video game revenue during 2023

Estimated revenue – Mobile app games

11% in 2012



42%

D2. In the month of [MONTH], how much did you personally spend IN TOTAL on the following types of OFFICIAL games?

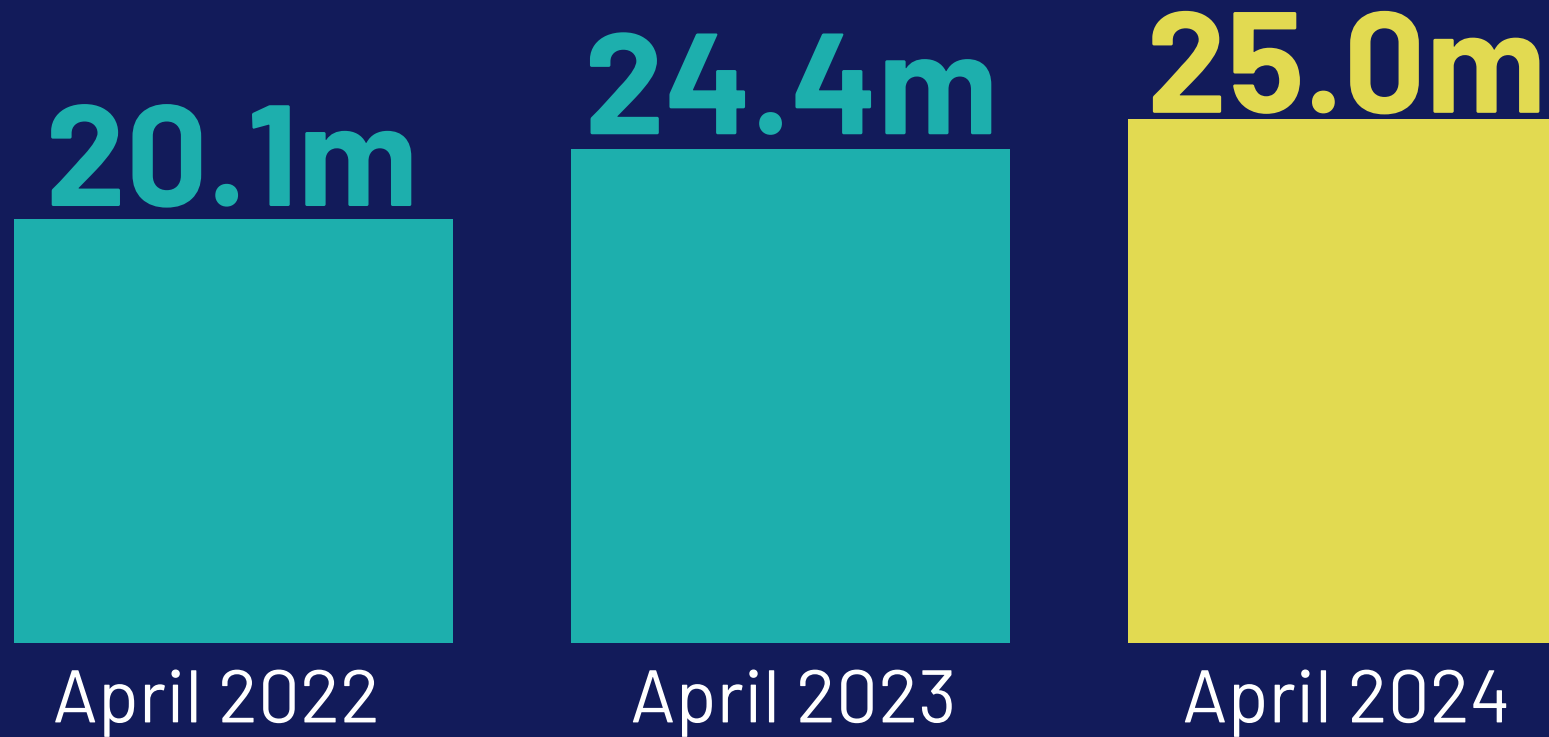
Base: All 11-64 respondents (n=c.2,800 per quarter)

MOBILE HAS CHANGED THE GAMER

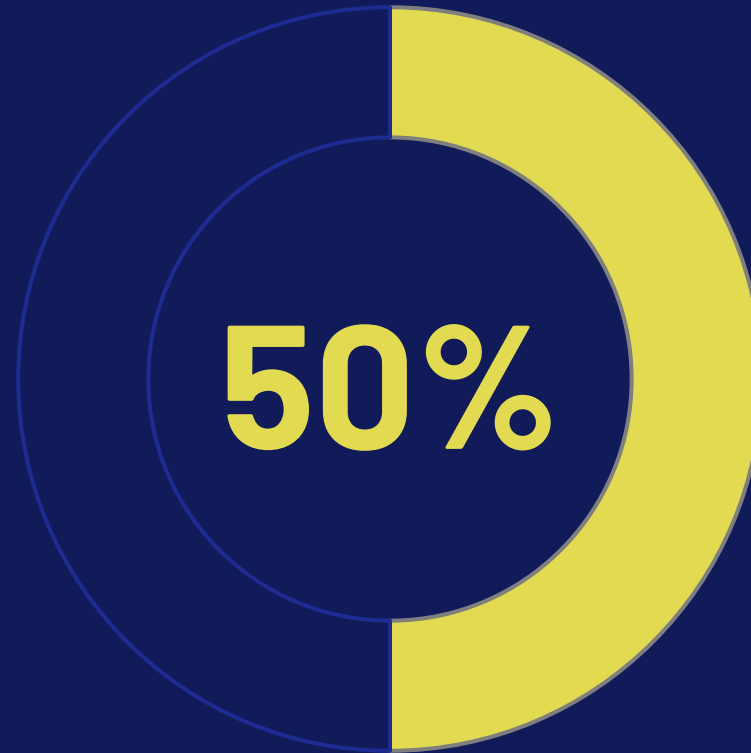
2

The mobile gaming audience has grown

Audience size of mobile gaming – April 2024



Half of internet users are mobile gamers



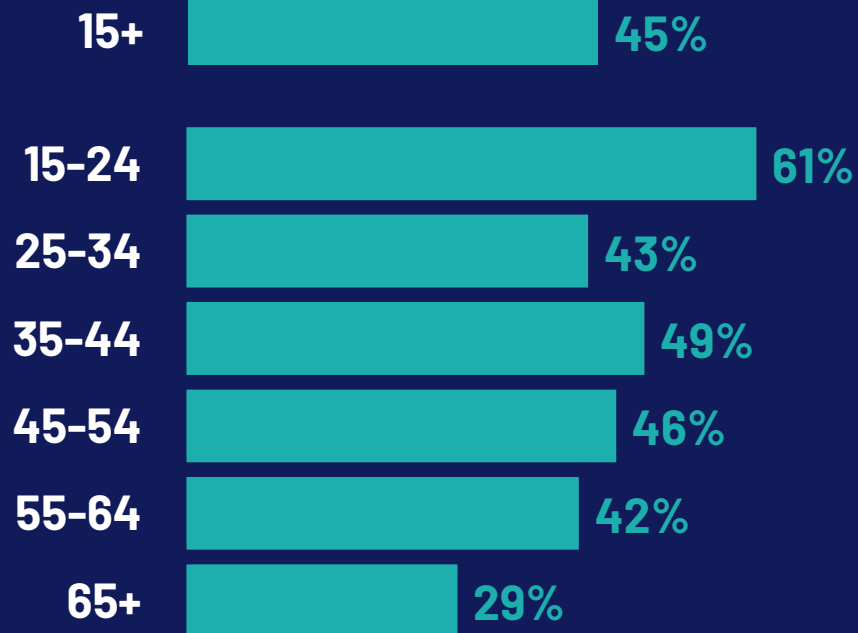
25 million people



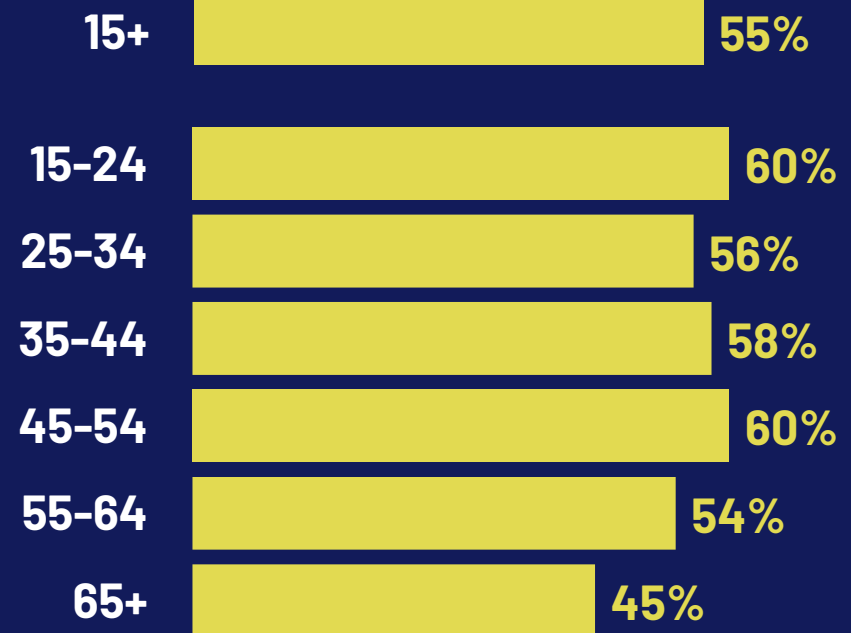
But there's no such thing as a (typical) mobile gamer any more

Audience reach for mobile gaming – April 2024

Reach among men



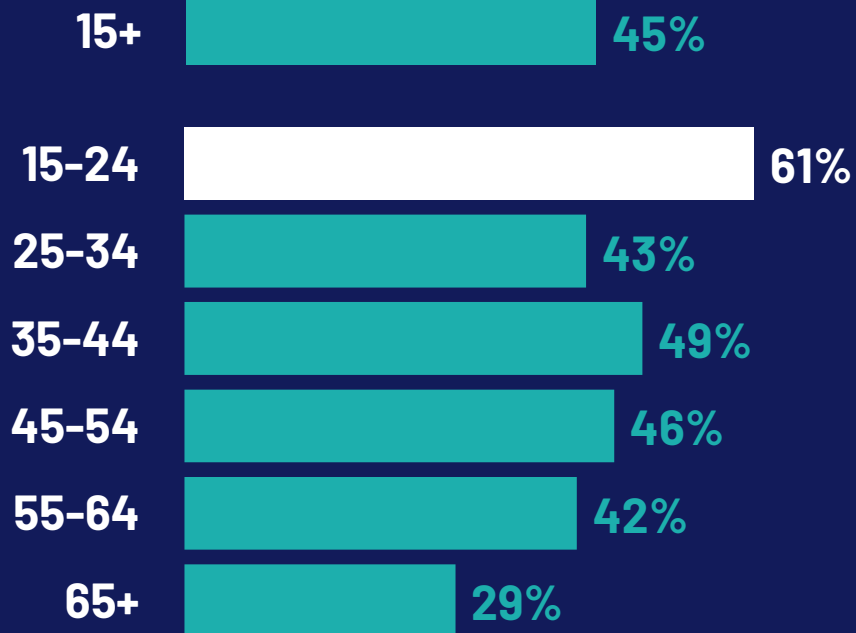
Reach among women



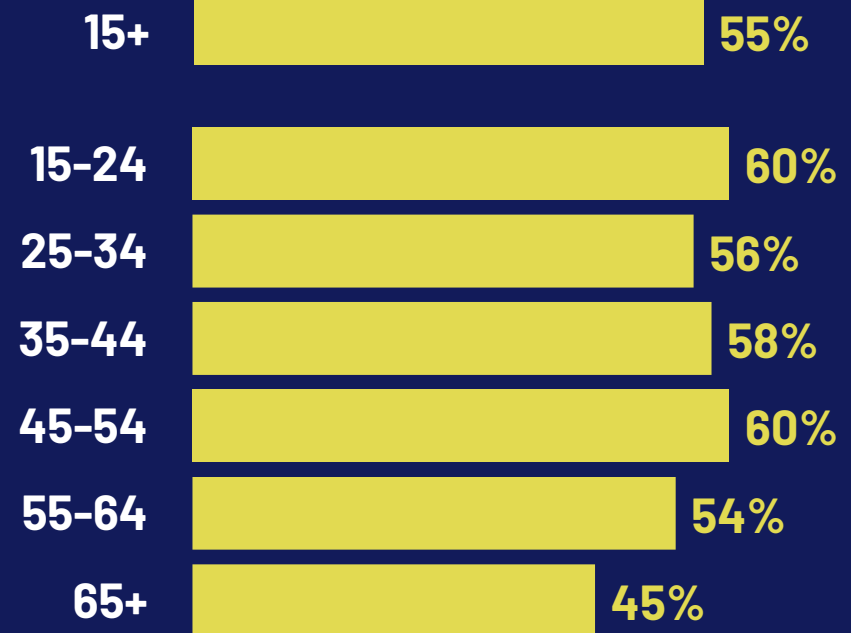
Mobile gaming is still great for reaching young men...

Audience reach for mobile gaming – April 2024

Reach among men



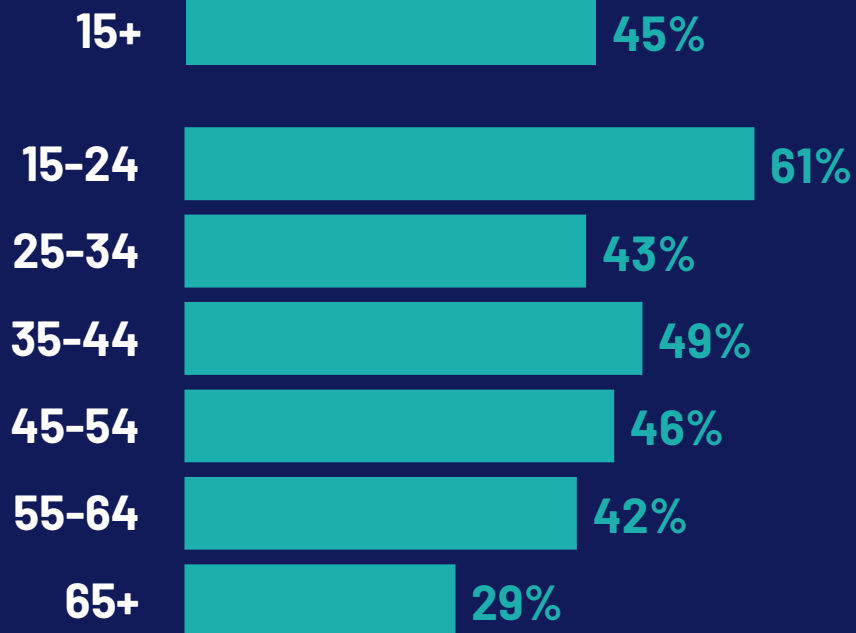
Reach among women



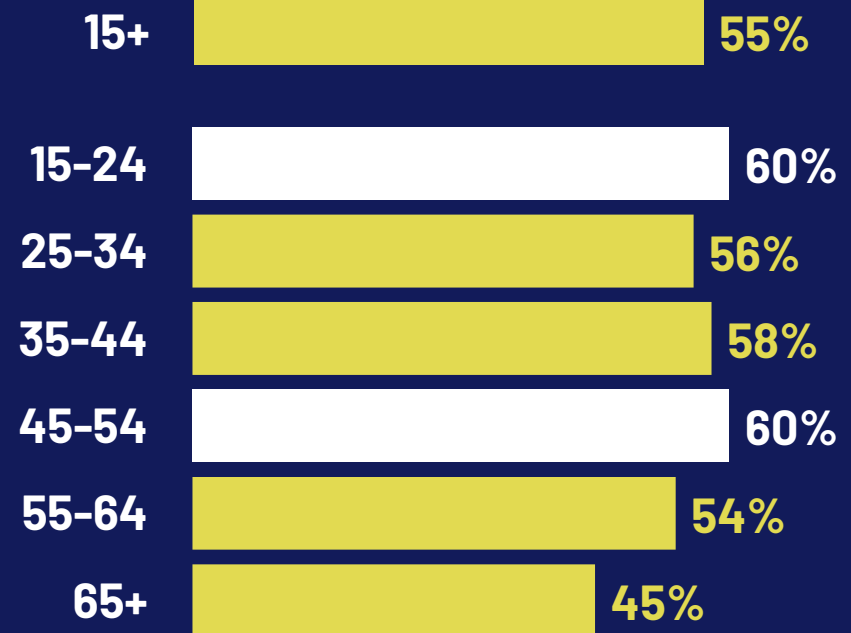
But has greatly broadened the reach of gaming

Audience reach for mobile gaming – April 2024

Reach among men



Reach among women



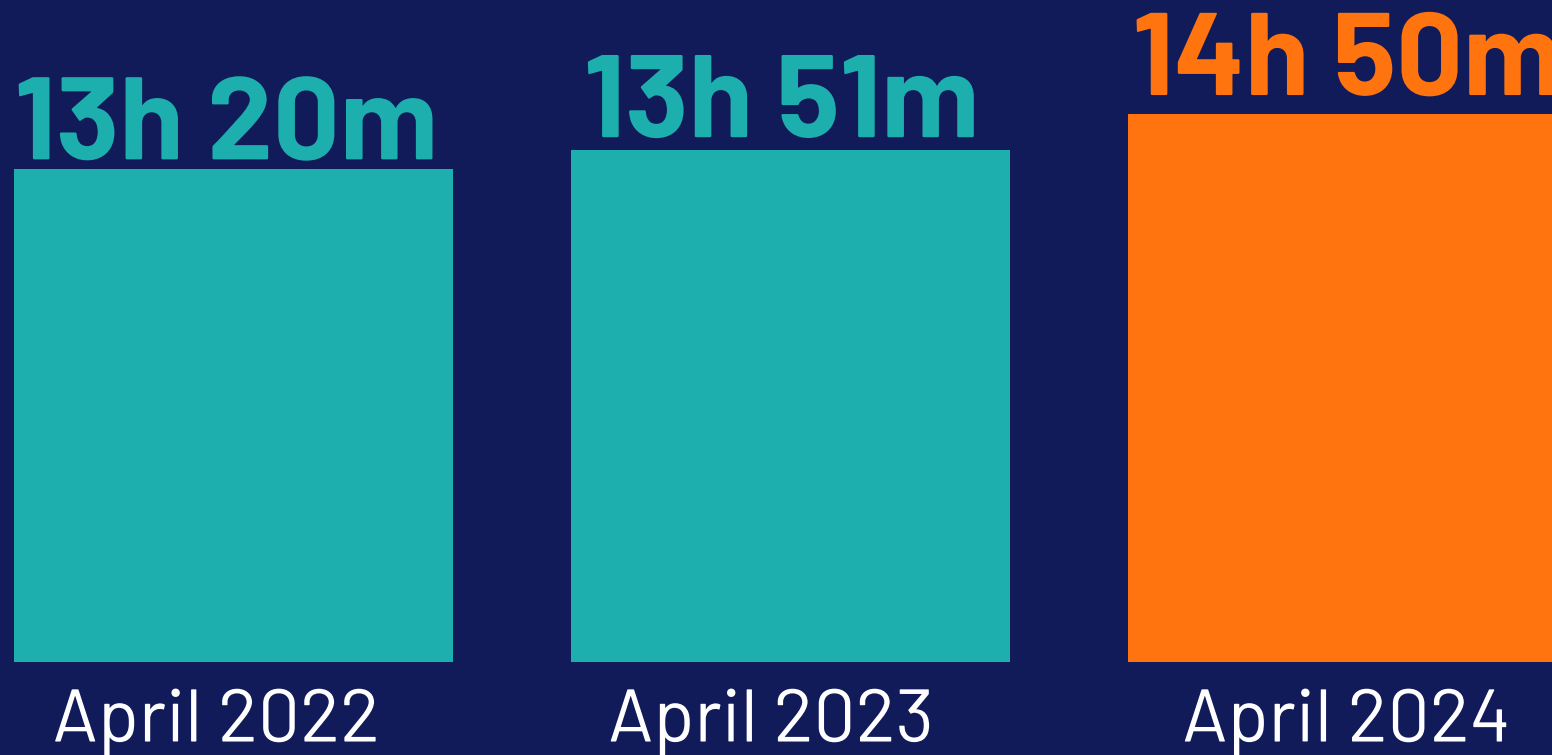
ENGAGEMENT

3



Time spent per person has also risen to a new peak

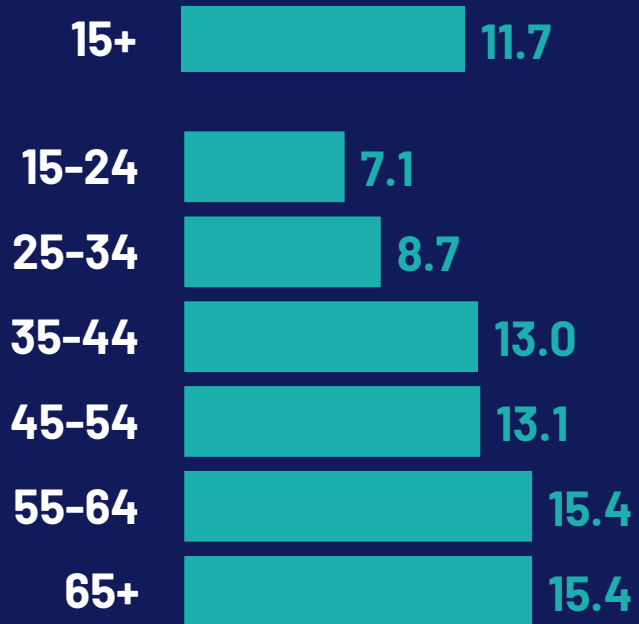
Average time spent mobile gaming per person – April 2024



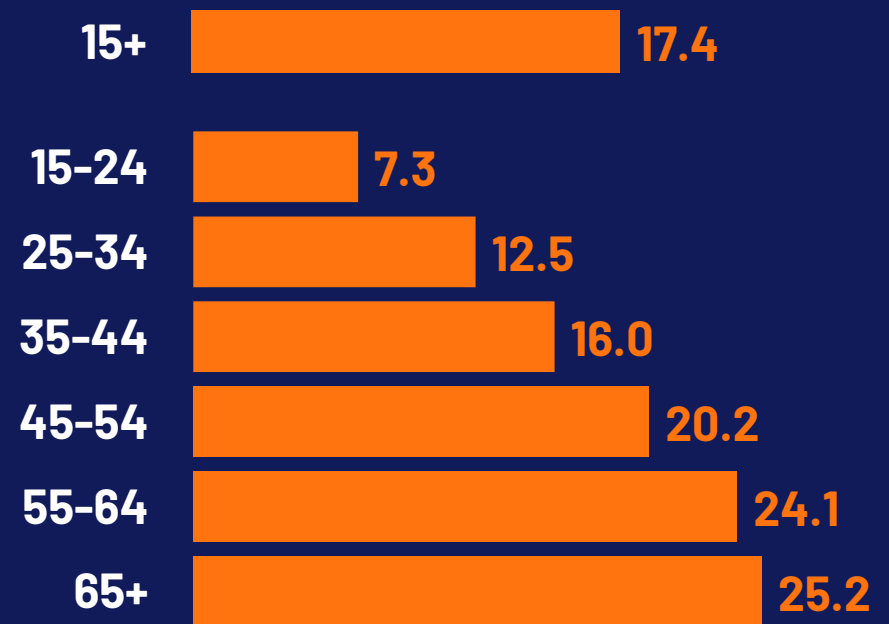
Women spend 40% longer playing mobile games

Average time spent mobile gaming per person – April 2024

Hours per month – Men



Hours per month – Women



Older gamers also deliver frequency

% mobile gamers accessing mobile games every day – April 2024

10%

15-24

18%

All 15+

22%

65+



Across the same number of games a month

Average number of mobile games played per gamer – April 2024



15-24



65+

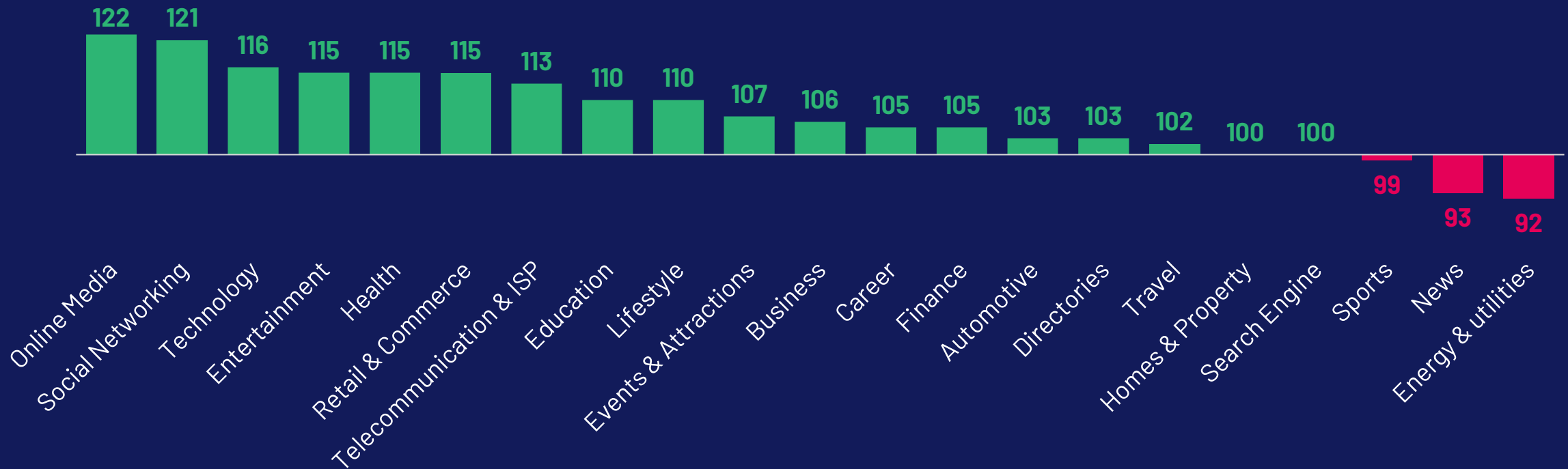


GAMERS GET HIGH SCORES

4

Mobile gamers get high scores for heavy visitation

Heavy visitors: mobile gamers index vs total internet population – April 2024



*Heavy visitors are the top 20% of visitors for time spent in a category

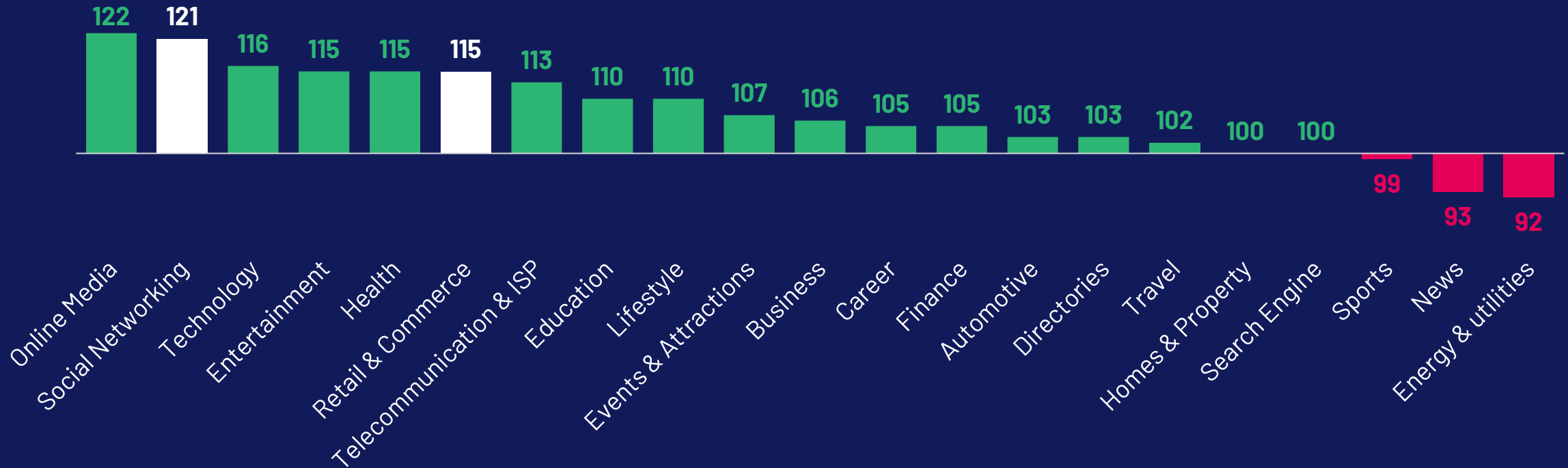
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Source: Ipsos iris Online Audience Measurement Service, February 2024, All aged 15+ using PC/laptop, smartphone or tablet device(s).



We're going to focus on two categories

Heavy visitors: mobile gamers index vs total internet population – April 2024



*Heavy visitors are the top 20% of visitors for time spent in a category

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Source: Ipsos iris Online Audience Measurement Service, February 2024, All aged 15+ using PC/laptop, smartphone or tablet device(s).



Mobile gamers spend longer on retail sites...

Time spent on retail sites and apps – April 2024



10h 14m

Mobile gamers



7h 35m

Non-mobile gamers



...and visit more retail brands

Average number of retail brands visited – April 2024



Mobile gamers



Non-mobile gamers



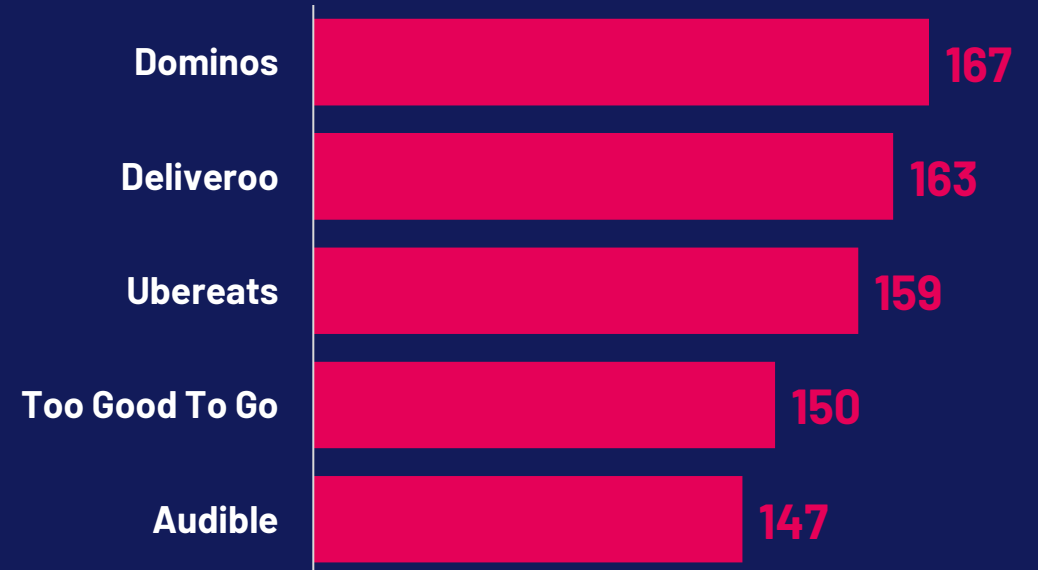
And are much more likely to visit some major retailers

Top 5 online retail brands* mobile gamers are most likely to visit vs total internet population in each age band – April 2024

15-24 year old mobile gamers



65+ year old mobile gamers



*Of the top 50 biggest retailers by audience in April 2024.
Indexed vs total internet population in each age band
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Source: Ipsos iris Online Audience Measurement Service, April 2024, All aged 15+ using PC/laptop, smartphone or tablet device(s).



Mobile gamers also spend MUCH longer on social media

Time spent on social media sites – April 2024



73h 30m

Mobile gamers



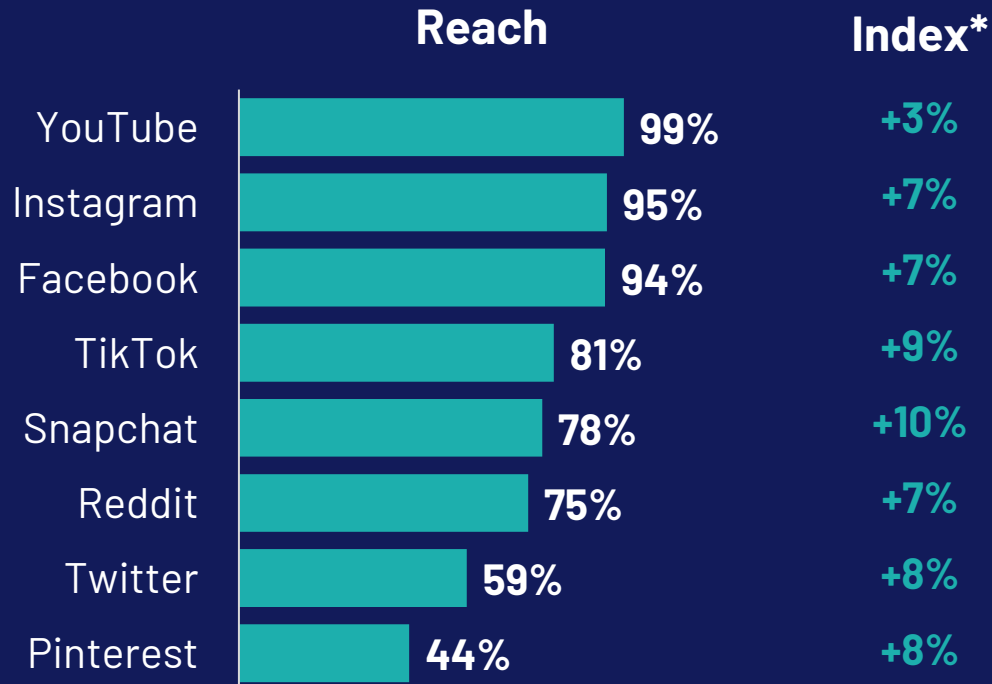
45h 25m

Non-mobile gamers

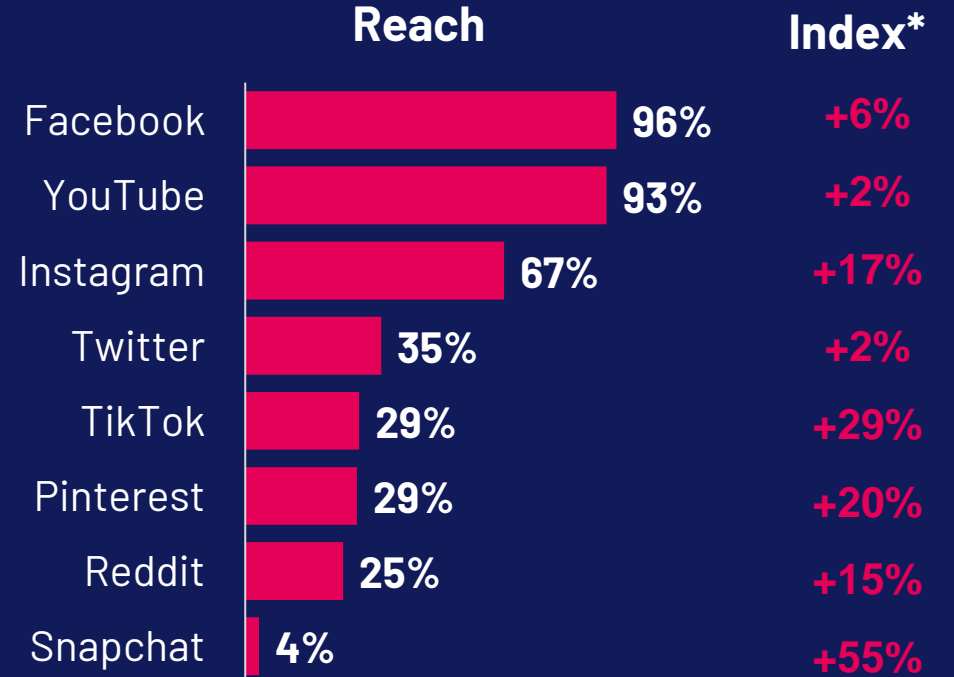


And are more likely to visit the biggest social media brands

Audience reach and audience affinity index – April 2024



15-24 year old mobile gamers



65+ year old mobile gamers



*Indexed vs total internet population in each age band
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Source: Ipsos iris Online Audience Measurement Service, April 2024, All aged 15+ using PC/laptop, smartphone or tablet device(s).



PICK YOUR PLAYERS

5

There's no overlap in top games between age groups

Top 5 mobile games by reach – April 2024

15-24

| | Game | Reach |
|---|----------------|-------|
| 1 | Roblox | 9% |
| 2 | Pokémon Go | 7% |
| 3 | Clash of Clans | 5% |
| 4 | 8 Ball Pool | 4% |
| 5 | Dominoes | 4% |

65+

| | Game | Reach |
|---|---------------------------|-------|
| 1 | Solitaire - Grand Harvest | 5% |
| 2 | Candy Crush Saga | 5% |
| 3 | Wordscapes | 3% |
| 4 | Royal Match | 3% |
| 5 | Solitaire (Mobilityware) | 3% |



We're going to focus on the top three games for 15-24s

Top 5 mobile games by reach

15-24

| | Game | Reach |
|---|----------------|-------|
| 1 | Roblox | 9% |
| 2 | Pokémon Go | 7% |
| 3 | Clash of Clans | 5% |
| 4 | 8 Ball Pool | 4% |
| 5 | Dominoes | 4% |

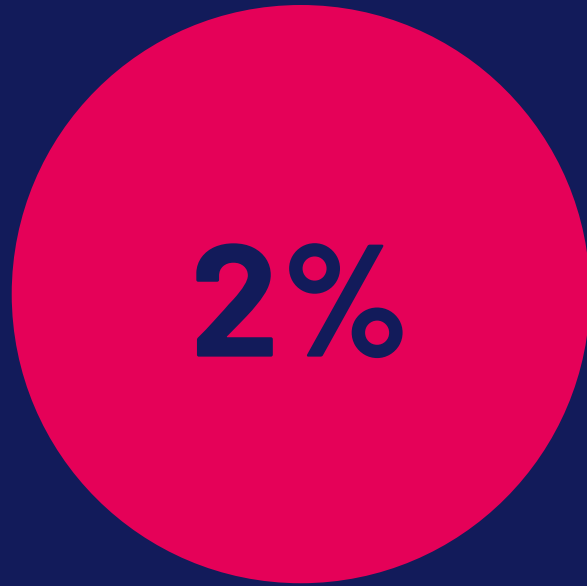
65+

| | Game | Reach |
|---|---------------------------|-------|
| 1 | Solitaire - Grand Harvest | 5% |
| 2 | Candy Crush Saga | 5% |
| 3 | Wordscapes | 3% |
| 4 | Royal Match | 3% |
| 5 | Solitaire (Mobilityware) | 3% |



Young Pokémon Go players are most likely to play every day

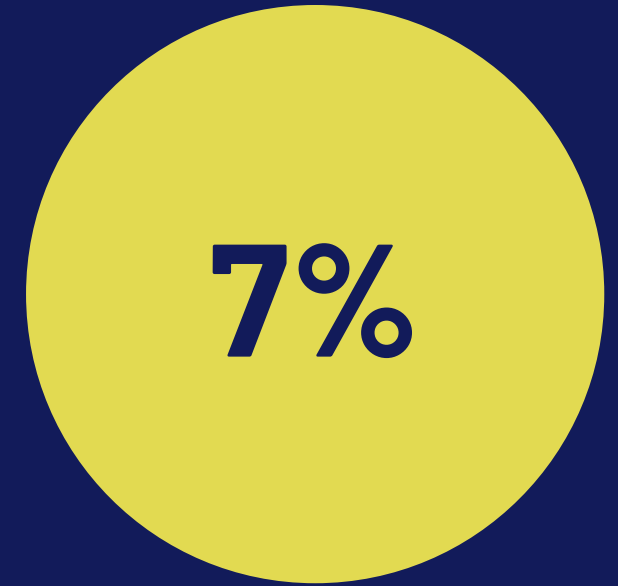
% of 15-24 year old players playing every day



Roblox



Pokémon Go

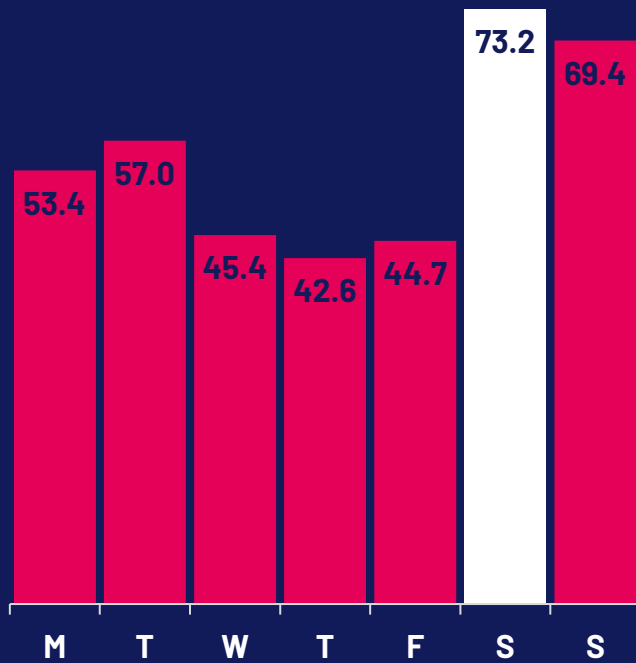


Clash of Clans

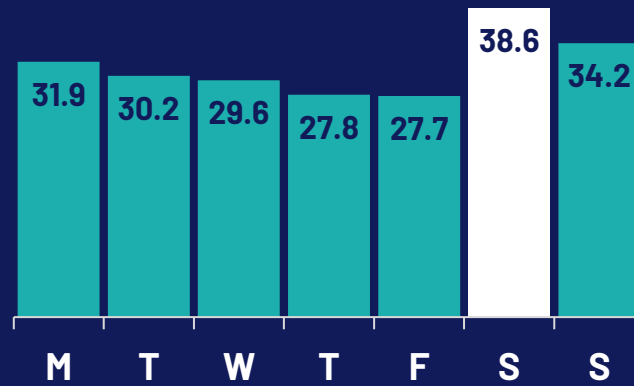


When they play, Roblox players are the most engaged

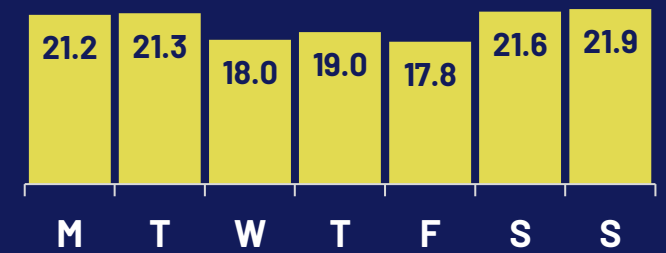
Average minutes per day* per player aged 15-24



Roblox



Pokémon Go



Clash of Clans



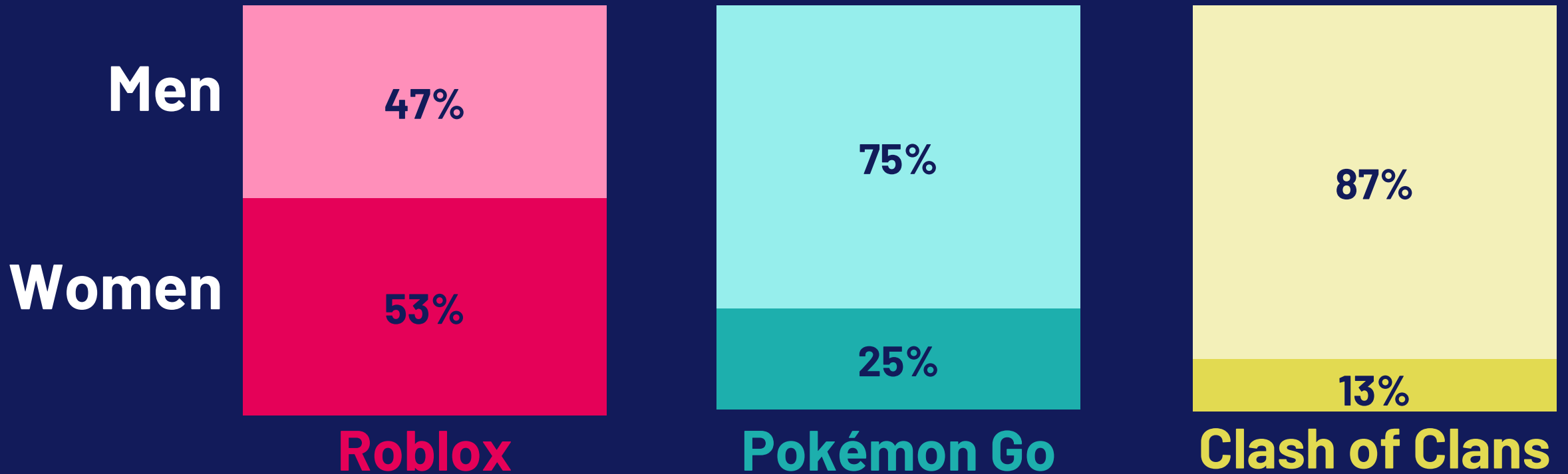
*Based on players that played on that day of the week
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Source: Ipsos iris Online Audience Measurement Service, April 2024, All aged 15-24 using PC/laptop, smartphone or tablet device(s).



While all games have young audiences, profiles vary

Audience % among players aged 15-24



While all games have young audiences, profiles vary

Audience % among 15-24 year old players (All internet 15-24 = 11%)

LGB+

12%

Roblox

21%

Pokémon Go

6%

Clash of Clans



Understanding attitudes can enhance targeting

% players agree/strongly agree (All internet 15-24 = 66%)

It's worth
paying extra
for quality
goods

59%

Roblox

68%

Pokémon Go

81%

Clash of Clans



On a Scale of 1 to 5 where 1 is definitely disagree and 5 is definitely agree, please indicate how much you agree or disagree with the following lifestyle statements: It's worth paying extra for quality goods
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Source: Ipsos iris Online Audience Measurement Service, April 2024, All aged 15-24 using PC/laptop, smartphone or tablet device(s).



Understanding attitudes can enhance targeting

% players agree/strongly agree (All internet 15-24 = 14%)

I wear
designer
clothes

11%

Roblox

22%

Pokémon Go

11%

Clash of Clans



On a Scale of 1 to 5 where 1 is definitely disagree and 5 is definitely agree, please indicate how much you agree or disagree with the following lifestyle statements: I wear designer clothes
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Source: Ipsos iris Online Audience Measurement Service, April 2024, All aged 15+ using PC/laptop, smartphone or tablet device(s).



Different profiles and attitudes mean different affinities

Highest affinity index for 15-24 year old players for top 50 online retailers*

Roblox

| | | |
|---|------------|-----|
| 1 | Co-op Food | 201 |
| 2 | Next | 178 |
| 3 | AliExpress | 175 |

Pokémon Go

| | |
|---------|-----|
| Costa | 206 |
| Argos | 201 |
| Iceland | 191 |

Clash of Clans

| | |
|---------|-----|
| IKEA | 220 |
| Argos | 204 |
| Samsung | 178 |



*Ranked by total audience size, April 2024. Index

vs all internet users aged 15-24

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Source: Ipsos iris Online Audience Measurement Service, April 2024, All aged 15+ using PC/laptop, smartphone or tablet device(s).



Understanding the audience will unlock its value

- **Play irregularly**
- **Weekend players**
- **Skew female**
- **Less interested in high quality or designer goods**

Roblox

- **Play more regularly**
- **Weekend players**
- **Skew male & LGB+**
- **Like designer clothes**

Pokémon Go

- **Play semi-regularly**
- **No day favoured**
- **Very male**
- **Favour high quality goods**

Clash of Clans



1. MOBILE HAS CHANGED THE GAME
IT'S DRIVING NEW REVENUE STREAMS FOR GAMING

2. MOBILE HAS CHANGED THE GAMER
IT'S UNLOCKING OPPORTUNITIES FOR GROWTH ACROSS AUDIENCES

3. PUTTING THE GAME INTO ENGAGEMENT
IT'S A HIGH ENGAGEMENT MEDIUM IN A HIGH-DISTRACTION WORLD

4. GAMERS GET HIGH SCORES
A MORE ACTIVE AUDIENCE = MORE OPPORTUNITIES TO CONVERT

5. PICK YOUR PLAYERS
IT'S THE PERFECT CHANNEL FOR TARGETED PLANNING

THANK YOU

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APPENDIX & TABLES

DATA TABLES

List of mobile app games included in April 2024

| | | | | | |
|---|--------------------------------|---------------------------------|-----------------------------------|---|-----------------------------------|
| 2048 | COIN | Google Play Games | Oculus | Sudoku - Free Classic Sudoku Puzzles | Wood Nuts & Bolts, Screw |
| 2 Player games : the Challenge | Coin Dozer: Sweepstakes | Gossip Harbor®: Merge & Story | Paint by Number Coloring Games | Sudoku (genina.com) | Woodoku |
| 2248 Puzzle | Coin Master | Gummy Drop! | Paper.io 2 | Sudoku.com - classic sudoku | Word Collect! |
| 8 Ball Pool | Cookie Jam | Harry Potter: Puzzles & Spells | Parking Jam 3D | Sunshine Island | Word Connect |
| Alice's Mergeland | Cooking Fever: Restaurant Game | Hay Day | Peak - Brain Training | Swagbucks Trivia | Word Cookies |
| Among Us | Count Masters - Stickman Clash | Hexa Sort | Pet Rescue Saga | Tap Color Pro: Color By Number | Word Crush - Fun Word Puzzle Game |
| Angry Birds 2 | Cross Logic: Smart Puzzle Game | Hey Color Paint by Number Art | Phase 10: World Tour | Taylor's Secret: Merge story | Word Farm Adventure: Word Game |
| Animal Kingdom: Coin Raid | Crossmath - Math Puzzle Games | Hogwarts Mystery | Pizza Ready! | Teacher Simulator | Word Stacks |
| Ant Legion: For The Swarm | Crossword Jam | Hole.io | Plants vs Zombies™ 2 | Temple Run | Word Trip |
| Apple News | Crossword Puzzle Redstone | Homescapes | Playdoku: Block Puzzle Games | tetris | Wordgrams - Crossword Puzzle |
| Art Puzzle - Picture Puzzles & Free Art Games | Jigsaw Puzzles and Numbers | Cryptogram Letters and Numbers | PLAYTIME - Earn Money Playing | The 1% Club TV Show | Wordle! |
| Beatstar | CSR 2 Realistic Drag Racing | D&D Beyond | Pocket7Games: Win Cash | The Conqueror Challenges | Words of Wonders: Crossword |
| Best Fiends - Match 3 Puzzles | D&D Beyond | Daily Themed Crossword | Pokemon GO | The New York Times Crossword | Words With Friends - Word Game |
| Bingo Blitz | Design Home: Real Home Décor | JustPlay - Earn or Donate | Project Makeover | Tiles Hop: EDM Rush! | Wordscapes |
| Bingo Cash | Dice Dreams | Killer Sudoku - Sudoku Puzzle | Pull the Pin | Toca Life World: Build stories | Xbox |
| BitLife | Dice Words - Fun Word Game | Klondike Adventures | Puzzle Page - Daily Puzzles! | Toon Blast | Xbox Game Pass |
| Block Blast Adventure Master | Disney Emoji Blitz | Legend of Slime: Idle RPG War | Puzzledom - puzzles all in on | Top Eleven Be a Soccer Manager | YAHTZEE With Buddies |
| Blockudoku | Domino Dreams | Lords Mobile: Tower Defense | RAID: Shadow Legends | Top Troops : Conquer Kingdoms | Yatzy - Fun Classic Dice Game |
| Boom Beach | Dominoes - Classic Edition | Love & Pies - Merge | Rewardred Play: Earn Gift Cards | Tower War - Tactical Conquest | Zen Match |
| Brain Test: Tricky Puzzles | Doomsday: Last Survivors | Lumosity: Brain Training | Roblox | Township | Zen Word - Relax Puzzle Game |
| Brawl Stars | Dragonscapes Adventure | Magic Tiles 3 | Royal Kingdom | Toy Blast | Words of Wonders: Crossword |
| Bricks n Balls | EA SPORTS™ FIFA 23 Companion | Magician: Witch's Adventure | Royal Match | Traffic Escape! | Words With Friends - Word Game |
| Bridge Race | Eatventure | Mahjong Club - Solitaire Game | Scavenger Hunt | Traffic Racer | |
| Bubble Clash | Elevate - Brain Training Games | Mahjong Solitaire | Scrabble | Train Station 2: Railroad Game | |
| Bubble Pop! Cannon Shooter | Empires & Puzzles: Match-3 RPG | Mario Kart Tour | Screw Puzzle: Wood Nut & Bolt | Travel Town (Early Access) | |
| Bubble Shooter Rainbow | EverMerge | Match 3D - Matching Puzzle Game | Search | Treasure Master | |
| Bubble Witch 3 Saga | Evony: The King's Return | Match Factory! | Seaside Escape : Merge & Story | Triple Match 3D | |
| Bus Jam | Fallout Shelter | Match Masters | Seekers Notes: Hidden Mystery | Triple Tile: Match Puzzle Game | |
| Cake Sort - Color Puzzle Game | Family Island - Farming game | Merge Cooking:Theme Restaurant | Sniper 3D | Twisted Tangle | |
| Call of Duty | Farm Heroes Saga | Merge Dragons! | Solitaire | Two Dots | |
| Call of Duty Companion | FarmVille 3 - Animals | Merge Gardens | Solitaire - Card Game (Playvalve) | UNO! | |
| Call of Duty®: Warzone™ Mobile | FIFA Soccer | Merge Inn - Tasty Match Puzzle | Solitaire - Classic Card Games | Water Sort - Color Puzzle Game (IEC Global Pty Ltd) | |
| Candy Crush Friends Saga | Figgerits - Word Puzzle Game | Merge Mansion | Solitaire - Grand Harvest | White Out Survival | |
| Candy Crush Jelly Saga | Fishdom | Merge Mayor - Match Puzzle | Solitaire (Mobilityware) | Wood Nuts & Bolts Puzzle | |
| Candy Crush Saga | Found It! Hidden Objects Game. | Merge Studio: Fashion Makeover | Solitaire -Classic Card Games | | |
| Candy Crush Soda Saga | FreeCell Solitaire | Mergeland-Alice's Adventure | Solitaire Cash | | |
| Car Escape 3D | Gardenscapes | Microsoft Solitaire Collection | Solitaire TriPeaks Card Games | | |
| Cash Giraffe - Play and earn | Genshin Impact | Minecraft | Solitaire Verse | | |
| Cbeebies Playtime Island | Get Color - Water Sort Puzzle | Mob Control | Spider Solitaire | | |
| Chess - Play and Learn | Going Balls | MONEY CASH - Play Games & Earn | Star Trek Fleet Command | | |
| Clash of Clans | Gold And Goblets | MONOPOLY GO! | Star Wars- Galaxy of Heroes | | |
| Clash Royale | Golf Clash | My Perfect Hotel | Steam | | |
| Clockmaker - Amazing Match 3 | Goods Master 3D | Nintendo Switch Online | Stumble Guys | | |
| Coca-Cola | Goods Sort - Sorting Games | Nonogram.com - picture cross | Subway Surfers | | |
| CodyCross: Crossword Puzzles | | Number Match - number games | Sudoku - Classic Sudoku Puzzle | | |

Source: Ipsos iris Online Audience Measurement Service, April 2024, All aged 15+ using PC/laptop, smartphone or tablet device(s).



Slide 30: audience composition for indexes

| | | Total internet population | Mobile gamers |
|----|-------------------------|---------------------------|---------------|
| 1 | Online Media | 30.3% | 36.9% |
| 2 | Social Networking | 30.4% | 36.8% |
| 3 | Technology | 28.0% | 32.5% |
| 4 | Entertainment | 27.0% | 31.2% |
| 5 | Health | 22.9% | 26.3% |
| 6 | Retail & Commerce | 31.1% | 35.6% |
| 7 | Telecommunication & ISP | 17.0% | 19.2% |
| 8 | Education | 18.8% | 20.7% |
| 9 | Lifestyle | 22.7% | 25.0% |
| 10 | Events & Attractions | 16.5% | 17.6% |

| | | Total internet population | Mobile gamers |
|----|------------------|---------------------------|---------------|
| 11 | Business | 20.2% | 21.4% |
| 12 | Career | 13.2% | 13.9% |
| 13 | Finance | 30.6% | 32.2% |
| 14 | Automotive | 11.4% | 11.8% |
| 15 | Directories | 29.1% | 30.0% |
| 16 | Travel | 24.7% | 25.1% |
| 17 | Homes & Property | 12.8% | 12.8% |
| 18 | Search Engine | 31.8% | 31.9% |
| 19 | Sports | 14.8% | 14.6% |
| 20 | News | 26.3% | 24.4% |

Slide 35: audience composition for indexes

15-24 year old mobile gamers

| | | Total internet population | Mobile gamers |
|---|------------|---------------------------|---------------|
| 1 | Groupon | 4.5% | 36.9% |
| 2 | Co-op Food | 6.2% | 36.8% |
| 3 | Dominos | 11.9% | 32.5% |
| 4 | AliExpress | 22.9% | 28.4% |
| 5 | Aldi | 7.8% | 9.7% |

65+ year old mobile gamers

| | | Total internet population | Mobile gamers |
|---|----------------|---------------------------|---------------|
| 1 | Dominos | 20.2% | 21.4% |
| 2 | Deliveroo | 13.2% | 13.9% |
| 3 | Ubereats | 30.6% | 32.2% |
| 4 | Too Good To Go | 11.4% | 11.8% |
| 5 | Audible | 29.1% | 30.0% |

Slide 48: audience composition for indexes

Roblox

| | | Total internet population | Mobile gamers |
|---|------------|---------------------------|---------------|
| 1 | Co-op Food | 6.2% | 12.5% |
| 2 | Next | 11.0% | 19.6% |
| 3 | AliExpress | 22.9% | 40.1% |

Pokémon Go

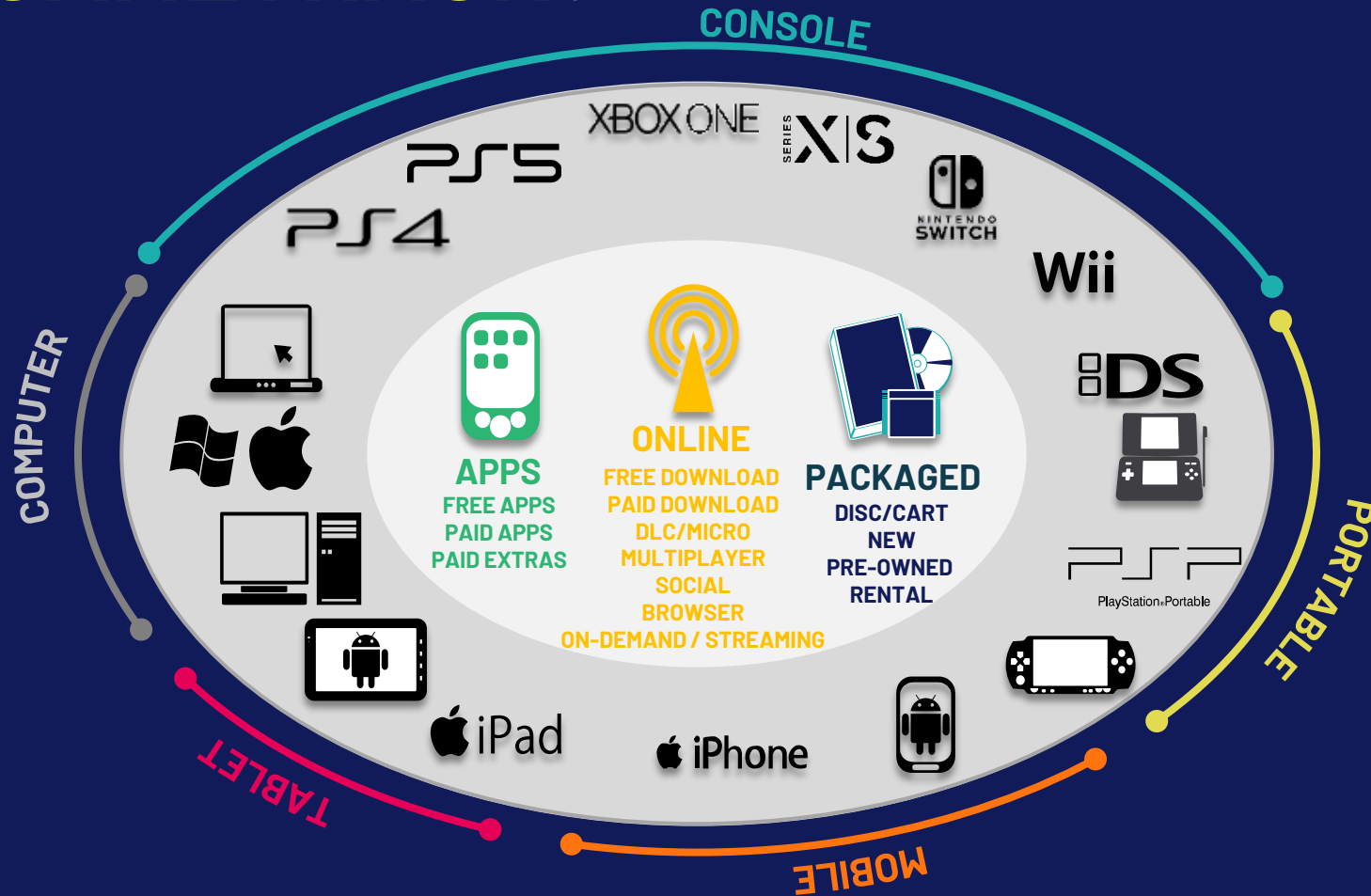
| | | Total internet population | Mobile gamers |
|---|---------|---------------------------|---------------|
| 1 | Dominos | 11.9% | 25.6% |
| 2 | Costa | 9.9% | 20.4% |
| 3 | Argos | 26.7% | 53.8% |

Clash of Clans

| | | Total internet population | Mobile gamers |
|---|---------|---------------------------|---------------|
| 1 | IKEA | 11.8% | 26.0% |
| 2 | Argos | 26.7% | 54.6% |
| 3 | Samsung | 18.1% | 32.3% |

ABOUT GAMETRACK

WHAT IS GAMETRACK?



ACQUISITION & VALUE



HOW DO WE DO GAMETRACK?

YEARLY FIELDWORK



1,000 NAT REP OFFLINE /
YEAR

(cut-down weighting survey - Aged 18+)



MONTHLY FIELDWORK



1,000 ONLINE REP / MONTH
(full interview)

Aged 6-64 years



OFFLINE SAMPLE USED TO WEIGHT THE
ONLINE SAMPLE TO BE NATIONALLY
REPRESENTATIVE AGED 6-64

REPORTING
QUARTERLY PER
MARKET ON 3,000
INTERVIEWS BY
COUNTRY



From...



Q4
2011



Q2
2012



Q4
2018

For more information please contact:

Simon Little

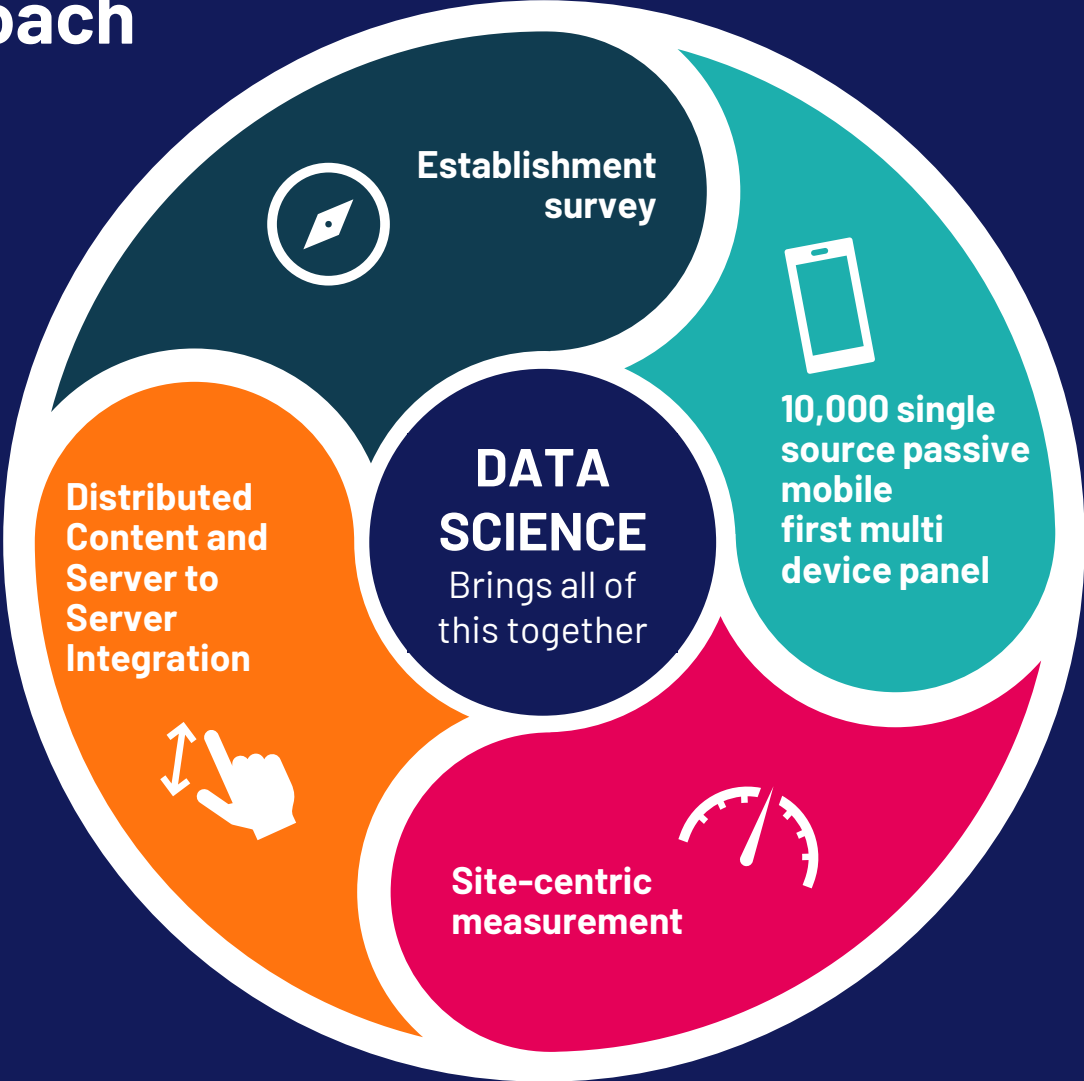
Managing Director, Video Games Europe
e: simon.little@videogameseurope.eu

Eduardo Mena

Research Director, Ipsos
e: Eduardo.Mena@ipsos.com

ABOUT IPSOS IRIS

Key pillars of approach



Ipsos iris provides you with these key metrics



**Desktop / laptop,
smartphone and
tablets**



**Websites, mobile websites
and apps**
(c7,000 sites and c1,500
apps)



**Monthly data segmented by
day of week, weekday,
weekend with some time of
day analysis**



Text and video



**Demographic, geographic,
and attitudinal audiences**



**Daily data
(36hrs after)**



**Interest based
categorisations**
e.g. sport, food,
news, technology,
finance etc



Enhanced audiences
e.g. ACORN, FRESCO,
psychographic segmentation

Rich profiling and targeting capabilities

Age

Gender

Sexual orientation

Social grade

Ethnicity

Income

Chief income earner

CIE working status

Marital status

Disabilities

Children

Parent / guardian / grandparent

HH size

Main shopper status

Nation

Region (ITV / GOR)

Cities & towns

Lifestyle statements

Interests

Live TV days

Live TV hours

Radio days

Radio duration

Regular paper use

Regular paper duration

Magazine use

Magazine duration

Attitudes underpin behaviour

| | | | |
|-----|---|-----|--|
| 1. | You should seize opportunities in life when they arise | 18. | I spend a lot of money on toiletries and cosmetics for personal use |
| 2. | I find it difficult to balance work, children and social life | 19. | I really look after my health |
| 3. | I often do things on the spur of the moment | 20. | I wear designer clothes |
| 4. | I have a keen sense of adventure | 21. | I like to keep up with the latest fashions |
| 5. | I want to get to the very top in my career | 22. | I try to keep up with developments in technology |
| 6. | I make a conscious effort to recycle | 23. | I change the decorations at home as often as I can |
| 7. | I would be willing to volunteer my time for a good cause | 24. | I am passionate about travelling |
| 8. | I take great pleasure in looking after my appearance | 25. | With a credit card I can buy the sort of things I couldn't normally afford |
| 9. | I prefer to be active in my leisure time | 26. | I look for profitable ways to invest my money |
| 10. | Money is the best measure of success | 27. | I like different people, cultures, ideas and lifestyles around me |
| 11. | I like to go to trendy places to eat and drink | 28. | I am increasingly aware of the price of goods and services |
| 12. | It's worth paying extra for quality goods | 29. | I like to enjoy life and don't worry about the future |
| 13. | I am prepared to pay more for products that make life easier | 30. | I am interested in any technology that saves me time |
| 14. | I buy new products before most of my friends | 31. | I find it hard to find time to relax |
| 15. | I only buy products from a company whose ethics I agree with | 32. | Online TV streaming services have changed the way I watch television |
| 16. | Celebrities influence my purchase decisions | 33. | I'm prepared to make lifestyle compromises to benefit the environment |
| 17. | I would be prepared to pay more for environmentally friendly products | 34. | I make more purchases online than I do in store |

Reports available

Media

Analyse media entities by target group. The results are based on your selection and category filters.

Media Plus

A flat reporting structure. The results are static and not based on your selection and category filters.

Category

Analyse top categories performance during selected months.

Profiling

Identify the profile composition of selected media.

Ranking

Rank organisations, brands, websites and apps.

Cross-visiting

Analyse cross visitation and duplication of audiences between different media entities.

% Change

Analyse the differences and changes between different time period.

Dayparts

See the breakdown of the selected media or category by time-of-day.

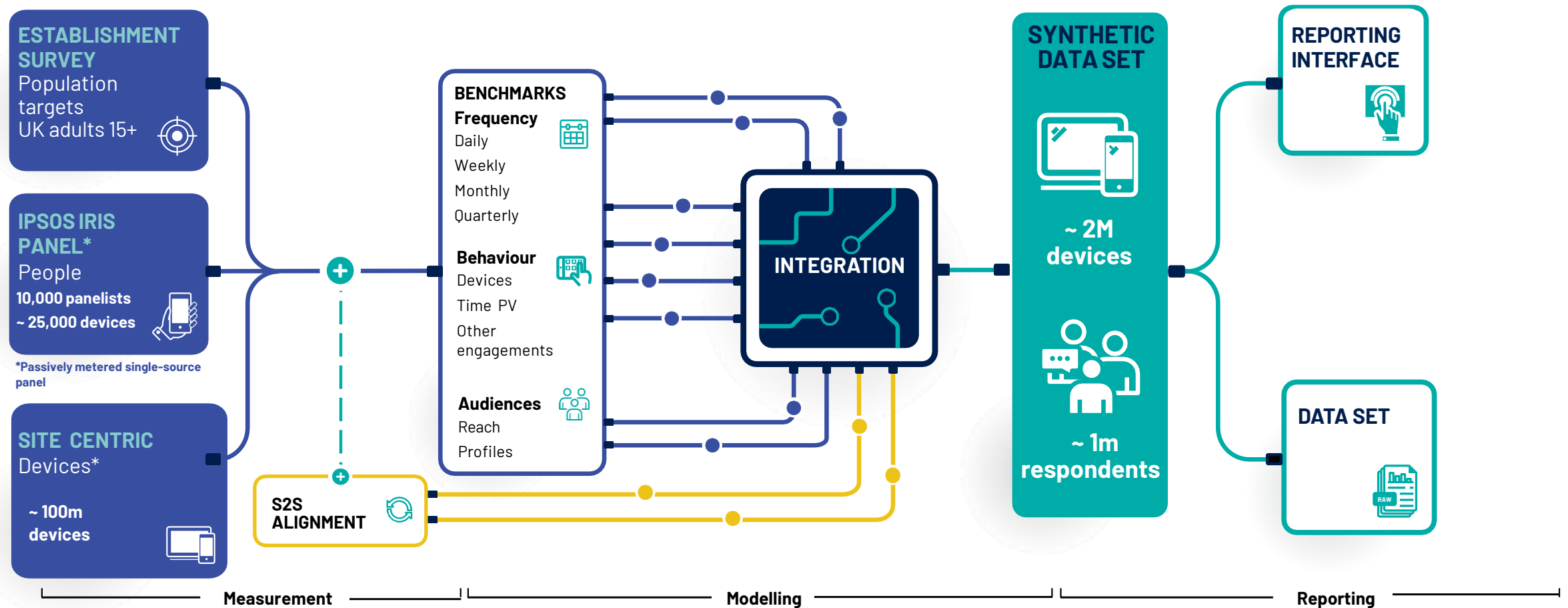
Trend Analysis

Check the performance of the selected media through multiple period of times.

Methodology

A hybrid measurement solution combining a single-source panel with site-centric measurement.

Ipsos iris is the UKOM-endorsed service for the measurement of audiences of online content. It uses a hybrid methodology combining metered data from a core 10,000 single-source panel with census site-centric measurement. The diagram below summarises the inputs and processes involved in the production of Ipsos iris audience data.



More detail on the methodology, including an interactive version of this slide can be find at: <https://ukom.uk.net/ipsos-iris-overview.php>