**CREATe – OMeBa: Online Media Behaviour Analytics**

**About the project**

OMeBa (Online Media Behaviour Analytics) was an innovative data tool which allowed users to explore how online consumer behaviour has evolved year by year since 2013. The tool interrogated the repeated surveys on infringement, online access and consumption behaviour in the UK, commissioned by Ofcom and the Intellectual Property Office and delivered by [Kantar Media](https://cones.conifer.rhizome.org/UoGLibrary/create---omeba/20230626090604mp_/https%3A/www.kantar.com/) (until 2018) and [AudienceNet](https://cones.conifer.rhizome.org/UoGLibrary/create---omeba/20230626090604mp_/https%3A/www.audiencenet.co.uk/%22%20%5Ct%20%22_blank) (2019-) as part of a continuing tracking study. Developed by CREATe (University of Glasgow) in collaboration with the AHRC Creative Industries Policy & Evidence Centre (PEC) and the UK Intellectual Property Office, OMeBa aimed to allow users from academic, policy and industry communities to identify trends over time as well as selecting and downloading parts of the dataset they may want to analyse in more detail.

**About the data**

The data that can be downloaded from the Enlighten Research Data page are questions and variables from wave 4 to wave 8 of the survey (2013-2018). They are organised in a spreadsheet which offers harmonised question IDs (QIDs), with a view to enable longitudinal analyses. At the time of writing this note (2023), the UK Intellectual Property Office (UK IPO) have released the 12th wave of the survey. Data from survey waves not available on the OMeBa dataset can be requested from the UK IPO: <https://www.gov.uk/government/publications/online-copyright-infringement-tracker-survey-12th-wave>

**Licence**

The OMeBa dataset can be freely used for research and other purposes.