

# Global Internet Audience Measurement Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Internet Audience Measurement market size was valued at US\$ 6440 million in 2025 and is forecast to a readjusted size of US\$ 12237 million by 2032 with a CAGR of 9.6% during review period.

Internet Audience Measurement refers to third-party or platform-based measurement of online audiences across websites, mobile apps, social media, streaming platforms, connected TV, digital publishers, e-commerce media, and online advertising campaigns. Core metrics include unique visitors, reach, frequency, demographics, time spent, engagement, duplication across devices, ad exposure, campaign delivery, and audience composition. It differs from simple website analytics because it is usually used as an independent market ?currency? for advertisers, publishers, agencies, and media owners.

North America is the largest market, led by the U.S., because of high digital ad spending, mature publisher ecosystems, programmatic advertising, retail media networks, connected TV, and strong use of third-party measurement in media planning and ad transactions.

Europe is a mature and regulation-driven market. Demand is supported by digital advertising, broadcaster/publisher measurement, GDPR compliance, cross-media planning, and industry-backed measurement currencies such as UKOM/Ipsos iris in the UK.

Asia-Pacific is the fastest-growing region, driven by large internet populations, mobile-

first usage, e-commerce, short video, gaming, social media, and digital advertising growth in China, India, Southeast Asia, Japan, South Korea, and Australia.

Latin America, Middle East and Africa are smaller but growing markets. Growth is mainly driven by mobile internet adoption, digital video, social media, online shopping, and increasing use of digital advertising by banks, telecom operators, retailers, consumer brands, and media companies.

This report is a detailed and comprehensive analysis for global Internet Audience Measurement market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

#### Key Features:

Global Internet Audience Measurement market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Internet Audience Measurement market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Internet Audience Measurement market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Internet Audience Measurement market shares of main players, in revenue (\$ Million), 2021-2026

#### The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Internet Audience Measurement

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Internet Audience Measurement market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Nielsen, Google, Meta, Comscore, Amazon Ads, Kantar Media, Ipsos, Similarweb, DoubleVerify, Integral Ad Science (IAS), etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

### Market segmentation

Internet Audience Measurement market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

### Market segment by Type

Third-Party Independent Neutral Audience Measurement

Media Self-Owned Internal Audience Measurement

Advertiser/Agency Custom Audience Measurement

Operator Official Audience Measurement Service

### Market segment by Data Collection & Measurement Technical Methodology

Panel-Based Audience Measurement

Tag/SDK Site/App Embedded Measurement (Server-Side Tracking)

Big Data Passive Sensing Measurement (ISP/Operator Measurement)

Questionnaire & Survey-Based Audience Measurement

## Hybrid Multi-Source Fusion Measurement

### Market segment by Application

Large Enterprises

SMEs

### Market segment by players, this report covers

Nielsen

Google

Meta

Comscore

Amazon Ads

Kantar Media

Ipsos

Similarweb

DoubleVerify

Integral Ad Science (IAS)

GfK Media Measurement

Sensor Tower

VideoAmp

iSpot.tv

Samba TV

Innovid

Gemius

M?diam?trie

Video Research Ltd.

Quantcast

Lotame

AudienceProject

Tubular Labs

YouGov

QuestMobile

IGAWorks

iResearch

MoonFox

TalkingData

Miaozhen Systems

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Internet Audience Measurement product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Internet Audience Measurement, with revenue, gross margin, and global market share of Internet Audience Measurement from 2021 to 2026.

Chapter 3, the Internet Audience Measurement competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Internet Audience Measurement market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Internet Audience Measurement.

Chapter 13, to describe Internet Audience Measurement research findings and conclusion.

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