

# Online Measurement

## Traffic Light Report for Audience Measurement Service Providers (January 2010 – June 2010)

Report released July 2010 by the Online Media Measurement Committee of the Advertisers Business Group

	Effective Measure	Nielsen	Ipsos
User Interface	●	●	●
End-User Privacy	●	●	●
Local Market Experience	●	●	●
GCC Coverage	●	●	●
Levant Coverage	●	●	●
North Africa Coverage	●	●	●
Number of Publishers	●	●	●

### User Interface:

The committee requires that service providers provide up to five screen shots highlighting the interface in terms of ease of use and functionality.

### End-User Privacy:

Use of cookies must be clearly mentioned on every website the tool measures stating: 1) that cookies are being used by a third party, and 2) a link to the third party website with instructions on how to permanently opt-out from said cookies. In addition, the third party website must have the following information on the landing page: 1) Explanation on the type of cookie and what data it gathers, 2) list of all the websites the third party uses the cookies in, and 3) clear explanation on how the user can permanently opt-out.

**Local Market Experience:**

Background of the service provider in the region, including but not limited to: size of local team, collective years experience in the region, number of local clients, years of service in the region, etc.

**Regional Coverage:**

Number of websites being measured, broken down as follows: GCC (Saudi Arabia, United Arab Emirates, Kuwait, Bahrain, Qatar, Oman), Levant (Lebanon, Syria, Jordan, Palestine, Iraq), and North Africa (Egypt, Morocco, Algeria, Tunisia, Libya).

**Number of Publishers:**

The number of individual websites the service provider measures. Subdomains are not considered as separate websites (e.g. sports.123.com, news.123.com and weather.123.com are counted as a single website).

The table above rates service providers on seven key areas as identified by the ABG Online Media Measurement Committee. These areas serve as the basis of what the committee considers the minimum requirements for efficient service provision. The criteria and format is subject to revision.

This table uses a “traffic light” rating system using three colors (green, yellow and red) to demonstrate the strength the provider offers in that area. Green signals proven strength, yellow signals an area where the strength is either currently undetermined or requires further analysis, and red signals an area where improvement is recommended.

An overall score is not provided as the ABG Online Media Measurement Committee believes that an organization’s choice in the service provider is relevant to their specific needs and should be determined on a case-by-case basis.