

gemiusAudience

JIC Policies & Practices

Gemius has successfully entered many new countries, dealing with local JICs and other industry bodies. In the process, we have had to deal with many delicate issues that must be addressed when working with a new market. This web page describes the policies & practices that Gemius employs in working with joint-industry committees.

Gemius philosophy.

Gemius focuses a lot of attention on providing the highest quality data at the lowest possible cost. In Gemius' five years of experience, the company has learned a number of key lessons:

- **Every market is unique.** Gemius adjusts its policies, methodology and approach to each and every market. This ensures that gemiusAudience matches the needs of our local clients. To provide the best service, Gemius guarantees flexibility.
- **To provide the most value, Gemius focuses on transparency and dialog.** Gemius has consistently improved its methodology over the years through the use of transparency and dialog. All components of the Gemius methodology, including algorithms, procedures and calculations are openly communicated and explained to our customers. It is through such transparent dialog that Gemius can work in real partnership with our JIC clients. Furthermore, Gemius is open to having its methodology regularly audited to ensure data accuracy.

In adjusting its approach to various markets, Gemius has identified a number of philosophical issues that should be addressed by the joint-industry committee. On each of these issues, Gemius has adopted a variety of viable solutions. For more information on the workable approaches that Gemius has adopted on other markets, please refer to the case studies or contact Gemius.

Philosophical Issues

„Cookie Cutter“ Approach. Gemius does not adopt a „cookie cutter“ approach. Each market is unique and has its own special needs and concerns. Methodological and business solutions that work on one environment may not apply in another. Therefore, Gemius adjusts its methodology and approach to provide the best local solution possible. Gemius employs local people to accomplish this task.

„Black Box“ Solution. Gemius does **not** have any „black box solutions. Gemius craves methodological dialog. We want our customers to know what we are doing, share concerns and criticism with us, and be pro-active in helping us improve our technology.

All processes, algorithms, techniques and methods are opened for our customers.

Business Issues

Ownership of Data. Who will own the data gathered for online audience measurement? Who will own the final media planning data? Who will own the site-specific site-centric data? Who will own panelist data? Experience shows us that these are extremely delicate, market-specific issues.

Gemius makes a point of being flexible on these fronts, brokering compromises with all market players to ensure equity and safety.

Reporting Policies. Gemius designs its reporting policies to ensure the satisfaction of all market players, flexibly adjusting its practices and policies to guarantee that everyone is fairly represented, has their data protected, receives value.

Media Planning Data Distribution. Gemius works with all local players to design the optimum distribution model, guaranteeing that all market players that can benefit from on-line media planning data can receive it.

Methodological Issues

Demographic Data.

Each market has different „commonly accepted” demographic data that are usually used in media planning. Gemius adjusts its methodology to reflect these market-specific norms, and collects data that media planners are used to working with.

Product Usage/Lifestyle Data.

Often markets would like Gemius to collect product usage data as well. Gemius works with clients to find innovative methodological solutions to gather as much product usage data as is viable.

Structural Study Data.

In Gemius’ experience, every market has one or two „commonly used standards” in terms of offline surveys. These may be omnibus studies or TAM Establishment Surveys. They are conducted offline, on large nationally representative samples. Gemius utilizes the study that the market deems the most appropriate – regardless of source.

Age Cut-off.

In Gemius’ experience, every market has a different age cut-off. For example, the Polish market does all media planning in all media from age 15+ while the Czech market does all media research from age 14+.

Gemius sets its local age cut-off to whatever is the typical market norm, provided that the structural study accurately describes the population in question.

Media Tree Design.

Each market has different requirements for its media tree design and Gemius adjusts media tree design policies to reflect what the market desires.