

The Readership Works announces call for expressions of interest for emma tender

The Readership Works (TRW) is inviting expressions of interest from research firms to conduct the Australian print audience measurement services from January 2023.

TRW, a joint initiative of News Corp Australia, Nine and Seven West Media, is the organisation responsible for Enhanced Media Metrics Australia (emma), the industry accredited cross-platform metric. In 2010, TRW coordinated the tender process which led to the development of emma. The body now manages the ongoing provision and evolution of emma through collaboration with industry partners and independent experts.

Print measurement services are presently provided by Ipsos and this data is fused with Nielsen's digital audience data to produce emma. In 2018, the initial agreement with Ipsos was extended for five years with Nielsen taking on responsibility for overlaying product data.

Suitably qualified companies interested in participating in the tender process are encouraged to apply with the search to be conducted both locally and globally.

General Manager of The Readership Works Mal Dale said: "emma will soon have been in market for 10 years. Conducting a review of potential suppliers and determining the best methodologies and technologies available for the industry is good governance. The dynamism of the news media industry requires that we partner with the very best research companies to evolve emma and provide industry stakeholders with the optimum audience measurement solution."

Interested parties can obtain details from admin@thereadershipworks.com.au

The closing date for expressions of interest is August 21, 2020.

About emma

emma (Enhanced Media Metrics Australia) is Australia's cross-platform audience insights metric built for the digital age. Developed for The Readership Works (TRW) by independent research company Ipsos Connect, emma has an agreement with Nielsen's Digital Ratings Monthly to fuse data and provide greater cross-platform accountability, accuracy, transparency and frequency of data. The Media Federation of Australia was involved in the development of emma and sits on the Technical Committee. emma is independently audited by Dr Rob Hall.