



**Interactive  
Advertising  
Bureau**

***Powered  
by our members***

7Beaufort  
AB Reclamebureau  
AdLink  
Atmosphere BBDO  
BASE  
Belgacom / Skynet  
Belgacom Mobile / Proximus  
Belgium AdValvas  
Best of Publishing  
BeWeB Regie  
Carat Crystal  
Citobi  
Clickx Ventures  
Concentra Uitg.mij  
Cyberwork  
DataBase Management  
Dexia  
Digimedia.be  
Digital Age Design  
Echonet  
Elma Edities  
Epona  
Euro RSCG Interaction  
Extenseo  
FastBridge  
Fortis Bank  
Globesee  
Hi-Media Belgium  
Hypervision  
i-Merge  
IP Belgium  
Kluwer / Pub  
Leo Burnett  
Media Planning Belgium  
MediaCom  
Mediaedge:CIA (Outrider)  
MediaMarketing  
MindShare  
Minoc Business Press  
Mobistar  
MSN.be  
Music Choice Benelux  
OgilvyInteractive worldwide  
OMD Belgium  
Packard Bell  
Produpress sca  
Promedia  
R.M.B. Online  
Roularta Media Group  
Sanoma Mag. Belg.  
Scarlet Company  
Sopres Group  
Space  
Telenet  
The Push  
These Days  
Tiscali Belgium  
Trustmedia  
Virtuology International  
Vlaamse Media Mij  
Wanadoo  
Web-Age  
Winsome Benelux NV  
ZB22  
ZenithOptimedia

**IAB-Belgium**

**TERMINOLOGY  
CONCERNING  
AUDIENCE METRICS DEFINITION**

**September 2003**

**Organising IAB Work Group : 'Standardisation'**

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<b><i>IAB vocabulary</i></b>	<b><i>WEB JARGON</i></b>	<b><i>OFFLINE JARGON</i></b>	<b><i>REMARQUES</i></b>
<b>MEDIA CONCEPTS : DIFFERENCES</b>			
Ad audience = Audience = deduplicated audience	Audience du site  Unique Visitors	Net audience (in absolute figures)	- advice : As long as we do not have access to a single study, giving both demographics and audience figures, never use "coverage" in % when talking about sites sections or pages (they are targeted toward a specific audience, for which universe figures are not available)
Ad Impression Impression Gross contacts ** (** à utiliser de preference)	Impression Gross Contacts (contacts bruts) Ad Views	Gross Contacts Reach x OTS GRP in absolute figures (not %)	Caution : Mention of GRP is dangerous as - GRPs are extremely often used in % (and not in absolute figures). This can create confusion - we cannot use GRPs in % as long as we do not have universe sites on target - Reminder : GRP are not comparable even across off-line media (different impact, different definitions). Do not add them together.
Cost / Thousand CPM	Cost / 1000 impressions = Gross CPM  Cost / 1000 unique visitors = CPM Net	CPM Brut = cost / 1000 contacts brut  CPM Net = cost / 1000 contacts net	Gross CPM are more commonly used by media-planners.
Share of visibility	Share of voice SOV	Rotation (example rotation on a Trivision billboard)	! to change online term ! The use of Share of voice is too different from the off-line vocabulary (share of voice is used when comparing the pressure of an advertiser to its competitors)
OTS Opportunity to See ! is not definition IAB US	Capping is never equal to OTS (cf definition) Capping = Maximum Frequency Capping = Maximum OTS	OTS Opportunity To See Frequency	! no longer use of term 'Capping' Use Max frequency or max OTS instead They can be equal, only if the campaign runs forever...
Unique Visitor	Unique Visitor	Viewer / listener / Reader	Unless the data comes from a panel, visitors identify browsers not individuals.

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<b>DIRECT MARKETING CONCEPTS : DIFFERENCES</b>			
Ad Click Click	Click Click Trough	"Immediate Reaction" (no really equivalent offline term)	Comments : - clicks are not representative of the total return (surfer can see the ad and go later to the site) - clicks are not equivalent "response" in Direct Marketing (surfers can just have a look, but not ask for more info / subscribe...)
Ad Click Rate Click Rate Click Ratio	Click Trough Rate / Ratio  CTR Gross  CTR Net	"Immediate Reaction Rate" (no really equivalent offline term)	Same general comments as for "Clicks"  Gross = on non-deduplicated contacts (impressions)  Net = on deduplicated Audience (unique visitors)
Cost per Click CPC	Cost per Click CPC, C/click	No equivalent of "click" in offline media. The closest would be cost per reaction	Same general remarks as for "click". As the response would be underestimated (clicks < response), the cost / response would be over estimated
<b>TERMS TO ELIMINATE</b>			
Hit			= technical term, not used in Media
Site / User Centric Measurement	SC = measurement on site level SV = measurement on panel level		Would be more relevant in a training on web measurement in Belgium (too technical)