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Roy Morgan Research and Effective Measure to create a new standard in Internet audience measurement for New Zealand

Roy Morgan Research – the gold standard in market research in Australia and New Zealand – and Effective Measure – the industry standard in online audience measurement in South East Asia and the Middle East, have announced a strategic partnership which will see them launch a totally new Internet measurement methodology and system into the New Zealand market.

It has been identified by the industry for some time that there are issues with the current Internet audience measurement systems. The strategic partnership will address these concerns by leveraging the strengths of Roy Morgan Research's survey based methodology and experience, with Effective Measure's cutting-edge technology.

Michele Levine, Roy Morgan Research CEO, says:

“The launch of our joint offering will herald a new era of web understanding in New Zealand, offering a completely unbiased and accurate picture of Internet usage. Effective Measure is the leading provider of Internet measurement in South East Asia and we are the gold-standard for consumer profiling in New Zealand. Together our hybrid Internet system will set a new standard in Internet measurement.”

Effective Measure has developed a patented methodology that addresses Cookie deletion and audience ‘over estimation’ which has been a concern of the industry for many years.

Over the next few months the Roy Morgan, Effective Measure partnership will be working closely with industry participants to refine this new offering, ensuring that it meets the needs of all the different stakeholders in the marketplace.

The product development partnership reflects our shared commitment to supply a transparent, independent, 360° view of New Zealanders’ online and offline behaviours and activities.

James Robertson, Effective Measure Founder and SVP Market Development added:

“This exciting new partnership is the culmination of many months of productive and continued discussions with key players within the industry. It heralds an exciting new chapter in understanding how consumers engage with digital content and how this links with their offline backgrounds, behaviours and attitudes. For the very first time, Advertisers will have access to reliable and exciting insights into how best they can reach their target audience online, and Publishers will know more than they ever have about their Internet users.”

About Roy Morgan Research:

Roy Morgan Research is a full service research consultancy with over 65 years experience offering both qualitative and quantitative research. For each of the last 6 years Roy Morgan Research has completed 12,000 interviews annually with New Zealanders aged 14 years and older obtaining detailed demographic, psychographic and lifestyle information plus detailed behaviours, satisfaction scores and purchase intentions in categories including:

- Finance, Media, FMCG, Food, Beverages, Telecommunications, Technology, Internet, Retail, Travel, Apparel, Pharmaceuticals, Cosmetics, Utilities, Automotive.

Roy Morgan Research specialises in the collection of media consumption data, collecting information on consumer's consumption of Internet, newspaper, magazine, radio and television (pay and free to air).

The core business is Roy Morgan Single Source – the most comprehensive Single Source data system operating in New Zealand.

Roy Morgan Single Source provides a continuous and extensive tracking of deep, broad targeting and segmentation data; which includes extensive demographic and attitudinal data, product purchase and usage information, activity participation and behavioural information.

About Effective Measure:

Effective Measure is a world leading Digital Audience Measurement solution, headquartered in Australia, with offices in Dubai, Palo Alto, Melbourne, Manila and Bangkok.

Lead by a team of world respected Audience Measurement professionals, Effective Measure is the de-facto standard for audience measurement in Middle East North Africa and South East Asia, measuring over 1,000 websites.

Effective Measure is a pioneer in addressing Cookie Deletion and Audience over estimation through patented methodology, Digital Helix, which is independently audited by the Audit Bureau of Circulation (ABCe) and complies with Industry Agreed Metrics and Standards.

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