



CANADIAN RESEARCH  
INSIGHTS COUNCIL  
LE CONSEIL DE RECHERCHE  
ET D'INTELLIGENCE  
MARKETING CANADIEN

## Audience Analytics Committee

### Terms of Reference

#### **Objective**

The CRIC Audience Analytics Committee will identify opportunities and best practices for the evolving media measurement marketplace as growing digitization and increased device ownership offers new opportunities in audience measurement including cross-media cross-platform audience analytics. The committee will:

- Discuss and grow best practices in audience measurement techniques and research trends from a platform-agnostic approach
- Identify and make recommendations on partnership opportunities and support CRIC membership while contributing to valued resources and relevant programming, including and not limited to events or research guidelines
- Help the industry dissect the regulatory environment and contexts surrounding privacy and cookie-analytics including factors that help achieve unduplicated reach across devices and media
- Advise the CRIC Standards Committee on the need for standards that support reliable and accurate audience measurement in Canada
- Work with international bodies like ESOMAR's Audience Measurement Coalition, Joint Industry Committee, GAMMA, or others where relevant, to create relevance to the Canadian market and collaborate on mutually-beneficial initiatives.
- Encourage effective knowledge transfer of audience measurement insights to the most targeted audiences within the CRIC membership.
- Create a working body of knowledge from each meeting. This could take the form of activities like (i.e., similar but not limited to) recording multi-format moderated discussions and interviews to grow the library of resources available for audience researchers in Canada and globally to support data driven leadership and the development of audience measurement competencies in research.

#### **Composition**

The committee will comprise up to 12 diverse insights leaders from private and public sector, clients, agencies and academic institutions that focus on audience measurement today.

#### **Meetings**

One-hour virtual committee meetings will be held quarterly or more frequently as needed.

## Structure

The Audience Measurement/ Analytics Committee will report to the CRIC Board through its staff. CRIC's CIO will facilitate and moderate the meetings towards achieving the committee's goals.