



Internet  
Advertising  
Bureau  
UK

# Time Spent Online January – June 2015

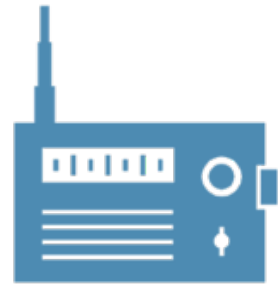
---



# Time measurement by platform



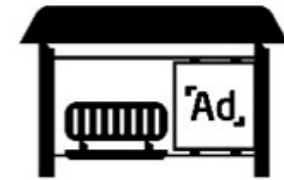
TV =  
BARB



Radio =  
RAJAR



Print =  
NRS



Outdoor  
= Route

What's the digital equivalent?

# Digital measurement - UKOM

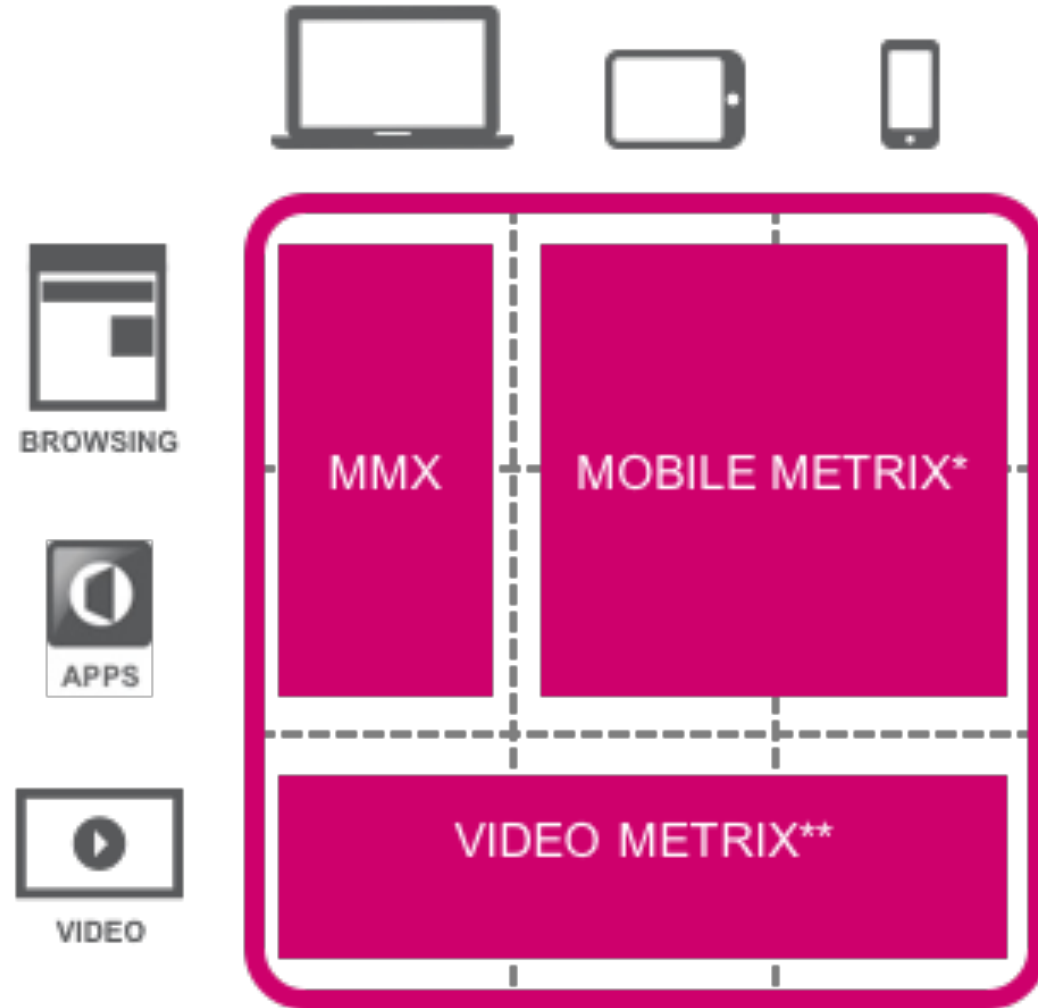
## UKOM

- Oversees the delivery of a credible industry standard for digital audience measurement.
- Quantifying audiences in terms of people, not browsers or machines.



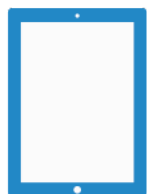


# New UKOM / comScore Methodology





# New mobile panel = accurately measuring digital time



✓	✓
✓	✓
✓	✗

iOS

Android



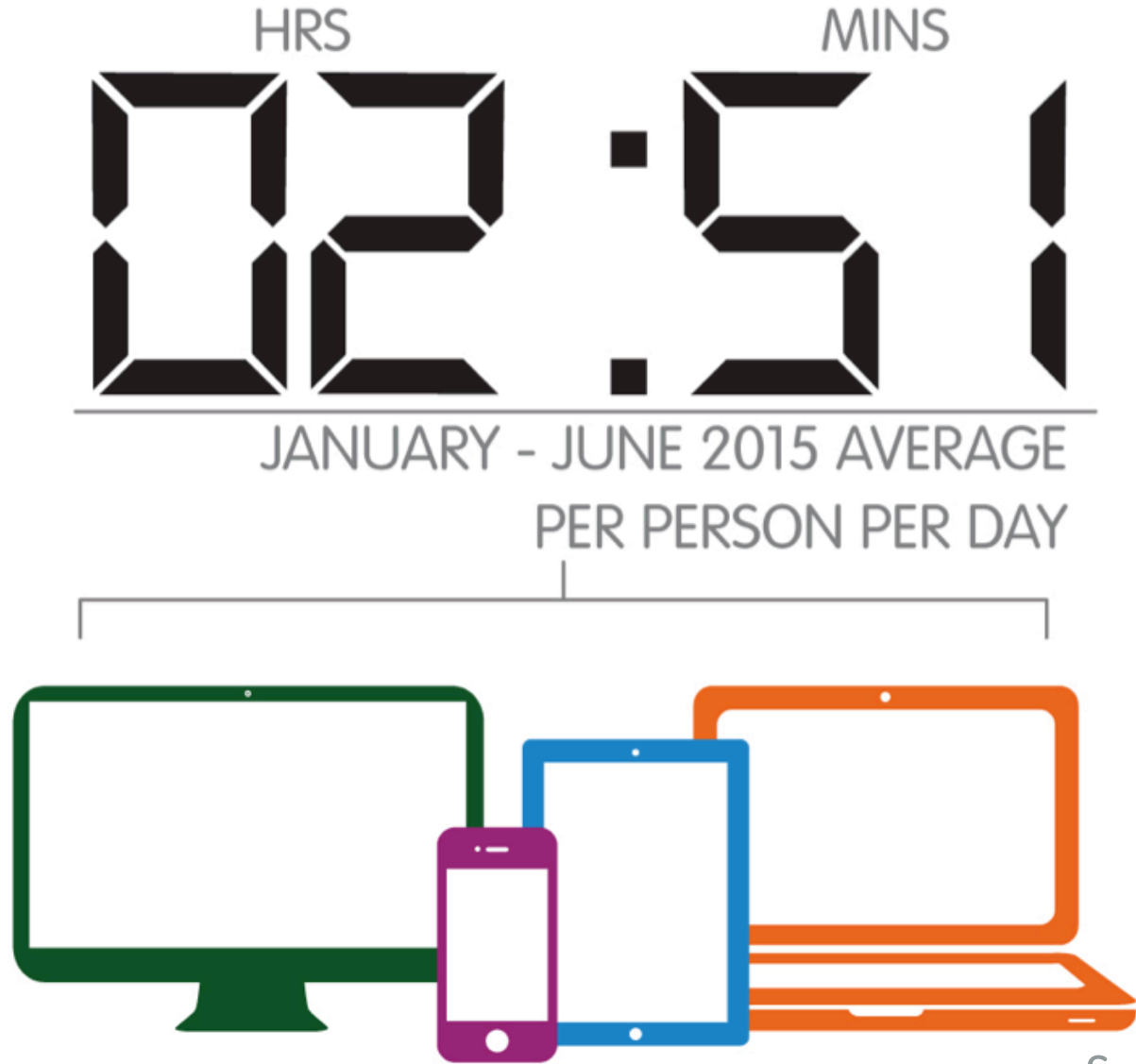
Apps



Browser

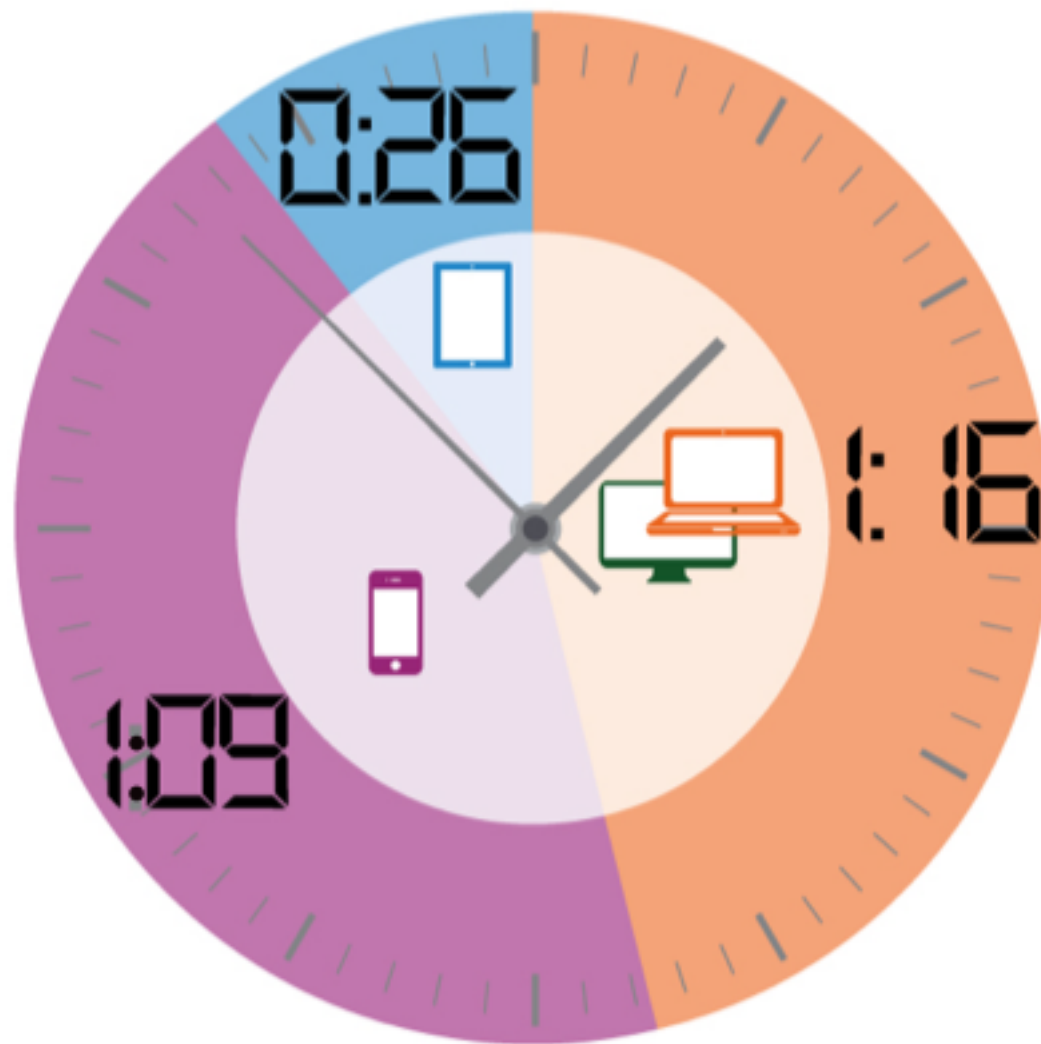


# Time spent online





# Time spent online by device





Internet  
Advertising  
Bureau  
UK

research@iabuk.net

---