

News release – Digital barometer

**POPAL launches industry barometer to assess retail conditions.**

POPAL UK & Ireland today announced the launch of its annual Digital Media in Retail (DMIR) Barometer, designed to canvas a wide cross section of the industry to gain a broader view on some of the key issues facing the sector, and to provide a comparative analysis of those views over time.

Over the coming weeks, the tracking survey will capture and compare responses from key players at 100 of the UK's top retailers and brands covering a wide cross section of sectors.

Announcing the launch of the barometer Jason Cremins, Head of Digital for POPAI, describes it as a 'qualitative approach underlying quantitative data'.

"The barometer will help us to measure conditions and better understand attitudes in relation to the challenges and opportunities faced by the digital media in retail industry in the current economic climate," explains Cremins.

The survey will provide insight into current and planned projects and general market performance. "There is little doubt that the annual barometer will offer a useful snapshot and give a valuable clue to the opportunities for the future," he adds.

The barometer has been designed so that data can be filtered, enabling POPAI to focus in on particular sectors, meaning that patterns specific to those sectors can be identified and analysed. Importantly, being able to investigate the data in more detail will allow POPAI to uncover more information about both the current and future needs of retailers and brands, enabling its members to better tailor their services accordingly.

"We will be repeating the barometer every year to track where the industry is going. It will not only closely track opinions but, more importantly, help to inform them, as retail gains renewed confidence in what we all hope will be improving conditions in 2010 and beyond," explains Cremins.

The results of the first annual barometer will be presented at POPAI UK & Irelands' AGM in early 2010.

**ENDS**